T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

THE USE OF SOCIAL NETWORK WEBSITES

FOR RETAINING CUSTOMERS IN TURKISH COMPANIES

MSc. THESIS

Ilgar Asgarli

Department of Business

Business Management Program

Thesis Advisor: Assist. Prof. Dr. Burçin Kaplan

May 2017

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

THE USE OF SOCIAL NETWORK WEBSITES
FOR RETAINING CUSTOMERS IN TURKISH COMPANIES

MSc. THESIS

Ilgar Asgarli

(Y1412.130024)

Department of Business

Business Management Program

Thesis Advisor: Assist. Prof. Dr. Burçin Kaplan

May 2017

ii

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

Yüksek Lisans Tez Onay Belgesi

Enstitümüz İşletme İngilizce Ana Bilim Dalı İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı **Y1412.130024** numaralı öğrencisi **Ilgar ASGARLI**'nın **"THE USE OF SOCIAL NETWORK WEBSITES FOR RETAINING CUSTOMERS IN TURKISH COMPANIES"** adlı tez çalışması Enstitümüz Yönetim Kurulunun 12.05.2017 tarih ve 2017/10 sayılı kararıyla oluşturulan jüri tarafından *oybir.(liği)*. ile Tezli Yüksek Lisans tezi olarak *Kabul*...edilmiştir.

Öğretim Üyesi Adı Soyadı	İmzası

Tez Savunma Tarihi :24/05/2017

1)Tez Danışmanı: Yrd. Doç. Dr. Burçin KAPLAN

2) Jüri Üyesi : Yrd. Doç. Dr. Vildan GÜLPINAR DEMİRCİ

3) Jüri Üyesi : Yrd. Doç. Dr. Özge BARUÖNÜ LATİF

Not: Öğrencinin Tez savunmasında Başarılı olması halinde bu form imzalanacaktır. Aksi halde geçersizdir.

FOREWORD

All gratitude and admiration first goes to **Allah** for giving me the courage, strength and patience to complete my study.

My dear **father**, my dear **mother** and my **family**, I do not have more than bowing in front of their greatness.

I consider myself very fortune that **Dr. Burçin KAPLAN** has accepted to be my supervisor. Special thanks and admiration goes to him for his guidance, direction, comments, and feedback he provided me since the early stages of my research throughout the dissertation. I am also grateful for his wisdom, patience, and courage to accept the challenge with me and to encouraging me to keep momentum to continue.

As I am at the last stages of getting my degree, I would not forget my **professors** and **doctors** the teaching staff at the Department of **Business Adminitration**. For them all I extend my deepest appreciation and gratitude.

I also would like to acknowledge the support of the four organizations families' management and staffs for making this research a reality. My appreciation goes for **Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş sales director Ibrahim Köse, Gençpa Teknolojileri A.Ş sales director Savas Kayacan, D&B Academy assistant general manager Ebubekr Siddik Solmaz and Comedia general manager Ismail Kose** for their support and help.

Acknowledgement and gratitude goes to my best friends and classmates in Istanbul city, who stand with and bring me all the support and help during whole thesis process and special gratitude for **Bahram Qani, Khaled Al-Dhaheri, Fady Abu Ghazi**,**and Kaan Ilker Iseder** for their support.

May 2017   **Ilgar ASGARLI**

iv

TABLE OF CONTENTS

ABBREVIATIONS

SNS   **:** Social Network Sites
CT   **:** Customer Trust
CL   **:** Customer Loyalty
BA   **:** Brand Awareness
CS   **:** Customer Satisfaction

LIST OF TABLES

LIST OF FIGURES

TÜRK ŞİRKETLERİNİN MÜŞTERİ KAYBETMEMEK İÇİN SOSYAL AĞ WEB SİTELERİNİN

ÖZET

Bu çalışma, sosyal ağ siteleri yardımıyla müşterilerini elde tutmaya çalışan Türk şirketlerinin bakış açılarını tanımlamak amacıyla hazırlanmışdır. Araştırmada, Türk şirketleri hakkında detaylı bilgi kazanmak adına niteleyici yarı yapılandırılmış derinlemesine mülakat yöntemi kullanılmışdır.

Çalışmada öncelikle; Sosyal ağ siteleri, müşteri sadakati, müşteri güveni ve marka bilinirliği ile ilgili teoriler ve daha önce yapılmış çalışmalar incelenmişdir.

Türk şirketleri için öne çıkan bulgular; müşteri güvenini artırmak, marka bilinirliğini geliştirmek, ve şirketin mevcut müşterilerini şirkete sadık kılmak için Sosyal ağ siteleri kullanımı şirketin izleyebileceği uygun yollardan biridir. Son zamanlarda internet siteleri, Facebook, Twitter, Instagram, LinkedIn uygulamaları, Whatsapp ve Telgraf, şirketlere bu amaç için hayli yardımcı olmaktadır. Fotoğraflar, videolar ve tanıtım reklamları; Türk şirketlerinde en fazla kullanıcı etkileşimini oluşturmakta ve potansiyel müşteriler bulma, kendi Sosyal ağ sitelerilerinde haber kanalları kullanma, pazarlama promosyonları, mesaj ve yorumlarla müşteri geri bildirimleri, marka yönetimi, müşteri memnuniyeti gibi Sosyal ağ siteleri aracılığı ile farklı aktiviteler yapmaktadırlar. Bütün bu faaliyetler ve müşteri sorunlarını göstermek için Sosyal ağ siteleri kullanımı da dahil, hashtag pazarlamasını kullanmak ve Sosyal ağ sitelerini kullanarak rakipleriyle yarışmak; müşteri güvenini kazanmayı, marka bilincini oluşturmayı, müşterileri şirketlere sadık kılmayı ve sonuçta müşterileri elde tutabilmeyi amaçlamaktadır.

Anahtar kelimeler: *Sosyal ağ siteleri, müşteri sadakati, müşteri güveni, marka bilinirliği, müşteri memnuniyeti, müşteri tutma, şirket, müşteri, algı.*

THE USE OF SOCIAL NETWORK WEBSITES
FOR RETAINING CUSTOMERS IN TURKISH COMPANIES

ABSTRACT

This study identifies Turkish companies perceptions towards retaining customers by using Social network websites. This exploratory research utilized qualitative research method semi-structured in-depth interview in order to achieve more detailed information in terms of Turkish companies.

In the beginning of the study theories related to Social network websites, customer trust, customer loyalty, brand awareness and previous researches related to topic is described.

Major findings in four Turkish companies show that usage of Social network websites in a proper way could lead the company to increase customer trust, to develop brand awareness and make the current customers loyal to the company. The websites Facebook, Twitter, Instagram, LinkedIn and recently applications Whatsapp and Telegram help companies a lot for this purpose. Photos, videos and promotional advertisements are creating most user engagement in Turkish companies and they are doing different activities through Social network websites, like finding potential customers, using news channel in their own Social network websites, marketing promotions, customer feedback by messages and comments, doing brand management, increasing customer satisfaction. All these activities and including usage of Social network websites for addressing customer problems, usage of hashtag marketing and competing with their opponents by using Social network websites leads companies to gain customer trust, to do brand awareness, to make them loyal to companies which at the end results with customer retention.

Keywords: *Social network websites, customer loyalty, customer trust, brand awareness, customer satisfaction, retaining customers, company, customer, perception.*

1 INTRODUCTION

1.1 Background to Research

Olga and Bus (2015) determined Social network websites as an SNS (Social network sites) in their study and they utilized SM (Social Media) more than SNS in their research. But in this research author concentrates on Social network websites (SNS) and its relation with customers rather than SM (Social Media). SNS are defined as web-based services. They give access to people to build their own whether public or semi-public profile in a limited system, to create better communications with other individuals, to check their contact lists with others. Contacts can differ from each other site by site according to their style and nature(Boyd & Ellison, 2007).

According to Alireza Rezvanian and Mohammad Reza Meybodi (2016), nowadays online users have been affected by online Social network, for example, Facebook, Twitter entered their life and they manage to influence them to share information about their private life with different users.

When social networks start to increase its importance, especially after Facebook and Twitter become worldwide speed of information transformation has changed dramatically. In November 2015 Facebook managed to achieve 1.01 billion online users that are active daily (Wang & Cheng, 2016).

Afterward social networks moved the more extra mile and managed to make a strong connection between customers and brands. But it didn't complete with this task only, however later on creating a powerful connection between customers with another customer became their great success. It was voluntary for the customer to attend in any social network activity. Like in Facebook, one of the famous SN among others, it depends on the customer if they want to receive messages from the different brand. With using "like" and "share" button they can also share information with other customer and let them know about brand fame (Kim & Drumwright, 2016).

0

In order to be successful and advance in the business area one of the necessary task is customer retention.For example, most of the companies in the United States are not successful in retaining their customers that resulted in great fall in customer number, approximately half of them decreased in 5 years. If the number of customers is decreasing it means the company is losing its value, because the revenue of company can increase and decrease according to customer number (Gemme, 1997).

Increasing usage of SNS also leads to companies to start to use them for their business purposes. Companies used SNW as advertising their business over the Internet and get more customers. Since the beginning, till now it worked quite well that they managed to acquire a lot of customers through SNW as compared before. But one of the important part of this work is to define how to retain the customer in the company by using SNW.

1.2   Problem Statement

Nowadays SNS is playing the key role for companies in order to have a feedback and control with their customers very efficiently. For instance, HR department of most of the companies prefers to select and hire people through SNS. This example shows how the extent of SNS usage increased since last 5-6 years. In order to facilitate their worker's job, companies make the availability of Internet very cheap and provide them with several computers. So the employees can easily access to SNS and do their work at home and work at the same time.

Although companies are successful for applying SNS to their business sector and gaining a lot of customers through it, they are also facing problems regarding create a proper way for SNS and customer relation. Because if they don't make appropriate way for solving this problem, it can cause to lose their customers and in future, this problem can damage companies' reputation. Even though some companies are using SNS, that doesn't indicate that they can get customers trust and make them a loyal customer of the company via utilizing SNS. It can be a lack of knowledge about social networks or how to use them proper way in the company in order to be successful. According to this situation, the study attempts to solve the problem: **How to retain customers in the Turkish companies by using SNS's in a proper way?**

1.3   Variables

In order to attract many customers, companies should form SNS accurately and figure out the right way to keep them in the company. For this purpose, gaining customers' trust, make them loyal to the company and generate BA are very necessary factors for fulfilling their missions.

The main independent variable:

* Companies SNS (Ilina, 2015)

The independent variables (explanatory variables):

* Customers trust (Ilina, 2015)
* Customers loyalty (Ilina, 2015)
* Brand awareness (Ilina, 2015)
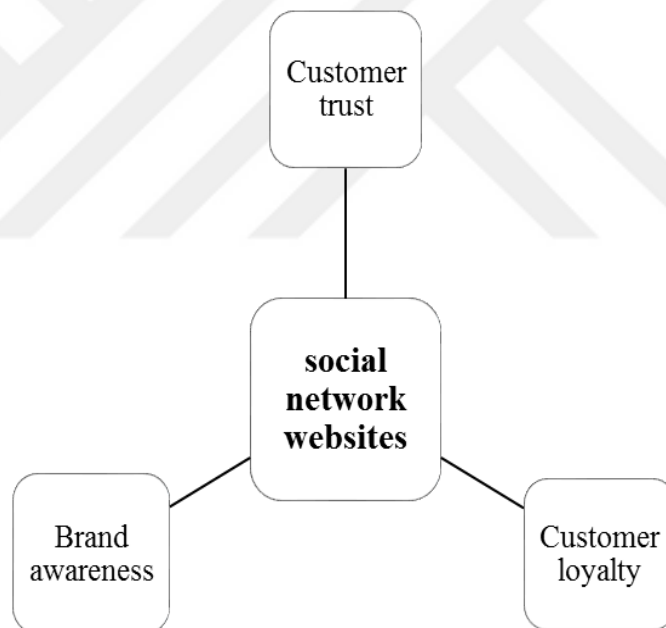
Figure 1.1 Research Variables

1.4   Research Method

In this research author used the qualitative method in order to get deeper information according to research topic., This study is identified as exploratory research which gives more detailed, deep insight information in most of the cases . In order to achieve rich data and the accurate result in-depth interview has been made with companies managers and directors. According to the results author plan to explain

how well SNS should work in order to get customer attention, loyalty or which ways should be used to retain them in the company.

1.5   Research Question

In order to identify companies perceptions about the usage of social networks for retaining customers, the research question in this thesis will be:

What are Turkish companies perceptions regarding usage of social networks in retaining customers?

1.6   Objective of Research

The objective of the research is to describe and suggest how SNS should be used in order to retain customers in the company. Four Turkish companies that are working in different areas have been chosen due to get more data from different business sectors. Interviews are made with company manager or directors who are working in a high position in order to get more detailed and accurate information. The main objective in the theoretical part of this research is to provide necessary sources and information about SNS, CT, CL and BA that help to define SNS's effect on the customer.

1.7   Importance of Research

This research is important for many purposes, so researcher divided them into some parts that will be mentioned below:

• This study is an attempt to highlight the implementation of SNS in Turkish companies in order to find out the proper way to retain customers in the companies.

• It can be helpful to managers, also to other responsible workers how to organize their companies SNS or advise them how to use it properly in order to retain customers.

• Researchers who intended to write their work in the related field can get benefit from this thesis.

This study can be considered as a source for researchers who would like to know about the requirements implementation of SNS in companies. Also, this research could be a starting point for those interested in further research in this area.

2 LITERATURE REVIEW

2.1 Social Network

Social network create a strong connection between people, companies or between company and customers in order to grow individuals business or social contacts through some famous social media websites, like Facebook, Twitter, LinkedIn, Google etc. The social network created interconnected online communities that enable to individuals to contact with each other easily, otherwise, it would take too much time (Rouse, 2016).

Nicole B. Ellison (2007) states that Social network not only lets the users have contact with other people, it also give chance them to improve their communication skills. They are not seeking to have communication with new individuals; rather they prefer to keep in touch with the individual they know from a long time and have good communications. From this point of view, these sites can be called "social network sites".

The progress of Social network last ten years lead to reform the way people make communication and the business process. Through communicating, sharing and utilizing content people generate information at the huge rate (Zafarani, Abbasi, & Liu, 2014).

Nowadays usage of the Social network is growing very fast and it's becoming accessible almost in everywhere of the world. Especially after the invention of new technologies, like mobile devices, personal computers or internet tablets it became very popular among users. Facebook, Twitter, LinkedIn are great examples for this fact. They create a new trend in the Internet world and in short time manage to get great success. Some sites like one of the tremendous of them Facebook is based on the context of systems, which means social communications play a key role in this website. Flickr, also quite famous website among people, have other function –

content sharing but also includes wide-ranging usage of social communication (Aggarwal, 2011).

One of the most popular and well-developed website - Facebook started its work since 2004. Since that time it grew so fast, and another website hardly competes with it in this area. Even statistics show that in 2010 Facebook reached fourth place among other websites. More than 800 million people joined this network during that period (Farrugia, 2013).

Facebook based on making a private profile, sharing some contents like individuals' personal photos, videos and most important creating strong communication between different people. It was available for the public first time in 2006 and in January 2015 it has more than 950 million people using Facebook and it includes 500 million users that enter Facebook every day. According to 2015 information, individuals who are in 25-34 age range are 30% and more than half, about 53% of people are females (Horzum, 2016).

In October 2006 another popular website, Twitter was established and it turned to biggest micro-blogging social network. From the day it was created, it contains almost 500 million tweets in every day. Based on some latest data, people who are using Twitter daily composed 22% of Internet users around the world. Twitter function not only limited to sharing the news with its users. It also gives opportunity active user involvement, deliver messages and substitute them with tweets (Kayser & Bierwisch, 2016).

LinkedIn is created for users who interested in their future job career. It gives chance users to post data about their job career and to have a contact with experts. Even though LinkedIn, Facebook, Twitter, three of them permit users to make their own profile, those profiles on LinkedIn related to job purposes rather than private.

Other websites like Instagram, LinkedIn, Google+, Youtube, Pinterest, TumbIr, Vine, Snap chat, Reddit, Flickr, Foursquare, Whatsapp, Tinder, Soundcloud, Peach, Blab, Reddit, VK, Tumblr, Pinterest, myspace, ask.fm also are very famous around the world and created enough users in short period.

2.1.1 Progress from social network analysis to social network sites

Before the creation of SNS, it is studied that Social Network Analysis played a key role in the analyzing SNS, its definition and the way it implemented in Marketing area. According to several studies, Social Network Analysis is based on two principles: 1) Sociology of Simmel; 2) Sociometry of Moreno. Each assumption has been accepted in different areas according to their culture or situation. The assumption about sociometry of Moreno is accepted in most countries that are commonly anglo-Saxon, like the USA. However, sociology of Simmel is accepted in mainly like France (Stenger & Coutant, 2009).

Geometry in the social network is the main interesting area for Simmel. But after discovering the way to study social interactions and the method can allow describing users visually and individuals realizations Morena with the help of sociometry that is called sociogram (Stenger & Coutant, 2009).

According to the base of theory, anthropology is among the notions that defined Social Network Analysis. Fundamentally, author Levi – Strauss regards this notion as a standard and he noticeably differentiates this notion from current interactions, however, another author Radcliffe – Brown supposes this notion as the main item for the particular culture. The variance between them is very critical, even nowadays their study keeps their influence on the particular area that modern scholars assume the study like ''base of research''. Social Network Analysis is accepted by scientists as the main method in sociology area. Another researcher Lazega is interested in interactions between social networks and main interactions. According to him, this kind of relation is existing if the measurement of interaction can bee detected analytically. As a consequence situation which is very necessary related to the procedure are subsequently very critical. It has a strong effect on marketing field related to SNS that can be described subsequently: information that is suggested about SNS like main fundamental research should not be included. Or it will be recognized as SNS focused on only about people issue (Stenger & Coutant, 2009).

''Manchester Academy'' which is called next wave in Social Network Analysis, Mitchell and Gribaudi created against core strategy of anthropology. Another author John A.Barnes provided ''social network'' before other researchers in order to define interactions between individuals and social community. Most developed times is

observed about Social Network Analysis encompasses the year of 1978 that INSNA was established at the same time. The last phase of the foundation of Social Network Analysis is related to display model and interactive matrix (Stenger & Coutant, 2009).

2.1.2   Social network websites history

In 1997 first time in history identifiable SNS was introduced and it was called Sixdegrees.com. From the day it was released, Sixdegrees.com gave the opportunity to people to make their own profile and arrange list for other people with whom they have communication. By the time of 1998, it initiated other feature that users can browse the list of that people. These aspects already have known to Internet users even before Sixdegrees.com website. For example, AIM and ICQ, one of the popular websites for interconnection and dating during that period contained the list of other people with whom they have communication. Although these websites contained this feature, it lacked major element, that users cannot see their friends. Another website Classmastes.com enabled users to connect with their school and also can browse a website instead of other users who were connected too. But for several years people were neither able to make their own profile nor create a list of other people with whom they have communication. In this situation, Sixdegrees.com had a big advantage, because it merged all of these characteristics (Boyd & Ellison, 2007).

It has been recognized as a device that creates convenient communication between users. Also, it was so comfortable for users to send messages through the website. Despite all of this successful achievements, a website started to lose its importance as compared before. As a result, the website lost its millions of users in several years and in 2000 Sixdegrees.com stopped its work as a website. But until now the creator of website argues that it was advanced technology during that time. Another deficiency of Sixdegrees.com was, users who were checking the website daily were not able to determine whether their friends active or not. Even it wasn't so easy to find a friend on the website due to conservative ideas that meeting with someone unfamiliar can be dangerous (Boyd & Ellison, 2007).

The effective period of time encompassed between 1997-2001 when new features began to appear in SNS that were not available before. People who were using AsianAvenue, BlackPlanet or MiGente were able to make their own profile, dating

or professional profile. In their own profile, users can easily find their friends even before accepting them as a friend. Then in 1999 new website called LiveJournal was released, it made communication for users on one way. Another website Cyworld which belonged to Korea although was launched in 1999, it was lacking SNS tools. Unless in 2001 it adopted new advanced technologies that supported SNS attributes. Afterward LunarStorm website that founded in Sweden reformed site and changed it to SNS in 2000. Like previous websites, it created some new technologies, for instance, list for making friends, pages for visited guests and pages for daily checking (Boyd & Ellison, 2007).

But in 2001 in the history of SNS new precedential page was created after Ryze.com was released. With the contribution of this network, people can manage and control their business. According to the inventor of a website primarily after the creation of website he talked about and show it his colleges who were studying with him together in San Francisco, that even some of them will be creator more advanced and effective websites in the future. Generally, the founders of some famous increased like Ryze, Tribe.net, LinkedIn, Friendster were so close friends in real life. According to their thoughts, it was possible to help each other without making any race between themselves. But the things didn't go as they expected and eventually Ryze never become so popular, Tribe.net improved itself in niche areas and only LinkedIn become very strong website among them, not like Friendster which were failed in this market (Boyd & Ellison, 2007).

2.1.3   Culture of social network websites

Culture in SNS is a very necessary issue. For instance, usually, it is mentioned that SNS supports uniqueness and it's only focused on itself. But today experts explain this as a not fault of SNS, also it is related to modern politics due to their new systems. Businesses that associated with SNS have a strong connection with the new capitalist system, that's why are affected by this situation easily. Like in North America where the modern capitalism became widespread, people suffered from individuality problem. However, Scandinavia has its strong structure of advanced capitalism system, this area mainly based on collectivist system(Miller et al., 2015).

It is hard to believe that most of that successful SNS work based on individualistic principle. But some SNS was created according to individualistic principles but

didn't develop very well. It started its improvement after joining some societies that all work based on collaborate standards. For instance, as it mentioned before Friendster recognized as a famous platform during early years of SNS. In 2002 the website begun its work in the USA, later on, spread to Asian South and East countries and at the end was purchased by Malaysian companies and it was re-made in this country. The Same process passed by one of the famous website Orkut which was established by Google, but couldn't reach its goal until it was introduced to Brazil and India which are leading with a big amount of population, that ended up with reconstruction in Brazil. When it comes to China is well known with its unique website QQ that was launched in 1999 and it is still powerful as before in terms of users who are using it daily. Another websites called Renren also has a quite fame in China among people due to same features with Facebook, although it's not the that much bigger network as compared with QQ. Because QQ is the more powerful network that has great influence on users' life which is not comparable with networks that famous in western countries(Miller et al., 2015).

One of the necessary task was an inclination to tangential areas which should surpass metropolitan places. That's why the improvement of SNSs are not related to Cyworld, it depends on the situation in America. MySpace was the first website that characterized with this attribute in America and after 2004 began to be widespread, even though afterward penetrated to music sector(Miller et al., 2015).

The major reason of that was related to the status of the USA around the world. Although famous websites like Friendster or Orkut were popular in other countries, first it was released in the USA. After these websites ceasing their job, Facebook began to lead the entire network. websites, however, Facebook is preferred by young people. Other sites such as WeChat which was founded in 2011 and WhatsApp that was launched in 2009 also grew very fast and reached quite big users (WeChat – 600 million, WhatsApp – 800 million people) in short period of time(Miller et al., 2015).

2.1.4   Types of social network websites

There are several types of SNS according to their work principle. Some of them based on profile, some based on content, others are called white-label, another category is called multi-user virtual environment and etc. Also, people prefer this kind of categories in order to ease their work(Childnet International, 2008).

- **Category based on profile –** These category websites are created in users' profile page. For instance, MySpace, Bebo, Facebook belonged to this category. There are lots of ways to improve peoples' profile and it depends on peoples' activity. They can send text, share some links or content with using message walls or comments. When users want to improve their profile page or get data from various websites they can also add some widgets which are called another kind of contents (Childnet International, 2008).

- **Category based on content –** Although the profile of people has a big role in this category, but still it is not as a necessary in order to share some contents. Like one of the popular website Flickr, all the groups or comments that people made are done within photos. For sure some people are using website just for checking some photos of their families' or friends' that are not available to the public. Another example for this category can be Shelfari that website based on books. YouTube.com which contains videos for users and last.fm which have software for controlling and playing songs for people are also included in this category(Childnet International, 2008).

- **White-label SNS –** In this category with the ability to create groups, users can create a private society in websites. For instance, some websites, like Ning and PeopleAggregator make the chance for users in order to create their private society in these websites. In these websites, people can make their private ''mini-MySpace's", that helps users to assist with certain aspects(Childnet International, 2008).

- **Online environments for multi users –** Website called Secondlife can be a good example for this category. It gave a chance for people to communicate with each other via online illustration of users. Even though profile cards exist, functional profiles still play an important role and monitor everything. Cyworld and Habbo Hotel are also great examples.

- **Social networks working via mobile –** This category also one of the new and trend in nowadays. Because of most of the SNS, like Twitter or MySpace, created network system for mobiles that users can use easily and communicate with each other.

- **Social networks for micro-blogging –** Social networks like Jaiku or Twitter permit people to print brief messages both in public or in their private group. First times it planned to work as the mobile device that changed within some period.

Users can make aware other people how they are feeling or what is their situation for the time being via ''status update''. People can notice this while using this website or can transfer somewhere else in order to look it later(Childnet International, 2008).

Web sites called People Search – this is another necessary category. One of the popular website Wink belongs to this category. People can reach the outcome of their search, by finding some public profiles of various SNS. Users can seek information according to its place, title, and some another data based on persons' profile(Childnet International, 2008).

2.1.5   Online and offline behavior according to social network websites

The Internet allows people to communicate with each other regardless their geographic location whether they are from outside of the country or living in a very far distance away from each other, but important is they have same interested area. Although this gives priority to the users to communicate with each other every time, it has also the drawback that affects them in a bad way too. Because people start to make communication only online, via computer or the Internet and are forgetting about offline communication. Some SNS can help users to meet and make face to face communication, transfer online communication to offline communication. For instance, some dating websites, like Match.com is a good example for this case(Steinfield, Ellison, Lampe, & Vitak, 2012)

Sometimes SNS can be dangerous for users in case of the security situation. Because the majority of users are finding new friends every time while using social networks and they are starting to share all the privacy with someone unfamiliar. But according to some studies, SNS users mostly prefer to have communication with their own friends instead of unfamiliar people or even so they are communicating with unfamiliar people at least they should have somehow little offline communication with them before. 91 percentage of teenagers have a communication with their own SNS friends rather unfamiliar people. They analyzed users who have a Facebook account and are making communications with their own friends in various universities. The finding showed that only 0.4% of them are made acquaintance from an unfamiliar person via SNS, however, majority interactions are related to offline basis, for instance, they know each other from school, college, university, company

the etc. Another researcher Subrahmanyam people prefer SNS mostly because to have communication with their families or friends(Steinfield et al., 2012).

According to studies about the usage of Facebook in one of the popular Midwestern university, communication process between people changing from offline towards online area has its own benefits. It is necessary to find an answer for the question that whether changing from offline to the online area is affecting purchasing the value of social capital according to peoples' attendance in SNS. Some previous studies indicated the ways in which extent and frequency usage of SNS can affect the value of social capital. But researcher Elison added to find out more information related to subject and discovered which way of utilizing Facebook have a big influence and connection social capital.

People mostly prefer to communicate with someone already in their friend list or they know each other from a long time or at least they have met the person face to face before, according to people's opinion a big part of retaining function in communication strategy related to searching for data and starting point. According to reversal case for connecting and associating with social capital simply related to searching data function. Furthermore, it had been made a survey between people that whether real friends in their friend list are quite more or not as compared with all Facebook friends. A number of real friends have the connection with both method of social capital, although total amount is not related. Total difference was bigger in connecting method than associating social capital, giving the idea that with the way of retaining inadequate areas of huge diverse network SNS can provide to individuals to have a connection with social capital. Associating method of social capital needs connection with powerful areas, also in order to communicate with these users, it requires various routes for combining some supplementary SNS influence (Steinfield et al., 2012).

Later studies also indicate that communication that passed from offline to the onlinearea is related to a social capital value according to their research in working place. Moreover, in order to estimate the power of SNS usage special signs have been created for measuring in which degree people are utilizing SNS to communicate with their current co-worker in opposition to individuals they know each other recently. Later when monitoring the power of SNS finished, usage of SNS in order to communicate with their real friends forecasted about connecting and some two or

three types of associating method of social capital. But not all the types of associating method connected with this kind of system, like curiosity in international relations. It was harder for workers who utilized SNS for knowing the unfamiliar person.

As a result, it is clarified that individuals prefer to have communication with their real friend or people that they know from a long time. Furthermore, study about offline to the online area has linked with the social capital item in big proportion (Steinfield et al., 2012).

2.1.6 Social network websites related to business model

As a time passes and society develops the way of social connection between individuals and communication system changes accordingly. Before several decades a top-down model of conventional firms was leading in social networking area of business. This model influences to program regulating process of media power, also give the opportunity to spectators involvement, excluding some processes that refer to the sorting-out activity, such as managing letters in journals, phone calls on TV or radio (Cachia, 2008).

The major subject that was discussed several times that which models will be applied in order to change conventional business process. Regardless Internet plays a key role in improving the way passage from conventional model to modern ones, still new ways has been searching for it. Most of the individuals that are the member of SNS are concerned about guarantee in the usage of the system free of charge, not in the process that linked with money and payment. For instance, dating SNS are excluding in this task. It demands to pay a certain amount of money in order to be the member of the system. This lead to finding out the answer for a necessary question that how business can earn a profit for membership in these sites.

SNS has the same characteristic with another Internet facilities, like the source of these items is not related to the financial situation, but gathering capital status. According to SNS study, no other methodology related to business sector noticed to be prevailing, in contrast, other forms are also existing. Description of the business methodology is the main item that is confronting SNS which is maintainable and produces a profit(Cachia, 2008).

After long and hard struggling, SNS with its exceptional features entered the market. It caused to the creation of the different position in the market area. While establishing their setting, SNS confronted some obstacles. In order to overcome the problem, they made communication system with individuals, but still, some sources are needed for improvement of their system. Approximately none of SNS demanded money for becoming a member to websites.

The majority of SNS prefer to make income by use of advertising. But still, some promoters are not sure whether SNS will be a sustainable channel for advertising or not. Because they consider that SNS still in a development period and it is not certain that they continue to improve or they can receive enough profit. Especially in 2007, it had been observed the decrease in several websites. For example, MySpace one of the famous website, 70.5 million improvements in June, followed by a steady decrease. People began using website very less, approximately 3 hours that decline about 26% as compared previous year. But individuals were online about 3 hours and 33 minutes on another famous website – Facebook, that 23% growth as compared to previous year.

It was predicted that profits from SNS will be near $965 million at the end of 2007 and it will continue to expand 2.4 billion from 2010. It is also deniable fact that most of the people who are using SNS a lot and giving more time these websites are young generations that are continuing their university or recently started their job career. These individuals have restricted purchasing capacity. In terms of the television advertisement, SNS advertisement is low-priced about $1.86 for each thousand view in MySpace, however, it is about $30 for each thousand view on TV even. Although, it is undeniable fact that advertising in TV has the different influence to people as compared to poster has been shared in SNS.

Also few of SNS are bringing new methods in order to apply in financial revenue. It is described in the following table some business standards which is appropriate to SNS that mentioned before (Cachia, 2008):

During the short period of time in a fast speed improvement of SNS, has created suspicion if they will be able to enter the competition with operation systems during their domination period. This is mostly due to the majority of individuals can be turned into permanent users SNS. The growth of innovative and exciting functions

supported SNS to enlarge, as result became the main reason for pertaining people in the specific website. Even though it didn't affect to the chief system of organization, enhanced insufficient extent for serving each users requirement. The growth of innovative and exciting functions not only supported SNS to enlarge, it also affected them to become stronger. According to Tokuda chief executive of Rock You – one of the main supplier of programs with SNS claims that increasing number of young generations with SNS can lead to replacing the function of operation systems with SNS.

Many email suppliers have accepted the success of SNS by developing various functions in terms of in which method users sustain their SNS. Yahoo, Microsoft Corporation introduced new advanced functions related to latest improvement in email facilities that enable individuals to implement extra tasks, like chasing your friends or making private profiles. Nowadays it is possible with certain applications users can contact and check out when their friends are available on the website and have a communication with them via chat box by sending text messages that are provided by Google and Yahoo email profiles. Google enabled individuals to send each other photos., word files and excel blanks via their email profiles as well.

This could increase race between SNS and email profiles in upcoming years. It can be easily predicted that SNS and email profiles are both struggling in order to get individuals loyalty. If individuals who are using email profile move to SNS email profile, it can cause fall in income that was made by individuals (Cachia, 2008).

Based on relation SNS and innovative services, it is becoming hard to predict the fate of SNS. According to some scientists, they will work together with other online applications in order to reach more advanced system. It is believed that recent fame will decrease as new technology is invented. But SNS still didn't lose its fame and will remain in its position as modern world circumstance proves it. As SNS demands communications and contacts, any simple idea about society will be provided by technologies. These applications probably will define the structure of SNS and add new highlighting for describing how SNS should work. The process leads to convenience, correspondence, and diversity. That's why people should arrange managerial communication by themselves. Social communication, social combination and socially oriented targets also should be added the application in upcoming years.

2.2   Customer Trust

Definition of trust can be explained credence in the reliability, sincerity, consistency of the second person and creates connection process that is the main goal for marketers trying to reach. This element plays a key role for successful communication and has a relation with various factors such as satisfaction and competitive advantage additionally for connection process (Doney & Cannon, 1997).

In order to create constant social communication, trust is believed that has great influence. Interchanging products is achievable if it based on broad trust and reliability. Also, approach to behavior theory can be defined as a high level of trust. Trust has a great impact on personal and group behavior that no other variable does. It is assumed that when civilization can break down, once trust is devastated (Hosmer, 1995).

Doney & Cannon (1997) described trust apparent reliability and kindness of targeted trust. Initial aspect of trust based on the unbiased reliability of a mutual colleague, an anticipation that collogues speech or written declaration can be compatible. The next aspect of trust, kindness, is the process one colleague is curious to another colleagues benefit and eager to create an effective connection. This kind of clarification is similar to manufacturing buying process. During buying process company that purchases products confronts with some extent of risk, for instance, the customer thinks that dealer company or marketer can show reliability and effectivity (reliability) and are curious customer best choices (kindness).

According to Dasguptas (1988) economics text, trust mostly related to analyzed stage, like people measure the rate of payment of another company defrauding or reliable in connection. If profit of defrauding don't pass the extent of being caught, organization supposes that it could be opposite to another organization's desire to defraud and that's why the organization is trustable. For instance, purchasing companies give the best fee to dealers in order to make it sure that value in high point.

In order to predict different organizations performance improved trust based on another organization capacity. Trust demands evaluation of different organizations trustworthiness and kindness, one of those organizations should have older information about performance and guarantee of another organization. Frequent

communications allow organization to analyze previous results again, giving a source for evaluating expectedness. For instance, vendors are building assurance on them in order to purchase company by frequently giving guarantee and distributions. Expectedness demands also courtship, similarly, it needs frequent communications as a basis of trust. The performance called courtship headed for connection improvement, particularly for the next company. It recommends that while two various companies have different mutual knowledge then trust increases as a result and it affects to their capability to forecast another one's performance (Lewicki & Bunker, 1995).

The capacity procedure is defining next companies capability to cover its commitments, that's why concerning mostly reliability element of trust. For instance, a vendor gives word to customer distribution on time, regardless of supply becomes on apportionment because of deficiency. If the customer convinced that the vendor hasn't got enough power for going ahead, then it will be really hard to trust the vendor's promise (Doney & Cannon, 1997).

Clarification and estimation of another companies purposes cause creation of the trust. Via intentionally procedure, customer clarifies objectives promise, performance and tries define its purposes in return. Individuals and parties that attempt to support or compensate trustor will be more reliable than people which give a misleading and untrustful idea. When two organizations have mutual significance and standards, it will cause to outcomes of compassionate purposes, which allows one organization to acknowledge the next organizations aim and target more accurate (Macneil, 1980)

Transmission procedure also can create trust. In the additional model for creation trust also third organization plays a great role, it is determined that other organization is reliable too. According to this idea, trust can be transmitted from reliable resource to the next person that he/she has less or indirect practice. For instance, the new company which is very reliable and introduced by the vendor mostly acquired CL from previous years. On the contrary, disbelief can be transmitted too, if the individual doesn't have enough data. For instance, an individual's previous practice with the car or insurance vendor usually causes disbelief (Adkins and Swan, 1980-81).

Obviously, there are some elements may remind several trusts developing the procedure. For example, if the customer has regular communication with the vendor, then it can result to develop forecast procedure that causes customer to detect the vendor's performance precisely. Also, they can clarify vendors concern about purchasing companies prosperity with this way and that's why it builds up intentionality procedure (Doney & Cannon, 1997).

Dealers status is determined in a degree that companies and individuals in the market think that a dealer is benevolent and taking care of the customer. Encouraging status can be transmitted between companies simply and strengthens the reliability of the salesperson. When customer company believes that dealers status is reliable, then it will be trustful related to dealer description according to connection with another company. Or customers realize reliability of dealers based on another companies or individuals expressions and activities. That's why the procedure of transmission could be worked to forecast good connection between dealers status and trust of the vendor (Ganesan, 1994).

Customers may use the analyzing system for evaluation rate of dealers attitude as an unreliability behavior that has respectable status is too much great. Due to building up encouraging status encompasses critical investing and symbolizes a valued asset (Dasgupta, 2000), companies are unwilling to endanger their status by behaving deviously If there are superlative chances, instant profits from the unreliable performance can be stabilized for compensation preserving superlative status (Telser, 1980).

Experimental sign sustains the connection between CL and dealers status. Network colleagues belief in the constructor is completely connected with constructors status for sale trades with network leaders (E. Anderson, Lodish, & Weitz, 1987).

The dealer can attempt to create or really create personal investing in communications. This investing can contain particular tool or adjustment of manufacture procedure to cover the customer's demands. According to Personal investing alter companies motivation basement: companies which are doing personal investments are unwilling to involve in devious performance due to that performance endangers persistence of the communication. If the communication is stopped personal resources can lose considerable importance (E. Anderson & Weitz, 1992).

There is proof that salesperson can trust the readiness exists for creating personal investing. Salespersons readiness can be interpreted as a to put himself/herself in danger for purchasing company that they ready to collaborate. This sort of performances could generate the intentionality procedure which personal investments give proof that dealers objects are kind. Ganesan (1994) believes that customers trust to dealers and they acknowledging that personal investments are beneficiary for themselves.

Reliable data delivering contains the degree that dealers deliver data to their customers. According to the analytical procedure, customers will rely on fact that dealers deliver reliable data to them because that dealers venture big amount of investing. For instance, due to customer unveil reliable data to the opponent of the dealer, rate of inadequate usage of data is high. If the customer company thinks that dealer is not reliable, then they also show dishonest behavior, like ignoring data which is shared with them Consequently, customers can estimate that the rate of unreliable manner is growing related to dealer companies give more reliable data to them (John, 1984).

The degree that dealer delivers reliable data with the customer, indicates superlative conviction to the customer company. The dealer provides unveiling model for generating trust by offering perceptible proof that the dealer is ready to prepare himself/herself sensitive. That's why intentionality procedure can be generated too, due to delivering reliable data signs to customers indicates that dealers purposes and targets are kind, which means the dealer is trustful.

According to several investigators trust forms, not in short period, but it really big time. It can be clarified in two trusts developing pattern that how trust in dealer company depends on the duration of customer - dealer communications. Initially, duration of time indicates investing process that has been done during communications between companies. It occurs to a degree that customers will understand this investment on the behalf of dealers, customers can analyze dealers would make fail by behaving in a devious way. The next is forecasting process will improve as the connection develops over the time. While interchange connection has a story, the results of past transaction process give a basis for the following connection. Companies could make effective proved interval in their communication

with developed practices (Robert Dwyer, 1987) and can perceive characteristics of each other easily.

By competence procedure, dealer creates trust on customer company, through developing its reliability which dealer can distribute his/her words. Customers identify dealer with a high standard of apparent authority more reliable. Apparent knowledge about insurance of dealer is a very important forecaster of CL (Crosby, Evans, & Cowles, 1990).

The authority of dealer is determined as a credence of customer company that dealer is experienced to offer what customer wants. For instance, if dealer that gives a word to accelerate, it can cause uncertainty whether the customer considers that dealer for accomplishing their promises they need more power to monitor administrative sources or not That's why the authority can develop trust to dealer related to competence procedure (Swan & Nolan, 1985a).

Dealers friendliness indicates how customer estimates dealer that they have met with welcoming, polite, agreeable characters. There is an optimistic connection between dealers friendliness and the trust that he/she gained from customers (Rotter, 1980). In this case, early trust relies on customers self-assurance in forecasting dealers reports precision, so optimistic connection between friendliness and trust can happen due to forecasting procedure. When customers adore dealers, then they will be more comfortable for giving a decision (Swan & Nolan, 1985b). Intentionality procedure also can cause for creating a trust (Rotter, 1980).

According to some experimental researchers in business marketing field building up trust towards dealer has a very optimistic connection with friendliness. Friendliness is a definite element for trusting dealer (Swan, Trawick Jr., Rink, & Roberts, 1988). Study proves that dealers who are friendly customers show the optimistic attitude towards them. Consequently, in order to get buyer trust, customers should consider them as a pleasant and welcoming person (Swan & Nolan, 1985b).

Correspondence estimates customers credence that dealers have same and common idea with customer company. If the organizations have the same target, then correspondence can play the key role for expecting next organization to alleviate another one's target That's why correspondences can activate intentionality and

21

forecasting procedure. Customers who realize common behaviors from the dealer can expect from those dealers performances, manners, and targets that match with themselves. Trus develops very fast due to the customer can easily estimate dealers target. With realizing dealers inspiration customers can forecast dealers future performance undoubtedly too, which is the main reason that explains why trust is related forecasting procedure (D. W. Johnson & Johnson, 1972).

While dealers make recurrent communications with customers for any intention, it can cause developing trust on the dealer, because the customer can detect the performance of dealer from when these transactions occur. Recurrent communications generate trust via transmitting data to customers that stimulate to forecast dealers performance surely. There is an opportunity for dealers to court the customers if they will communications with customer companies. These communications generate the familiar atmosphere that is helpful for interchanging data, developing an interactive connection and building up superlative common demands. Recurrent communications can generate trust by intentionality procedure, due to customers kind behavior towards dealers with whom they have common demands (Doney & Cannon, 1997).

Trust has a great role in different areas, like sociology, marketing, social psychology and economics too. All the areas explain the description of trust, the environment of trust and the way it developed till now with their particular approaching. As it is possible people can trust to community institution or organization and individuals, according to manufacturing buying process, customers can develop trust in dealer company and its marketers or to both of them (E. Anderson & Weitz, 1989).

Even though some customer companies have decreased their dealer basis in order to alleviate partnership or improve the value, most of the customers still sustain a different base of supply. During manufacturing buying process risk could be inevitable, while buying process includes customized rebuys or some latest duty, contrasting to direct rebuys. At this moment it needs more attention for purchasing parties, a lot of individuals for this process and big hesitation. Susceptibility is derived from customers trust on dealer company or its marketers. The dealer company establishes the strategy and creates some policies that influence purchasing companies costs and value. The marketer, as they have main communication with purchasing companies, gives very necessary data and advice to employees of

22

purchasing center. In order to make correct buying decisions and lasting relationships, customers should define the level that they can trust dealers and its marketers (Johnston & Lewin, 1996).

It started to turn out to trust is a very significant factor for improvement marketing model, as long as salespersons related to business field mostly focused on long-term communications. Study related to marketing mostly concentrate on two basic elements: dealer company and marketer. Even though these two elements have similar sides, the trust of dealer companyand trust of marketer are distinguishing from each other. For instance, spokesperson for the firm that is confirmed as being untruthful and dishonest can create a problem during long-term communications with dealer company. On the other hand, truthworthy marketers can protect customer obligation while there is hard situation are made by administration strategy that is against to customer attention (Schiller, 1992).

Trust that occur between companies functions as an authority process that creates the chance in order to interchange circumstance described by ambiguity and dependence. During the delivery process, it is clarified that whenever customers trust companies, they corporate with work process easily and struggle more in order to give an effort. If customers trust to the company, it also helps to decrease any argument and increase the chance that company satisfies from it. As a result customer, that trusts their companies are more likely to create and develop a connection (E. Anderson & Weitz, 1989).

Individual and associations also are creating trust in dealer companies marketer. While interacting customers and fulfilling marketing policy, sale power exhibits great force. In the beginning marketers attempts to convince customers to buy their company goods. As long as companies eagerly search more mutual connection with the customer, at this time marketers carry very necessary task for mitigating and developing CL. According to the study data that given by trustable source is more useful, so it has an importance for a receipt. When organizational customers trust to marketers, they show the more collaborative negotiating process that indicates improvement for both attendants (Schurr & Ozanne, 1985).

Trust to one person differentiates from trust to the organization. To realize this difference has a big importance on business marketing process that sale's power

performs the great behavior in order to fulfill dealers marketing policies and dealing with customer connection (Swan & Nolan, 1985a).

Trust related to marketable exchange connection also plays a key role in recognizing the way trust affects to some particular parts of customer behavior. It strengthens exchange and provides necessary aspects for colleagues to plan their future exchange connection (Doney & Cannon, 1997).

Great opportunity for connection between companies and customer viral communication depends on customer behavior, to the extent they are ready to use Internet transmitting-receiving and delivering data. It is proved that. There are many issues causes this happen, that one of them is sellers action and performance. Most of the sellers are unknown to the customers, that causes the really big issue to create the good connection with customers in the initial stage(Mcknight & Chervany, 2001). Evaluating reliability of Online sellers are harder than traditional street-side businesses from the customer side. In the Internet, circumstance customers are not able to monitor their goods or precisely follow Online sellers or to have contact face to face with them which is the desire of customers (Grazioli & Jarvenpaa, 2000). That's why customers face problem whether sellers will realize their obligations or private data that they shared with sellers will be secure. If there is a big gap between sellers and customers in connection, it can cause more hazard (Dellarocas, 2001).

Sometimes customers even don't trust Internet area itself due to safety problems, like afraid of the illegal entrance to their data from hackers. Considering cases, like huge media reporting about secrecy, safety and deception over web environment, causes customers to be more careful (Green, 2000; Schmitt 2001).

Consequently, deficiency of trust makes customers unwilling to involve in actions, that is necessary for distribution of information in the web environment, like giving their private data to Internet sellers or receiving products online. This deficiency of trust has been the barrier and still stays as an obstacle to Internet marketing, in the behavior of online sellers and Internet area. It is very vital for sellers to stimulate trust in customers in order to change them from interested basic customer to the user that ready to react every action over the Internet. The acknowledging character of CL on the Internet will give an idea to sellers accessible and planned information in

order to create trust, that will provide the huge possibility for company customer connection (Aldridge, White, & Forcht, 1997).

In a sense of trust, it is tried to explain understandings of other individuals behaviors and to be ready to become susceptible to them. Trust motivates individuals to realize their reliance because it represents a sense of safety regarding the objective of trust, like people can step ahead without any doubt and fear about any situation. That's why trusting to online sellers facilitates customers understanding of s hazard in Internet environment communication. Several studies found out that trust plays a big role for customers in understanding Internet environment (Friedman, Kahn, & Howe, 2000).

According to Bigley and Pearce (1998) communication between individuals that don't know each other yet, the connection will improve and will be more trustworthy as the time passes. Data like this is achieved when customer involve in performance based on trust, like receiving products and had a chance to evaluate the reliability of seller by monitoring outcomes of such performances. That's why when a customer enters and searches on sellers website, in the beginning, it is called the first stage of trust. While first stage customers try to assess opinion about online sellers, they are trying to define whether they will enter to this website again or not. This happens while in the first stage of trust, that customers don't trust sellers yet and they have still doubt and hazard about them. That's why online sellers should create enough trust on customers that to avoid hazard against them and convince customers to bargain with them. Because of that its very necessary for sellers to achieve success with bringing customers, that defines its strategy. During the first stage, people trust in signs, indications or any data which is achievable like, view of website or fame of seller in order to outcomes based on trust linked with sellers.

For customers receiving specialized guidance are more dangerous than ordering products via the Internet. While receiving products customers responsible only for the cost of that product. But receiving any specialized lawful guidance may endanger customers status or can make lawful obligation that may jeopardize customers long – lasting monetary safety. Moreover, it is not easy to define guidance websites are doing deception or ineffectiveness, like it comes hard for customers to detect if the sellers are trustworthy or not (Grazioli & Jarvenpaa, 2000). That's why these websites provide facility within special shopping websites which allows measuring

risk if customers feel relaxed when websites provide guidance. When the risk is big, the value of the trust is increasing. Guidance websites give tips for selling or can request to customers to give their private data, like information about their monetary, lawful life, that individuals prefer to deliver in an offline environment, rather that online Internet area (Moss, 2000).

All of these purposes according to performance that customer can recognize like full of risk, causing another problem for trust. Because of risk is occurring, trust becomes very necessary. For instance, when customers believe monetary guidance from websites, can cause risk in case of their money. Giving private data to websites can increase the possibility. Receiving can cause a hazard in buying goods which already ordered and after that have difficulty with sellers behavior. Even when the buying process fulfilled by credit card, it will have the same hazard with private data process. That's why that 3 social purposes are very critical consequences in terms of the trust. This purpose can be the performances linked to the trust if it is fulfilled.

In terms of purposes providing particular performance, the customer creates usual readiness to be compatible with the online seller. Readiness that builds up trust is related to decisional sensitivity, is the process mainly described trust (Mayer, Davis, & Schoorman, 1995). That's why in terms of usual readiness, the customer chose to stop being doubtful and go forward with the connection. According to Internet environments, this is a great step to developed willingness that they are ready to create a confident connection with the seller.

Presenting usual readiness for providing is the initial stage because it forms particular social purposes. When individuals are ready to obey to an online seller, it means they are ready to agree with particular terms of that website, such as paying attention to seller guidance, giving their private data and receiving products and services from the website. Paying attention to seller guidance is the same with to being affected by another association, that is influenced by the usual trust. According to some sources usual trust is a precursor of sharing data. There are some other elements also have affected to sharing data process. For instance in marketing resources, usual trust connected with readiness to manage transaction (Doney & Cannon, 1997).

Trusting confidence is awareness of the reliability of the target of trust. Trusting confidence is awareness of the person who trusts that the person who is trusted has features would be beneficial to the person who trusts (Mayer et al., 1995). Trusting confidence derives from a long time ago a study that is mentioned core of trust could be related to moral features, capability, and expectedness of another organization or arrangement that characteristics. As the time passes academics have chosen some confidences: honesty (trustee truthfulness and securing), reliability (capability of the trustee to fulfill what trustor says), and expectedness (constancy of trustee performance) (Mcknight & Chervany, 2001).

According to (Mayer et al., 1995) person (seller) that CLs to, should behave in an appropriate way, because in return customer also will perform practiced, moral, benevolent, reliable attitude. For instance, the truthful online seller should accomplish his/her contract with customer Seller which is kind shouldn't behave with the customer in a rude way deliberately. Knowledgable seller will try his/her best to fulfill customer demand with superlative product and services. That's why if there is a high level of trusting confidence exists, more customers will trust and interact with sellers.

Once the customers believe that sellers are knowledgeable, they can easily agree with the guidance of sellers, because they believe that knowledgeable and kind seller can give appropriate guidance. Correspondingly, if the customer considers that seller has a high level of kindness and honesty that sellers can provide them reliable advice, it stimulates also them to depend on guidance. Whenever customer believes kindness and honesty of sellers, they will be ready to give their private data to sellers because according to this confidence they will be sure that sellers will not misuse their data. Trusting confidence should guarantee a customer that seller has practical intelligence in order to keep their private data from hackers. Trusting confidence will influence also readiness to buy products because these features will guarantee that seller is ready and capable to distribute products and services that are received. So trusting awarenesses precisely and not directly affect to online users purpose for buying products (Grazioli & Jarvenpaa, 2000).

The seller also should support the customer in order to avoid a possible hazard. Apparent Internet hazard is a situation thatcustomer thinks that it is dangerous to be on the website or undesirable outcome can occur (Grazioli & Jarvenpaa, 2000). For instance, stealing one's identity has grown sharply last several years (O'brien, 2000), that ended up with anxiety, uncertainty or distress. When there is a high level of risk, it will also influence negatively customer readiness to give private data, agree with guidance and finally to buy products. Marketing investigators have suggested that apparent risk influences customers buying performance. Several investigators cope with the influence of apparent risk on Internet transaction (Aldridge et al., 1997). For example, Grazioli and Jarvenpaa (2000) state that apparent risk considerably influenced readiness to buy products, because of adverse influence against them. Perceived risk of acquiring guidance from fake professional will reduce purpose of depending on from seller.

According to some investigators disbelieve is not the just minor point of trust, but it is also contrary to it (Lewicki, McAllister, & Bies, 1998). Disbelieve is a separate concept that is related to various passions rather than trust because it indicates person wishes for endurance and defense from damage (Mcknight & Chervany, 2001). That's why to disbelieve influences precisely option and performances that are believed to be a high level of risk. Creating a common report of confidence and building up common readiness to follow don't show the similar high ranking of hazard responsibilities, like particular social purposes do.

Fame is a very critical factor in forming a trust to an online seller, especially in first trust stage. If customers didn't know private data about the seller, in order to gain customers word of mouth fame can play a critical role. When the customers got optimistic information about sellers from their friends or another person it may lessen individuals awareness of hazard and uncertainty in communication with seller. It can improve customers confidence about sellers experience, kindness and truthfulness. the customer can be ready to follow seller. Barnes and Vidgen (2000) found out that one of the popular website Amazon.com has increased inreased its profit via its fame. So fame is affecting to trust in online seller optimistically (Grazioli & Jarvenpaa, 2000).

Sellers are impersonal over the Internet, that's why connections are based on initial ideas about them. It makes sense that when customer believe that online sellers website is highly recommended, then high trusting confidences will be towards to sellers ability, honesty, kindness and will create readiness to follow seller. Website data value and virtuous boundary project will improve CL). A good example for this could be, customer, is choosing its bank, not because he/she knows very well and trusts bank manager or workers, but he/she chooses it because its external view indicates that it is strong and based on superlative structure (Mcknight & Chervany, 2001).

2.3   Customer Loyalty

CL is defined as the arrangement of frequent buying from the supplier or famous companies combined with customers similar idea related to the supplier. It is also determined like features of individuals that while buying repeatedly from the supplier, they are not searching any data about it. Deficiency of data shouldn't influence to CL if the consumer is totally loyal, then he/she will continue to purchase from the same supplier and will not have an argument about price and changes in the market even he/she doesn't have an idea about the deal (Oliver, 1997). Loyalty is determined also like a great obligation for buying and supporting same goods and service continuously in the future, that's why continuing to purchase identical company and goods (Oliver, 1999). Loyalty is a recurrent buying of goods, apparent maintenance, cost inconsiderateness, opposition to resist encouragement and advice to another people. The main sign of CL is considered readiness sharing optimistic word-of-mouth regarding supplier and manner of continuously buying from the same brand. These two performances are believed as loyalty signs by several investigators. Loyalty has described the power of the connection between customers comparative behavior and recurrent patronage and also find out 4 elements: 1) real loyalty; 2) hidden loyalty; 3) specious loyalty; 4) no existence of loyalty (Dick & Basu, 1994).

According to Terblanche and Boshoff (2006) realizing predecessor researchers that talked about loyalty due to getting the advantage of it for CL is very necessary. Aspects regarding loyalty are very active and complicated that alters and progress as the time passes. There is the critical difference in the clarification of loyalty while

analyzing CL and its elements towards to various marketplace and countries. There are several factors that are influencing CL directly.

The excellence of service is one them and contains 2 elements: 1) practical excellence (what is distributed); 2) operational excellence (how it is distributed). Several studies found out that excellence of service is one of the factors that leads to a difference in customer expectancy between service to be obtained and service being obtained opinions. The excellence of service also determined like universal evaluator or behavior regarding specific service, the excellence of service is a perceptive evaluator. Experimental studies have suggested that excellence of service plays a key role as a predecessor of CS that is considered the principal basis for loyalty (Cronin, Brady, & Hult, 2000).

Customers interactive targets like continuously buying attached with the apparent excellence of service. Also, customer idea about to advice others this brand via word of mouth is coming from the excellence of product. There is a straight direct relation with the apparent excellence of service and customer retention, it includes also the excellence of service and CL (Bell, Auh, & Smalley, 2005).

The next factor which is influencing CL is CS. It is determined as an intellectual or sentimental response that appears as a reaction to a specific or extended group of service confronts. Three fundamental elements of CS exists 1) intellectual, sentimental and desire which is types of reaction; 2) study that reaction is focused; 3) interval during this time that estimation is completed (Giese & Cote, 2000). It is defined as a general behavior that customer supports against the supplier. According to Halster et al. (1994), it is sentimental reaction generated from goods behavior assessment and several norms before buying while or afterward expenditure (Halstead, Hartman, & Schmidt, 1994).

Since last several years, CS was accountable regarding CL. CS and loyalty have an ineffective connection if CS level is down, it is average CS level is medium and powerful if CS level is up. If the CS level is up, it will cause enhanced loyalty for the company and leads to a reduction of customer compassion regarding bargains related to the rivalry. Customer who are feeling comfortable with the developed place of satisfaction, due to growth in CS they are becoming more loyal that indicates the big influence of satisfaction towards loyalty (Jones & Sasser, 1995).

Trust also should be mentioned between these factors that have great influence on loyalty. Because it has been paying strong attention to trust in order to develop and conserving continuing connections with different companies. It has another that trust is a very critical factor in order to gain connection obligation, CL, that's why very important element for connection reasonably and empirically (Moorman, Deshpandé, & Zaltman, 1993). So trust is a theoretical and necessary predecessor of consumer loyalty (Gremler & Brown, 1996). Inside firms trust shows up as a predecessor of behavioral loyalty developing (Singh & Sirdeshmukh, 2000). The continuous connection between supplier and custom.

Next factor obligation is determined as a hidden and open promise in interactive endurance between interchange colleagues related to supplier and customer connection (Robert Dwyer, 1987). The obligation is an necessary element for distinguishing loyalty and continuous buying (Jacoby & Kyner, 1973). Obligation and trust act as a moderator between behaviors and future targets for customers who have a good connection with companies (Garbarino & Johnson, 1999).

Interchanging expense is a summation of economic, physical and psychological expenses (Jackson, 1985). Interchanging expense is also defined as a moment, money and struggle are produced by a customer that results to alter it hard (Gremler & Brown, 1996). Customer engages interchanging expense while altering their suppliers. According to the connection between interchanging expense and satisfaction if the interchanging expense grows, satisfaction will decline, that's why engaging mediator influence towards CL (Hauser, Simester, & Wernerfelt, 1994). Interchanging expense can motivate customers for being loyal to the company, even though there are several same competitive brands (Klemperer, 1987). When customer encounter with a high level of interchanging expense obstructs and a shortage of replacement, it can reflect on customers loyalty (Wallin Andreassen & Lindestad, 1998).

The communal view is another factor related to CL and it is defined as a general thought about the organization in the people's point of view (Kunkel & Berry, 1968). The communal view is connected with organizations physical and interactive factors, like transaction identity, goods, and service link, infrastructure, the excellence of colleagues connection when meets with service (Nguyen & Leblanc, 2001). The communal view is analyzed as an external data sign, possibly yes or not is affecting

31

CL and it includes present and new customers (Wallin Andreassen & Lindestad, 1998). The communal view is influencing loyalty in an optimizing way. When it is optimistic view exists, customers will behave loyally towards the organization and this will increase reliability that in return will affect interchanging expense (C.-Y. Wang, 2010). General evaluation of customers regarding communal view is considered have an effect on loyalty. Manners and interactive targets have a functional connection that forecasts attitudes (Fishbein, M. & Ajzen, 1975). Subsequently, the communal view is believed as behavior that should influence interactive targets like CL (M D Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001).

Another factor service retrieval is defined while there is a breakdown of service, its reaction to service supplier avoids of it (Gronroos, 1988). Study based on conventional services shows up essential job in terms of the influence breakdown of service and CL retrieval (Johnston, 2005). According to this 4 substantial results came out:

- Loyalty targets have the negative relation with a breakdown of service and breakdown process that is affecting to interchanging attitude.
- Breakdown of service is also not accepting anticipation over the service, has the influence on the various type of loyalty, customer retention and word of mouth.
- If the satisfaction exists with retrieval of service analyzes the problem and at the same time develops CS.
- The first stage of the breakdown of service influences loyalty in a negative way, but retrieval process covers this.

From a customer point of view when companies engage retrieval of service continuously during breakdown process, it influences on their interactive targets in a positive way (Swanson & Kelley, 2001). If there is superlative retrieval exists, it can change irritated customer to loyal person. Retrieval is a chance in order to get substantial customer retention for suppliers (Hart, Heskett, & Sasser, 1990). Due to great role breakdown of service in terms of interchanging targets, perceiving correctly retrieval of service can lead customer retention that will result in the effectiveness of the company (McCollough, Berry, & Yadav, 2000).

Customers knowledge have created sentiments and it has a great connection with continuous buying idea (Westbrook, 1987). Perceiving sentiments of the customer can give an advantage for forecasting buying intentions (Allen, Machleit, & Kleine, 1992). Loyalty and sentiments have very necessary connections.

Another element interaction is developing consciousness, improving customer inclination, persuading and motivating customers in order to give their opinion to buy (Ndubisi & Wah, 2005).

2.4 Brand Awareness

Nowadays customers according to increase in awareness select their acquainted and promising brand. As result companies should make passion towards their brands in the brain of customers for struggling against another firm. Even though customers are acquainted and ready to purchase goods, BA is a different issue that affecting buying idea. If the customer is ready to purchase products or services the initial brand comes to his memory indicates that BA of this goods and service is high-level. If the BA level is high, it can affect buying the idea of customers. It can cause more portion in the marketplace and greater estimations of their excellence. It is almost five times more overpriced to bring extra customer than retaining the old customer. So the small rate will result in the goods to a high level of brand loyalty (Reichheld & Sasser, 1990).

It is already clear that main purpose of business is to increase their transaction and income too. That's why companies attempt to inspire customers to their goods and services in order to buy and customer lifecycle importance. BA is one of the necessary element is trying to find out in which way make customers conscious to its goods and services (Gustafson & Chabot, 2007).

When the company owns prosperous BA it indicates that goods and services of the company have superior fame in the marketplace and it is adequate. BA has a critical role while buying goods and services and can operate apparent risk estimation of customers and self-confidence level regarding purchasing idea. In order to have buying idea about goods and service, there should be deliberation of the brand, because when there is nothing to deliberate, mostly there is nothing to be selected. In terms of special brand, BA develops a huge connection in mind. Developing great

brand image in customers memory rely on positive brand estimation, available brand method and trustworthy brand symbol. The significance of BA in the memory of customers can be estimated at a different phase, for instance, identification, remind, main memory, brand power (it is called special brand), brand information. If BA is not existing, there will be no interaction, no operation happen which indicates it has critical power. Several customers may create a rule in order to receive from a brand which is well-known in the marketplace (Keller, 1993).

According to its individuality, choice customers can treat loyal to the brand, also undoubtedly can use that special brand, they know sufficient information about the brand and because of cost etc. elements, they are more assured about buying goods and service. In order to reach its target brand loyalty has a key role, that's why company attempts to make customer satisfy and if there is any difficulty they are trying to solve regarding goods and service. The brand loyalty is determined as an extent of nearness to particular a brand, showed itself in repeat buying behavior irrespective to marketing hazard made by the opponent firms. It is the simple target of organization which they establish regarding goods and service. According to its features, appearance, excellence, costs its advantage to customers to buy from the special brand and usually, they are engaged in buying and represent different people. In terms of brand loyalty, their random buying behavior turns into usual behavior with the growth in the buying process. Even for increasing size of sales brand loyalty plays a key role in companies, to achieve top rate, instead of searching to keep customers. Repeat buying differs from brand loyalty due to repeat buying means continuously buying products, however loyalty outcome of the process. Brand loyalty happens if the customer has necessary connection with brand demonstrated by repeat buying behavior. This kind of loyalty is advantageous to the brand because customers will definitely accept to buy top products and can be engaged in presenting new customer to the company. Loyal customers don't estimate brand, they simply buy product assuredly based on their practice. Two kind of customers is existing: interactive and sensitive. Interactive customers will behave loyally with their company but not sensitive. Nevertheless, sensitive customers will treat sensitive with a brand that they enjoyed. There are several companies attempts to make customers loyal compulsory according to their monopoly system regardless they are willing to become loyal or not, others establishes loyalty by less charging system and

some of them attempts various way in order to develop CS and brand but not yet succeed (Gronholdt, Martensen, & Kristensen, 2000).

Buying desire of clients relies on BA and loyalty of special brand. Buying desire contains on clarification of difficulty, seek data, estimating options, realizing buying behavior, post-buying activities. While receiving goods in the warehouse are more pleasant and make easy to decide. Customer purchase target can be desire buying and partly designed or totally designed. While desire buying process customers can make a quick decision and buy the goods that favorable for himself, in partly designed customers himself selects goods species but selects it in the warehouse and in totally designed customer previously selects goods and brand that he is planning to receive. Reaction and thoughtless behavior of customers demonstrate customers buying target differentiated in terms of the difference in condition. Brand loyalty, customer assurance, customers buying desire develop due to BA (Aaker & Keller, 1990).

3 RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, it is attempted to clarify research methodology used to study research question which is *''What are Turkish companies perceptions regarding usage of social networks in retaining a customer?''*

As a method in this research in-depth interview has been utilized in order to explore the topic and create new ideas.

In this chapter research methodology is described as following ways:

- Justification for this methodology
- Research procedures
- Ethical issues
- Conclusion

3.2 Justification for this methodology

3.2.1 Methodological approach

This research attempts to realize Turkish companies perceptions regarding usage of social networks in retaining customers. As a field, this research is exploratory, due to making the SNS famous is accordingly new occurrence (Cavana, Delahaye, & Sekaran, 2001). An exploratory study is generally used where limited data is existing and for future survey fields investigator targets to gain elasticity (Polonsky & Waller, 2011). The main aim of exploratory to achieve comprehending subject or condition very well and it is the proper method to guide fundamental composition for further research works (Cooper & Schindler, 2003).

The initial stage in exploratory research is to investigate current researches related to the subject field and later change possible subjects to clear issues in order to support objectives of the study (Zikmund, 2003).

According to Cooper and Schindler (2003), exploratory study is definitely qualitative. It is relevant to interpretive study which has its own purpose of developing realizing the of issue instead of confirm model. This kind of study has the capability to help the author with wide and valuable information and demands high quantity of researcher participation and explanation. The researcher is concerned perception and ideas of participants being interviewed and puts highlights over their statements and activities in order to determine model via examination, documents, and testing. A qualitative study is useful for getting quality information from comparatively few individuals, that gives the opportunity to the researcher to make research question and hypothesis during the whole research procedure (Cavana et al., 2001).

The research question of the study is determined by a ''What are Turkish companies perceptions regarding usage of social networks in retaining customers? This study tries to clarify how different companies utilize social networks for retaining their customers. The literature review gives wider information regarding Social networks, CL, CT, BA and makes easy research process. In order to make data needed to estimate proposition in a well-timed and lucrative way, the research strategy was created.

The subsequent criterion is appropriate to research method:

- Involving companies that have active SNS's and are using it effectively
- Helping to company managers about their ideas and beliefs that in return will give big size of interpretative data
- Creating chance to achieve deep inside of conception that could be determined

This criterion suggested to researcher one of the useful research strategy method which is called in-depth personal interviews. The subsequent section introduces justification for this research method.

3.2.2 In-depth interviews

The semi-structured in-depth interview is the type of qualitative study that is utilized in this research and the main aim of usage of this type is to identify some issues more detailed. It is determined as a conversation with an aim (Cooper & Schindler, 2003).

In-depth interviews are utilized in this research for the subsequent purposes:

The in-depth interview tries to find out that respondent without any hesitation can describe opinion or credence related to interest area and give a deeper answer. This is especially very useful for exploratory research. The capability of identifying issues in a more detailed way gives the researcher chance to determine and solve the problems easily and generates a great amount of information for research (Hair et al. 2003).

The advantages of utilizing in-depth interview contain the chance to discuss especially perceptive subjects with respondents. The respondent answers in a sincere way to the questions during the interview and mostly the information gathered has deepness and breadth. When interviewee has inappropriate ideas, they can discuss it and more details in an in-depth interview (Stokes & Bergin, 2006).

The researcher controls very carefully while deciding on respondents in a depth-interviews. Participants are chosen for their intelligence, practice, and ideas related to the topic. Characteristic of in-depth interview enable researchers to investigate the opinions of interviewees for more accurate interpretation (Stokes & Bergin, 2006).

The in-depth interview frequently makes participants have the sense of authorization as they like the situation that their ideas are necessary for research. It also develops trust and connection between participant and interviewer that in return increases the value of information (Davis, 1997).

Earlier described benefits of utilizing in-depth interviews clarify their appliance to this study.

3.2.3 Data quality

For making sure that quality data is gathered for this research the subsequent issues need to be directed

- Data reliability
- Bias characteristics
- Information legality and generalisability (Saunders, Lewis, & Thornhill, 2008).

3.2.3.1 Data reliability

Information is recognized as a reliable when it is proper (this is related to while other researchers could discover similar data when they are estimating similar information). The situation that encloses the majority of qualitative studies are complicated and active in character and elasticity is intrinsic in semi-structured interviews makes it harder to guarantee reliability. But in this research use of in-depth interview effectively increased the range of consistency (Cooper & Schindler, 2003).

3.2.3.2 Bias characteristics

Bias is a phrase that describes inexactness and mistake in information. The subsequent tactics were engaged by the researcher in order to eliminate bias in the study

- The interviewer make ready himself in a proper way for interview and had checked questions before in-depth interviews
- The interviewer was aware of getting answers in optimistic and pessimistic behavior
- The interviewer guaranteed that respondent feels relaxed with attending the interview
- The respondent was guaranteed that data gathered will stay private (Sekaran, 2006).

3.2.3.3 Information legality and generalisability

As a limited amount of interviews is existing in this research, the outcomes cannot be linked with a wide range of people and that's why are not generalisable. Legality of study is related to truth and validity of outcome of research. In this research legality of information is increased due to interviewer has the chance to explore and interview respondent deeper in an in-depth interview and is capable of being transparent according to the intentional purpose of the respondent (Saunders et al., 2008).

3.3 Research Procedure

In this research in order to collect data in-depth interview method is applied.

Literature Review

⇩

Define the Issues

⇩

Develop Interview Guide for In-depth Interviews

⇩

Select Sample and Recruit Participants

⇩

Conduct Interviews

⇩

Data Analysis and Interpretation

⇩

Present Propositions
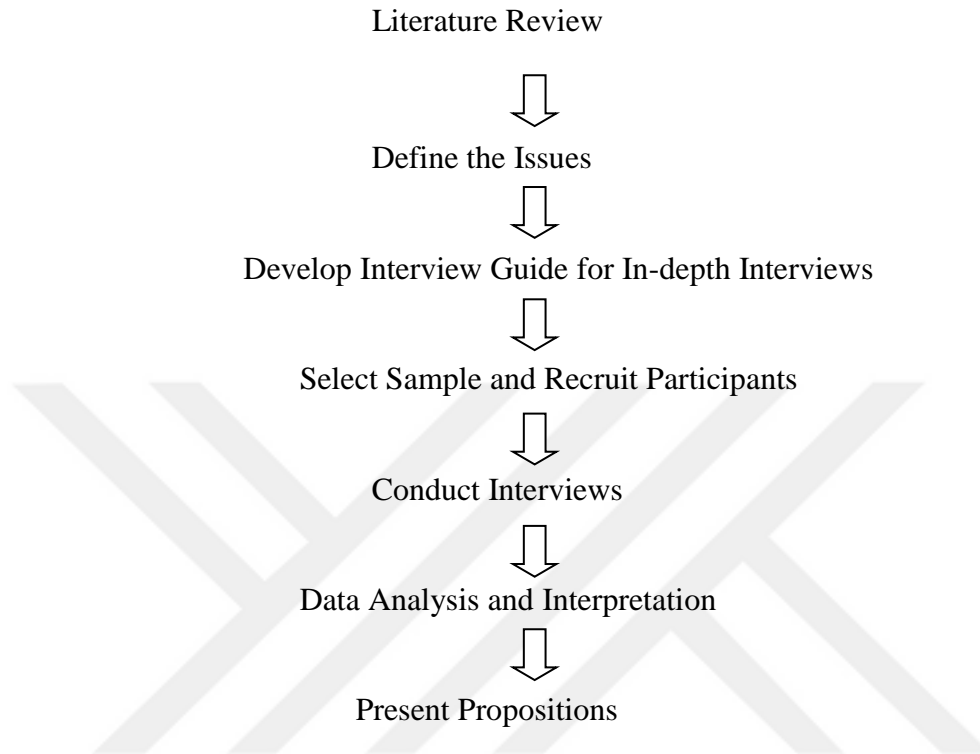
Figure 3.1 Research Procedure (Kelly & Bus, 2008).

3.3.1   Redefining research question

Research question in this study is estimated in in-depth interview studies and estimation of the information gathered in an interview. Questions include the concept of the importance of Social networks websites for companies and their relationship with customers, social networks and customer relationship capabilities, the importance of gaining trust, BA, and loyalty towards customer retention in the company via Social networks Websites.

3.3.2 Development of the interview guide

In an in-depth interview, process moderator participates with a plan whose role is to manage the debate procedure. It summarizes the parts and subjects of debate and enables also interviewer to explore participant interactively. Interview process contains questions which are open-ended and created for to identify respondents idea, practice, belief customer retention in Social networks (Polonsky & Waller, 2011).

The in-depth interviews were designed as a semi-structured question type that interviewer inquires particular questions. It is necessary to help the respondent to describe their own practices and knowledge, so they will easily answer questions. In this research due to the accuracy of questions author didn't utilize probing questions (Rubin, 2005).

Interview questions are designed according to the condition of respondents and be vulnerable to their emotions and demands. The question is made to motivate course of information and make sure that they are concentrated on the subject and problems related to research questions (Mason, 2000).

3.3.3 Recruitment of interviewees

As interviewees researcher chose four companies which are Bürosan, Komedia, Gençpa, D&B Academy that are working in different areas and using Social network SNS actively for their marketing purposes. The main reason for choosing companies that are working in different areas is that researcher can identify the difference between them easily and can judge which companies are using SNS effectively and which ones are not. In order to get more accurate and detailed information researcher made an interview with the head of company and manager of related field.

3.3.4 Conduct of interviews

The in-depth interview based on conversation and reliance between interviewer and respondent. The interviews average duration was about 40-50 minute, however, one interview was approximately 30 minute, due to interviewee was so busy. In order to to get more detailed information from the respondent, the interviewer applied the subsequent strategies:

- To listen actively (what the respondents being replied and unspoken ideas is delivered)

- Questioning (Utilizing both closed and open questions)

- Paraphrasing (in order to make sure validity asking them to say the ideas once again)

- Monitoring non-verbal actions

- Creating good atmosphere for respondent in order to make them feel relaxed

It is very necessary for the interview if the interviewer tries to create connections with the interviewee and explains to him the reason of interview. Another critical factor is interviewer should not conduct the interview that at the end will face with bias in an interview (Davis, 2000).

3.3.5 Data analysis

Information analysis that comes from in-depth interviews involves categorizing, contrasting, balancing and uniting data from interviews to indicate significance, to unveil models or combine together depiction process logical plot (Rubin, 2005).
The following describes features of the in-depth interview:

- Data analysis is continuing from the beginning of interview until the end

- The purpose of qualitative study is to determine difficulty of idea and notion instead of focusing on numeric review

- It demands methodical system

- It needs engagement of data too

In in-depth interview data analysis was employed in two different periods. Initial period contains preparing of copies, discovering subject, idea, process and making codes of those regain data related to particular opinions. Procedure of making codes for subject needs researcher to appoint the information and totally acknowledge notion and knowledge regarding the information

The second period utilized information to prepare depiction of setting and clarify how these topics and knowledge are appropriate with questions and in terms of this research (Polonsky & Waller, 2011).

3.3.6   Limitations of in-depth interview

Difficulties of utilizing in-depth intervieware mentioned below:

- According to time and sources, in-depth interviews are very costly
- The interview cab engaged effectively if the respondent has good knowledge and practice
- It is harder to clarify information
- Clarification and analysis of information can be related to personal issues

3.3.7   Ethical issues

While doing research process there are several ethical issues should be followed:

- Having respondent permission beforehand
- Involvement of respondents to the interview without force and fraud
- Privacy
- Avoiding harm
- Discussing outcome
- In terms of this research particular issue is regarded gaining information from head of company or managers that have very responsible work

Before participation of respondent were discussed about the character of the study and made them sure that all information that will be kept private. The whole interviews are recorded and then wrote down in a paper in order to make sure of accuracy. Data related to private issues was not requested and respondent had the chance to stop and gave up from interview any time they wanted. There was no danger for involving to this research as an interviewee (Sekeran, 2000).

3.3.8   Conclusion

This section described research methodology utilized to determine research question in this study that is ''What are Turkish companies perceptions regarding usage of social networks in retaining customers?'' This section describes explanation for the usage in-depth interviews and determines the process for this activity. The study provided the deep and detailed information companies perceptions toward usage of SNS in order to retain customers. The data regarding the outcome of the study is described in the next section.

4 RESULTS

4.1 Introduction

In this section the information that is received from the in-depth interview will be studied for analyzing research question which is:

What are Turkish companies perceptions regarding usage of social networks in retaining customers?

This section will give more information regarding sample feature and provide data analysis in order to determine if research propositions can be supported.

4.2 Sample Characteristics

This research attempts to identify Turkish companies perception towards usage of SNS for customer retention and in order to make this sampling strategy four company and from each company one responsible person to the related area is chosen.

Table 4.1: Sample characteristics of in-depth interview participants

Companies	Names of participants	Age of participants	Position of participants
Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş	Ibrahim Köse	37	Sales Director
Gençpa Teknolojileri A.Ş	Savas Kayacan	34	Sales Director
D&B Academy	Ebubekr Siddik Solmaz	35	Assistant General Manager

Comedia	Ismail Kose	39	General Manager

First compnay Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş is working on selling furniture to the customers, second company Gençpa Teknolojileri A.Ş selling mobile devices to customers, third company D&B Academy giving language course service to their customers and finally fourth company Comedia is distrubuting electronic devices to its' customers.

According to table 4.1 average age of interviewees is 36 and all the participants are working in higher positions, like sales director, general manager, assistant manager, which helped interviewer a lot in case of getting information from more knowledgeable people about their companies.

4.3 Analysis of In-Depth Interview Questions

This section attempts to analyze information received from four in-depth interviews and connects the statements and findings with the eleven propositions described in research. The outline of their statement and behavior in terms of online SNS usage leads the discussion of propositions. In the following researcher will discuss the 11 different propositions:

Proposition 1:Are customer relationships considered to be the valuable asset for your company? (Buss & Begorgis, 2015)

Key findings:

- Companies considered customers relationships as valuable assets
- Companies think that good customer relationship leads to gain new customers, retain current customers and promote company
- They argue that in order to improve customer relationship it is necessary to make product according to customer demand instead of creating standard product
- One company find promotions, visualities, advertisements as very important factors for customer relationship.

First company Bürosan Ofis Mobiliyaları Sanayi ve Ticaret A.Ş. salesdirector Ibrahim Köse stated that: *" Customer relationship is very necessary for the company. Firstly I want to talk about the company itself and mention in which sectors it is classified, so we can identify in which extent customer relationship is important for*

us. Our company based on foreign trade, working in the furniture sector. Our annual turnover is about 20 million euro and we are gaining this profit through customers. Customers are very important for us because we are not the manufacturer. We are not producing any product, all it is based on marketing company. For that reason all ourwork related to customers. According to customers preference, we are somehow trying to direct market in order to meet their demands, subsequently, according to their satisfaction, we are determining our product shipment. In the sector we don't have a standard product, we are doing our marketing according to whatever customers want and demand. That's why customers are very important for us and its really valuable assets".

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan: *"Our company starts to work as a company since 2002. Companies work is based on telecommunication and it gives wholesale and retail selling service in the telecommunication sector. That's why customers generally are very important for our company. In every connection with customers, we are trying to make good communication with customers in order to not lose them. Customers are necessary assets for us, we are taking care of customer relationship, defining how to retain current customers and how to gain to customers for our company. Our work principle is when we gain one new customer, it means for us hundred customers. Generally, customer relationship gives opportunity to us to gain new customers, to keep current customers and to promote our company".*

Third company D&B Academy assistant general manager Ebubekr Siddik Solmaz: *"Our company is the media academy and the academies headquarter is situated in Istanbul. We are trying to involve people from different nationalities to our company. In our company, art studios and well-designed equipment are available for training in television, radio. Therefore for the first question I want to say exactly, yes, yes, it is too important for us. Because when we are building relationships with customers they are giving us more customers. If we have a relationship with a student, he has his classmates, he is talking good about us and he is saying yes we are giving professional service. So our circle is expanding and this is all about customer relationship. If he satisfied and we are having a good relationship with him, even before the course and after course, it is also helping us to improve and expand our business".*

46

Fourth company Comedia general manager Ismail Kose: *"Comedia is the informational company that provides service to information, agencies, media establishments, printers, small businesses and other informational product and service users. According to customers demand Comedia can provide the most appropriate product for them. The company follows the upcoming procedure of product and services that are provided by itself and when it needs can company offers necessary maintenance and revision to its customers. Yes, customer relationships are considered important step for our company future. Because as I said generally customer relationships play a vital role for companies growth. An important part of customer relationships is working in the simple, but solution-oriented way. Company promotions, visualities, advertisements are influencing customer relationships in a positive way and enhancing its presence".*

According all the data described above companies described customer relationships as a very important asset. Second company Gençpa stated that it helps to gain new customers, retain current customers and promote company. First company Bürosan claims that doing marketing according to customer demand or instead of having standard product, making product in terms of customer need is the best way to improve customer relationship. Based on last company Comedia idea company promotions, advertisements are main source for encouraging customer relationshi

Proposition 2: To what extent is ''retaining customers'' a priority to your company? (Buss & Begorgis, 2015)

Key findings:

- Companies determined customer retention as a critical factor
- They think that marketing or outsourcing companies care more about customer retention than manufacturing companies
- Companies face difficulties when they focused on gaining new customers rather than keeping current customers
- According to them customer retention related to CS more than company service

First companyBürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Kösestated that: *"As I mentioned before because of we are not manufacturer,*

retaining customers is very important for our company future. We come up with very critical statement according to our previous statistical research. We made customer satisfaction survey and we find out that 94 percentage of our customers are satisfied the service that we offered to them and also another diagram to identify how customers reach to us. Firstly our workers have great responsibility for that and trying to reach them in different areas by themselves. Secondly 35 percentage of customers are coming via reference. All this indicators show us again retaining customers are very important for us and this customers leads to gain another new customers. That's why retaining current customers means we can increase our potential customers at least up to 30-40 percentage. Actually it is a very long process, I wish I can explain more in upcoming questions about it, but briefly customers are playing central role in our company and we are trying to meet their demands".

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan: *"I believe no any company gives to much privilege to its customers like us. We are presenting to our customers' privilege, making them feel special and working almost everything related customers. If you lost one customer from the company, it means over 10 years turnover you lost approximately 550 billion lire. That's why we are not neglecting any customer, even though he/she is not that much interested in our brand because sometimes we are earning more profit over that customer".*

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz: *"Keeping customers is so important for us. Because you know the market is like pool and we are some balls inside of this ball. If you keep going to put new ball every time inside this pool, it gets full and you will bring a bigger ball and put more balls in that pool. But if we are putting the ball and that ball representing the customer, we are bringing customer and at the same time we are losing current ones, so it means we are not improving. So to improve our business and to have a more professional brand we have to keep the customers that we have now. That's why retaining customers is a very valuable asset for us, for getting bigger and improving our service. Because every student is bringing their other friends, so we are expanding. And the most important thing we are getting bigger not because of our service, no, because of our customer satisfaction. If they are satisfied and work with us, like saying ok we will study with you and bring new students, it helps to grow faster".*

Fourth company Comedia general manager Ismail Kose:*" Due to our company is working as a outsource, our whole works is based on customers. That's why customers satisfaction from this point of view is the priority for us. If we don't meet customer satisfaction or couldn't solve the customer problem, it will affect our customer relationship. That's why retaining customers is our critical target".*

For this question, all the companies gave positive respond and they said that customer retention plays vital role in companies life. As Bürosan and Comedia companies said if the company working especially as a marketing or outsourcing company, then retaining customers are more critical to them than manufacturing company. D&B Academy claims that if the company only focuses on gaining new customers and neglecting to keep current customers, then the company can face big failure in future. Again D&B Academy states that retaining customers in the company is not depending on companies service, but CS. Second company Gençpa stated that losing even one customer is affecting negatively to companies customer retention policy.

Proposition 3: Since when has the company began using social media, when it started bringing benefits and being effective and what are the social networks used by the company? (Ilina, 2015)

Key findings:

- According to companies opinion usage of SNS gives benefit for companies
- Companies which started using SNS earlier are more successful than the ones started later
- They mostly prefer Facebook, Twitter, LinkedIn, Instagram as SNS
- One company consider Whatsapp and Telegram very helpful because it helps a lot to communicate with customers outside of country

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Kösestated that: *"As an organization, our company starts its job 38 years ago. From that time till now we did great things, we determined our sector obviously as furniture sector and attempted to improve in this sector. We searched more information related to this area, how we can improve fast, show better results than our opponents and present ourselves in the international business area. At the end, we succeed in our belief and we improved since that time. We start using Google 3*

year ago in order to improve more our company. From that time we had doubts that new system will not work well and we can face with failures. But results show itself after 2-3 year when we recognized it is actually bringing more customers. That's why we started to develop the capability of the website and give more preference to it. I can say that it was very useful for us and in future we are planning to use another website too for improving our company. But to be honest I have to admit that starting usage of SNS late is not a good idea. I realized that as early you establish a system you will earn more profit. As 2016 has ended up recently, we find out some results according to the previous year, all activities in a virtual world was done via Google. All our advertisements and activities in terms of customers were introduced through Google. Also, I want to mention our website and some other international websites based on marketing. For example, Turkish export is an international website and we are subscribed to this website. Also, we have subscribed another famous website which is cost annually 8-15 thousand lire and we are ready to pay it in order to get customers through it. That's why these platforms are very necessary for us. Other platforms as you said before Facebook, Twitter, Instagram is neglected till now, which is considered as a necessary element for the development of our marketing strategy. We regard it as a website for young people usage for themselves. But since 2017 we also start to revise some stuff in our company. It is obvious that in the company which is 20 years old is not easy to change some traditions. But in 2017 we decide to be on Facebook, Instagram, Twitter and some other websites which are necessary for marketing. It comes from supply and demand that with this way you are following the world and its trend. Because we have an international rivalry in this sector, we are competing with the world in architecture, tourism, furniture, textile sectors. That's why even though we were not active in these platforms, but we want to be one of the main users of these platforms. In previous years we were choosing fairs for these because we were setting the annual budget for this and advertisement expenses. Till 2016 we were thinking about to share our advertisements with street advertisements, street sign, airport sign, billboards. But we are thinking to change some strategies in this year.For example, in 2016 our budget for Google was about 22 thousand lira and this year we want to make it 80 thousand lire. Also using one website is not enough to reach your goals. We recognized that other websites are very necessary too and have wide range of user

area. That's why we are specifically working on Facebook, Instagram, Twitter and trying to make platforms especially on Facebook, Twitter, Instagram. Also in order to use this platforms actively different projects are being developed. For instance, we thinking about to make advertisements through marketers, workers or according to product preference. That's why I'm thinking this year Facebook, Twitter, Instagram will be active channels for marketing".

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan: *"Our company working as a corporate since 7 years. Within these 7 years, we start to use Social networks actively since 5 years. Due to starting use of SNS earlier we had a great advantage than others. Social networks are very necessary to us. In the beginning, it didn't give us too much benefit because you cannot expect something from the first phase of usage. Of course, it helped us to introduce our company to the opposite party, in making an advertisement, gaining trust. It started gradually give us benefit and now it is a big advantage for us. Our first priority is LinkedIn which is related to job area. Then the list follows by Facebook, Twitter, Instagram. We are also existing in other Social networks, but we are showing more effective performance particularly in these four areas. Being inactive in most of the SNS is giving us privilege".*

Third company D&B Academy assistant general manager Ebubekr Siddik Solmaz: *"Actually we started our company two years ago and immediately when we started working we start using social networks. That gave us a lot of advantage in terms of future of the company. Because we are depending on the Social network a lot for bringing customers. I think after three months of usage Social networks we can say that we started to get feedbacks. We are getting a lot of information from customers, what they need, what they searching for and most important thing they started contacting us directly over Whatsapp, Facebook, and Telegram. We have Facebook, Twitter, Instagram, we have blogs, but it is on the website, it is not individual blogs, YouTube channel, LinkedIn, also Whatsapp and Telegram. Whatsapp and Telegram specifically I want to underline because they are helping us a lot in finding new students. Because most of our students are living in abroad and in most of the Arab countries majority of people are using it more than others. As I know we have some competitors even doesn't exist in some of these websites and that makes us more important to the customer than them ".*

51

Fourth company Comedia general manager Ismail Kose: *" As a company, we started using Social Network websites withing whole company since 3 years. But if we consider social network websites usage in investment and promotion sectors which entwine whole work area we should go back 1 year before. This sector has 25 percentage of market part for improving the company and we are targeting to increase the role of this area. I think in future Internet and Social network websites areas will give more benefits to the company. Our company prefers to use as Social network websites Facebook, LinkedIn. Because most of our company work is done via these Social network websites related to customer relationships. Also, our customers know and communicate with us through these websites from a long time. As we give a priority to customer preferences, these websites help us a lot. That's why we are not changing our usage due to time wasting time and customer demand. But maybe in future, we can start to use other websites actively too"*.

Based on answers of interviewees it is clarified that usage of SNS is giving a great advantage to companies. Third company D&B Academy started using SNS at the same time company has been established which helped a lot for the future development of the company. Another company Gençpa initiated its usage of SNS not so late, after 2 years launching their company. But first company Bürosan didn't get enough profit due to the late installment of SNS to the company According to D&B Academy they are available in most of the SNS, like Facebook, Twitter, Instagram, Google,YouTube, LinkedIn, Whatsapp, Telegram and that's why they are showing better performance than opponents. Whatsapp and Telegram which is not mentioned by another company are used by the company more and brought more customers, Especially it is working well when you have customers living in Arab countries because the majority of them are using these websites. Gençpa stated that due to existing in popular SNS, such as a LinkeIn, Facebook, Twitter, Instagram they are getting more benefits. But Bürosan and Comedia, specifically Bürosan is using so less amount of SNS, which is only Google for Bürosan and Facebook, LinkedIn for Comedia. They are facing drawback of that and trying to join to other websites in the near future.

Proposition 4: What kind of content creates most user engagement on the Facebook page? (Ilina, 2015)

Key findings:

- Most companies identify that photos, videos, and promotional advertisements are creating most user engagement

- One company claim that promotional advertisements are not good choice for user engagement, but another company said that it is the most useful way of engaging customers

- Beside these contents, companies agree that informational posts, special offers also play role for customer engagement

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Köse stated that: *"Earlier I mentioned that we are not using Facebook actively, it has a just small page for now. But I can say that, because I researched in opponent firms, the companies like us are using special offers, photos, videos and promotional advertisements. Because most of the customers nowadays prefer this kind of contents and it seems it is more comfortable to them follow the information through these contents. In future, if we start to use Facebook, I think we will also try to use same contents and if customer demands we can add more content in order to cover their need"*.

According to second company Gençpa Teknolojileri A.Ş. sales director, Savas Kayacan:*"In our sector photo and video is more preferred and chosen by followers. We are not using promotional advertisements because social networks are not used for sale purpose. Social networks are used for presenting our company, not like selling and distributing them customers. We are making social networks advantageous for customers and trying to share contents related to them. For instance, instead of product advertisement, we are trying to figure out while using cell phone which features of it can be beneficiary for customers, how this technology can be helpful or are they able to read the latest news and we are presenting every week at least 20 technology news"*.

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz: *"Informational posts I want to mention because we are giving information related to media to our followers. Because we are specialized media training courses, so we are telling them what to do, what not to do in the media sector, lot information, like this. They are so curious what we are posting on our social media websites. Also*

special offers, sometimes we are giving to our followers, students that like our page on Facebook, Instagram, over Whatsapp too, special offers. Like if you registered in three courses you will get the fourth one free, if you registered two courses you will have a discount, if you are three students and you are registering course at the same time, like you three friends also are a group, you will get a discount because you are a group. If you are working in a non-profit organization, you are having a discount, so special offers are like this and they appreciate us because they think it is good opportunity to take. Also videos, sometimes when we promote our courses we do some photos, just design like a photo and it is good, we are getting good feedback. But when the promotion is a video, it is getting more feedback, it going everywhere, every one is sharing video and it is becoming so easy for us. That's why video is so helpful tool. Also, promotional advertisements are very critical for us. We are spending some amount of money to promote our posts, especially the main post like we are announcing new course or something like that. We are promoting this with money, but it is so effective because we are getting a lot of new followers and we are getting information from the people who interested in the same sector. So as I said four things, informational posts, special offers, videos and promotional advertisement are important for us".

Fourth company Comedia general manager Ismail Kose: *" In our company, people mostly prefer promotional advertisements, special offers, photos. For example when we post photos related to our business we noticed more customers are viewing us and we are getting more likes. Even sometimes some of them sharing photos that are giving us more opportunity to become famous. Following content special offers also is chosen by most of the users. Because they want us to promote them some specific offers that are mainly met with their demands. It helps too because with this way we are determining what is customers need and which information we have to share with customers frequently. We observed that promotion advertisements also are helping us in gaining more customers. Because people like when you give them discount in sales or if you buy one product another one will be free. These encourage customers to prefer our company, that's why it is considered one of the necessary content ".*

For this question first company Bürosan answered that even though they are not using Facebook, but in future, if they use Facebook they prefer photos, videos,

promotional advertisements. Second company Gençpa said that customers mostly prefer videos and photos and they are not using promotional advertisements because he thinks that it is for sale purpose and not suitable for company target. Third company D&B Academy stated that students huge interest towards information that they share on Facebook, informational posts are preferable. Also, special offer, photos, videos are very important for getting feedback in the company. But most important for the company is a promotional advertisement because they are spending a lot of money on that but at the end, the company is getting more customers. Last company Comedia also mentioned photos, special offers, promotional advertisements are more interesting to customers.

Proposition 5: Does the company use hashtag marketing in Facebook/Instagram/Twitter promotions? (Ilina, 2015)

Key findings:

- Companies agree that using hashtag marketing leads company to be successful
- One company think that using hashtag marketing demands more users
- One company believe that in order to use hashtag marketing company should be international and famous
- Applying hashtag marketing separately in different sectors helps company more

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Köse stated that: *" This question also is hard to answer in terms of the company. But definitely if we start utilizing Facebook, I'm sure that we will without doubt apply hashtag marketing to our Facebook page. Because it has a great role in promoting the company, engaging more users, retaining current customers. When I follow our opponent companies I find out that they gain a lot of new customers via hashtags. That's why in future when our company starts using Facebook, hashtags should be applied too ".*

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan:*"My answer to this question is no. Due to fewer users of our Facebook page, for the time being, we don't have hashtag marketing. Because hashtag marketing is organized for websites which have more users and as I know it works very well. A lot of users can enter the hashtag and encourage their friends to use it*

too. So with this way it is becoming popular and more people start to know about it. But I think for us we have more steps before utilizing hashtag. After reaching the certain level we can also start hashtag marketing and I wish we will also start using it soon".

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz: *"Yes, we are using hashtags, like dnbacademy, in every post we are sharing in our social network websites. Also, it depends on the sector. For instance, we are having a course in filmmaking and we are making hashtag in filmmaking. So, anyone who is interested in filmmaking, he will go to that hashtag and find our posts. Also in informational posts, you know we are writing some information about any sector, like about photography, cinematography, design, montage etc. So, people who interested in filmmaking, they can easily access to such kind of posts".*

Fourth company Comedia general manager Ismail Kose: *"We are not using it and I think we don't need it for now. Because I consider our company not quite famous and international enough for using this marketing tool. But using hashtag marketing could bring us a lot of benefits if we are a popular and international company.Because this time simple users can easily find any hashtag related to the company and get new updates about it".*

First company Bürosan believes that although they are not on Facebook, Twitter, Instagram, using hashtag marketing is beneficial for the company. Second company Gençpa states that they are not using hashtags because they don't have enough users to follow it. Third company D&B Academy successfully applies hashtag marketing in their company and they use hashtags for each of their sectors separately, which helps them a lot. Fourth company Comedia thinks that using hashtags depend on companies fame and it is matters if the company is international.

Proposition 6: Which activities does the company use through social network website? (Buss & Begorgis, 2015)

Key findings:

- One of the company doesn't increase CS through SNS and he considers it is not related to virtual world

- One company said that because of lots of users, communication with customers is successful

- One company has news channel in their own SNS and it supports to bring more customers than news channel on their website

- Marketing promotions help them to promote their company easily

- One company is doing customer feedback through private messages and comment

- Doing brand management helps them to introduce their brands via SNS

- One company is finding potential customers via promoted advertisements

- Through SNS company becomes aware opponent environment

- They said that increasing customers satisfaction is essential activity too for the company

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Köse stated that: *"Social networks is increasing brand value, making brand known to people and trying to make sure people are keeping in my mind about the brand. This our main aim. That's why we are using Google more for marketing. Via Google, we are trying to make known. The advertisement of companies brand can cost same as you spend money for Google. Because in a search engine when a customer enters the key word of furniture and if you want your company to be visible first you have to spend some amount of money. So increasing brand awareness is our first goal. We want to use social networks also for directing customers to us. Increasing customer satisfaction is very important for us, but for this, we are not using the virtual world. Because in our sector customer satisfaction is not related to the virtual world. If we can meet customer demand at the end, it means we managed to increase customer satisfaction. That's why if we say we are using Social networks for increasing customer satisfaction, it will be not fair. But we are doing brand management through the Social network. We are using most of our energy to this area. We are to trying to increase brand awareness with different ways, like various advertisements we shared with international websites. For instance, in Alibaba, Google and other websites we are trying to show our existence. Also, I want to say thanks to our government for their support in this task. Our next goal is to find potential customers. We are trying to connect with international websites or via email for finding potential customers. Also giving advertisement in Google and letting them involve from there is another method".*

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan:*"We prefer mostly advertisement of companies brand, improving customer satisfaction, brand image management and finding a potential customer. Finding potential customer determines as a selecting target group carefully. Selecting target group is very necessary for us because it helps us to define to whom we will present our brand and what will show them. If we don't select target group carefully all the work done for the social network, can lose its importance and also can affect our company budget.*

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz: *"Communication with the customer is very important to us because now everyone is using the social network, marketing promotions are most effective tool to market and promote your page, it is over the social network, especially Facebook. Advertisement of companies brand, yes, we are branding our name over the social network. The news channel, we are sometimes using over social network to put some news about our activities. Because, nowadays people are not entering our main website, dnbacademy.com, everyone is just going to social networks. So we are sharing the news on the website, at the same time we are putting it on social networks. Then they can reach our activities, ok we have that guest, we that agreement with some companies etc. Receiving customer feedback, for sure, yes, over private messages, over comments. Improving customer satisfaction, yes, because it makes to contact with customers. Sometimes when you write numbers, you will say ok I will call someone and maybe it is not available. Especially for the people who are out of Turkey, because our target is Arabic students, inside of Turkey and outside of Turkey. So if there is someone outside of Turkey, it is hard to make an international call, then it is directing to Whatsapp or Facebook, Instagram and give us direct private messages. Brand management is another important tool for us. Because in the media market, now in Turkey there are few companies that have the same field and they working as us media training. It is helping a lot for our brand. Actually now I can say we are number one media academy training in Turkey that targeting Arabic people, not Turkish people. Because for Turkish people there are other companies targeting Turkish people. Yes, we are also finding potential customers via promoted advertisements. Let's say I want to target Gaziantep, Mersin or Hatay because there are a lot of Syrians there. So I focus to direct advertisements there,*

promoted advertisements, at the end I'm getting a lot of potential customers over Social networks. Awareness competitors' environment, exactly is another critical issue. We are aware what we are doing and we are taking care of every step that we are doing in Social networks. Your competitors will get that and you will see when you post something, a lot of students or potential customers are sharing our posts. But when I see other competitors are posting something, but they are not active. If you our page on Facebook, you will see there is the post that has one thousand like or thousand like. But our competitors like is about just ten or twenty. So I can realize our competitor's behavior, performance, whether they are doing well or not, if the students are interactive with them or not, what are their activities. Because any activity and courses they are serving, all the related news is shared in social networks. So I can see what they are doing on the social networks. You know it is helping us a lot to know our competitors better".

Fourth company Comedia general manager Ismail Kose: *"I want to say communication with customers. Yes, it is already basement for us and one of our main purpose. We are dealing with customers through Social network websites, realizing their demands and trying to share to content related to their demands. Next is marketing promotions that which is done regularly by our website. With this way increasing our sales and letting know more users about us. Also, we are receiving customer feedback and trying to respond them as early as possible via Social network websites. Last I want to mention finding potential customers which are related to previous activities. Because all of them is linked with finding potential customers at the end".*

First company Bürosan states that most important which fulfilled via SNS is BA. Because it helps the company to be known faster and it works well with the company. Another important activity for the company is finding potential customers. Increasing CS is not done through SNS because this activity is not related to the virtual world in the company. Also, it is mentioned advertisement of the brand has somehow influence. Second company Gençpa said that most of the energy spent in the company is aiming to find potential customers which are companies future. Advertisement of companies brand, improving CS, brand image management are necessary activities in the company for this purpose too. Third company D&B Academy defined that they are doing all the activities that mentioned in the question.

Due to lots of users communication with customers are very necessary for them. Also, marketing promotions support them for promoting their brand. News channel helps them to share their news over SNS which has more followers than people following news channel on their website. They are also doing customer feedback via private messages and comments. The company also doing brand management which helps them to introduce their brand easily over SNS and few competitors of them use this activity which gives them the privilege. With the help of promoted advertisements company is able to find potential customers. Through SNS company is aware what his opponent is doing or which activities preferred by customers. They are trying to increase to CS too via SNS. Last company Comedia also is using quite many activities. They are communicating with customers to identify their demands, increase sales and make a famous company by marketing promotions, doing customer feedback and most important is finding potential customers.

Proposition 7: How customer satisfaction and loyalty is measured? (Ilina, 2015)

Key findings:

- One company believes that estimating CS and CL via SNS is not enough for the big companies.
- Another company thinks that big competition between companies obstructs evaluation of CL and CS
- One company finds polls and regular paper distribution effective for estimating CS and CL
- For one company emailed surveys and regular paper distribution is useful, other activities are not important

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Köse stated that: *"Our projects are not something small, it costs average between 100 thousand dollars and 10 million dollars. That's why while estimating customer satisfaction, email or some surveys related to social networks is not enough. That's in order to realize customer satisfaction, their loyalty we are going to meet with them face to face. Even if the customer is in abroad and our transaction finished with a customer, we are trying to send emails, trying to communicate with several times in the week, month. With this way, we can monitor our customer satisfaction, loyalty and get feedback easily. But I want to mention for monitoring customer satisfaction,*

loyalty over a social network is not an important issue for our company. That's why taking into the seriousness of fact it is very necessary to us to communicate with customers face to face".

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan: *"It is very hard for us to estimate customer satisfaction and loyalty. Because nowadays there is big competition existing in every sector. That's why I think it is very hard to determine which customer is loyal to you. Because almost 80 percentage of Social network customers focused on prices, 15 percentage of them interested in quality and 5 percentage prefer both elements at the same time, like good quality and cheap price. Before loyalty as a company, we are gaining the trust of customers. For instance, the company website is linked to survey, then we can partially estimate whether the customer is loyal or not. We have surveys that have been sent by email to customers and sometimes customers are not participating in this survey and that doesn't indicate that they are not loyal to our company. Because there are some customers that are loyal but doesn't like to attend in the survey. Anytime customers can communicate with us and change the results that we are not expecting".*

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz: *"I think we are doing these two activities: polls and regular paper distribution feedback. At the end, of course, we are distributing a regular paper that has evaluation survey. We are asking students what they think of course, how it was, is there any negative or positive things they didn't share, what is their estimation of our course, what we should do so we can be better and better and provide more professional service".*

Fourth company Comedia general manager Ismail Kose:*" In our company receiving customer feedback is very necessary and it is engaged via email survey or regular paper feedback in the company. Also, we are trying to communicate with customers and then find our potential customers through Social network websites. We are also presenting our brand to customers, also public by using Social network websites. But other cases you talked about not that much important for us".*

First company Bürosan thinks that estimating customers satisfaction and loyalty through SNS is not enough for the big companies. Second company Gençpa says that there is a big competition between them and other companies, that's why it's hard for

them to evaluate CS and loyalty. Third company D&B Academy stated that two activities polls and regular paper distribution are effective in the company. Fourth company Comedia underlines specifically emailed surveys and regular paper distribution is useful for them, but others are not utilized.

Proposition 8: To what extent is Social Media used in order to gather information regarding customer's product preferences? (Buss & Begorgis, 2015)

Key findings:

- Only two companies are evaluating customer product preference over SNS
- One company is estimating customer product preference through SNS advertisements
- Another company evaluates customer product preference via discounted prices, sending surveys to customers working in different areas

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Köse stated that: *"About our company I want to say that we are a member of Turkish Export website and customers can define their demand from there and have the connection with us. Actually, we don't research about measuring customer product preference. It is right that companies can easily determine what is customer demand over the social network, like what kind of table they prefer etc. But to be honest we are working in this area too much. It seems us future step and we didn't do this much deep analytical research for now because we have a lot of important works to be done before that. Not now, buy maybe in recent future in order to determine customers demand it can help us. But for now, we don't have this kind of research".*

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan:*"In this point social network advertisements have priority. Because we are meeting with customers demand via social network advertisements without doing any hard effort. For instance, as other companies we have also method like according to customer's preference or favorable product while they are searching any product on another website, we are trying to advertise that product on that website".*

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz: *"It is hard to say about product preference in our company, but I want to say as a customer preference or customer needs a point of view we are trying our best in*

order to cover with them. Because customer preference is a priority for us. But about product preference, we are not that much specialized".

Fourth company Comedia general manager Ismail Kose: *"Main indicators are demand for discounted price (It is very necessary to us to what extent we will get feedback after sharing promotional advertisements with customers), sending surveys to customers that are working in different areas which are related to consumption (Every company are working in different areas. Due to our specification in the information sector, we are sending to each organization different survey. This helps to determine companies needs and meet customer demand. For instance, companies that are specified with advertisements usually are using Apple, Mac, IOS systems. We are promoting any product of Apple that could be useful for any department, like printing, graphic etc.), service that is provided by the company (we are promoting our company in Social network websites, brochure etc. in order to introduce in which areas our company is working)".*

First company Bürosan and Third company D&B Academy stated that both companies are not doing evaluating customer product preference over SNS. According to a second company, Gençpa SNS advertisements makes it easier to estimate customer product preference. Fourth company Comedia claimed that discounted prices, sending surveys to customers working in different areas.

Proposition 9: To what extent Social Media utilized to address problems, customer complaints, change in customer needs, or product preferences? (Buss & Begorgis, 2015)

Key findings:

- Three company don't use SNS for solving customer problems.
- Two companies use telephone and email for dealing with customer problems, due to their customers believe that it is easier and faster
- Only one company utilize active SNS for solving customer problem and they consider it faster

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Köse stated that: *"For now it is not widely utilized, because as I said we are using only Google for this purpose. But in future, if we connect to Facebook, Twitter, Instagram, then we will also start to use social networks for this issue. Because*

customers will do lots of activities in social networks, such as will give like, comment, mention their demands, and also announce their problems. At that time it will start to work actively, but right now we are not using it actively. We are getting feedback, communicate, trying to solve customer problems by visiting them, meeting with face to face".

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan: *"Actually we are not using Social networks for dealing or solving customer problems. It is not common for us and we are not doing it through SNS. Usually, if the customers have any problem they prefer to communicate with us through the telephone. That's why we didn't focus on and develop this area".*

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz:*"In Social networks when someone is writing a comment in your page and he is saying like I'm calling you and there is no respond, so there is a problem. I try to fix this problem as soon as possible. So our social media is active and helping us to do and perform better. Because we have a coordinator that specialized in Social networks and he is 24/7 active in Social networks. He is observing if there is any negative feedback, he is telling us, like ok we have a problem we have to fix it as soon as possible. So this is the way how Social networks are helping to us. You know sometimes you are sending messages, email, you can be busy and notice about it later. But via Social networks you are getting information very fast, so you can solve it quickly. That's why it is helping a lot".*

Fourth company Comedia manager Ismail Kose: *"Generally customers do not prefer Social network websites in problematic issues in our company. They are giving their feedbacks in terms of complaints or problems via using email or telephone. In this task, Social network websites do not have that much necessity. Customers consider it wasting time, that's why they prefer usage email or telephone.*

For this question, three company Bürosan, Gençpa, Comedia replied that they are not dealing customer with problems through and two of them Gençpa and Comedia said that they are using email or telephone for this purpose because their customer considers it time wasting. Only third company D&B Academy is using SNS actively for solving customer problems and they consider it faster to give reaction to a customer problem.

Proposition 10: How has your company performed since it started to use Social Media as compared to your competitors? (Buss & Begorgis, 2015)

Key findings:

- One company prefer usage of company website and advertisements for BA, but they mentioned necessity of SNS in future for competing with opponents
- One company said that due to less improvement in usage of SNS they cannot still compete with their opponents regarding achieving CS, keeping current customers, improving CL, creating BA in terms of SNS
- One company claimed that customers are deciding to choose any company in terms of achieving CS, keeping current customers, improving CL, creating BA
- For one company BA is very important, but it is not used to compete with opponents

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Köse stated that: *"According to sectors we are trying to show better performance than our opponents. Yes, it is an advantage and in order to develop our website, we created the special department. This department is only busy with to improve our company website and advertisements. Some private companies prefer other companies create their website. But considering this very critical work and the necessity for our future projects, we created for this job our own department. Since 2 years this department works actively. It is very necessary to us. But in here our main target is brand value and brand awareness. Among 3 elements which you mentioned above, brand awareness, increasing brand value, keeping it in customers mind is more important for us and we are using social networks mostly for this reason. There is a big difference between us and our opponents. But if we consider some international companies, I want to say there are really good companies that are working very well on this. We are trying as much as we can to compete with them. I believe we will do better in future as in this task".*

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan:*"As I said since we started to use SNS we noticed the great development in our company. But I think due to not much improvement in the usage of SNS we are not that much ahead of our opponents regarding achieving customer satisfaction, keeping current customers, improving customer loyalty, creating brand awareness in*

terms of SNS. We need to improve this area more in order to compete with our opponents in future related to these cases".

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz: *"When the students come to our academy, they are expecting to have academic service that we will provide with them. But if we did something wrong, we are losing their trust. Because we are giving promises and if we don't the things as we said professionally, we are losing their trust. It is so easy to write in Social networks I'm professional, but you have to approve this. We are posting videos about the study in our classes, students that they are saying we are so happy in studying here, they are so good, professional, instructors are so educated, equipment are so good, they are just amazing. So we are using Social networks to build our reputation and image depending on customer satisfaction. This is the first issue. The second issue retaining current customers. How I keep current customers? I give them advantages like you are attending a course at my company, I will give you discount for the next course you are attending. I'm giving him special offers. Also, I take his feedback and record in the paper that we talked about before. If he writes something negative, I try to fix it and show him that we fixed your problem. For instance, he said I have a problem about wifi, I'm fixing it and tomorrow I'm saying please check your Internet if problem solved or not. When he see, for example, the Internet is faster than before and we fixed the problem that he was suffering from, he will think that we are professionals and we are taking care of his opinion. So he is staying with us. Another issue is improving customer loyalty. We have to contact with customers every time. Sometimes we are giving them free special offers. Because if you are attending a lot of courses in my academy and if there is any job opportunity we are offering this position you first. So if there is any job opportunity, you have more advantage, because you are one of our loyal academy students, so you can get benefit from it. So this improves customer loyalty. Next necessary issue is creating brand awareness. We are saying in our Social networks that we are professional, we have lots of instructors who are working in big organizations, in best companies, channels. If we provide them professional service, they will understand our company better and they will trust us more. So they will inform about it to their friends and slowly it will become famous. With this way, our brand will become famous, so it will increase brand awareness. If we come to compare these elements with our opponents, it is all*

about customers, for us, it is all about students. For instance, students are attending some courses in our academy and for sure they are also attending at least one course of our competitors. So he is comparing, which one is really professional, which one is really better. It is not only about price, maybe they are cheaper than us, but their service is not good enough or maybe we are more expensive, but our service is better. Because our instructor is very famous, he is so professional which is matters for them. That's why it is all about customers".

Fourth company Comedia general manager Ismail Kose:*" Generally our company is achieving to our customer satisfaction successfully. We are getting positive feedback in terms of this task. It is hard to say that we are improving customer loyalty and successfully keeping current customers via SNS. But I can say that we are trying to do our best for increasing brand awareness. Brand awareness is a very critical issue for enhancing, promoting, improving company. Due to these promotions, the company communicated with us is leading us to connect with another company. In the case of opponents I cannot say we are competing with our competitor brands in this area, it is just for promoting us".*

First company Bürosan stated instead of SNS they mostly focus on to create particular departments in company in order to develop their website and make advertisements for improving BA, increasing brand value, keeping it in the customer's mind. It is helping them to compete with their opponents, but in future, they need more facilities for this purpose, like SNS. Second company Gençpa said that because of not too much improvement in the usage of SNS they cannot still compete with their opponents regarding achieving CS, keeping current customers, improving CL, creating BA in terms of SNS. Third company D&B Academy said that they are trying to gain CL with sharing some videos related to academy work which helps them to develop CS, giving particular offers through SNS, like discount in prices, improving CL, like communicating with customers and offering job opportunity to the members, of course, making BA, like promoting company in SNS. When it comes to comparing with the opponents, company believes that it depends on the customer and they are deciding it according to the service provided by the company. Fourth company Comedia claimed that they are not improving CL and keeping current customers via SNS. But BA is very necessary for the company, but it is aiming to compete with opponents

Proposition 11: Does your company become successful in gaining the trust of customers through Social networks? (Buss & Begorgis, 2015)

Key findings:

- All the companies managed to gain trust of customers
- Although there were difficulties about usage of SNS in two companies, they were successful in gaining CT through SNS

First company Bürosan Ofis Mobilyaları Sanayi ve Ticaret A.Ş. director Ibrahim Köse stated that: *"Yes, we can say yes. Even though we are using only Google, the customers that we gained via Google are still trusting us. When our current customers want to buy new furniture, they are not even asking too many details, because they are already trusting us. Also almost every week we are making meeting about this topic. I don't think so other companies giving this much attention to this area like us doing. Every time we are renewing it and this process is continuing. We are feeling not satisfied with this issue because we want to reach better positions in this task. We add an extra facility, like online shopping, which means that all our customers can easily purchase their furniture. We are improving it gradually".*

According to second company Gençpa Teknolojileri A.Ş. sales director Savas Kayacan: *"Even though we have fewer users on our websites, but I think they are loyal users of our web page and they trusted us that's why till now they didn't leave our website. Because we did all the things that we shared with them on Facebook and they noticed it directly. That's why as my opinion we managed to gain our customers trust and it shows itself accordingly".*

Third company D&B Academy assistant manager Ebubekr Siddik Solmaz: *"Yes, there are a lot of students are coming from different countries, like America, Korea, Arab countries etc and they are contacting with us over Facebook, Whatsapp, Telegram. So when they see what we wrote about us and what we are going to do in Social networks is really matching what we are doing in reality, then we are gaining their trust. So I'm gaining their trust by working as a professional".*

Fourth company Comedia general manager Ismail Kose: *" Gaining customer trust is very important for companies. Because if you fail in this task you will not be successful in another activity too, like communication with customers, finding potential customers, advertisement of companies brand, brand awareness etc. I think*

we are successful for this. For instance, our current customers already know that electronic equipment and the service that we are providing through SNS are trustable and it is worth to communicate and deal with us. That's why I can say we our customers are trusting us".

For this question, all four companies gave positive response and they claimed that all of them gained customer trust successfully. Even though first company Bürosan and second company Gençpa have some difficulties about the usage of SNS, but they also have managed to gain CT at the end.

Summary of key findings

This section has summarized of the research according to 11 propositions and has determined key finding based on these propositions. The topic of the research is identifying companies perceptions about the usage of social networks for retaining customers. Main key findings are:

- Companies considered customers relationships as valuable assets
- Companies think that good customer relationship leads to gain new customers, retain current customers and promote company
- They argue that in order to improve customer relationship it is necessary to make product according to customer demand instead of creating standard product
- They find company promotions, visualities, advertisements as very important factors for customer relationship
- Companies determined customer retention as a critical factor
- They think that marketing or outsourcing companies care more about customer retention than manufacturing companies
- Companies faced difficulties when they focused on gaining new customers rather than keeping current customers
- According to them customer retention related to CS more than company service
- According to companies opinion usage of SNS is giving benefit for companies
- Companies which started using SNS early are more successful than the ones started later
- They mostly prefer Facebook, Twitter, LinkedIn, Instagram as SNS
- One company consider Whatsapp and Telegram very helpful because it helps a lot to communicate with customers outside of country

- Most companies identify that photos, videos, and promotional advertisements are creating most user engagement
- Some companies claim that promotional advertisements are not good choice for user engagement, but others think that it is most useful way engaging customers
- Beside these contents, companies agree that informational posts, special offers also play role for customer engagement
- Companies agree that using hashtag marketing leads company to be successful
- Some companies think that using hashtag demands more users
- Some companies believe that in order to use hashtag company should be international and famous
- Applying hashtags separately in different sectors help company more
- One of the company believe that finding potential customers is not related to virtual world and it is not done through SNS
- One company said that because of lots of users communication with customers is successful
- One company has news channel in their own SNS and it supports to bring more customers than news channel on their website
- Marketing promotions help them to promote their company easily
- One company is doing customer feedback through private messages and comment
- Doing brand management helps them to introduce their brands via SNS
- One company is finding potential customers via promoted advertisements
- Through SNS company becomes aware opponent environment
- They said that increasing customers satisfaction is essential activity too for the company
- Two companies are evaluating customer product preference over SNS
- One company is estimating customer product preference through SNS advertisements
- Another company evaluate customer product preference via discounted prices, sending surveys to customers working in different areas
- Three company don't use SNS for solving customer problems.
- Two company use telephone and email for dealing with customer problems, due to their customers believe that it is easier and faster

- Only one company utilize active SNS for solving customer problem and they consider it faster
- One company prefer usage of company website and advertisements for BA, but they mentioned necessity of SNS in future for competing with opponents
- One company said that due to less improvement in usage of SNS they cannot still compete with their opponents regarding achieving CS, keeping current customers, improving CL, creating BA in terms of SNS
- One company claimed that customers are deciding to choose any company in terms of achieving CS, keeping current customers, improving CL, creating BA
- For one company BA is very important, but it is not used to compete with opponents
- All the companies managed to gain trust of customers
- Although there are difficulties about usage of SNS in two companies, they were successful in gaining CT

Conclusion

SNS has quickly become a necessary part of companies that Turkish companies also based on this fact start to utilize it successfully in order to retain customers. This study discovered several keyfindingswhich helped to identify difference and similarities between current research and previous study:

- Based on first propositonall the companies considered customer relationship as a valuable asset. This finding is supported by research by Buss and Begorgis (2015), that it is very critical. But as compared with Buss and Begorgis (2015), in this research find out that good customer relationship leads to gain new customers, retain current customers and promote company. Also it is found out that in order to improve customer relationship it is necessary to make product according to customer demand instead of creating standard product which is not mentioned in previous research. Another different finding of this study is promotions, visualities, advertisements are very important factors for customer relationship. However in previous study researcher find out that dialog and communication are key factors for improving customer relationship.
- According to second proposition as it is discovered by Buss and Begorgis (2015),customer retention are critical factor for comanies. Moreover it is find out

in this research that marketing or outsourcing companies care more about customer retention than manufacturing companies. Also companies face difficulties when they focused on gaining new customers rather than keeping current customers**.** This finding of research is quite differerent than Buss and Begorgis (2015), findings part. Because Buss and Begorgis (2015), found out that attaining new customers is more important element than customer retention. Another finding of this research is customer retention is related to CS more than company service which is not mentioned by Buss and Begorgis (2015).

- There is a quite differences with this study and Ilina (2015) findings in terms of third propositon. Ilina (2015), did his research in two big fitness club. That's why Ilina (2015), found out that Google + and Facebook are most used SNS by companies. But in this research due to author chose four big Turkish companies which are actively utilizing SNS, it is discovered that almost six main SNS are playing important role in retention of customers. As previous study Ilina (2015), this research managaed to figure out when fitness clubs started to use SNS. Also it was identified when SNS started to be benefical for companies, however it wasn't easy for Ilina (2015), due to some misunderstandings. Also using Whatsapp and Telegram for communicating with customers in abroad is some new finding which is not mentioned in previous studies.

- In fourth proposition it is identified that as it mentioned in previous finding due to small sized research area - fitness clubs Ilina (2015), found out only photos and promotional advertisements are creating most user engagement. However, in this research because of study area includes four big Turkish companies, it is discovered that besides those contents informational posts, videos, special offers also are creating most user engagement. Ilina (2015), discovered that promotional advertisements are included contents that are creating most user engagement. However, in this research it is identified promotional advertisement cannot every time be beneficial. Because it depends on company's nature and work principle.

- In fifth propostion finding from this study - using hashtag marketing leads company to be successful is also supported by Ilina (2015). In both study participants agree that usage of hashtag marketing is benefical for them. Also Ilina (2015), supports that in order to use hashtag marketing company should be international and famous. But, additionally this study found out that using hashtag

marketing demands more users. Also it is unveiled that applying hashtag marketing separately in different sectors helps company more in retaining customers which is not mentioned by Ilina (2015).

- In sixth proposition it is identified companies are using most of the activities through SNS. Even though this activities are more than Ilina (2015)' s finding, according to that study both fitness club also are utilizing quite activities via SNS

- In seventh proposition key finding related to polls and regular paper distribution effective for estimating CS and CL also supported by Ilina (2015). In previous research Ilina (2015) found that both participant fitness clubs could easily measure CS and CL by emails with surveys, regular paper feedback. However, in this research author find out that if the company is huge and there is the big competition between companies then evaluating CS and CL is not enough or it is impossible. Because big competition between companies can influence customer's ideas and it will be very hard determine whether this customer is loyal to the company or not.

- In eighth proposition Buss and Begorgis (2015) find out different situation while gathering information regarding customer product preference in four different companies. In that study first company even though has a marketing department for product preference research, due to limited knowledge of employees leads to difficulty to gather information. Second company doesn't utilize SNS for this purpose, instead of company gathers information from their member organizations via using internal channels. Third company concerns the process of developing and adapting their strategy around increasing their follower base on the SNS rather than gaining information from them. In the case of product preference, their main concern was promoting services and generating traffic. Also the fourth company is not gathering information related to product preference through SNS as transparency based their business area it is impossible. According to these facts almost none of the companies utilize SNS for this purpose, instead of that they are utilizing another method. But in this research author found out that at least two companies use SNS for gathering information regarding customer product preferences and they are using for this purpose SNS advertisements, discounted prices, sending surveys to customers working in different areas

- In nineth proposition this study found out that almost companies are not using SNS for addressing customer problems, customer complaints, change in customer needs, or product preferences which is also supported by Buss and Begorgis (2015). Study discovered that companies use telephone and email for dealing with customer problems, due to their customers believe that it is easier and faster that Buss and Begorgis (2015) agreed on that.

- In tenth proposition this research discovered that not any company using actively SNS to compete with their opponents in terms of CL, CS, BA, keeping current customers and in some companies, this area is in progress which is also supported by Buss and Begorgis's (2015). Also this study found out that companies prefer usage of company website and advertisements for BA. According to this study customers are deciding to choose any company in terms of achieving CS, keeping current customers, improving CL, creating BA

- In eleventh proposition this research found out that all the companies gained CT successfully through SNS. However, Buss and Begorgis's (2015), discovered that only one company could manage to gain CT through SNS due to other companie's SNS still in progress, so they were not successful on that. Two companies were successful in gaining CT through SNS, although there were difficulties about usage of SNS. This shows that Turkish companies that had been chosen for this research are more advanced in the case of usage of SNS than companies selected in Buss and Begorgis's (2015), study.

5 DISCUSSION AND CONCLUSION OF RESEARCH

It is very necessary to take into account propositions and key findings based on propositions in order to refer research purpose. In first proposition, author tried to find out how the companies realize a relationship with customers. According to key findings from first proposition, it is found that if the company creates a sustainable relationship with customers, it means they can gain new customers and at the same time retain current customers. Also, companies should make products based on customer needs, which is the best way to make a connection with the customer and gain profit easily. It is very critical to make promotions, advertisements and also improve visualty of a company that strengthens communication process with customers.

In second proposition it is analyzed, do companies consider retaining customers priority for themselves. In terms of key findings related to second proposition, author identified that companies working as a marketing or outsourcing should care more about retention customers than manufacturing companies. It is coming from marketing and outsourcing companies work structure, that majority of work related to customers. Focusing on to gain new customers is not the only way to improve the company, they should also concentrate on retaining their current customers. Because losing even one of the loyal customer can cost company negatively more than hundred new customers they gained. When a company is focusing on customer retention, before the service that they offered, companies must provide CS. Because if the customer satisfied with the company, it will support company to reach their goals easier.

Based on third proposition author figured out which SNS are companies utilizing and are they considering it beneficial to themselves. It is found that companies will be successful and reach their target faster if they start using SNS earlier. Because they will be an aware upcoming trend in the market and ahead of their opponents who does not use SNS or start to use is later. Also using numerous and various SNS is

beneficial too because different SNS has its own customers. Facebook, Instagram, Twitter, LinkedIn has more customers as compared to other small websites, which means companies who are using these websites have a good opportunity in future. But according to a key finding in this proposition, author come up the result that sometimes using these websites can be not enough if you have customers in outside of the country. Like in this research utilizing Whatsapp and Telegram in one company due to most of its customer's usage these two websites, suggested that besides those main, big SNS, companies also should exist in websites that their customers are utilizing actively.

In terms of the fourth proposition, it is attempted to clarify that which contents have most user engagement on Facebook. According to key findings, the author discovered that photos, videos, and promotional advertisements have more influence on customers than others. But usage of promotional advertisements does not depend on every time from customer demand, companies can determine it according to their work principle. It can be not appropriate to companies work principle, so they can use other contents instead of it. Based on customer demand informational posts and special offers have some user engagement, but they are not that much preferred as compared with others.

In fifth proposition author concerned, is hashtag marketing utilized by the companies? According to key findings, it is found that not all the companies can use hashtag marketing easily. Firstly they should have enough followers in their SNS and secondly, company should be famous and international enough in order to know in the market. In this study, only one company successfully using hashtag marketing which means that company is ahead than others in the usage of SNS.

In sixth proposition, author attempted to define which activities is used by companies via SNS. Key findings in this proposal showed that companies doing a lot of activities through SNS, which indicates companies are actively using SNS in order to do marketing process, connect with customers and retain them in the companies. Each activity has its own benefit to the company. Especially increasing CS is a key element for improving companies marketing strategy, even though one company consider it necessary to be done via SNS. Other activities, like creating communication with customers via SNS, using news channel in companies SNS, marketing promotions that help to promote companies, creating customer feedback

by utilizing private messages and comment, doing brand management for presenting their brands through SNS, finding potential customers via promoted advertisements, becoming aware opponent environment through SNS and increasing customer satisfaction, which are selected by participant companies, are considered critical activities while engaging with SNS. That means if the company wants to use SNS, it is essential to these activities in order to be successful.

According to seventh proposition, author tried to determine how CS and CL are estimated in the companies through SNS. Key findings showed that evaluating CS and CL through SNS is not an easy to process. If the company is big and it is hard to estimate CS and CL, it is better to make face to face connection also with customers in order to evaluate them. If there is a big competition with another opponent company, then companies can send the survey to customers email or create surveys in company website for this purpose. Companies who are capable of using SNS for estimating CL and CS, usage of polls can be effective. In the case of limited usage of SNS, paper distribution can help for estimating CL and CS.

In eighth proposal, author tried to learn what extent is SNS used for in order to gather information regarding product preference. Based on key findings it is found that two company is not using SNS for this purpose, due to one company has customers that already a member of Turkish Export website which allows them to determine the product they want over that website and another company because of its job specification doesn't use it. But in general, if the company use SNS for defining their customer preference it is very beneficial to itself. They can save time and can find most suitable product according to the customer demand by using SNS activities. Like other two companies, they can use advertisements, sending surveys etc that will cost less, save time and learn easily what customer demand exactly is.

In ninth proposal author attempted to find out how SNS is utilized in order to address to customer problems and complaints. Key findings in this proposal indicated that out of four three companies are not using this facility. Two of them use the telephone and email for this purpose and customers of the company believe that it is faster and easier. But not all the customers prefer to call every time or send an email to the company if they have a problem. But if the company has specialized person that work as a solving problem-related customers via SNS, it can help a lot to the company. Especially nowadays which SNS is very famous among people, any

person can write any problem they faced, on the company SNS and can get feedback faster. Like third company D&B Academy having a specialized coordinator working 7/24 in this area can help company a lot for supporting and retaining customers.

In tenth proposal author concerned how the company performed since it started to use Social Media as compared to its competitors. From the key findings, it is clear that competing with opponents through SNS is not common among companies. Providing better service via SNS is the main reason for consumers to select that company more than others. But due to less competition in this area, using to SNS for competing with opponents also can give the privilege to that company. This time company compete with opponent in two area – virtual and real market.

In eleventh proposal author interested in if the companies managed to gain the trust of customers through SNS. According to key findings, it is found that gaining customer trust is a very necessary factor for the companies even via SNS because all the companies gained the trust of customers, even though two companies have some difficulties in the usage of SNS. Because gaining trust, BA and CL are main indicators in customer retention for companies and companies should consider these elements if they want to be successful while using SNS.

5.1   Limitations of the Study

Limitations are existing in generalizability and reliability related to findings, like any qualitative research. Due to nature of the study is exploratory most of the findings can not be generalisable to all companies which are using SNS. There was difficulty in terms of language in this research. Because after talking in the Turkish language with managers and directors of the company, it should be translated into English by researcher and it resulted losing too much time and more hard work. Another problem happened when the author decided to choose companies for this research. It took quite a lot time to find companies that are using SNS actively and accept doing research in the companies. Because most of the companies don't want to share their private data outside of the organization. That also influenced a number of companies which author intended to make research at least in five companies. Next problem occurred when researcher tried to meet with managers and directors of the company because it was very hard to find their free time and to make an interview with them. There was also difficulties also with participants in terms of questions. Because of

first company, Bürosan uses only one website Google, which made hard for a researcher to implement other related questions. There are some questions had taken out, due to some companies find it not matching with their structure and policy. Otherwise, research will have more data detailed information. Due to their privacy, some companies replied to specific questions general answers instead of private data related to their companies. Also the lack of time creates difficulty for the research process. Because if there will be enough time author can make also quantitative research, a survey with both workers of company and customers, which could enrich study and give data from differents aspects.

5.2   Suggestions for Future Research

Despite several studies related SNS usage in companies for retaining customers, this is first research which includes Turkish companies by using this topic. Future researchers who will need information regarding Turkish companies in the related field, this study could be beneficial. Also, language preferences would give more opportunity who wants to write their research in the English language. The exploratory research identified key findings which indicate Turkish companies perceptions regarding usage of SNS in retaining customers.

The author suggest usage of quantitative method for this study in future research would provide an additional source. Making survey with Turkish companies customers would give more information and data based on customers ideas. Moreover, adding more companies to the research would extend study and researcher can get more detailed information.

REFERENCES

Aaker, D. A., & Keller, K. L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, *54*(1), 27. http://doi.org/10.2307/1252171.

Adkins, Robert T. & John E. Swan. (1980). "Improving the Public Acceptance of Salespeople Through Professionalism," *Journal of Personla Selling&Sales Management, 2 (Fall/Winter).*

Aggarwal, C. C. (2011). An Introduction to Social Network Data Analytics. In *Social Network Data Analytics* (pp. 1–15). http://doi.org/10.1007/978-1-4419-8462-3_1.

Aldridge, A., White, M., & Forcht, K. (1997). Security considerations of doing business via the Internet: cautions to be considered. *Internet Research*, *7*(1), 9–15. http://doi.org/10.1108/10662249710159809.

Aleksandra I. (2015). Social Media Marketing Strategies for Customer Retention in Fitness Industry.

Allen, C. T., Machleit, K. a., & Kleine, S. S. (1992). A Comparison of Attitudes and Emotions as Predictors of Behavior at Diverse Levels of Behavioral Experience. *Journal of Consumer Research*, *18*(4), 493. http://doi.org/10.1086/209276.

Anderson, E., Lodish, L. M., & Weitz, B. a. (1987). Resource Allocation Behavior in Conventional Channels. *Journal of Marketing Research (JMR)*, *24*(1), 85–97. http://doi.org/10.2307/3151756.

Anderson, E., & Weitz, B. (1989). Determinants of Continuity in Conventional Industrial Channel Dyads. *Marketing Science*, *8*(4), 310–323. http://doi.org/10.1287/mksc.8.4.310.

Anderson, E., & Weitz, B. (1992). The Use of Pledges to Build and Sustain Commitment in Distribution Channels. *Journal of Marketing Research*, *29*(1), 18. http://doi.org/10.2307/3172490.

Bell, S. J., Auh, S., & Smalley, K. (2005). Customer Relationship Dynamics: Service Quality and Customer Loyalty in the Context of Varying Levels of Customer Expertise and Switching Costs. *Journal of the Academy of Marketing Science*, *33*(2), 169–183. http://doi.org/10.1177/0092070304269111.

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, *13*(1), 210–230. http://doi.org/10.1111/j.1083-6101.2007.00393.x.

Cachia, R. (2008). Social Computing : Study on the Use and Impact of Online Social Networking. *Business*. Retrieved from http://ipts.jrc.ec.europa.eu.

Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: qualitative and quantitative methods*. *Recherche En Soins Infirmiers*. http://doi.org/10.1109/IRET-EM.1962.5007643.

Childnet International. (2008). What are social networking services?

Collin, P., Rahilly, K., Richardson, I., & Third, A. (2011). The Benefits of Social Networking Services. *Research Report*, *10*(22), 4–29.

Cooper, D.R., & Schindler, P. S. (2003). *Business research methods*. *Business*. Retrieved from http://130.209.236.149/headocs/31businessresearch.pdf.

Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, *76*(2), 193–218. http://doi.org/10.1016/S0022-4359(00)00028-2.

Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Marketing*, *54*(July), 68–81. http://doi.org/http://dx.doi.org.ezproxy.cityu.edu.hk/10.2307/1251817.

Dan W., Shun-Jun C., Margaret R. (2016). Social networks definition.

Dasgupta, Partha (1988). "Trust as a Commodity," in Trust: Making and Breaking Cooperative Relations, Diego Gambetta ed. New York: Basil Blackwell, Inc.

Davis, D. (2000). Business Research for Decision Making. *5th ed. Pacific Grove, US: Prentice Hall.*

Davis, J.J. (1997). Advertising Research:theory and Practice. *Upper Saddle River, USA:Prentice Hall.*

Dellarocas, C. N. (2001). Building Trust On-Line: The Design of Reliable Reputation Reporting Mechanisms for Online Trading Communities. *Social Science Research Network*, *2000*(July), 95–113. http://doi.org/10.2139/ssrn.289967.

Dick, a. S., & Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, *22*(2), 99–113. http://doi.org/10.1177/0092070394222001.

Doney, P. M., & Cannon, J. P. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, *61*(April), 35–51. http://doi.org/10.2307/1251829.

Farrugia, R. C. (2013). Facebook and Relationships : A Study of How Social Media Use is Affecting Long-Term Relationships. *Rochester Institute of Technology RIT Scholar Works*, 50.

Fishbein, M. & Ajzen, I. (1975). Belief, attitude, attitude, intention and behavior: An introduction to theory of research. *Reading, MA : Addison-Wesley Addison-Wesley*, 578.

Friedman, B., Kahn, P. H., & Howe, D. C. (2000). Trust online. *Communications of the ACM*, *43*(12), 34–40. http://doi.org/10.1145/355112.355120.

Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, *58*(2), 1. http://doi.org/10.2307/1252265.

Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *American Marketing Association*, *63*(2), 70–87. http://doi.org/10.2307/1251946.

Gemme, E. (1997). Retaining customers in a managed care market. Hospitals must understand the connection between patient satisfaction, loyalty, retention, and revenue. *Marketing Health Services*, *17*(3), 19–21. Retrieved fromhttp://europepmc.org/abstract/MED/10179813%5Cnhttp://www.ncbi.nlm.nih.gov/pubmed/10179813.

Grazioli, S., & Jarvenpaa, S. L. (2000). Perils of Internet fraud: An empirical investigation of deception and trust with experienced Internet consumers. *IEEE Transactions on Systems, Man, and Cybernetics Part A:Systems and Humans.*, *30*(4), 395–410. http://doi.org/10.1109/3468.852434.

Gremler, D. D., & Brown, S. W. (1996). Service loyalty: Its Nature, Importance, and Implications. *Advancing Service Quality: A Global Perspective*, (January 1996), 171–180. http://doi.org/10.1017/CBO9781107415324.004.

Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The relationship between customer satisfaction and loyalty: Cross-industry differences. *Total Quality Management*, *11*(4–6), 509–514. http://doi.org/10.1080/09544120050007823.

Gronroos, C. (1988). Service quality: the six criteria of good perceived service quality. *Review of Business.*, *9*(3), 10–13.

Gustafson, T., & Chabot, B. (2007). Brand Awareness. *Credit Union Management*, *105*. Retrieved from http://www.nnyagdev.org/maplefactsheets/CMB 105 Brand Awareness.pdf.

Hair, J.,B.Babin, Money A. & Samouel P. (2003). Essentials of Business Research Methods. *New York: John Wiley and Sons.*

Halstead, D., Hartman, D., & Schmidt, S. L. (1994). Multisource effects on the satisfaction formation process. *Journal of the Academy of Marketing Science*, *22*(2), 114–129. http://doi.org/10.1177/0092070394222002.

Hart, C. W., Heskett, J. L., & Sasser, W. E. (1990). The profitable art of service recovery. *Harvard Business Review*, *68*(4), 148–156. http://doi.org/http://dx.doi.org/10.1108/17506200710779521.

Hauser, J. R., Simester, D. I., & Wernerfelt, B. (1994). Customer Satisfaction Incentives. *Marketing Science*, *13*(4), 327–350. http://doi.org/10.1287/mksc.13.4.327.

Horzum, M. B. (2016). Examining the relationship to gender and personality on the purpose of Facebook usage of Turkish university students. *Computers in Human Behavior*, *64*, 319–328. http://doi.org/10.1016/j.chb.2016.06.010.

Hosmer, L. T. (1995). Trust : The Connecting Link between Organizational Theory and Philosophical Ethics. *Academy of Management Review*, *20*(2), 379–403. http://doi.org/105465.

Jackson, B. B. (1985). Build Customer Relationships that Last. *Harvard Business Review*, *63*(6), 120–128. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=3921294&site=ehost-live.

Jacoby, J., & Kyner, D. B. (1973). Repeat Purchasing. *Journal of Marketing Research*, *10*(1), 1–9. http://doi.org/10.2307/3149402.

John, G. (1984). An empirical investigation of some antecedents of opportunism in a marketing channel. *Journal of Marketing Research*, *21*(3), 278–289. http://doi.org/10.2307/3151604.

Johnson, D. W., & Johnson, S. (1972). The effects of attitude similarity, expectation of goal facilitation, and actual goal facilitation on interpersonal attraction. *Journal of Experimental Social Psychology*, *8*(3), 197–206. http://doi.org/10.1016/S0022-1031(72)80001-5.

Johnson, M. D., Gustafsson, A., Andreassen, T. W., Lervik, L., & Cha, J. (2001). The evolution and future of national customer satisfaction index models. *Journal of Economic Psychology*, *22*, 217–245. http://doi.org/DOI:10.1016/S0167-4870(01)00030-7.

Johnston, W. J., & Lewin, J. E. (1996). Organizational buying behavior: Toward an integrative framework. *Journal of Business Research*, *35*(1), 1–15. http://doi.org/10.1016/0148-2963(94)00077-8.

Johnston, R. (2005). Service failure and recovery impact, attributes and process. Advances in Services Marketing and Management: Research and Practice.

Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Journal of Management in Engineering*, *12*(6), 1–14. http://doi.org/10.1061/(ASCE)0742-597X(1996)12:6(11.2).

Jossey B., Giese J.L. & Cote J.A. (2000). Defining customer satisfaction. *Academy of Marketing Science Review.*

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, *57*(1), 1. http://doi.org/10.2307/1252054.

Kim, E., & Drumwright, M. (2016). Engaging consumers and building relationships in social media: How social relatedness influences intrinsic vs. extrinsic consumer motivation. *Computers in Human Behavior*, *63*, 970–979. http://doi.org/10.1016/j.chb.2016.06.025.

Klemperer, P. (1987). Markets With Consumer Switching Costs. *Quarterly Journal of Economics*, *102*(2), 375–394. http://doi.org/10.2307/1885068.

Kunkel, J. H., & Berry, L. L. (1968). A Behavioral Conception of Retail Image. *Journal of Marketing*, *32*(4), 21. http://doi.org/10.2307/1249333.

Lewicki, R. J., & Bunker, B. B. (1995). Trust in relationships: A model of development and decline. *Conflict, Cooperation, and Justice: Essays Inspired by the Work of Morton Deutsch*, (September), 133–173..

Lewicki, R. J., McAllister, D. J., & Bies, R. I. (1998). Trust and distrust: New relationships and realities. *Academy of Management Review*, *23*(3), 438–458. http://doi.org/10.2307/259288.

Louise K., Bus B.(2008). Teenagers perceptions of advertising in the online social networking environment. *School of advertising marketing and public relations Queensland University of Technology.*

Macneil, S. (1980). The New Social Contract: An Inquiry into Modern Contractual Relations. *Journal of Public Policy & Marketing*, *15*(1), 157–159. http://doi.org/10.2307/1972571.

Mason, J. (2000). Qualitative Researching. *London. Sage Publications Ltd.*

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). an Integrative Model of Organizational Trust. *Academy of Management Review*, *20*(3), 709–734. http://doi.org/10.5465/AMR.1995.9508080335.

McCollough, M. a., Berry, L. L., & Yadav, M. S. (2000). An Empirical Investigation of Customer Satisfaction after Service Failure and Recovery. *Journal of Service Research*, *3*(2), 121–137. http://doi.org/10.1177/109467050032002.

Mcknight, D. H., & Chervany, N. L. (2001). What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual Typology. *International Journal of Electronic Commerce*, *6*(2), 35–59. http://doi.org/Article.

McKnight, D. H., Cummings, L. L., & Chervany, N. L. (1998). Initial trust formation in new organizational relationships. *Academy of Management Review*, *23*(3), 473–490. http://doi.org/10.5465/AMR.1998.926622.

Miller, D., Costa, E., Haynes, N., McDonald, T., Nicolescu, R., Sinanan, J., … Wang, X. (2015). *How The World Changed Social Media*. *PhD Proposal* (Vol. 1). http://doi.org/10.1017/CBO9781107415324.004.

Moorman, C., Deshpandé, R., & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationships. *Journal of Marketing*, *57*(1), 81–101. http://doi.org/10.2307/1252059.

Moss M. (2000). A web CEO's elusive goal:privacy. *The Wall Street Journal July 2, B1 See also p. B6.*

Ndubisi, N. O., & Wah, C. K. (2005). Factorial and discriminant analyses of the underpinnings of relationship marketing and customer satisfaction. *Marketing Intelligence and Planning*, *23*(7), 542–557. http://doi.org/10.1108/02652320510629908.

Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of Retailing and Consumer Services*, *8*, 227–236. http://doi.org/10.1016/S0969-6989(00)00029-1.

O'brien T.L. (2000). Aided by Internet, identify theft soars. *The New York Times April 3.*

Olga, B. and Gabriel B. (2015) the impact of Social Media Meditation as a Customer Relationship Management Tool.

Oliver, R.L. (1997). Loyalty and Profit: long-term effects of satsifaction. satisfaction : A Behavioral Perspective on the Consumer, *McGraw-Hill Companies, Inc., New York, NY.*

Oliver, R. L. (1999). Whence consumer loyalty? *The Journal of Marketing*, *63*, 33–44. http://doi.org/10.2307/1252099.

Polonsky, M. J., & Waller, D. S. (2011). *Designing and Managing a Research Project*. *New Delhi Sage Response* (Vol. 2).

Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: quality comes to services. *Harvard Business Review*, *68*(5), 105–111. http://doi.org/10.1016/j.colsurfa.2006.11.029.

Robert Dwyer, F. P. H. S. and S. O. (1987). Buyer-Seller Developing Relationships. *American Journal of Marketing*, *51*(2), 11–27. http://doi.org/10.2307/1251126.

Rotter, J. B. (1980). Interpersonal trust, trustworthiness, and gullibility. *American Psychologist*, *35*(1), 1–7. http://doi.org/10.1037/0003-066X.35.1.1.

Rubin,H. and Rubin S. (2005). Qualitative Interviewing. 2 ed. *Thousand Oaks, California: Sage Publications.*

Saunders, M., Lewis, P., & Thornhill, A. (2008). *Research Methods for Business Students*. *Research methods for business students*. http://doi.org/10.1007/s13398-014-0173-7.2.

Schiller, Zachary (1992). "Goodyear is Running Its Marketing Engine," *Business Week , (March 16).*

Schurr, P. H., & Ozanne, J. L. (1985). Influences on Exchange Processes: Buyers' Preconceptions of a Seller's Trustworthiness and Bargaining Toughness. *Journal of Consumer Research*. http://doi.org/10.1086/209028.

Sekeran, U. (2000). *Research method of business: A skill-building approach. Writing.* http://doi.org/http://www.slideshare.net/basheerahmad/research-methods-for-business-entire-ebook-by-uma-sekaran.

Singh, J., & Sirdeshmukh, D. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments. *Journal of the Academy of Marketing Science*, *28*(1), 150–167. http://doi.org/10.1177/0092070300281014.

Stauss, B. and Neuhaus, P. (1997). The Qualitative Satisfaction Model. International *Journal of Service Industry Management.*

Steinfield, C., Ellison, N. B., Lampe, C., & Vitak, J. (2012). Online social network sites and the concept of social capital. *Frontiers in New Media Research*, 115–131. http://doi.org/10.4324/9780203113417.

Stokes, & D., Bergin, R. (2006). Methodology or "methodolatry"? An evaluation of focus groups and depth interviews. *Qualitative Market Researh: An International Journal*, *9*(1), 26–37. http://doi.org/10.1108/13522750610640530.

Swan, J. E., & Nolan, J. J. (1985a). Gaining customer trust: a conceptual guide for the salesperson. *The Journal of Personal Selling and Sales Management*. http://doi.org/10.1080/08853134.1985.10754400.

Swan, J. E., & Nolan, J. J. (1985b). Gaining customer trust: a conceptual guide for the salesperson. *The Journal of Personal Selling and Sales Management*. http://doi.org/10.1080/08853134.1985.10754400.

Swan, J. E., Trawick Jr., I. F., Rink, D. R., & Roberts, J. J. (1988). Measuring Dimensions of Purchaser Trust of Industrial Salespeople. *Journal of Personal Selling & Sales Management*, *8*, 1–9. http://doi.org/10.1080/08853134.1988.10754476.

Swanson, S. R., & Kelley, S. W. (2001). Service recovery attributions and word-of-mouth intentions. *European Journal of Marketing*, *35*(1/2), 194–211. http://doi.org/10.1108/03090560110363463.

Telser, L. G. (1980). A Theory of Self-Enforcing Agreements. *The Journal of Business*, *53*(1), 27–44. http://doi.org/10.1086/296069.

Thomas S., Alexandre C. (1988). Social Network Sites: do they match? Definitions and methods for Social Sciences and Marketing research.

Wallin Andreassen, T., & Lindestad, B. (1998). *Customer loyalty and complex services*. *International Journal of Service Industry Management* (Vol. 9). http://doi.org/10.1108/09564239810199923.

Wang, C.-Y. (2010). Service quality, perceived value, corporate image, and customer loyalty in the context of varying levels of switching costs. *Psychology and Marketing*, *27*(3), 252–262. http://doi.org/10.1002/mar.20330.

Westbrook, R. A. (1987). Product/Consumption-Based Affective Responses and Postpurchase Processes. *Journal of Marketing Research*, *24*(3), 258–270. http://doi.org/10.2307/3151636.

Zafarani, R., Abbasi, M. A., & Liu, H. (2014). Social Media Mining An Introduction. *Cambridge University Press*, 382. http://doi.org/10.1017/CBO9781139088510.

Zikmund, W.G. (2003). Business Research Methods. 7th ed. *Ohio: Thomson South Western.*

APPENDICES

Appendix A

In-depth interview questions

1) Are customer relationships considered to be a valuable asset for your company? (Buss & Begorgis, 2015)

2) To what extent is ''retaining customers'' a priority to your company? (Buss & Begorgis, 2015)

3) Since when has the company begun using social media, when it started bringing benefits and being effective and what are the social networks used by the company? (Ilina, 2015)

4) What kind of content creates most user engagement on the Facebook page? *(Select up to three options)* (Ilina, 2015)

- Informational posts
- Special offers
- Photos
- Videos
- Promotional ads
- Posts with external links
- Polls asking feedbacks

5) Does the company use hashtag marketing in Facebook/Instagram/Twitter promotions? (Ilina, 2015)

6) Which activities does the company use through social media? *(Select all the options applicable)* (Ilina, 2015)

- communication with customers

- marketing promotions
- advertisement of company's brand
- news channel
- receives customers feedback
- improve customer satisfaction
- brand image management
- find potential customers
- awareness of competitors environment
- other:_____

7) How customer satisfaction and loyalty is measured? (*Select all the methods used)* (Ilina, 2015)

- Polls in social media
- Emailed surveys
- Link to survey on companies website
- Regular paper feedback distribution at the company

8) To what extent is Social Media used in order to gather information regarding customer's product preferences? (Buss & Begorgis, 2015)

9) To what extent are Social Media utilized to address problems, customer complaints change in customer needs or product preferences? (Buss & Begorgis, 20)

10) How has your company performed since it started to use Social Media as compared to your competitors in terms of (Buss & Begorgis, 2015)

- Achieving customer satisfaction?
- Keeping current customers?
- Improving customer loyalty?
- Creating brand awareness?

11) Does your company become successful in gaining the trust of customers through Social networks? (Buss & Begorgis, 2015)

Appendix B

Derinlemesine mulakat soruları

1) Müşteri ilişkileri şirketiniz için değerli bir varlık olarak görülüyor mu?

2) " Müşterileri elinde tutmak " şirketiniz için ne derece önceliklidir?

3) Şirket sosyal medyayı ne zamandan beri kullanıyor, ne zaman şirkete avantaj getirmeye ve etkili olmaya başladı ve şirket tarafından kullanılan sosyal ağlar nelerdir?

4) Hangi tür içerik Facebook sayfasında en çok kullanıcı katılımını yaratıyor? (Üç seçeneğe kadar seçim yapın)

• Bilgilendirme mesajları

• Özel teklifler

• Fotoğraflar

• Videolar

• Promosyon reklamları

• Dış bağlantılı yayınlar

• Geribildirim isteyen anketler

5) Şirket, Facebook / Instagram / Twitter promosyonlarında hashtag pazarlamacılığı kullanıyor mu?

6) Şirket sosyal medya aracılığıyla hangi etkinliği kullanıyor? *(Uygulanabilir tüm seçenekleri seçin)*

• müşterilerle iletişim

• şirket markasının reklamı

• haber kanalı

• müşterilerin geri bildirimlerini alır

• müşteri memnuniyetini artırmak

• marka imaj yönetimi

• potansiyel müşterileri bulmak

• potansiyel müşterileri bulmak

• rakip çevre bilinci

• diğer:_____

7) Müşteri memnuniyeti ve sadakati nasıl ölçülür? (Kullanılan tüm yöntemleri seçin)

90

• Sosyal medyada anketler

• E-posta ile gönderilen anketler

• Şirket web sitesinde ankete bağlantı

• Şirkette düzenli kağıt geri bildirim dağıtımı

8) Sosyal Medya müşterilerin ürün tercihlerine ilişkin bilgileri toplamak için ne derece kullanıldı?

9) Sorunları, müşteri şikayetlerini, müşteri ihtiyaçlarındaki değişikliği veya ürün tercihlerini ele almak için Sosyal Medyadaki müşteri etkileşimleri ne derece kullanılmaktadır?

10) Şirketiniz Sosyal Medya'yı kullanmaya başladığından beri rakiplerinize göre aşağıdakiler açısından nasıl bir performans gösterdi?

• Müşteri memnuniyetini sağlıyor mu?

• Mevcut müşteriler tutuluyor mu?

• Müşteri sadakati arttırılıyor mu?

• Marka bilinirliği yaratılıyor mu?

11) Şirketiniz Sosyal Ağ Web Siteleri aracılığıyla müşterilerin güvenini kazandı mı?

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-044-3387 /   02/06/2017
Konu : İlgar ASGARLI'nın Etik Onay Hk.

Sayın İlgar ASGARLI

Enstitümüz Y1412.130024 numaralı İşletme (İngilizce) Anabilim Dalı İşletme (İngilizce) Tezli Yüksek Lisans programı öğrencilerinden İlgar ASGARLI'nın "THE USE OF SOCIAL NETWORK WEBSITES FOR RETAINING CUSTOMERS IN TURKISH COMPANIES" adlı tez çalışması gereği mülakat soruları 24.05.2017 tarih ve 2017/11 İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir. Bilgilerinize rica ederim.

Prof. Dr. Özer KANBUROĞLU
Müdür V.

RESUME

Name Surname: Ilgar Asgarli

Place and Date of Birth: Azerbaijan and 30 May 1992

E-Mail: ilqaresgerli@mail.ru

EDUCATION:

- **Bachelor:** 2013, Azerbaijan State Economic University, Finance.