T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

THE ROLE OF BRAND COMMUNITIES IN INCREASING BRAND LOYALTY THROUGH BUILDING BRAND TRUST FOR REAL ESTATE COMPANIES IN ISTANBUL, TURKEY

MASTER`S THESIS

Osama Mohammed Ziad Abu Ghanimeh

Department of Business
Business Administration Program

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Thesis Advisor: Dr. Mustafa ÖZYEŞİL

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DECLARATION

I hereby declare with respect that the study "The Role Of Brand Communıtıes In Increasıng Brand Loyalty Through Buıldıng Brand Trust For Real Estate Companıes In Istanbul, Turkey", which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

Osama Mohammed Ziad Abu Ghanimeh

This thesis is dedicated to both my parents. My father the one who taxed himself dearly over the years for my education and intellectual development, to my mother who has been a source of motivation and strength during moments of despair and discouragement. to my sisters for their love and support throughout my life, to my family who deserve my wholehearted thanks as well, to my friends for their support, your friendship makes my life a wonderful experience. I cannot list all the names here, but you are always on my mind.

FOREWORD

Firstly, I would like to express my gratitude to Dr. Mustafa Özyeşil, my patient and helpful boss, who helped me during this research project.

I would also like to thank my family and friends for their great support and inspiration for my postgraduate studies. Special thanks to the Arizona Group for their support, particularly their executive director Mr. Hamzah Nawadah for his assistance in this research.

Finally, I would like to thank the School of Business at the University that I have benefited a lot from. I would also like to thank my participants and consumers who took the time to focus on their consumption choices.

Extended gratitude to those who could not be listed here, but they still surrounded me with their encouragement.

March, 2021   **Osama Mohammad Ziad Abu Ghanimeh**

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ABBREVIATIONS

eWOM   : Electronic Word of Mouth
BC   : Brand Community
BS   : Brand Satisfaction
BT   : Brand Trust
BL   : Brand Loyalty
RepPur   : Repurchase Intention

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THE ROLE OF BRAND COMMUNITIES IN INCREASING BRAND LOYALTY THROUGH BUILDING BRAND TRUST FOR REAL ESTATE COMPANIES IN ISTANBUL, TURKEY

ABSTRACT

The use of the Internet and social networks is now increasingly growing, and this has helped to create online communities that can assess companies and their goods through multiple methods that are limited by social networking sites. This has driven businesses to adapt social media as a critical marketing channel to inspire their brands and boost brand loyalty with their consumers. The goal of this research is to explore the effect of brand communities and satisfaction on brand trust, which in turn has an impact on brand loyalty.

 In addition, recent research measures the relationship between brand trust, electronic word of mouth (eWOM), repurchase intention and brand loyalty.

 In addition, the study explores the effect of eWOM on repurchase intention. Data was obtained online using a convenience sample from an automotive firm in Turkey, Arizona , using its brand audience on Facebook. 233 respondents answered the questionnaire. The research results showed a significant relationship between the constructs under investigation. For example, the study verified the major effect of brand communities and satisfaction on brand trust. In addition, the findings showed a favorable effect of brand trust, eWOM and repurchase intention on brand loyalty.

The analysis also showed that eWOM had a positive effect on the repurchase intention.

Keywords: *Brand Community, Brand Trust, Brand Loyalty, Turkey.*

THE ROLE OF BRAND COMMUNITIES IN INCREASING BRAND LOYALTY THROUGH BUILDING BRAND TRUST FOR REAL ESTATE COMPANIES IN ISTANBUL, TURKEY

ÖZET

İnternet ve sosyal ağların kullanımı artık giderek artmaktadır ve bu, şirketleri ve mallarını sosyal ağ siteleri tarafından sınırlandırılan birden fazla yöntemle değerlendirebilen çevrimiçi toplulukların oluşturulmasına yardımcı olmuştur. Bu, işletmeleri, markalarına ilham vermek ve tüketicileriyle marka sadakatini artırmak için kritik bir pazarlama kanalı olarak sosyal medyayı uyarlamaya itti. Bu araştırmanın amacı, marka topluluklarının ve memnuniyetinin marka güveni üzerindeki etkisini araştırmak ve bu da marka sadakati üzerinde bir etkiye sahip olmaktır.

Ek olarak, son araştırmalar marka güveni, elektronik ağızdan ağıza iletişim (eWOM), yeniden satın alma niyeti ve marka sadakati arasındaki ilişkiyi ölçüyor.

Ek olarak, çalışma eWOM'un geri satın alma niyeti üzerindeki etkisini araştırmaktadır. Veriler, Türkiye, Arizona'daki bir otomotiv firmasının Facebook'taki marka kitlesini kullanarak bir kolaylık örneği kullanılarak çevrimiçi olarak elde edildi. 233 katılımcı anketi yanıtladı. Araştırma sonuçları, incelenen yapılar arasında önemli bir ilişki olduğunu gösterdi. Örneğin, araştırma marka topluluklarının ve memnuniyetinin marka güveni üzerindeki büyük etkisini doğruladı. Ek olarak, bulgular marka güveni, eWOM ve yeniden satın alma niyetinin marka sadakati üzerinde olumlu bir etkisi olduğunu gösterdi.

Analiz ayrıca eWOM'un geri satın alma niyeti üzerinde olumlu bir etkisi olduğunu da gösterdi.

Anahtar Kelimeler: *Marka Topluluğu, Marka Güveni, Marka Sadakati, Türkiye.*

1. INTRODUCTION

1.1 Chapter Outline

This chapter provides an overview of the present research in general, and describes topic of the research, which emphasizes on the intersection between a brands as a marketing activity, along with social media platforms, focusing on the role of brand communities to increase brand loyalty within brand trust in social media. An overview of the research background is illustrated in section 1.2; research issue is highlighted in Section 1.3, followed by investigating the research purposes in Section 1.4 and determining the importance of the research in Section 1.5. Sections 1.6 and 1.7 describe the research questions and their hypothesis, consecutively, while the research methodology is included in section 1.8.

1.2 Research Background

In the last decade, we witnessed an increased rate of using social media platforms in several countries worldwide. For example, Facebook® users have reached 2.5 billion based on Facebook reports of the fourth quarter and the full year results of 2019 (Facebook, 2019), and with this widespread use, many companies participate in these theses.

Companies created accounts for their brands and products, such as Adidas ®, ADL ®, Pepsi®, Burger King® and many other companies.

With the increasing marketing capabilities on social media platforms, the need grows for many companies to follow specific plans and strategies to benefit from social media. Real estate brands are a type of these companies that need to fill the gap of applying social media along with its marketing activities.

Social media usage has expanded the scope of online marketing in many aspects,

Such as the online brand communities' that became more connected and have variety of tools to enable the evaluation of the brands and make promoters or advertisers for the branded products. Moreover, affects the brands position generally.

This research investigates the relationships connected to brand communities, brand trust and brand loyalty in the context of real estate brands.

Republic of Turkey is considered one of the developed countries in the Middle East region in the usage of internet and social media platforms (RADCLIFFE AND ABUHMAID, 2019).

In consequence, the present study investigates the effect of brand communities and level of satisfaction on brand trust, which in turn affect brand loyalty. Moreover, this research tests the relationships between brand trusts, eWOM, and repurchase intention on brand loyalty. Furthermore, the connection among eWOM and repurchase intention has been investigated.

To the best of the author's knowledge, this research is considered the first of its kind real estate brands field, which connects brand communities, brand trust and brand loyalty within the Turkish and foreign context using Facebook.

1.3 Research Problem:

This research seeks to answer the following questions that are included in the context of using social media (Facebook) by real estate companies:

• How does brand trust impact brand loyalty in?

• How does eWOM impact both brand loyalty and repurchase intention?

• How do brand communities affect brand trust?

• How does repurchase intention relates with brand loyalty?

• How does satisfaction impact brand trust?

1.4 Research Objectives:

The current research aims to:

• To research the relationship between brand communities, brand trust, and satisfaction.

• To research an empirical sample based on the suggested conceptual framework.

• To research the role that social media platforms (Facebook) in boosting brand trust for estate companies.

• To research the relationship among brand trust, brand royalty, eWOM, and repurchasing intention.

• To examine general framework for boosting brand loyalty by raising brand trust throughout social media brand communities.

1.5 Research Significance:

1. To research the effect of brand trust, eWOM and repurchase intention on brand loyalty.

2. To study the relationship among eWOM and repurchase intention.

3. To boost studies that researches the use of social media in marketing estate brands in Turkey.

4. To expose the effect of social media brand communities on boosting brand trust and impacting behavioral and altitudinal brand loyalty for estate brands.

1.6 Research Question:

This research seeks to answer the following questions:

1.6.1 Primary question(s):

In the context of Turkish and foreign social media, in particular using Facebook:

• Does social media brand communities effect brand trust for estate brands in Turkey?

1.6.2 Secondary question(s):

• What is the impact of eWOM on brand loyalty?

• What is the impact of eWOM on repurchase intention?

• Do customer satisfaction impacts brand trust?

• What is the impact of repurchase intention on brand loyalty?

• What is the impact of brand trust on brand loyalty?

1.7 Hypotheses

1.7.1 Main hypothesis:

H0: brand community in social media platforms has a positive effect on building brand trust for estate brands in Turkey.

1.7.2 Secondary hypothesis:

H1: satisfaction has a considerable effect on building brand trust.

H2: eWOM has a considerable effect on repurchase intention.

H3: brand trust has a considerable effect on brand loyalty.

H4: eWOM had a considerable effect on brand loyalty.

H5: brand community has considerable effect on building brand trust.

H6: repurchase intention has a considerable effect on brand loyalty.

1.8 Research Methodology:

The research uses the quantitative approach in examining the relationship among the suggested constructs in the theoretical framework. The current research model labored 6 constructs.

That was located based on previous literature.

This research population were Turkish and foreign people who (they were counseled or bought a property by the Arizona Group) and they are fans one of Arizona Group social media platforms, a suitable sample was selected to be projected and analyzed in this research.

Data collection method were performed by conducting structured survey that was resolved online throughout a surveys specialized website, then it was

distributed to a convenience sample of Turkish and foreign consumers throughout the researcher's personal network, a sample of Arizona Group customer from their internal database, and publishing it on Facebook.

1.9 Main Results:

In all the proposed relationships among the model systems, the study found an important positive relationship.

In addition, research has shown that loyalty has a major effect on increasing brand interest within the consumer and has had a positive impact on the increased brand value for the brand community.

A close correlation between repurchase intention and brand loyalty has been identified. In comparison, brand trust and eWOM have had a positive and similar effect on brand loyalty.

The study has shown on the other hand that eWOM has a favorable influence on the plan to buy back.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK.

2.1 Chapter Outline

This research descusses the relationships among brand communities, brand trust, repurchase, satisfaction, eWOM, and brand royality.

The research goal is to bulid a model that helps improving social media marketing efforts for real estate brands in Turkey.

This chapter highlits main topics that are related to the foucus of this study which were descussed by other researchers worldwide. Chapter 2 goal is to build a general background for different topics related to the research based on previouse literature.

An introduction of the research topic highlighted in section 2.2, brief introduction about social media mentioned in section 2.3 highlighting social media worldwide, in Turkey, Europe , and in implementing it in business in general.

Section 2.4 and 2.5, discuses branding-related topics; an introduction to brand community were discussed in section 2.4, brand community and brand trust in section 2.5, and brand loyalty in section 2.6 following sections introduce satisfaction in section 2.7, eWOM in section 2.8, and the case of this research- Arizona Group- in section 2.9.

The final section highlights the proposed theoretical framework of this research.

2.2 Introduction

This research examines the role of social media platforms play in branding process for real estate sector companies in Turkey. This study attempts to find out how such platforms (e.g. Facebook) could be beneficial to real estate companies in different parts; especially in increasing brand loyalty through building brand trust with its brand communities.

Communities have tested a revive since mid-nineties and boosted in quantity and relevance; when looking from a consumer perspective, the continuous spreading internet significantly increased participation within virtual communities worldwide, while from the other perspective, firms boosted their virtual communities' installation and maintenance (Zaglia, 2013).

In this research, a case of a real estate company, Arizona group was tested; the study discusses its brand community and its effect on brand trust and impact of brand loyalty.

The research investigates previous literature on social media, brand trust, brand communities, satisfaction, e-Word-Of-Mouth (eWOM), repurchase intention and role of them into boosting brand loyalty based on the hypothesized model.

2.3 Social Media

2.3.1 Social Media Worldwide

In order to be successful in social media marketing, authentic, sometime risk-taking culture (Felix Rauschnable & Hinsch, 2017), and firm needs an open. Social media can be used for marketing beside many different things (Felix et al, 2017).

When looking to the usage of social media in marketing, it could reach different objectives, from increasing sales, to increasing brand awareness, reducing costs of marketing, creating user interactivity by encouraging users to post or create content (Felix et al, 1017), improving image of brand, and increasing traffic to online platforms. On the other hand, to traditional media marketing, many of corporate posted content in social media could be ruled by customers of many aspects (Labrecque, vor dem Esche, Mathwick, Novak, & Holfacker, 2013).

Facebook reached 2.5 billion active users (Facebook, 2019), and the number in increasing daily. This is making social media in general, and Facebook in specific; an important chance to communicate and reach customers.

2.3.2 Social Media in the Europe

According to Europeean Management Journal Report (2017), European sees that social media has a distinctive impact on the success on company, also

European sees that it's important to have a profile or account on one or more social media websites.

Particularly on social media where brands frequently communicate with their followers, mail appeals may be a central driver of user interaction . For example, it seems plausible that posts presenting humorous content could be particularly successful, since users could adopt humorous material more quickly and share it with each other (Timm F. WagnerChristian V. BaccarellaKai-Ingo Voigt, 2017)

2.3.3 Social Media in Turkey

In Turkey, 64% of Turkish people use social media in January 2020, 56% uses Facebook as the first social platform of choice, 96% of them access it daily, and 98.2% visit it by using their smartphones and 81% of them serached online for a product or services to buy (We Are Social, 2020).

If we looking at the time spent on social media, it's found that turkish spend more than 2h 51m using social media (We Are Social, 2020).

2.3.4 Social Media in Business

when testing the usage of social media by firms from a customer's perspective, there is two point of views, some users expect participation of firms in social media, sometimes they may involve them into conversation by mentioning them directly in their conversation, while other users may look to firms and brands which implement social media marketing as an "unwanted" guests in online platforms, According to Felix el al, 2017.

The importance of social media marketing is impacted by the type of industry and type of product (Felix et al, 2017). Over and above, J.N. Moore, Raymond, and Hopkins (2015) finds that both types of businesses (B2B and B2C) sales employees use a relationship-focused approach when implementing social media marketing to achieve similar sales tasks.

2.4 Brand Community

Brand community (Albert, Merunka, & Valette-Florence, 2008) is considered as a special form of consumer communities; the interest of their members or

interest or even love for a brand makes them different from traditional communities.

"Brand communities represent highly valuable marketing, innovation management, and customer relationship management tools" (Zaglia, 2013).

When looking to these communities, we can find three common characteristics: moral responsibility, kind consciousness, and shared rituals and traditions. (Muniz & O'Guinn, 2001)

In terms of social media use rates, Turkey ranks among the top five countries in the world.

The number of consumers who want to participate in brand communities is growing every day due to the benefits of the communities such as rapid information dissemination and satisfying the need for belongingness. (ENGİN & ÇETİN, 2020)

Brand communities attract more attention in the field of brand study, because of the connection between brand and community (Zaglia, 2013), they are considered as a form of consumer communities (Miniz & O'Guinn, 2001), and with the advantage of social networks, implementing brand communities within brand management activities needs now less financial efforts and less time (Zaglia, 2013).

To achieve the expected brand outcomes, it is critical to grow customer interaction and staying up to date with social engagement (Zaglia, 2013), to consider the appropriate brand community type.

Social networking sites affected the characteristics of consumers; it turned them from silent, investable, and isolated individuals, to a noisy, unmanageable, and public community (Patterson, 2012). Furthermore, According to A. Moore and Ahonen (2005), community activity is considered as the biggest change in 100 years in business.

In virtual environment, users share their experiences and knowledge for specific brand, in which they often group themselves in sub-groups based on the specific brand to consider a brand-related community (Woisetchlager, Hartleb, & Blut, 2008).

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Muniz and O'Guinn (2001) define brand community as "a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand".

Social media-based brand communities are the same as brand communities but with a difference; that they are established on social media platforms, and that is according to Habib, Laroche, and Richard (2012).

2.5 Brand Community and Trust

Trust can be defined as the confident beliefs of consumer that they can rely on delivering promised services from the seller (Agustin & Singh, 2005).

Brand trust is also defined based on the average consumer as the willingness to rely on the brands' ability to deliver the stated function (Chaudhuri & Holbrook, 2001). For a purchased brand, a trust could be viewed as leverage of its credibility (Amine, 1998).

Brand trust has two dimensions: attribution good intentions and reliability; first dimension is the attribution of good intentions to the brand regarding customer's interests (Sahin, Zehir, & Kitapci, 2011). While the second dimension involves a technical-based or a competence-based nature, which includes keeping promises and satisfying customer's needs.

A brand may be rated as trustworthy when it consistently keeps its sales advertisement processes, production, value promise throughout the product development, and even when a brand crisis arises (Sahin et al, 2001).

A positive relationship is found between brand trust and online brand communities that incomes to develop the relationship quality between the brand and the customer, that is according to Hajli, Shanmugam, Papagianidis, Zahay, and Richard (2017). There is a relationship between brand trust and brand communities, therefore the research hypothesizes:

H0: Brand community in social media platforms has a positive impact on building brand trust for real-estate brands in Turkey.

H1: Brand commun;ity has a significant impact on building brand trust.

I.A Brand Trust and Brand Loyalty

customer experience is the main input of a customer-brand relationship that it aims to achieve brand loyalty, which is the main output of this relationship. Consumer-brand relationship development has been a focus of branding theory in recent years (Sahin et al, 2011).

Oliver (1997) defines loyalty as "a deeply held commitment to rebut or re-patronize a preferred product/service consistently in the future, theory causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Chaudhuri & Holbrook, 2001).

With internet spreading, web 2-.0 technologies and e-commerce, boosting attention arises within marketers for the importance and beneficial of building brand loyalty in online environments (Zhang, Benyoucef, & Zhao, 2016).

A historical relationship was found between brand loyalty and brand trust, Christous (2015) Hajli et al, (2017).

The foundation of brand communities is widely embraced as an approach to build brand loyalty in online environments, in these communities' consumers can react with each other and share their interests and experiences (Hagel & Armstrong, 1997; Kim, Choi, & Qualls, 2008). Therefore, the research hypothesizes:

H2: Brand trust has a significant impact on brand loyalty.

2.6 Satisfaction and Brand Trust

Satisfaction means: the customer has an effective response to purchase situation (Bennet, Hartel, & Mccoll-Kennedy, 2005; P. Richard & Paul, 1990), and it has been found that the long-term relationships can be achieved by satisfaction (Anderson & Sullivan, 1993).

To achieve loyalty, it is necessary to have satisfaction (Agustin & Singh, 2005), but it is not enough alone, where an antecedent of brand loyalty is satisfaction, in which increasing satisfaction incomes to increasing brand loyalty (Bennet and Sharyn (2002); Bolton (1998)).

The previous research (Sahin et al, (2011); Fournier, 1998; Lau and Lee, 1999) found that satisfaction significantly impact brand trust. Therefore, these researches hypothesize:

H3: Satisfaction has a significant impact building brand trust.

2.7 EWOM, Repurchase Intention and Brand Loyalty

WOM – Word of Mouth – is a powerful tool that affects behavior; it has a significant role in affecting buy descutions for customers (Richins & Rootshaffer, 1998).

Online WOM is defined as any user generated positive or negative statement published on internet that can be available multitude of people, eWOM is considered as important factor that impact customer purchase decisions (Stauss, 1997), it could be made by , potential, or former customers (Balakrishnan, Dahnil, & Yi, 2014; Hennig-Thurau; & Walsh, 2003).

To be more comfortable, consumers search for more information from previous customers before purchasing products or services (Pitta & Fowler, 2005).

Due to social media, opportunities for eWOM – electronic word of mouth-appeared were discussing products and services of brand happens between people and their acquaintances (Erkan & Evans, 2016).

Several platforms are appropriate for internet, such as review websites, shopping sites, blogs and lastly social media sites, and discussion forums (Cheung & Thadani, 2012) provided eWOM.

Social media websites has added new aspects for eWOM, which is providing new way for people to easily communicate, so they can exchange feedback and experiences about services or products with their friends, in which this reduced the anonymity that were found on other platforms, and this makes the information of eWOM more trustful and reliable (Chu & Choi, 2011; Erkan & Evans, 2016).

Balakrishnan has found that eWOM and repurchase intention have a significant impact on brand loyalty. Therefore, researches hypothesize:

H4: eWOM has a significant impact on brand loyalty.

H5: Repurchase intention has a significant impact on brand loyalty.

Iseed (2016) found that eWOM has a significant impact on repurchase intention. Therefore, researches hypothesize:

H6: eWOM has a significant impact on repurchase intention.

2.8 Arizona Group

2.8.1 Arizona Group

Arizona Group is one of the largest real estate group in Turkey. It is a company specialized in construction and real estate development, its main headquarter is in the center of Istanbul in SISLI, it contains a staff with 30 years of experience in the Turkish market in general, and construction and real estate development in particular. Moreover, the company's founders are among the businesspersons who participated in the establishment of many international unions in Turkey, such as Müsiad and others. The company works to attract those wishing to invest in real estate from the regions of East Asia, Russia, Iran, and China and from the Arab world; through its specialized marketing team to achieve the mutual benefit for the Turkish market and the customer. (Arizona, 2020)

Figure 2.1: Arizona Group Infographic

2.9 Theoretical Framework

In this research, the relationships between variables as shown in Figure 1 were assessed through a quantitative approach.
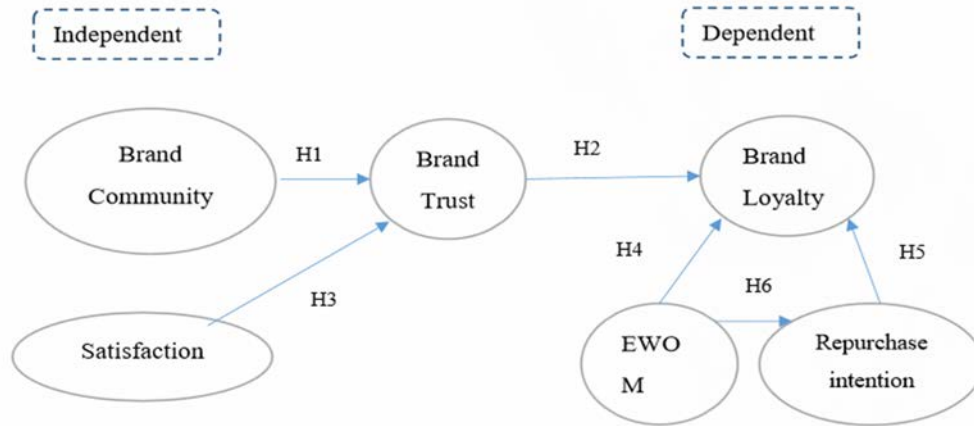
Figure 2.2: Research Framework

Figure shows the research framework (1) was modified from Banyte and Dovaliene (2014) who explore the effects of confidence satisfaction effect on trust and the confidence of trust on loyalty (He, Li, & Harris, 2012; Zehir, Şahin, Kitapçı, & Özşahin, 2011), the Impact on brand trust and brand loyalty studied by social media user communities by Laroche, Habibi, Richard, and Sankaranarayanan (2012). Furthermore, Balakrishnan et al. (2014) discussion the relationship between brand loyalty and eWOM. The repurchase aim relationship was also adapted from Munnukka, Karjaluoto, and Tikkanen(2015)

3. RESEARCH METHODOLOGY

The research makes use of the quantitative approach to data collection through a structured survey that was distributed on a sample of residents Consumers of the Republic of Turkey.

It can be arguable, that this research approach gives the people who interact with branded social media channels the necessary in-depth points of view.

3.1 Chapter Outline

This study aims to find out the role and satisfaction of brand communities in affecting brand trust and brand loyalty within the field of industrial brands.

This chapter goes into the testing methodology to evaluate the proposed structure and the resulting conclusion, the chapter offers in-depth insight into the study group, the selection and evaluation method, the study survey, survey interpretation and key outcomes.

The chapter demonstrates in its sections an analysis of the methods used to test the suggested theoretical structure outlined in chapter two. Starting with the interpretation of the study community in section 3.2 defining the chosen population accompanied by the explanation of the research sample, how it was chosen, specifying its size and in clarifying the selected social media accounts.

The chapter also explains research methods in section 2.3, explaining how the questionnaire was logically and electronically developed, how it was tested, and the process used for study.

The conclusion of this chapter in section 3.4 describes, including metrics of size, the practical concept of the analysis system variables.

3.2 Research Population

The demographic of the sample is the prospective buyers of the Arizona Group, which delivers multiple services to clients with their preferences beginning with pre-sale services, prefers the best property and after-sales services, and offers real estate acquisition advice and encouragement (Arizona Group, 2020). The study performs a survey that distributes prospective customers to a convenience sample of Arizona Group besides current consumers who plan to purchase the property through Arizona Group Ventures, services and who are fans of its Facebook page or other social networking outlet for that company.

3.2.1 Country selection

This study focuses on the real estate context in The Republic of Turkey; a transcontinental country based primarily on the Anatolian peninsula in Western Asia, with a smaller section on the Balkan Peninsula in Southeastern Europe.

Turkey is considered a high-middle-income developing country with a population of approximately 82, 6 million in 2019, according to the World Bank. (2020c).

3.2.2 Education and Economy

From an economic perspective, Turkey's GDP in 2019 amounts to $754.8 billion, with a GDP growth rate of 0.9 per cent and an inflation ration of 8.6 per cent (World Bank, 2019b).

Turkey has made substantial progress in the last decade, however, with the proportion of young adults attaining tertiary education more than doubling from 15% in 2008. About one-third (33%) of Turkey's young adults (25-34-year-olds) had attained tertiary education by 2018, 11 percentage points below the OECD average of 44%. (OECD, 2019), The education system in Turkey has shown remarkable improvement since 2003 in terms of better student performance and reduced inequality. (World Bank, 2013a).

Turkey has achieved substantial strides in the past decade, with the proportion of young people in tertiary education more than doubling from 15 percent in 2008. Approximately one-third (33%) of young Turkish adults (25-34) had

finished tertiary education by 2018, 11 percentage points below the OECD average of 44%. (2019 by the OECD). After 2003, Turkey's school sector has seen tremendous progress in terms of improved pupil achievement and raising inequalities. (BankWorld, 2013a).

Turkey is a middle-income high-ranking country with well-established institutions and comprehensive public services, especially in education. Amid substantial advances in the period of enrolment and mandatory schooling. It remains a challenge to ensure that all children, including those from disadvantaged groups such as girls, children from lower socio-economic backgrounds and refugees, have access to quality inclusive education and a positive transition to lower dropout levels in secondary education (UNICEF, 2017).

3.2.3 Technology

Nearly nine out of 10 families have Internet connectivity in 2019, according to the Information and Communication Technology Utilization Report, Internet penetration for households in the country grew 4.5 percentage points to 88.3 percent in 2019 relative to the previous year.

In 2019, Internet penetration by people aged 16-74 years was 75.3 per cent. 34.1 per cent of internet consumers used online sites to purchase products or services in the period April 2018-March 2019, up from 29.3 per cent in the previous year. (Anadulo, 2019).

While Turkey is viewed as a developing country, it has a high percentage of internet penetration, 72 percent of its population as calculated in 2019 utilizing the internet as seen in Table 3-1 below (wearesocial, 2019).
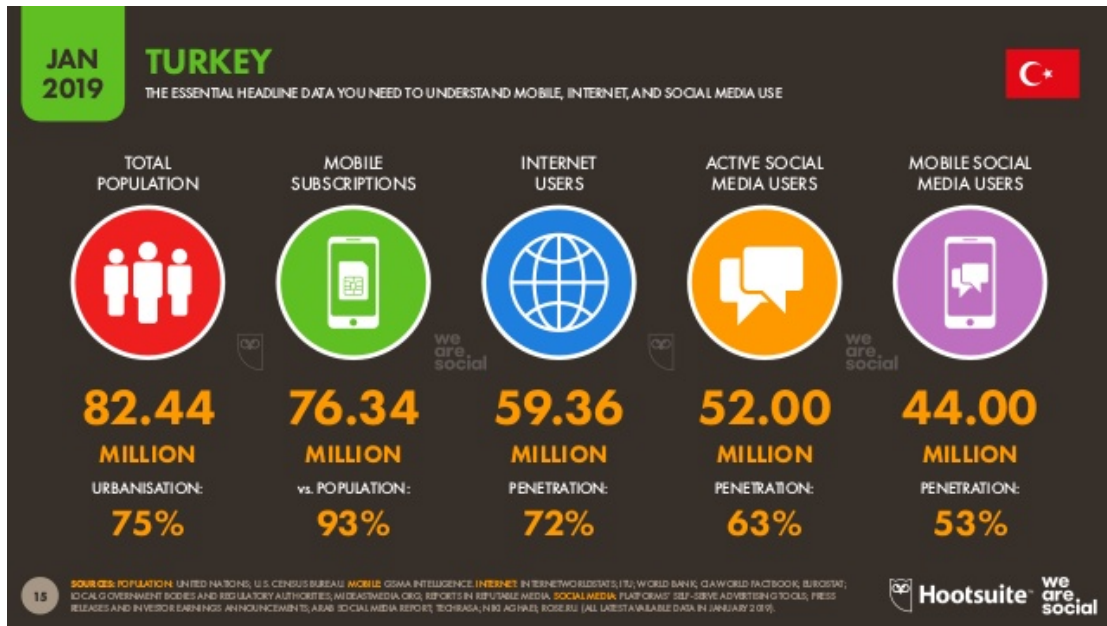
Figure 3.1: Internet Penetration in Turkey

In addition to the growing usage of the Internet, there has also been a rise in the usage of mobile apps. While about 45 percent of the world's population using digital devices in 2020 – about 3.5 billion – there has been a 40 percent growth in the number of citizens with smart cell phones from 2016 to 2020. (Statista, 2020). Figure 3-1 displays trillions of mobile consumers worldwide from 2016 to 2021 (Statista, 2020).
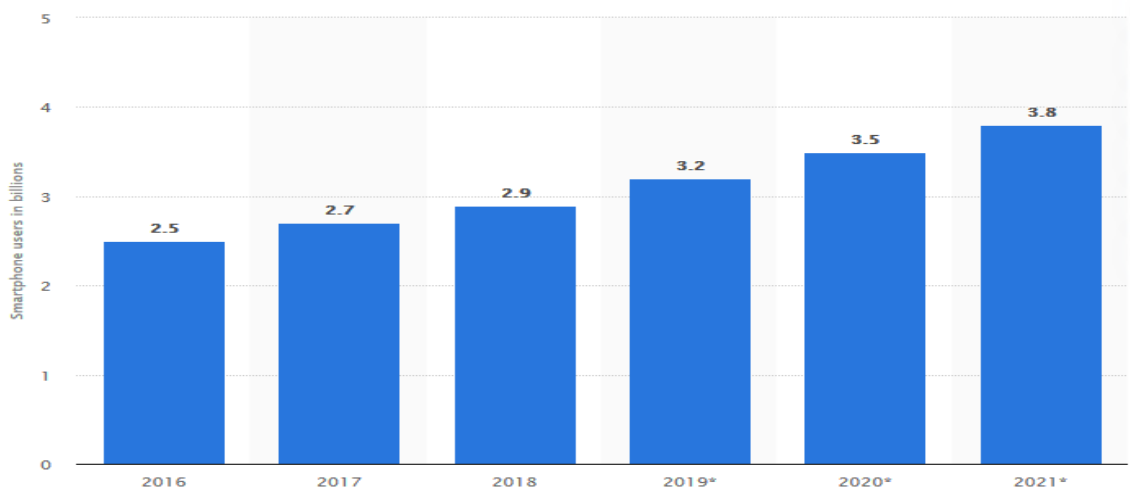
Figure 3.2: Number of smart phones users from 2016 to 2021 (in billions)

As of 2018, Turkey had 41.9 million smartphone users. This number is expected to increase by 2021 to 52.8 million users, and by 2023 to 56.4 million. This was achieved at 4G rates during the second quarter of 2018 with 71 percent of

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Turkish people connecting to the internet via a smartphone, while 19 percent were only connected via 2G. In the year 2025. It is expected that over 5G would be linked by 13 per cent. (Statista, year 2020).

3.2.4 Sample selection

For the purposes of the study, the report studies the case of Arizona Group, one of Turkey's largest real estate companies. The company is involved in strategic apparel design and real estate growth with 30 years of experience in the Turkish sector in general, Building and real estate production in particular was among the founders of the organization who engaged in the creation of other foreign labor unions in Turkey, such as Müsiad and others.

Shown below in Figure 3-2 of the Arizona Group platform (Arizona Group, 2020).
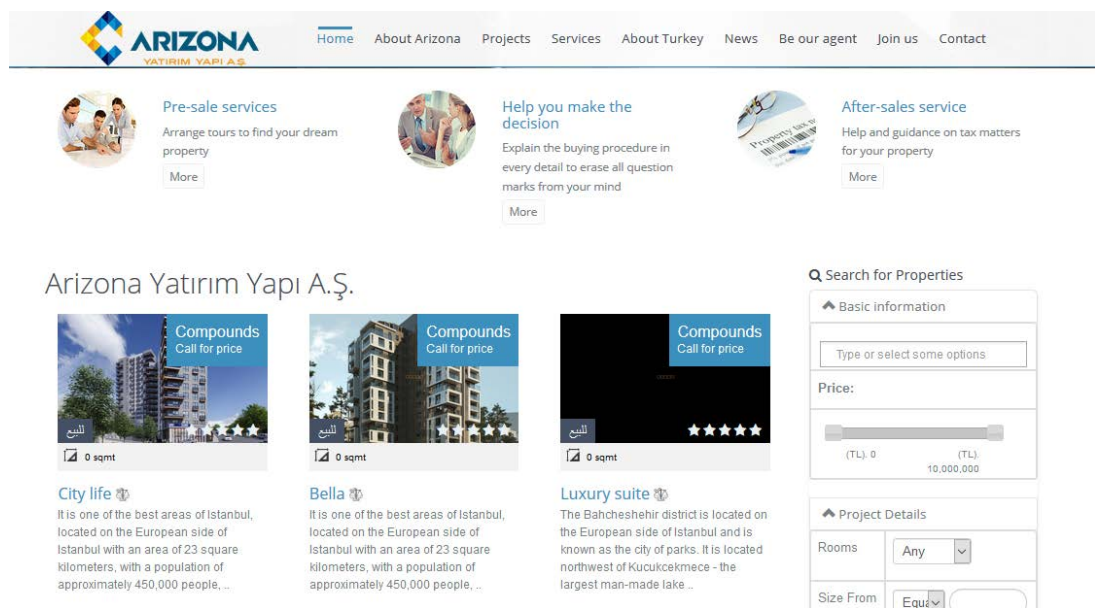
Figure 3.3: Arizona Group Website

The sample of this research study where a sample of conveniences consisted of people who want to buy or invest in real estate in Turkey, who are fans of one of the social media accounts of Arizona Groups.

3.2.5 Sample size

Due to the difficulty of studying large populations, the need arises to use sampling techniques to represent the population and to be able to generalize research to it, so researchers use sampling as a procedure for selecting a

representative quantity of elements from the study population (Sekaran & Bougie, 2009).

In this research, we have targeted population of customers concerned with investment in real estate in the city of Istanbul - Turkey. The sample will be taken from customers in Istanbul from each European and Anatolian sides. Easy and random sampling will be conducted to collect data. The data will be taken from 233customers, who are Arizona's potential customers, where they contact Arizona Group. Due to the large number of populations the sampling technique that was used (Hill, 2012) in this field is good; noting that over than 3 thousand 893 houses were purchased by foreigners in August 2020 and 1 thousand 164 of them were from Arab nationalities (Muhasebenews, 2020).

3.2.6 Social media accounts selection

At the beginning of 2015 the Arizona Group used social media, and now it has more than 35,543 fans liking its official page (Arizona Group (FB), 2020).

This online page is considered one of the largest pages of business in Turkey, compared with real estate companies, Arizona Group's Facebook page as shown below in Figure 3-3, which is the largest social media page for Arizona Group.
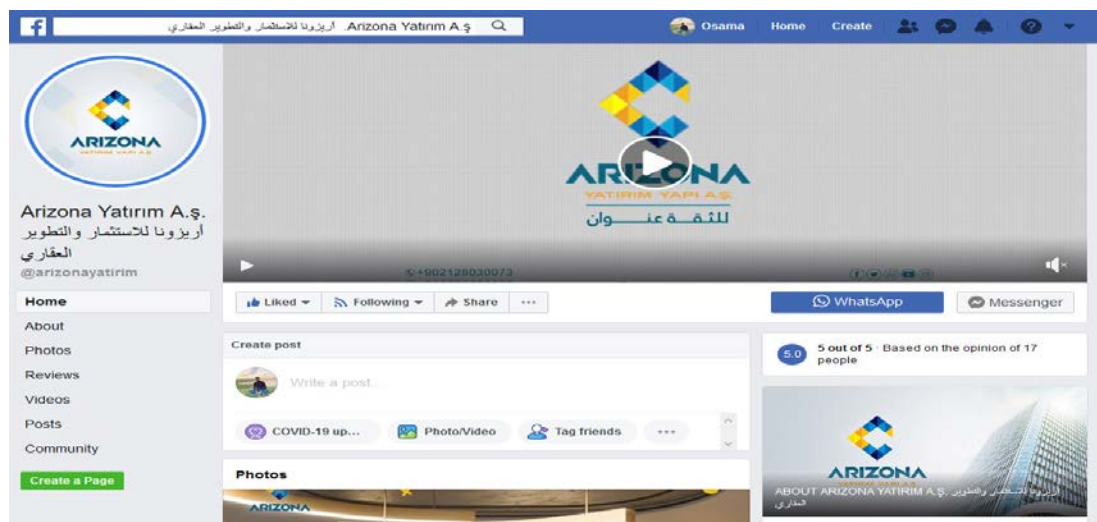
Figure 3.4: Arizona Facebook Official Page

3.3 Research Methodology

This report has applied a quantitative research approach, through using the survey to test its conceptual framework; the potential customers of Arizona

Group who are the population of this study were targeted in this survey. For the objective of the present research, surveys are considered as a well-conducted technique for collecting and obtaining data (Campbell & Katona, 1953). Moreover, surveys according to Malhorta and Grover (1998), were shown as an effective tool in the context of business research for a number of reasons, these reasons include but not limited to (Faria & Dickinson, 1996):

- Cost saving methods relative to interviews and focus groups, meaning that polls do not need a large expenditure to be completed.

- Time saving method, which could reach more respondents in less time than other data collection methods.

- Minimizes the likelihood of bias between respondents that may arise in interviews or focus groups.

3.3.1 Questionnaire design

Throughout this study, the researcher-introduced questionnaire as the tool of data collection, this questionnaire was built on the basis of an in-depth analysis of prior literature and empirical materials, which helped to improve the relevance of the applied questions for evaluating the proposed model's key constructs.

Sekaran and Bougie (2009) characterize the questionnaire as a process by which sequential questions are posed to the target audience in order to address them and select the most suitable responses that reflect their opinion in the light of the question being questioned. In utilizing the questionnaire as the primary form of collecting results. The value of constructing it in a well-designed fashion that maximizes the advantages should be taken into consideration when creating a successful questionnaire: material, concepts of calculation and presentation (Sekaran & Bougie, 2009).

The first aspect, content, should result in an easy-to - understand questionnaire, using clear wording, direct research-related questions to the point, and a logical sequence that makes sense in responding to the whole questionnaire.

After making sure that the contents of the questionnaire are fine, the researcher will look to the questionnaire's practical value, which will result in what is

predicted, while utilizing the correct scaling method, measuring the quality of the questions as a metric for the relevant structures under analysis and checking its reliability.

As a third step in order to increase respondents' interaction with the questionnaire, the researcher should encourage respondents to complete the questionnaire by making it not too long. Furthermore, presenting it in a smooth visual manner, testing it via various devices, such as PCs and mobile devices, and placing any necessary helpful content that may enhance understanding of the research objectives and purposes.

The questionnaire for this research followed the above process; selecting an appropriate question that previous researchers tested, trying it on a pilot sample to measure its content validity and face validity, and finally presenting it in a smooth manner.

The questionnaire was designed into two pages, consisted of 7 sections that includes demographics and a section for each construct, which results in 28 questions. Demographics section was the first section in the questionnaire after the introduction, it consists of 5 questions that shows whether the respondent is a frequent customer to Arizona Group, define their gender, age group, educational level, and if they were subscribed to Arizona social media channels.

3.3.2 Questionnaire face validity

For order to improve the authenticity of the questionnaire, where it is the main form of data gathering, the questionnaire went through two evaluation phases to guarantee the legitimacy of the nose.

First, the questionnaire was circulated to a qualified community of marketers employed in marketing teams or marketing companies, this phase was aimed at checking the quality of the questions used in evaluating the relevant structures (face validity).

Secondly, the questionnaire was provided to the target population pilot sample to determine the extent of comprehension of the questions for each build.

Each of the above steps results in a notable adjustment was made for the final-online distributed questionnaire.

3.3.3 Electronic questionnaire design

Internet usage grew from 0.4 percent in 1995 to about 59.6 percent in 2020 (internetworldstats.com, 2020), as seen in Figure 3-4, which indicates a steady growth in worldwide Online usage, with about 4.57 billion individuals becoming involved online consumers as of April 2020, accounting for 59 percent of the global population (statista, 2020).

The growing usage of the Web also tended to expand the use of social networking platforms, which is the study background. In fact, this pervasive usage of the internet allows it simpler to contact survey respondents through online devices.
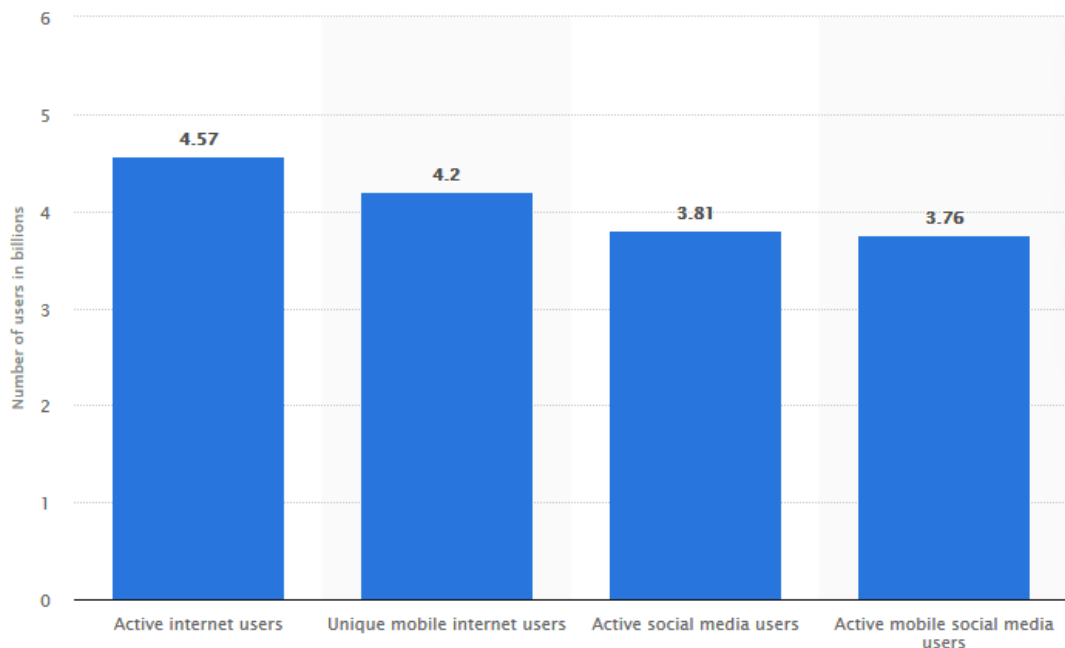
Figure 3.5: Internet Users in 2020 in billions

The low cost of mobile devices has increased its use, around 1.4 billion smartphones have been sold worldwide annually over the past five years , for example 35.13 percent of people worldwide have smartphones (statista,2020), which has helped to increase its use of Internet access and thus access social media platforms, where about 3.8 billion people use social networking sites. We may also conclude that since this period last year this figure has risen by more than 9 per cent (321 million unique users). (WeAreSocial, 2020).

To maximize the benefits of the survey, the google form to enable more in-depth data analysis, the survey was opened for a week during September 2020 as shown in Figure 3-5.
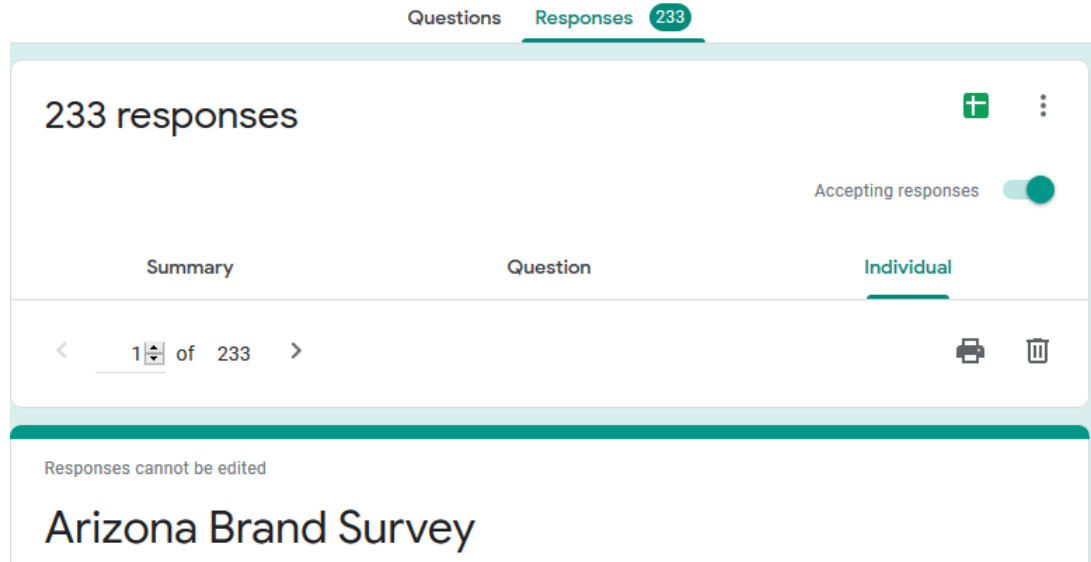
Figure 3.6: Arizona Brand Survey Response Summary

The research population were the potential customers of Arizona Group, The researchers coordinated with the marketing department at Arizona Group to send the survey for some of their customers via their feedback emails, in addition to sending it to some of their employees, theses both segments where approximately 20% of the total sample. Besides that, the researchers used their personal network to reach out the population using personal messaging via WhatsApp and mobile phones to encourage them to fill the survey and spread it, and simultaneously by publishing it on 10 researchers' personal Facebook profile and other groups.

3.4 Operational Definition

Several questions were used to measure the opinion of the respondent for each construct, as each construct has three to four questions, which were tested through a valid measure for the related constructs of the study by previous literature.

For each question, a like scaling method was applied to cover a broad spectrum of agreement or disagreement on the argument of the questionnaire, the scale was as follows:

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

Habibi et al. (2016), Jung, Kim, and Kim (214), Sahin et al. (2011), Laroche et al. (2013), Yoo, Sanders, and moon (2013), and Munnukka et al. (2015) used the statements in the questionnaire.

3.4.1 Brand community

A brand community is specialized, non-geographically bound community, based on a structured set of relationships among a brand's admires, according to Muniz and O'Guinn (2001).

Habibi et al. (2016), identifies social media as brand culture built on social media platform.8q.

The research used four statements to measure brand community construct, where they were presented as BC1, BC2, BC3 and BC4. Habibi et al. (2016) adopted these items.

3.4.2 Brand trust

Brand trust is the average consumer's Willingness to count on the ability of the brands to deliver the stated function (Chaudhuri & Hlbrook, 2001).

In this research, brand trust was coded as BT1, BT2, BT3, and BT4. Jung et al. (2014) adopted these items.

3.4.3 Satisfaction

Satisfaction is the effective response of a customer to the purchasing situation (Bennet et al., 2005; P.Richard & Paul, 1990). Four satisfaction statements adopted by Sahin et al. (2011) and coded as BS1, BS2, BS3 and BS4.

3.4.4 Brand loyalty

According to Oliver (1997), brand loyalty is defined as "a deeply held commitment to rebut or re-patronize a preferred product/service consistently in the future, theory causing repetitive same-brand or same brand-set purchasing,

despite situational influences and marketing efforts having the potential to cause switching behavior".

Four statements adopted by Laroche et al. (2013), and coded as BL1, BL2, BL3 and BL4, were used to calculate brand loyalty.

3.4.5 Operational measure of construct

Table 3.1 below displays the variables and statements used for calculating each of the hypothesized models constructs.

Table 3.1: Hypothesized model variables and statements

Variable	Statement
a. Brand Community	
BC1	I find myself an important part of Arizona brand community.
BC2	The relationship I have with the other members of Arizona brand community means a lot to me.
BC3	I am deeply attached to Arizona brand community
BC4	I and other members of Arizona brand community share the same goals.
b. Brand Trust	
BT1	Arizona is a brand that matches my expectations.
BT2	I feel optimistic about Arizona brand.
BT3	Arizona is a brand I won't be disappointed with.
BT4	Arizona brand ensures satisfaction.
c. Satisfaction	
BS1	I am very pleased with the service that is being provided.
BS2	I assume it is usually a very satisfying experience to deal with this brand.
BS3	I believe I took the right decision when I chose to deal with this brand.
BS4	I am very pleased with the service this brand offers.
d. Brand Loyalty	
BL1	In a way, I am addicted to this brand.
BL2	I see myself as loyal to this brand.
BL3	If the brand did not satisfy my requests for apartments or projects, I will wait for the new offers and projects.
BL4	I am happy to pay more for my brand.
e. EWOM	
eWOM1	I frequently make a review of our customers.
eWOM2	When I leave a customer review, I write it in a detailed way.
eWOM3	I am putting out a lot of effort in posting review.
f. Repurchase intention	
ReP1	I am going to tell my friends and relatives who want to purchase a property about Arizona Group, in order to benefit from its services.
ReP2	I would actively search for Arizona brand projects to buy it.
ReP3	I plan to keep up with new projects in Arizona Group

4. DATA ANALYSIS

4.1 Chapter Outline

This chapter explores the process of data analysis for the present research, the hypotheses is tested formed on the results of the research questionnaire, which was headed to the targeted sample inside Arizona Group ® potential consumers. The sampling process was examined in detail, such as the sample size and response rate were discussed in section 4.2, followed by a discussion of the sample demographics in section 4.3 Testing process and validating outputs were discussed in the next sections, where normality test was discussed in section 4.4, moreover a descriptive statistic of study was highlighted in section 4.5, while testing the goodness of data was discussed in section 4.6 highlighting reliability and face validity.

Final sections discussed the hypotheses testing, which is in section 4.7, to the end with the framework (model) of the research in section 4.8 and the results discussion in section 4.9.

4.2 Sample Size & Response Rate

Final question or who are not following one of Arizona Group social media platform.

4.3 Sample Demographics

In this section, the sample characteristics were discussed based on the dealing with Arizona, gender, age group, educational level, and following Arizona's social media accounts. Based upon these demographics, this section investigates the results of respondents to have extensive insights about the sample, who were widely diversified in their demographics.

Based on Gender, around 77% of survey sample were males, while the females were 23% as shown in Figure 4-1.
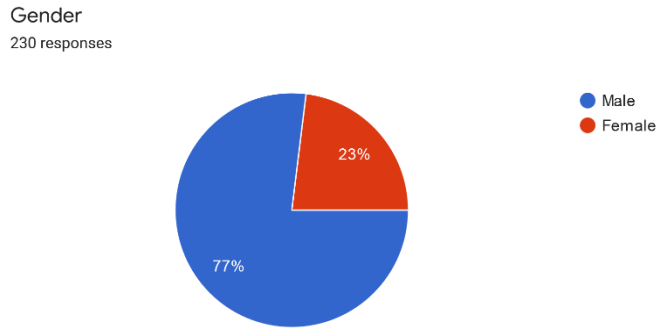
Figure 4.1: Gender of Survey Respondents

The respondent age groups were classified on six categories, ranged from 18 years to above 60, the group of 40-49 years were the largest one with a percent of 30.6%, followed by the age group 50-59 years old, followed by 30-39 age group with a percent of 19.4%, while the groups of more than 60 years with a percent of 10.8%, 18-20 years, and 20-29 where around 12.1% collectively. Specific numbers of respondents are shown in Figure 4-2.
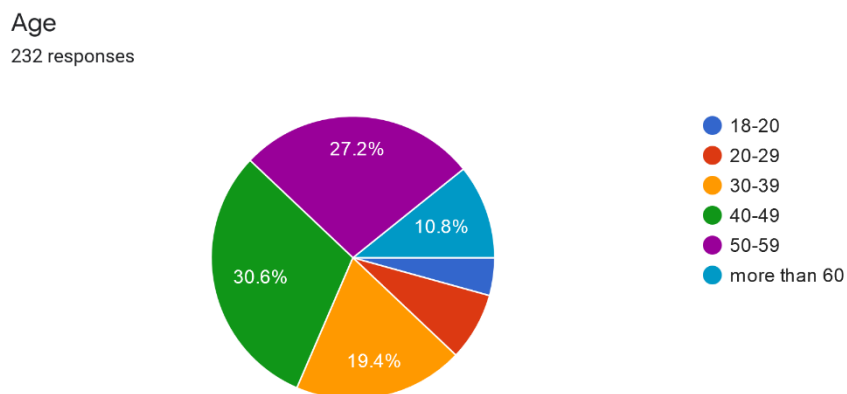
Figure 4.2: Age Groups of Survey Respondents

Eventually, based upon the educational level of respondents, the majority were holding a BSc. Degree (53.7%), followed by individuals who had a master's degree (22.3%), doctoral degree holders (10.5%), and secondary school holders were 9.6%, while uneducated were around 4.3% collectively as shown in Figure 4-3.

Highest level of formal education
229 responses

Legend:
- Uneducated
- Secondary school
- Bachelor's degree
- Master degree
- PHD degree

22.3%
10.5%
53.7%
9.6%
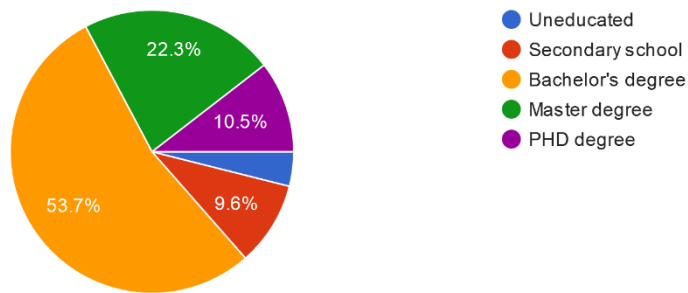
Figure 4.3: Educational Level of Survey Respondents

4.4 Normality

As an initial step, a need for testing the data emerges before testing reliability, therefore, a normality test was applied for the data to ensure that the sample data is normally spread. Table 4-1 below shows the skewness & kurtosis test values for every variable.

Table 4.1: Mean, Skewness, and Kurtosis for all variables

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
BC1	230	4.56	-1.736	.160	3.575	.320
BC2	229	4.53	-1.563	.161	2.817	.320
BC3	231	4.51	-1.619	.160	3.131	.319
BC4	229	4.50	-1.572	.161	2.594	.320
BT1	231	4.51	-1.532	.160	2.678	.319
BT2	230	4.55	-1.560	.160	2.648	.320
BT3	227	4.53	-1.480	.162	2.745	.322
BT4	230	4.50	-1.346	.160	2.020	.320
BS1	231	4.50	-1.428	.160	2.706	.319
BS2	224	4.53	-1.712	.163	3.463	.324
BS3	228	4.52	-1.435	.161	2.631	.321
BS4	228	4.59	-1.694	.161	4.074	.321
BL1	229	4.45	-1.638	.161	2.635	.320
BL2	227	4.48	-1.646	.162	3.508	.322
BL3	229	4.53	-1.636	.161	3.047	.320
BL4	227	4.48	-1.720	.162	3.314	.322
eWOM1	229	4.56	-1.586	.161	2.932	.320
eWOM2	229	4.55	-1.795	.161	4.125	.320
eWOM3	229	4.48	-1.896	.161	4.358	.320
ReP1	231	4.58	-2.053	.160	5.486	.319
ReP2	232	4.56	-1.686	.160	4.093	.318
ReP3	232	4.59	-1.693	.160	3.642	.318
Valid N (listwise)	199					

29

4.5 Descriptive Statistics of Study Constructs

Likert scale is implemented in this study to figure out how strongly the respondents agree with the aforementioned statement in the survey, a scale of 5-point was used as shown below:

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

This study seeks to discover the relationship between brand community and satisfaction on brand trust, along with the relationship between brand trusts, eWOM, and repurchase intention with brand loyalty, as well as investigation the relationship between eWOM and repurchase intention.

To have a general overview on the results of the collected data, a descriptive analysis was investigated in this section based upon the standard deviation test. As it was calculated for every statement to figure out how varied are the opinions of the respondent on each statement.

Sekaran and Bougie (2009) considers data to be about the mean when the value is between 0.5 and 1, but consider it significantly varies if the standard deviation was above 1 for respondent's answers.

4.5.1 Brand community

Concerning brand community as shown in Table 4-2 respondents lean to be neutral in general or slightly negative, with an average of 4.52for the four constructs, as this indicate that respondents feel strongly connected to Arizona's brand community. In general, the average standard deviation for BC1, BC2, BC3, and BC4 were about 0.712, which indicates that the respondent's answers were approximately close to the mean; BC1 only shows a little variation about the mean.

Table 4.2: Descriptive Statistics of Brand Community

	N	Minimum	Maximum	Mean	Std. Deviation
BC1	230	1	5	4.56	.695
BC2	229	1	5	4.53	.698
BC3	231	1	5	4.51	.715
BC4	229	1	5	4.50	.741
Valid N (listwise)	223				

4.5.2 Brand Trust

For brand trust, as shown in Table 4-3, respondents generally showed a positive trust in Arizona brand. Their answers were about the mean with an average standard deviation equals to 0.694 for items BT1, BT2, BT3, and BT4.

Table 4.3: Descriptive Statistics of Brand Trust

	N	Minimum	Maximum	Mean	Std. Deviation
BT1	231	1	5	4.51	.715
BT2	230	1	5	4.55	.690
BT3	227	1	5	4.53	.673
BT4	230	1	5	4.50	.698
Valid N (listwise)	223				

4.5.3 Satisfaction

Respondents showed a satisfied attitude generally, with an average of 4.535 that indicated a positive trust toward Arizona brand, with an average standard deviation of 0.676 which indicated that responses were relatively around the mean for items BS1, BS2, BS3, and BS4 as shown in Table 4-4.

Table 4.4: Descriptive Statistics of Brand Trust

	N	Minimum	Maximum	Mean	Std. Deviation
BS1	231	1	5	4.50	.684
BS2	224	1	5	4.53	.714
BS3	228	1	5	4.52	.673
BS4	228	1	5	4.59	.634
Valid N (listwise)	219				

4.5.4 Brand loyalty

Amidst brand loyalty construct, although the average mean of the answers was 4.48 which indicates a neutral answer, the respondent's answers were diversified as shown in Table 4-5. Construct BL3 shows a positive brand loyalty for Arizona brand, while construct BL1 and Bl2 shows slightly positive attitude toward it and closer to being neutral. BL4 shows a negative attitude toward it, this might be due to of increasing cost for the customer in this item that sows whether the respondent ready to pay more for Arizona projects or is not willing.

Table 4.5: Descriptive Statistics of Brand Loyalty

	N	Minimum	Maximum	Mean	Std. Deviation
BL1	229	1	5	4.45	.807
BL2	227	1	5	4.48	.743
BL3	229	1	5	4.53	.710
BL4	227	1	5	4.48	.789
Valid N (listwise)	219				

4.5.5 EWOM

Concerning eWOM, the average mean indicates a neutral answer between the respondents.

however, getting in details as shown in Table 4-6, the data shows of a positive response between items eWOM2 and eWOM3 which own a standard deviation little above 1 that shows a variation around the mean, while item eWOM1 showed a negative response and a relatively answers about the mean, that indicates that respondents do not favor to write a review after purchasing products, but when writing it, they lean to put more effort to write professionally.

Table 4.6: Descriptive Statistics of eWOM

	N	Minimum	Maximum	Mean	Std. Deviation
eWOM1	229	1	5	4.56	.677
eWOM2	229	1	5	4.55	.690
eWOM3	229	1	5	4.48	.792
Valid N (listwise)	225				

4.5.6 Repurchase intention

When asking respondents on their will to repurchase products, they generally showed a positive response for buying Arizona projects, with an average of 4.57, and a standard deviation of 0.668 which indicates that the answers were about the mean in general, despite an above 1 standard deviation for item ReP2 as shown in Table 4-7.

Table 4.7: Descriptive Statistics of Repurchase Intention

	N	Minimum	Maximum	Mean	Std. Deviation
ReP1	231	1	5	4.58	.705
ReP2	232	1	5	4.56	.648
ReP3	232	1	5	4.59	.652
Valid N (listwise)	231				

4.6 Testing the Goodness of Data

4.6.1 Reliability

As a step to test the hypothesis along with the proposed sample; a need for testing reliability of constructs arise, this is done through testing the consistency of the measurement instrument in calculating the proposed concept, that is known as reliability (Sekaran & Bougie, 2009).

While testing reliability for a measurement instrument, it shows how consistence and stable the instrument is, which means how "good" that instrument is in measuring the concept under research is.

Cronbach's alpha is the most known test when testing reliability (Cronbach, 1946), that has range of values between zero and one, when the Cronbach's alpha is higher than 0.8 the measure is considered as good in reliability, if the value was between 0.7 and 0.8 it is considered accepted, and if its less than 0.6 its considered poor (Sekaran & Bougie, 2009).

Besides Cronbach's alpha test, the total and inter-correlation values were calculated to figure out how much the item is related in measuring the exact construct in comparison with other items.

The total correlation helps in cleaning and removing any deficiency in the data, caused by asking non-reliable questions to measure the construct (Churchill, 1979), when correlation value is higher than 0.50 it is considered as an accepted value according to Robinson, et al (1991). By measuring Cronbach's alpha for all of the variables, the results were equal to 0.945, which is considered good according to (Sekaran & Bougie, 2009).

While calculating correlation for construct items, all of them showed higher than 0.5 values except BL3, BL4 as shown in Table 25, and eWOM1 as shown in Table 28.

4.6.1.1 Brand community reliability test

Table 4-8 shows a good Cronbach's alpha factor, which is above 0.9 for brand community variables BC1, BC2, BC3, and BC4.

Table 4.8: Brand Community Reliability Statistics - Cronbach's Alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.928	.928	4

Table 4-9 shows the inter-item correlation for brand community variables, where they are around 0.73 and 0.81, which exceed the accepted value.

Table 4.9: Brand Community Reliability Statistics - Inter-Item Correlation

Inter-Item Correlation Matrix				
	BC1	BC2	BC3	BC4
BC1	1.000	.778	.735	.739
BC2	.778	1.000	.813	.754
BC3	.735	.813	1.000	.760
BC4	.739	.754	.760	1.000

Table 4-10 shows the Cronbach's value for each variable of brand community, which are Considered good values by being above 0.7.

Table 4.10: Brand Community Reliability Statistics - Item-Total Statistics

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BC1	13.57	3.958	.814	.668	.911
BC2	13.59	3.883	.858	.744	.897
BC3	13.61	3.824	.840	.719	.903
BC4	13.62	3.814	.814	.664	.912

4.6.1.2 Brand trust reliability test

Table 4-11 shows a good Cronbach's alpha factor, which is above 0.9 for brand trust variables BT1, BT2, BT3, and BT4.

Table 4.11: Brand Trust Reliability Statistics - Cronbach's Alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.916	4

Table 4-12 shows the inter-item correlation for brand trust variables, where they are around 0.68 And 0.80 which exceed the accepted value.

Table 4.12: Brand Trust Reliability Statistics - Inter-Item Correlation Matrix

Inter-Item Correlation Matrix				
	BT1	BT2	BT3	BT4
BT1	1.000	.740	.712	.704
BT2	.740	1.000	.686	.794
BT3	.712	.686	1.000	.746
BT4	.704	.794	.746	1.000

Table 4-13 shows the Cronbach's value for each variable of brand trust, which are

Considered good values by being above 0.7.

Table 4.13: Brand Trust Reliability Statistics - Item-Total Statistics

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BT1	13.60	3.538	.790	.632	.896
BT2	13.57	3.526	.821	.698	.885
BT3	13.59	3.640	.784	.628	.898
BT4	13.62	3.452	.832	.711	.882

4.6.1.3 Satisfaction reliability test

Table 4-14 shows a good Cronbach's alpha factor, which is above 0.9 for satisfaction

Variables BT1, BT2, BT3, and BT4.

Table 4.14: Satisfaction Reliability Statistics - Cronbach's Alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.923	.923	4

Table 4-15 shows the inter-item correlation for satisfaction variables, where they are

Around 0.74 and 0.82 which exceed the accepted value.

Table 4.15: Satisfaction Reliability Statistics - Inter-Item Correlation Matrix

Inter-Item Correlation Matrix				
	BS1	BS2	BS3	BS4
BS1	1.000	.772	.826	.741
BS2	.772	1.000	.739	.666
BS3	.826	.739	1.000	.759
BS4	.741	.666	.759	1.000

Table 4-16 shows the Cronbach's value for each variable of satisfaction, which are

Considered good values by being above 0.7.

Table 4.16: Satisfaction Reliability Statistics - Item-Total Statistics

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BS1	13.63	3.382	.865	.755	.885
BS2	13.58	3.447	.788	.634	.912
BS3	13.59	3.445	.856	.743	.888
BS4	13.52	3.728	.781	.624	.913

4.6.1.4 Brand loyalty reliability test

Table 4-17 shows a poor Cronbach's alpha factor, which is below 0.6 for brand loyalty

Variables BL1, BL2, BL3, and BL4.

Table 4.17: Brand Loyalty Reliability Statistics - Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.930	4

Table 4-18 shows the inter-item correlation for brand loyalty variables, where they vary in Inter-correlation values.

Table 4.18: Brand Loyalty Reliability Statistics - Inter-Item Correlation Matrix

Inter-Item Correlation Matrix

	BL1	BL2	BL3	BL4
BL1	1.000	.710	.789	.745
BL2	.710	1.000	.743	.780
BL3	.789	.743	1.000	.844
BL4	.745	.780	.844	1.000

Table 4-19 shows the Cronbach's value for each variable of brand loyalty, for BL1, BL2, BL3 and BL4 Considered a good value by being above 0.6

Table 4.19: Brand Loyalty Reliability Statistics - Item-Total Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BL1	13.48	4.416	.806	.663	.917
BL2	13.43	4.687	.802	.652	.917
BL3	13.39	4.643	.870	.774	.897
BL4	13.44	4.349	.863	.768	.897

4.6.1.5 EWOM Reliability test

Table 4-20 shows an accepted Cronbach's alpha factor, which is above 0.70 for eWOM

Variables eWOM1, eWOM2, and eWOM3.

Table 4.20: eWOM Reliability Statistics - Cronbach's Alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.905	3

Table 4-21 shows the inter-item correlation for eWOM variables, where they vary in inter-Correlation values.

Table 4.21: eWOM Reliability Statistics - Inter-Item Correlation Matrix

Inter-Item Correlation Matrix			
	eWOM1	eWOM2	eWOM3
eWOM1	1.000	.806	.705
eWOM2	.806	1.000	.767
eWOM3	.705	.767	1.000

Table 4-22 shows the Cronbach's value for each variable of eWOM, for eWOM1, eWOM2 and eWOM3 it is considered a good value by being above 0.8.

Table 4.22: eWOM Reliability Statistics - Item-Total Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
eWOM1	9.03	1.964	.800	.668	.864
eWOM2	9.04	1.860	.850	.729	.821
eWOM3	9.11	1.703	.775	.610	.893

4.6.1.6 Repurchase intention reliability test

Table 4-23 shows an accepted Cronbach's alpha factor which is 0.89 (above 0.70) for

Repurchase intention variables ReP1, ReP2, and ReP3.

Table 4.23: Repurchase Intention Reliability Statistics - Cronbach's Alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.890	3

Table 4-24 shows the inter-item correlation for repurchase intention variables, where they

Are correlated and accepted.

Table 4.24: Repurchase Intention Reliability Statistics - Inter-Item Correlation Matrix

Inter-Item Correlation Matrix			
	ReP1	ReP2	ReP3
ReP1	1.000	.728	.724
ReP2	.728	1.000	.739
ReP3	.724	.739	1.000

Table 4-25 shows the Cronbach's value for each variable of repurchase intention, it is

Considered a good value for all the variables by being above 0.7.

Table 4.25: Repurchase Intention Reliability Statistics - Item-Total Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ReP1	9.15	1.474	.779	.607	.850
ReP2	9.16	1.590	.790	.624	.839
ReP3	9.14	1.584	.787	.620	.841

4.6.1.7 Face validity

Based on to Sekaran and Bougie (2009), a validity test must be conducted to ensure that the developed instruments measures are correct to the concept that is intended to measure or not.

In this research, the statements of the executed questionnaire were adopted according to previous research papers as shown in Table 3-2 in Chapter 3, that were used by different Scholars and were validated many times by other researchers.

A content validity test was conducted and performed by several professional experts to ensure that the Items are related to the intended constructs to measure. Moreover, it could be used to measure them, along with testing the translation of the statement to ensure they were expressing correctly on the original statements.

Besides that, a pilot sample were conducted to test the content validity of the questionnaire. Some edits and modifications were made accordingly and an explanation to some constructs where added to the introduction of the questionnaire to increase respondents understanding of the questionnaire statements.

4.6.1.8 Hypothesis testing

Simple and multiple regression tests were executed to test the hypothesis, which is proposed in the theoretical framework that was explained earlier in section 2.11.

The coefficient of parameters, R2, were used as the main parameter to validate the goodness of fit for the regression, model which was used as Sekaran and Bougie (2009) suggests.

To test the effect of every independent variable on the dependents, a t-test was used to the proposed hypotheses, Beta (β) was measured at the time of the analysis of the data.

The research discusses multiple steps of analysis; as a first step, the research tests the Relationship among two antecedents, brand community and satisfaction, with brand trust.

The second phase tests the relationship between brand trust, brand eWOM, and repurchase intention with brand loyalty as a dependent variable. The third step was testing the relationship between eWOM and repurchase intention.

4.6.2 Antecedents and brand trust

One of this research goals is to measure the correlation between brand communities (BC) and satisfaction (BS) with brand trust (BT).

As shown in Table, 4-26 and 4-27, results presented a significant positive correlation among brand Community and satisfaction with brand trust.

Table 4.26: Correlation between Brand Community with Brand Trust

Correlations		Brand Community Variables	Brand Trust Variables
Brand Community Variables	Pearson Correlation	1	.899**
	Sig. (2-tailed)		.000
	N	223	216
Brand Trust Variables	Pearson Correlation	.899**	1
	Sig. (2-tailed)	.000	
	N	216	223
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.27: Correlation between Satisfaction with Brand Trust

Correlations		Satisfaction Variables	Brand Trust Variables
Satisfaction Variables	Pearson Correlation	1	.916**
	Sig. (2-tailed)		.000
	N	219	213
Brand Trust Variables	Pearson Correlation	.916**	1
	Sig. (2-tailed)	.000	
	N	213	223
**. Correlation is significant at the 0.01 level (2-tailed).			

Multiple regression analysis was conducted after measuring the correlation, as it resulted in a positive significant relationship among the antecedents (BC and BS) with brand trust, the R square value were around 0.88 as shown in Table 4-28.

Table 4.28: R Square Analysis for Brand Trust

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941a	.886	.885	.68231
a. Predictors: (Constant), Satisfaction Variables, Brand Community Variables				

Table 4-29 and 4-30 shows the ANOVA and coefficients calculations, respectively, for brand trust.

Table 4.29: ANOVA table for Brand Trust

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	738.760	2	369.380	793.436	.000b
	Residual	94.971	204	.466		
	Total	833.731	206			
a. Dependent Variable: Brand Trust Variables						
b. Predictors: (Constant), Satisfaction Variables, Brand Community Variables						

Table 4.30: Coefficients for Brand Trust

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.989	.349		2.834	.005
	Brand Community Variables	.425	.044	.450	9.640	.000
	Satisfaction Variables	.510	.045	.526	11.264	.000
a. Dependent Variable: Brand Trust Variables						

It is found that there is a significant relationship among brand community and brand trust at a significant level lower than 0.06, were the t value for brand community equals 9.640 which is higher than 1.96. Thus, there is a significant relationship among them.

The beta value for brand community were 0.450, that means more involvement in brand community yields in a 45.0% increase in brand trust.

As a result, based on the results of this analysis, the research supports the hypotheses:

- H0: Brand community in Social media platforms has a positive role in building brand trust for real estate brands in Turkey.

- H1: Brand community has significant effect on building brand trust; hence, both hypotheses were accepted.

The second part of analysis took place in the relationship among satisfaction and brand trust, it is found, as shown in Table 4-30, that there is a significant relationship among satisfaction and brand trust, where the t value was around 11.2 which is higher than 1.96, and beta were 0.526, which means that there is a positive significant relationship among satisfaction and brand trust, with an increase by 52% in brand trust, whenever satisfaction increases.

Hence, hypothesis:

- H3: Satisfaction has significant effect on building brand trust, were accepted too.

4.6.3 Antecedents and brand loyalty

The second phase of analysis focuses on the relationship between brand loyalty and the antecedents; brand trust, eWOM, and repurchase intention.

Through conducting a test of correlation between the three variables, as shown in Table 4-31, a significant relationship was found among both brand trust and repurchase intention with brand loyalty, with values above 0.8 for both of them.

While it was found that brand, loyalty is lower correlated with eWOM with a value of 0.884, and it accepted as a correlation value.

Table 4.31: Correlation between Brand Trust with Brand Loyalty

Correlations		Brand Loyalty Variables	Brand Trust Variables
Brand Loyalty Variables	Pearson Correlation	1	.883**
	Sig. (2-tailed)		.000
	N	219	214
Brand Trust Variables	Pearson Correlation	.883**	1
	Sig. (2-tailed)	.000	
	N	214	223
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.32: Correlation between eWOM with Brand Loyalty

Correlations		Brand Loyalty Variables	eWOM Variables
Brand Loyalty Variables	Pearson Correlation	1	.884**
	Sig. (2-tailed)		.000
	N	219	215
eWOM Variables	Pearson Correlation	.884**	1
	Sig. (2-tailed)	.000	
	N	215	225
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.33: Correlation between Repurchase Intention with Brand Loyalty

Correlations		Brand Loyalty Variables	Repurchase Intention Variables
Brand Loyalty Variables	Pearson Correlation	1	.851**
	Sig. (2-tailed)		.000
	N	219	219
Repurchase Intention Variables	Pearson Correlation	.851**	1
	Sig. (2-tailed)	.000	
	N	219	231
**. Correlation is significant at the 0.01 level (2-tailed).			

The regression value among brand trust, eWOM, and repurchase intention with brand Loyalty was around 0.82 as shown in Table 4-34.

Table 4.34: R Square Analysis for Brand Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908a	.824	.821	.96379
a. Predictors: (Constant), Repurchase Intention Variables, Brand Trust Variables, eWOM Variables				

Tables 4-35 and 4-36 shows the ANOVA and coefficient calculations, respectively, where it found a significant positive relationship among brand trust, eWOM and repurchase intention with brand loyalty, with a t value above 1.96 for all of the three antecedents, while beta values were between 0.45 (brand trust) and 0.12 (Repurchase Intention).

Table 4.35: ANOVA table for Brand Loyalty

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	903.409	3	301.136	324.189	.000b
	Residual	193.209	208	.929		
	Total	1096.618	211			
a. Dependent Variable: Brand Loyalty Variables						
b. Predictors: (Constant), Repurchase Intention Variables, Brand Trust Variables, eWOM Variables						

Table 4.36: Coefficients for Brand Loyalty

Coefficients^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-.670	.508		-1.318	.189
	Brand Trust Variables	.507	.074	.452	6.825	.000
	eWOM Variables	.537	.140	.362	3.845	.000
	Repurchase Intention Variables	.194	.127	.124	1.533	.127
a. Dependent Variable: Brand LoyaltyVariables						

Based on these analyses, hypotheses:

- H2: Brand trust has significant effect on brand loyalty,

- H4: eWOM has significant effect on brand loyalty, and

- H5: Repurchase intention has significant effect on brand loyalty, were accepted.

4.6.4 EWOM and Repurchase Intention

As shown in Table 4-37, a significant positive relationship among eWOM and repurchase intention.

Table 4.37: Correlation between eWOM and Repurchase Intention

Correlations			Repurchase Intention Variables	eWOM Variables
Repurchase Intention Variables		Pearson Correlation	1	.926**
		Sig. (2-tailed)		.000
		N	231	224
eWOM Variables		Pearson Correlation	.926**	1
		Sig. (2-tailed)	.000	
		N	224	225
**. Correlation is significant at the 0.01 level (2-tailed).				

Regression test were conducted for eWOM and repurchase intention, R square value were found to be 0.85 as shown in table 4-38, thus an increase of eWOM would results in an 85% increase in repurchase intention.

Table 4.38: R Square Analysis for Repurchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926a	.857	.856	.54772
Predictors: (Constant), eWOM Variables				

Table 4-39 shows the ANOVA results for this relationship, while Table 4-40 shows the

Coefficients calculations for the variables, as it was found that t value for eWOM is higher than 1.96 (5.26) thus it is in the acceptable confidence level (95%) with a beta equal to 0.92.

Table 4.39: ANOVA table for Repurchase Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	399.382	1	399.382	1331.261	.000b
	Residual	66.601	222	.300		
	Total	465.982	223			
a. Dependent Variable: Repurchase Intention Variables						
b. Predictors: (Constant), eWOM Variables						

Table 4.40: Coefficients for Repurchase Intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.358	.258		5.264	.000
	eWOM Variables	.879	.024	.926	36.486	.000
a. Dependent Variable: Repurchase Intention Variables						

From the results above, the hypothesis:

- H6: eWOM has significant impact on repurchase intention, is accepted.

4.7 Hypothesized Model

After considering the results from the analysis described in the previous section, the Theoretical framework was as in Figure 4-4 below.
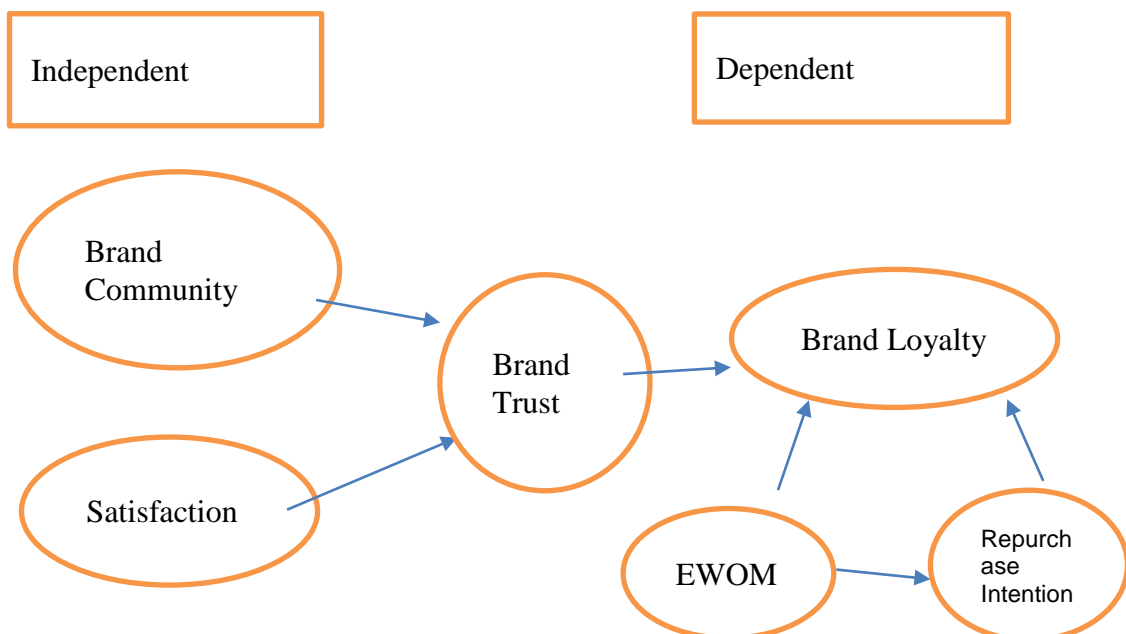

Figure 4.4: Theoretical Framework after analysis

4.8 Results Discussion

4.8.1 Overview of the findings

The data that is collected from the online survey was tested and analyzed using Single and multiple linear regressions, in order to test the validity of the proposed hypotheses within The Real Estate sector in Turkey.

The hypothesis was as following:

- H0: Brand community in Social media platforms has a positive role in building brand trust for Real Estate brands in Turkey

- H1: Brand community has significant impact on building brand trust

- H2: Brand trust has significant impact on brand loyalty

- H3: Satisfaction has significant impact on building brand trust

- H4: eWOM has significant impact on brand loyalty

- H5: Repurchase intention has significant impact on brand loyalty

- H6: eWOM has significant impact on repurchase intention

Generally, the analysis was compatible with the proposed hypotheses; a positive significant relationship was found among the brand trust and its antecedents (brand community and satisfaction), also a positive significant relationship was found between brand loyalty and its antecedents (brand trust, eWOM, and repurchase intention), and the exact positive relationship was found between eWOM and repurchase intention.

Calculations of beta coefficient for brand trust shows that satisfaction has the key effect on building brand trust with a beta value equal to 0.526, on the other hand it was equal to 0.45 for brand community.

While analyzing beta coefficient for brand loyalty, it is found that repurchase intention has the main effect on brand loyalty with a beta value of 0.124, followed by 0.452 and 0.362 for brand trust and eWOM, sequentially.

Furthermore, it is found that eWOM has a significant effect on repurchase intention within respondents with a beta value that is equal to 0.926.

4.9 Hypothesis Testing

To achieve the goal of this study in investigating the relationship among brand trust, brand loyalty, and its antecedents; the research developed six hypotheses to test the proposed model, as shown above in Chapter two, Figure 2-2.

The model was built by developing 22 items for 6 constructs that were tested and analyzed according to a linear and multiple regression analyses. In this section, the researcher explains the research results form a Turkish point of view.

With the increase usage of internet in general in Turkey and social media platforms in specific (wearesocial,2019), the need arises to investigate how industrial brand can get the benefit out of this increase in usage.

To have a clear view on this, this research took one of the largest Real Estate businesses in Turkey, Arizona Group, as the Real Estate brand in this research to investigate the relationships among the proposed theoretical frameworks.

This research aims to help marketers in general, along with those who works in Real Estate context, to get a more in-depth insights on building brand trust and brand loyalty for their brands, by showing the effect of brand communities and satisfaction on brand trust, beside the effect of brand trust, eWOM, and repurchase intention on brand loyalty.

4.9.1 Brand Communities and brand trust

The wide usage of internet and social platforms, reflected in a more connected brand communities, that can simultaneously share their feedback, opinion and reviews with their network at the time they experience a service or use a product.

This increased the customers' control of impressing attitudes for other community members on brands and products.

The analysis of data for this relationship resulted in assuring a positive relationship among brand communities and brand trust, that supports previous literature for Laroche et al. (2012). This requires more attention from marketers in order to build a strong relationship with their brand communities to increase

their brand trust, which has its effect on increasing brand loyalty, and thus reflected in customer lifetime value and revenues.

4.9.2 Satisfaction and brand trust

The previous research (Sahin et al. (2011); Fournier, 1998; Lau and Lee, 1999) found that satisfaction was essential element in developing strong relationship among consumer and brands and a key part of building brand trust, which results in a positive effect on brand loyalty.

In this research, satisfaction was the most important element effecting brand trust based on the analysis that was conducted in this chapter. Which found that increasing satisfaction results in an increase in brand trust by 52%.

It was obvious that respondents were trusting Arizona brand, which reflected in a high trust on the brand itself.

4.9.3 Brand Trust and brand loyalty

Christou (2015) research found that brand trust positively effects brand loyalty, which enhance the research result that found brand trust significantly affected brand loyalty, where an increase in brand trust results in a 28% increase in brand loyalty.

This result supports the results of Hajli et al. (2017) that shows a positive relationship that found qualities in trust as an essential part of it, with brand loyalty within clients.

4.9.4 EWOM, Repurchase Intention and brand loyalty

A later research by Balakrishnan – in different context- found that eWOM, as an online marketing communication kind, has a positive relationship on brand loyalty, and repurchase intention.

The present research found that repurchase intention is positively related to brand loyalty, where increased repurchase intention results in a 12% increase in brand loyalty, which exceeds the impact of eWOM on brand loyalty by 36.2%.

Furthermore, it was found that eWOM positively effect repurchase intention, in which an increase in eWOM yields to a 92% increase in repurchase intention in

which supports previous research by (Iseed, 2016), thus increasing brand loyalty.

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APPENDIX

APPENDIX A Questionnaire

APPENDIX B Ethical Approval Form

APPENDIX A Questionnaire

Variable	Statement	Source(s)
3.4.5.1. Brand Community		
BC1	I find myself an important part of Arizona brand community.	Habibi et al. (2016)
BC2	The relationship I have with the other members of Arizona brand community means a lot to me.	
BC3	I am deeply attached to Arizona brand community	
BC4	I and other members of Arizona brand community share the same goals.	
3.4.5.2 Brand Trust		
BT1	Arizona is a brand that matches my expectations.	Jug et al. (2014)
BT2	I feel optimistic about Arizona brand.	
BT3	Arizona is a brand I won't be disappointed with.	
BT4	Arizona brand ensures satisfaction.	
3.4.5.3 Satisfaction		
BS1	I am very pleased with the service that is being provided.	Sahin et al. (2011)
BS2	I assume it is usually a very satisfying experience to deal with this brand.	
BS3	I believe I took the right decision when I chose to deal with this brand.	
BS4	I am very pleased with the service this brand offers.	
3.4.5.4 Brand Loyalty		
BL1	In a way, I am addicted to this brand.	Sahin et al. (2011)
BL2	I see myself as loyal to this brand.	Laroche et al. (2013)
BL3	If the brand did not satisfy my requests for apartments or projects, I will wait for the new offers and projects.	
BL4	I am happy to pay more for my brand.	

3.4.5.5 EWOM		
eWOM1	I frequently make a review of our customers.	Yoo et al. (2013)
eWOM2	When I leave a customer review, I write it in a detailed way.	
eWOM3	I am putting out a lot of effort in posting review.	
3.4.5.6 Repurchase intention		
ReP1	I am going to tell my friends and relatives who want to purchase a property about Arizona Group, in order to benefit from its services.	Munnukka et al.(2015)
ReP2	I would actively search for Arizona brand projects to buy it.	
ReP3	I plan to keep up with new projects in Arizona Group	

APPENDIX B Ethical Approval Form

T.C.
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Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 31.08.2020 tarihli ve 2020/07 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

e-imzalıdır
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