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EMPIRICAL EXAMINATION OF TRANSMISSION MODEL OF CUSTOMER INSPIRATION IN TELECOMMUNICATION SECTOR OF AFGHANISTAN AND TURKEY

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Ph. D. THESIS

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JUNE 2021

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Hamayoun GHAFOURZAY

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(Ph.D. Thesis)

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ABSTRACT

This research aims to empirically investigate the social media marketing, customer inspiration, and purchase intention as the stimulus, organism, and response, respectively, in the telecom sector in Kabul and Ankara by integrating the Transmission Model of Customer Inspiration and Stimulus–Organism–Response (S–O–R) Framework. Totally 800 valid questionnaires collected through Google Form in Kabul (Afghanistan) and Ankara (Turkey) were analyzed by SPSS 24. To examine the suggested hypotheses, correlation analysis, regression analysis, and path analysis were employed. For examining, the reliability and validity of adopted scales, Cronbach's Alpha, KMO and Bartlett's tests, and Confirmatory Factor Analysis (CFA) were used. The results reveal that the customers have inspired-by social media marketing and inspired-to purchase intention in the telecom sector in Kabul and Ankara, which is in line with the Transmission Model of Customer Inspiration. This research, therefore, addresses a gap in customer inspiration and offers valuable perspectives for the literature. This research also provides a sound basis of implications for telecom companies and their stakeholders.

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Key Words : Digital Marketing, Transmission Model of Customer Inspiration, S–O–R Model, Social Media Marketing, Customer Inspiration, Customer Purchase Intention
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AFGANİSTAN VE TÜRKİYE TELEKOMÜNİKASYON SEKTÖRÜNDE MÜŞTERİ İLHAMININ AKTARIM MODELİNİN AMPİRİK OLARAK İNCELENMESİ

(Doktora Tezi)

Hamayoun GHAFOURZAY

GAZİ ÜNİVERSİTESİ

SOSYAL BİLİMLER ENSTİTÜSÜ

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ÖZ

Bu araştırma, Müşteri İlhamını Aktarma Modelini ve Uyarıcı–Organizma–Tepki (S–O–R) Modelini entegre ederek Kabil ve Ankara'daki telekom sektöründe sırasıyla uyarı, organizma ve tepki olarak sosyal medya pazarlamasını, müşteri ilhamını ve satın alma niyetini ampirik olarak araştırmayı amaçlamaktadır. Kâbil (Afganistan) ve Ankara'da (Türkiye) Google Form aracılığıyla 800 geçerli anketten elde edilen veriler SPSS 24 istatistik paket program aracılığıyla analiz edilmiştir. Söz konusu tez çalışmasının hipotezlerini sınamak amacıyla korelasyon analizi, regresyon analizi ve yol analizi kullanılmıştır. Çalışmada kullanılan ölçeklerin güvenirlik ve geçerliklerini sınamak amacıyla Cronbach's Alpha, KMO ve Bartlett's testi ve Doğrulayıcı Faktör Analizi (DFA) kullanılmıştır. Çalışmanın sonuçlarına bakıldığında Kâbil ve Ankara'daki telekom sektöründeki müşterilerin, sosyal medya pazarlamasından ilham aldığı ve satın alma niyetine ilham verdiği, Müşteri İlhamının Aktarıma Modeline uygun olduğu görülmüştür. Bu nedenle bu çalışma müşteri ilhamındaki bir boşluğu ele almakta olup literatür için değerli perspektifler sunmaktadır. Ayrıca söz konusu bu çalışma, aynı zamanda telekomünikasyon şirketleri ve paydaşları için sağlam bir uygulama temeli sağlamaktadır.

Bilim Kodu : 112701
Anahtar Kelimeler : Dijital Pazarlama, Müşteri İlhamın Aktarma Modeli, S–O–R Modeli, Sosyal Medya Pazarlaması, Müşteri İlhamı, Müşteri Satın Alma Niyeti.
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LIST OF ABBREVIATIONS

Abbreviations	Descriptions
3D	Three Dimensional
4C's	Co-creation, Currency, Communal Activation, Conversation
4P's	Product, Price, Place, Promotion
AISA	Afghanistan Investment Support Agency
AWCC	Afghan Wireless Communication Company
B2B	Business-to-Business
B2C	Business-to-Consumer
BAR	Brand Advocacy Ratio
BEA	Bureau of Economic Analysis; U. S. Department of Commerce
C.A.P.	Connecting Ad-Impressions with Purchases
CCBs	Customer Citizenship Behaviors
CFA	Confirmatory Factor Analysis
CI	Customer Inspiration
CMO	Chief Marketing Officer
CO	Cultural Orientation
CPS	Cyber Physical Systems
CRM	Customer Relationship Management
EMAC	European Marketing Academy Conference
eWOM	Electronic Word-Of-Mouth
FDI	Foreign Direct Investment
F-factor	Friends, Families, Fans, and Followers
Five A's	Aware, Appeal, Ask, Act, and Advocate
GDP	Gross Domestic Product
IBM	International Business Machines Corporation
ICTs	Information Communication Technologies
IDC	International Data Corporation
Inc.	Incorporated, Incorporated Company, or Corporation
IoT	Internet of Things
IT	Information Technology
KMO	Kaiser-Meyer-Olkin

Abbreviations	Descriptions
LBM	Location-Based Marketing
MCIT	Ministry of Communications and Information Technology
MMA	Mobile Marketing Association
MoF	Ministry of Finance
MTN	Mobile Telephone Network
Netizen	Citizen of the Network/Citizens of the Internet
O3	Own, Others', and Outer influence
OECD	Organization for Economic Co-operation and Development
P2P	Peer-to-Peer
PA	Path Analysis
PANAS	Positive and Negative Affect Schedules
PAR	Purchase Action Ratio
PCA	Principal Component Analysis
PI	Purchase Intention
PPP	Public-Private Partnership
PR	Public Relations
R&D	Research & Development
ROA	Return on Investment
SEM	Search Engine Marketing
SEO	Search Engines Optimization
SERPs	Search Engine Result Pages
SIM	Subscriber Identity Module
SLR	Systematic Literature Review
SMM	Social Media Marketing
SMMAs	Social Media Marketing Activities
SMMS	Social Media Marketing Strategy
SMP	Social Media Plan
S-O-R	Stimulus-Organism-Response
SPSS	Statistical Package of Social Science
SVCI	Short Video Customer Inspiration
TSBBN	Ties Strength Between Buyers and Networking Anchor
TVE	Total Variance Extracted

Abbreviations	Descriptions
WB	World Bank
WEB	World Electronic Broadcast
YWN	Youth, Women, and Netizens

1. INTRODUCTION

The introduction part initiates the subject matter to the reader. The problem statement, purpose statement, research significance, research model, key terminology definitions, research limitations, and dissertation organization are highlighted in this chapter.

Problem Statement

Millions of people worldwide use social media, and it rapidly became one of the most effective tools of our times. Around the world, it is projected that by 2022 the total number of social media users will rise to 4.54 billion people, representing 42.3% of the world's population (Kemp, 2020). For this reason, companies worldwide make significant investments in the marketing of their goods and services across social media channels. Therefore, the effectiveness and ability of these promotions are also concerned with whether they will attract more customers (Alalwan, 2018). According to Shareef, Mukerji, Dwivedi, Rana, & Islam (2019), social media marketing should also be designed and structured in such a way as to take into account all the relevant customer-focusing factors. Böttger's (2015) research found that customer-inspiring increases spending on the motivational component of motivation by increasing the incentive to buy a product. Ghouri et al. (2019) suggested CI mediating market-oriented sub-construction with customer loyalty in a Malaysian background.

Moreover, digital media provides consumers with shared touch-points. According to Nathues (2017), further work is needed to demonstrate inspiration efficacy in marketing through industries and context. For example, research should be conducted using different marketing stimuli that conclude on the effectiveness of inspiration. Besides motivating stimuli, the study suggested; it is essential to investigate the media used to transmit stimuli, as in social media. There fore the investigation of the effect of social media marketing (SMM) on customer inspiration (CI) as inspiring stimuli and the effect of customer inspiration on purchase intention (PI) as a response or consequence of inspiration is critical for firms, digital marketers, marketing managers, and marketing scientists.

Although previous studies have attempted to explain CI in a variety of ways, there has yet to be an empirical study that integrates the Inspiration Transmission Model and the S-O-

M Model to examine the social media marketing as a stimulus (S) that evokes customer inspiration (O) to provoke purchase intention (R). Therefore, as Nathues (2017) suggested, this study intended to fill this gap by empirically examining the integration of the Customer Inspiration Transmission Model and S-O-M Model in the telecommunication industries of Afghanistan and Turkey.

Statement of Purpose

Firstly, this research aims to explore the relationship between SMM, CI, and PI. The second goal of the research is to empirically examine the transmission model of customer inspiration in Afghanistan and Turkey's telecom industries. Moreover, the third goal of the research is to analyze the transmission model of customer inspiration in terms of inter-country differences.

Rationale and Significance

From the consumer's perspective, information communication technologies (ICTs) offer several advantages: efficiency, ease of access, richer and more participatory information, a wider choice of products, competitive pricing, reduction of cost, and diversification of product (Bayo-Moriones & Lera-Lo'pez, 2007). Online social networking tends to increase these advantages because users are more proactive in their communication. For instance, people can search for their points of view on certain products through online social networking (Tiago & Veríssimo, 2014). Companies have many opportunities for digital social media. For example, Ainscoug & Luckett (1996) claim that the web can be used to publish, sell Online, research the market, and support customers. Other scholars argue that the web can help create brands, generate word of mouth between consumers, buzz marketing, and crowdsourcing (Whitla, 2009). SMM is helping to: generate company visibility, increase subscribers, build new partnerships, boost search engine rankings, grow qualified leads due to enhanced lead generation activities, sell more goods and services, and minimize overall marketing expenses (Neti, 2011). Combined with worldwide advances in communication technology and lower internet access costs, this phenomenon paves the way for significant changes in digital marketing strategies, particularly regarding the promotional-mix dimension (Tiago & Veríssimo, 2014). Nevertheless, according to Lovemarks Campus (2011), inspired customers are brand supporters, community members,

and brand owners. Furthermore, according to Pfrang, Rudolph, and Böttger (2014), CI significantly affects customer loyalty and purchase. Furthermore, Böttger (2015) shows that CI raises spending by increasing the desire to buy products, as per the motivational portion of inspiration.

Research Model

This study applies the integration of the Customer Inspiration Transmission Model and S-O-M Framework to the telecommunication industries of Afghanistan and Turkey. Therefore, this research model (Figure 1.1.) suggests social media marketing as an evoking stimulus (S), customer inspiration as an organism (O), and purchase intention as a response (R). Accordingly, the hypotheses of the research are as follows:

H_1*: Social media marketing has a positive effect on the inspired-by state.*

H_2: *The inspired-by state has a positive effect on the inspired-to state.*

H_3: *Inspired-to state has a positive effect on purchase intention.*

H_4*: Social media marketing has a positive impact on purchase intention.*

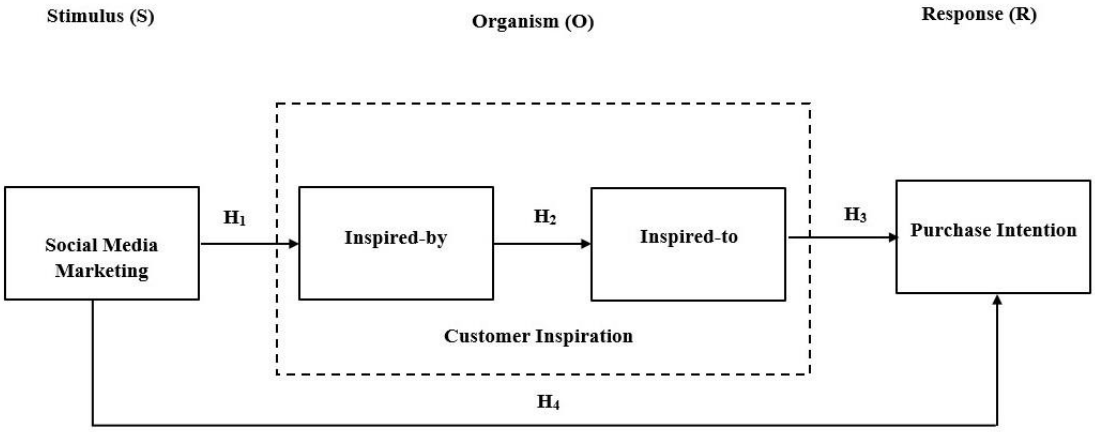

Figure 1.1. Research model

Research Limitations

Although this research contributes to CI literature, there are some limitations to consider in assessing the results. The first limitation of the study relates to the restrictions,

quarantines, curfews, and full lockdowns of COVID-19 in Turkey and Afghanistan, which caused adjustments in the research plan. The lack of consideration of moderating and mediating factors in the proposed model is the second limitation of the study. The third limitation is that the analysis is based on cross-section data using convenience sampling in Afghanistan and the Turkish telecommunications industry. Finally, the last limitation also refers to the demerits of research's comparative nature, as this thesis followed a comparative approach.

Definition of Key Terminology

Customer Inspiration (CI): Böttger (2015) describes customer inspiration (CI) as "a cognitive and motivational state that is evoked by marketing stimuli, incorporates the realization of new or enhanced consumption-related insights, and motivates customers to purchase a product or service."

Marketing 4.0: According to Kotler, Kartajaya & Setiawan (2016), marketing 4.0 is “a marketing approach that combines online and offline interaction between companies and customers, blends style with substance in building brands, and ultimately complements machine-to-machine connectivity with a human-to-human touch to strengthen customer engagement.”

Digital Marketing: According to Chaffey et al. (2019), digital marketing, which has been called “online marketing,” “internet marketing,” “e-marketing,” and “web marketing,” is “applying digital media, data, and technology integrated with traditional communications to achieve marketing objectives.”

Social Media Marketing (SMM): Tuten (2020) define social media marketing (SMM) as “the utilization of social media technologies, channels, and software to create, communicate, deliver and exchange offerings that has value for an organization's stakeholder".

Purchase Intention (PI): Lu et al. (2014) define the purchase intentions as "Consumers' willingness to buy a given product at a specific time in a specific situation."

Structure of the Dissertation

The problem statement, purpose statement, research significance, research model, key terminology definitions, research limitations, and dissertation organization are highlighted in the first chapter.

Chapter 2 provides detailed information about the theoretical background of customer inspiration, the transmission model of customer inspiration, customer inspiration and S–O–R Model, customer inspiration measurement in marketing, and a systematic literature review (SLR) on customer inspiration.

Chapter 3 highlights the digital economy, digital marketing and shifts in marketing paradigm, SMM, SMM outlets, social media plan, social media strategy, SMMAs, a literature review on SMM, CI, PI, and shifts in marketing enabled by the digital revolution. Chapter 4 provides An Overview of the Telecommunication Industry of Afghanistan and Turkey,

Chapter 5 comprises various research methodology aspects, including research design, research philosophy, data collection techniques, survey measures, population and sample of the research, sampling technique, instrumentation, sample size, data analysis, reliability, and validity tests of the collected data. It also offers a technical context on how the analysis was performed, and - statistical methods and techniques are ideally suited to evaluate the research hypotheses.

Chapter 6 contains some statistical analyses of the data gathered through the questionnaire. In order to help the theoretical model, research questions, research goals, and the hypotheses to achieve a refined finding, these statistical analyses have been employed. The study is further divided into sub-sections, such as respondents' demographic profiling and descriptive statistics, to explain better and describe the findings. Moreover, chapter 7 provides a discussion for the study, and chapter 8 offers a conclusion for the study.

2. CUSTOMER INSPIRATION

This part of the dissertation includes the theoretical background of customer inspiration, the transmission model of customer inspiration, customer inspiration and S–O–R Model, customer inspiration measurement in marketing, and a systematic literature review (SLR) on customer inspiration.

2.1. Theoretical Background of Customer Inspiration

According to Böttger (2015), inspiration serves as a scale object for some of the more common constructions within the domain of social psychology. Watson, Clark, and Tellegen (1988) and Mackinnon et al. (1999) used “feeling inspired” as an item while Zevon and Tellegen (1982) and Mano and Oliver (1993) classified inspiration as both a sign of excitement or surprise. These researches interpret the state of inspiration in conceptual terms as representing other latent constructs and do not discuss the actual state of inspiration (Böttger, 2015).

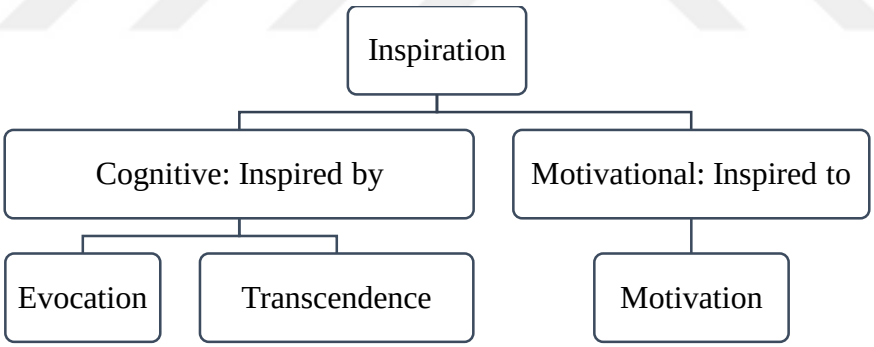

Figure 2.1. Inspiration construct (Nathues, 2017)

Organizational scientists describe inspiration as a leadership mechanism that means leadership seeks to inspire following individuals by inspirational behaviors (Bass, 1985; Burns, 1978; House, 1977; Shamir, House, & Arthur, 1993). Therefore, the above simplicity thus tends to contribute to an understanding of inspiration as a one-dimensional construct in leadership literature (Cavanagh, 2015). Further, Cavanagh (2015) points out the combination of inspiration from two parts of "inspired-by and inspired-to" and states “inspiration from above, within, and external environment" as a theoretical source of inspiration.

The inspiration source contains cognitive (inspired-by) and affective or motivational (inspired-to) elements. Per this dual perspective, Thrash and Elliot (2003) conceived inspiration as a mental construct defined by the composition of three different features: (1) evocation, (2) transcendence, and (3) motivation. Thrash and Elliot (2004) further point out that the above listed three characteristics may be linked to the "evocation and transcendence" as part of the process outlined in Figure 2.1.

2.2. The Transmission Model of Customer Inspiration

Böttger (2015) describes customer inspiration as *"a cognitive and motivational state that is evoked by marketing stimuli, incorporates the realization of new or enhanced consumption-related insights, and motivates customers to purchase a product or service."* This conceptualization of customer inspiration offers an inspiration pathway from business to customer. Businesses usually make the decision on marketing incentives and negotiate new ideas and gestures with customers (Böttger, 2015).

Böttger's (2015) 6-phase continual CI circle (Figure 2.2) offers a framework that directs marketing professionals to inspire customers. This circle is guidance and a roadmap for marketing professionals seeking to grow CI via new drives and actions or improving current drives and actions.

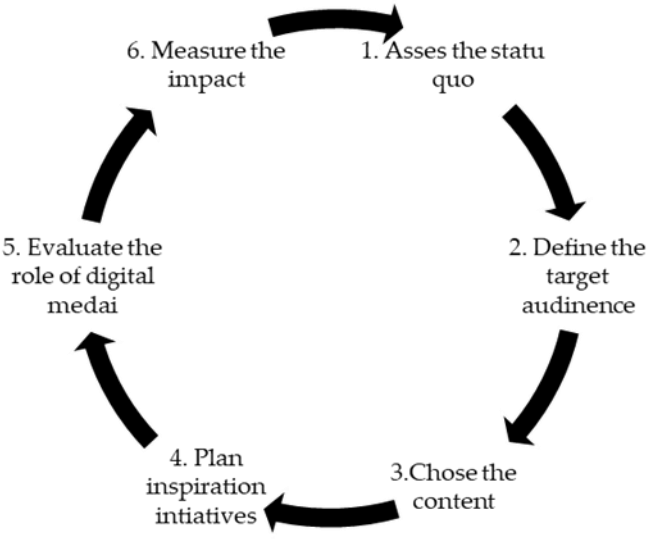

Figure 2.2. Customer inspiration circle (Böttger, 2015)

Firstly, the situation needs to be analyzed to create a foundation for future inspiration initiatives, which can be achieved with Böttger's (2015) 10-item scale. Secondly, the intended audience needs to be determined. Thirdly, the appropriate inspiration content has to be selected. Fourthly, strategies for inspiration need to be built. Fifthly, the possible scenarios of digital media need to be discussed. Eventually, the influences of inspirational stimuli should be assessed to create the foundation for future initiatives.

In Böttger et al.'s (2017) conceptual model of customer inspiration/ transmission model of customer inspiration (Figure 2.3), it is proposed that consumers will first be "inspired-by" the exploitation of inspiring stimuli and shopping ideas, which will proceed to "inspired-to" the purchasing or exploration of goods and services.

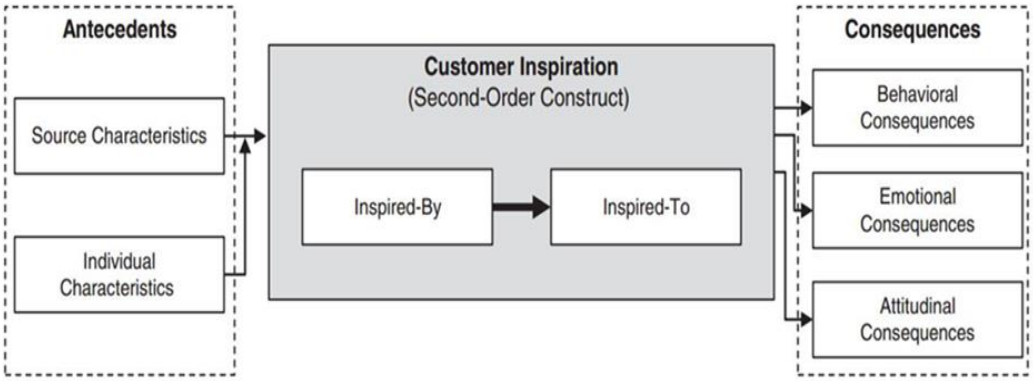

Figure 2.3. Conceptual framework for customer inspiration and related marketing constructs (Böttger et al., 2017)

In the goal system theory of Shah et al. (2002), which is based on human behavior's cognitive and motivational aspects, specific goal mechanisms explain the motivation. In this context, Böttger (2019) recommends an inspiration goal-system that incorporates the motivational and cognitive dimensions of inspiration in goal systems theory. From a goal-systemic point of view, both the development of new goals and the introduction of new tools can represent extensions of current goal systems and encourage new goal-means associations and inspiration. Accordingly, Böttger's findings have shown that the existence of new goal-meaning alliances with individual goal systems would encourage inspiration and depend on the strength of such newly formed collaborations.

Inspired customers are brand supporters, community members, and brand owners, according to Lovemarks Campus (2011). Besides, Pfrang, Rudolph, & Böttger (2014) argue

that customer inspiration can strongly impact customer loyalty and purchasing quantity. Moreover, Böttger (2015) demonstrates that, per the motivational segment of inspiration, customer inspiration increases expenditure by raising the willingness to purchase goods or services. Böttger's results have shown a negative association between pulse purchasing and all other effects, suggesting competitive mediation by pulse purchase.

2.3. Customer Inspiration and S–O–R Model

Mehrabian and Russell (1974) suggested the S–O–R model, which came from environmental psychology. The S–O–R model illustrates how a stimulus's function as an antecedent impacts people's internal organs (emotional or motivational) and behavioral responses (Mehrabian & Russell, 1974). There are three components to the S–O–R framework: stimulus, organism, and response (Mody et al., 2017). The marketing mix and external environmental inputs that affect a person's interior state are stimuli. The organism is a perceptual, physiological, feeling, and mental activity between stimulus and response. The response is characterized as either approaching or avoiding behavior regarding customers' final decision. Based on this paradigm, this research suggests social media marketing as a stimulus (S), which evokes the customer inspiration (O) to provoke the purchase intention (R).

2.4. Customer Inspiration Measurement in Marketing

In social science, the inspirations were evaluated via an appraisal survey in which respondents are required to rank other groups of people (e.g., Lockwood & Kunda, 1997; 1999; Tjas, Nelsen, & Taylor, 1997). For example, Lockwood and Kunda (1999) had respondents assess role models on 11-point Likert scales in quality, such as motivation. However, Watson, Clark, & Tellegen's (1988) developed 20-item PANAS (Positive and Negative Affect Schedules) are used to quantify the state level through 10-item for positive affect (PA) and 10-item negative affect (NA).

Böttger (2015) has developed, for the first time, a 10-item, 2-dimensional (inspired-by and inspired-to) scale called "customer inspiration scale" based on previous conceptualizations to measure inspiration in the marketing context. Further, the researcher intended to validate the scale based on the convergent and discriminatory validation

measures considered valid. While online marketing enhances businesses to meet potential customers through a one-to-one strategy, for evaluation of conversion rates, and for continuously improving the advertising campaigns; as a result, offline marketing still lacks these capabilities. In this sense, Herhausen & Henkel (2018) introduced C.A.P. (Connecting Ad-Impressions with Purchases), a new customer-inspired method proposed by the German start-up Cyreen, which combines digital signage advertisement impressions with individual purchase details. Such presenting allow the analysis to evaluate offline conversion rates and to optimize these in-store marketing campaigns of individual consumer reactions about digital displays in physical stores.

2.5. A Systematic Literature Review on Stimulus–Organism–Response (Social Media Marketing, Customer Inspiration and Purchase Intention)

According to Tranfield et al. (2003), a systematic literature review (SLR), also known as a “structured literature review,” focuses on current publication and allows systematic data synthesis. In this context, this section deals with the existing published literature on customer inspiration as of 31 December 2020 (Table 2.1.) based on the online accessible database of Ankara Hacı Bayram Veli University.

CI literature began with the results of a paper presented by Rudolph & Böttger (2012) at the 41st Annual Conference of the European Marketing Academy (EMAC) in Lisbon, Portugal. Rudolph & Böttger (2012) are also considered pioneers in the marketing context of inspiration called "customer inspiration." Further, Rudolph & Böttger (2012) show that CI depends on the type of media (digital or conventional). However, it cannot generalize in new and traditional media, which leads to a healthier attitude towards offering and a greater choice for retailers. Moreover, Böttger (2015) conceptualizes CI and measures the ten-item CI scale's reliability and validity within an empirical development process. Further, Böttger (2015) points out a 6-phase continual CI circle (Figure 3) offers a framework that directs marketing professionals to inspire customers. Also, Böttger et al. (2017) defined “customer inspiration” in marketing literature based on the dual perspective of motivation in social psychology and construct a two-dimensional (inspired-by and inspired-to), ten-item CI measurement scale for CI.

Purcarea's findings (2017) advises that the Chief Marketing Officer (CMO) could use CI as a metric for managerial decision-making. However, Nathues (2017) offers insights into CI as an effective modern marketing discipline to overcome the barriers currently faced by marketing professionals. Further, Nathues (2017) considered that inspiration in marketing appears to focus on existing customer research instead of conflicting with theories, filling the gap in emotional marketing and consumer behavior research. Nevertheless, Kim (2018) explores how inspired information influences customers.

Levasseur (2018) studied the impact of moderating PI while the inspirational evidence comes from an external (i.e., consumer-generated) source. Further, the research results stated that PI ratings were greater among low-involvement respondents when inspiring content showed up from an external source. In contrast, purchase intention scores were lower among high-involvement respondents. Herhausen & Henkel (2018) has developed a new and different technique, such as C.A.P. (Connecting Ad-Impressions with Purchases), for calculating CI, which enables organizations to evaluate their conversion rates and to refine these in-store marketing strategies for individual consumer reactions in an off-line environment that has not yet had these capabilities. However, Khan & Ghouri (2018) have developed a conceptual framework to enhance customer satisfaction and customer loyalty through CI. However, Böttger (2019) suggests a framework for psychological processes to direct CI by incorporating inspiration with goal systems theory. Further, Böttger (2019) found that the realization of new goals and new means of inspiration is based on pre-existing goal systems and mentalities consistent with the theory of goal systems.

Ghouri, Kin, Yunus & Akhtar (2019) intended to validate CI in Malaysia's case. The results of Ghouri et al. (2019) indicate that CI mediates market orientation sub-constructions with customer loyalty. In the scope of tourist inspiration, the research by Kho et al. (2019) found that both attachment and openness to experience had positive effects on tourist inspiration. While, findings by Arens (2020) suggests that individuals have been shown to be inspired by social media to respond to inspirational campaigns for SMM. In addition, Sinno (2019) explored the effect of marketing communication on CI. Further, Sinno's results (2019) suggest that abstract messages are more inspiring than concrete messages. However, Gao (2020) illustrates how short videos provoke CI in Short Video Customer Inspiration (SVCI) and how it affects customer engagement.

In the context of fast-food restaurants, the purpose of Izogo, Mpinganjira & Ogba (2020) was to explore the moderating role of cultural orientation (CO) in the relationship between CI and customer citizenship behavior (CCBs). Investigations revealed that for collectivists, the effect of CI on customer citizenship behaviors (CCBs) was greater than that of individualists, and cultural orientation (CO) moderates the indirect influence of inspiration on CCBs through inspiration. However, Tang & Tsang's (2020) positioning investigation on underdogs and top dogs investigates how personal control affects the consumer's reaction to top dogs' underdog positioning. Centered on the Stimulus-Organism-Response (S-O-R) paradigm, the results of Kwon & Boger (2020) indicate that pro-environmental intent is significantly affected by brand experience and CI. The findings also show that CI significantly mediates the relationship between green hotel brand experience and environmental intention.

Sheng, Yang, and Feng (2020) contributed to customer CI's conceptualization of social media and examined customer inspiration backgrounds from three perspectives: informative, social, and personal. This research also explores the influence of CI on the behavioral intent of clients. Further, the Sheng et al. (2020) results showed that the vividness of advertisements, social influence, and promotion focus had positive effects on the "inspired-by state" and the "inspired-to state," which also positively impacted customers' purchasing intentions. Nevertheless, media richness has a negative effect on the "inspired-by state." However, Libaque-Saenz-cf and Hernani-Merino-mn (2020) aimed to develop a theoretical model to understand and analyze USA users' electronic equipment brands as an inspiration source. Nevertheless, Abbasi, Hussain, Havocs, Shah, Ting, and Rehman (2020) examine whether gamers are inspired by pop-up advertising and analyze the influence of pop-up advertisements' perceived advertising value on CI.

As Ghafourzay and Parıltı (2020) noted in the mandatory publication paper extracted from a part of this dissertation, SMM has had a significant positive impact on CI and PI in the Afghanistan telecommunications industry. Being used in supermarkets, the findings of Psylla (2020) imply that Social Robots and their qualities, such as aesthetics, personalization, and ease of use, are predictors of inspiration and customer loyalty. Besides, Izogo and Mpinganjira (2020) indicated that inspiring content positively affects CI, and CI induces customer engagement behavior and PI in Nigeria and South Africa. However, Ki, Park, & Kim (2020) investigate the consumer's inspiration by the influencers of social media and the

causal factors of inspired customers. Nevertheless, Tang. (2020) results lead to a rise in research on underdog positioning and CI. The table below shows the publications that were included in the customer inspiration systematic literature review.

To summarize, some of the articles mentioned above and theses investigated the inspired-by state of customer inspiration (Abbasi et al., 2020; Libaque-Saenz-cf & Hernani-Merino-mn, 2020; Sheng et al., 2020; Kho et al., 2019; Böttger, 2019; Kim, 2018;), while others investigated the inspired-to dimension of customer inspiration (Tang, 2020; Furthermore, some studies looked at the transmission model of customer inspiration using different constructs in terms of source and consequence of inspiration(Ki et al., 2020; Al-Reesh et al., 2020; Izogo & Mpinganjira, 2020; GAO et al., 2020; Arens, 2020; Ghouri et al., 2019; Levasseur, 2018; Böttger et al., 2017; Böttger, 2015; Rudolph et al., 2012); while Kwon & Boger (2020) examined the S-O-M model in tourism and hospitality industry. None of them, however, looked into the customer inspiration transmission model in Afghanistan and Turkey. Furthermore, neither of them looked into it in any country's telecom sectors.

Table 2.1. Publications included in systematic literature review of customer inspiration as of 31 December 20

No	Citation	Title	Source	Objectives	Study Characteristics	Summary of findings
1	Tang (2020)	The Effectiveness of Underdog Brand Positioning: How Inspiration Drives Low-Control Consumers' Preference for Underdog Brands	Open Access Theses and Dissertations. 875. https://repository.hkbu.edu.hk/etd_oa/875	-	-	The findings of this study lead to increasing research on underdog positioning and CI. In terms of the effectiveness of marketing communications, the results have practical implications for marketers.
2	Ki et. al (2020)	Inspiration Mechanism between Social Media Influencers and Consumers	2020 Global Marketing Conference at Seoul https://db.koreascholar.com/article?code=401848	This research explores that 1: Are customers 'inspired' by social media influencers? What are the causal factors and impact of 'inspired' customers? And 3: Is there any disparity between male and female consumers in the mechanism of inspiration between the customer and the social media influencer?	-	-
3	Al-Reesh et. al (2020)	Firm Performance Through Online Engagement: The Role Of Experience And Customer Inspiration	2020 Global Marketing Conference at Seoul https://db.koreascholar.com/article?code=403719	This research examines how managers in Portugal and Kuwait use online media to engage customers and improve company performance. A collection of current variables was selected, which included CI.	Structural Equation Modeling	-

Table 2.1. (continued) Publications included in systematic literature review of customer inspiration as of 31 December 20

4	Izogo & Mpinganjira (2020)	Behavioral Consequences of Customer Inspiration: The Role Of Social Media Inspirational Content and Cultural Orientation	Journal of Research in Interactive Marketing, Emerald Publishing Limited	1: Determination of the factors that influence CI's variation and how they differ between individualistic and collectivistic cultures (i.e., inspired-by and inspired-to). 2: Show the influence of CI on PI and customer engagement behaviors. 3: Testing how inspiring content is likely to communicate with a cultural orientation to affect CI. 4: Investigating the mediating role of CI components in the relationship between its predecessors and customer engagement behaviors.	An experimental vignette study (n = 370) was recruited from Nigeria and South Africa.	1: Inspirational content was found to have a positive differential effect on CI. 2: Rather than individualists, collectivist consumers are more inspired. 3: CI induces customer engagement behaviors and PI. 4: An inspired-to-CI portion mediates the impact of inspired-by on customer engagement behaviors and PI.
5	Psylla (2020)	Customer Service 4.0: Analyzing the Impact of Social Robots on Customer Inspiration & Loyalty in Supermarkets.	Master's thesis, Aston University	The purpose of this study was to examine the impact of Social Robots, specifically Pepper, on CI and Loyalty when used in a supermarket context.	Survey method, convenience sampling, N=356	When used in supermarkets, social robots and their qualities, such as aesthetics, personalization, and ease of use, are indicators of inspiration and consumer loyalty.
6	Ghafourzay & Parıltı (2020)	The Impact of Social Media Marketing on Customer Inspiration and Customer Purchase Intention: A Case Study on Kabul-Afghanistan Telecom Industry	Journal of Business Research-Turk	Explores the effect of SMM on CI and PI in the Afghanistan telecom industry.	Empirical research, cross-sectional, survey method, Data collected from Afghanistan (n=400).	The findings showed that SMM, CI, and PI were strongly and positively correlated. All the hypotheses proposed have been confirmed, suggesting that SMM has a significant positive effect on CI and PI.

Table 2.1. (continued) Publications included in systematic literature review of customer inspiration as of 31 December 20

7	Abbasi et. al (2020)	Customer Inspiration via Advertising Value of Pop-Up Ads in Online Games	International Conference on Human-Computer Interaction, Springer Nature	This research examines whether gamers are inspired by pop-up advertising. This research aims to analyze the influence of pop-up advertisements' perceived advertising value on CI.	-	This research develops a conceptual model predicting customer inspiration by perceived advertising value of pop-up advertising in online gaming. This study aims to identify the variables that can inspire gamers to engage in online games with pop-up advertising and enhance perceived pop-up advertisement value.
8	Libaque-Saenz-cf & Hernani-Merino-mn (2020)	Antecedents and Consequences of Customer Inspiration: An Empirical Study in the Context of Electronic Devices	Encontro da ANPAD (EnANPAD), Conference, Brazil	This research aims to develop a theoretical model to understand and analyze USA users' electronic equipment brands as an inspiration source.	Survey method, Data collected from current USA users (n= 67).	This research proposes a theoretical model for understanding and analyzing brands of electronic equipment as inspiring sources. This research is based on leading brands in the global electronics industry, such as Apple, Samsung, and Huawei. Constructs in Psychology and Marketing Literature have been used to verify the nomothetic inspiration network empirically.
9	Sheng et.al (2020)	How to inspire customers via social media. Industrial Management & Data Systems	Journal of Industrial Management & Data Systems, Emerald Publishing Limited	This paper contributes to customer inspiration's conceptualization of social media and examines CI backgrounds from three perspectives: informative, social, and personal. This research also explores the influence of CI on the behavioral intent of clients.	Survey method, Data collected from China (n= 679).	The study results showed that the vividness of advertisements, social influence, and promotion focus had positive effects on the "inspired-by state" and the "inspired-to state," which also positively impacted customers' PIs. Nevertheless, media richness has a negative effect on the "inspired-by state."

Table 2.1. (continued) Publications included in systematic literature review of customer inspiration as of 31 December 20

10	Kwon & Boger (2020)	Influence of brand experience on customer inspiration and pro-environmental intention	Journal of Current Issues in Tourism, Taylor & Francis	Based on the S-O-R paradigm, this research aims to evaluate the impact of brand experience on CI and green hotel pro-environmental intent.	Data were collected using the random survey method from n= 217 green hotel customers.	The findings show that pro-environmental intent is significantly influenced by brand experience and CI. The findings also show that CI significantly mediates the relationship between the green hotel brand experience and pro-environmental intention.
11	Yangyi et. al (2020)	Inspire me to purchase: Consumers' personal control and preference for underdog brand positioning	Journal of Business Research, Elsevier Inc.	This paper explores how personal control affects the consumers' response to underdogs' positioning (vs. top dogs).	In study 1, n=95 adults were recruited from Amazon's Mechanical Turk (MTurk), and in study 2, n=262 MTurk panelists were considered the sample size of the study.	Studies 1 and 2 show that brands positioned as underdogs are favored by low-control consumers because the enthusiasm and persistence illustrated in underdog branding will inspire those customers to cope with their loss of control.
12	Izogo, et. al (2020)	Does the collectivism/individualism cultural orientation determine the effect of customer inspiration on customer citizenship behaviors?	Journal of Hospitality and Tourism Management, Elsevier Inc.	The goal of this paper is to explore the moderating role of CO in the relationship between CI and CCBs in the context of fast-food restaurants.	Experimental design, n=235 undergraduate students, southeastern Nigeria (n=95) and the other in South Africa (n=140).	The findings showed that for collectivists, the impact of CI on CCBs was greater than individualists. Besides, CO) moderates the indirect influence of inspired-by on CCBs by inspired-to.

Table 2.1. (continued) Publications included in systematic literature review of customer inspiration as of 31 December 20

13	GAO et. al (2020)	The triggering mechanism of short video customer inspiration and its influence on customer engagement.	Advances in Psychological Science	This study aims to demonstrate how CI is triggered by short video in the form of SVCI and how it affects customer engagement.	-	The background of SVCI includes video factor, anchor factor, and audience characteristic factor; the combination of inspired-and inspired-states in SVCI forms an SVCI state matrix four inspiration states could transform to one another in certain circumstances. The product form and TSBBN act as moderators for the customer engagement effect. SVCI has a positive effect on customer engagement via direct (customer purchase) and indirect ways (customer recommendation, customer influences & customer knowledge).
14	Arens (2020)	Exploring the publics' responses to inspirational social media marketing campaigns through content analysis: a case study-# LikeAGirl by Always	Master's thesis, University of Twente	This research explores the inspiring SMM campaign #LikeAGirl by Always to identify how the public reacts to the campaign and develop the conceptual understanding of inspiration in SMM campaigns.	-	Exploring the publics' responses to inspirational social media marketing campaigns through content analysis: a case study-# LikeAGirl by Always
15	Sinno (2019)	The Effect Of Message Lexical Concreteness On Customer Inspiration: The Moderating Roles Of Product Category And Regulatory Focus	Master's thesis, Qatar University College of Business and Economics.	This thesis aims to examine the impact of marketing communication on CI.	Experimental design, stratified random sampling technique, n=424	Findings suggest that abstract messages are more inspirational than concrete messages. Abstract messages have a greater effect on CI when the message promotes a hedonic product. Promotional individuals are more likely to be inspired by abstract messages promoting hedonic products.

Table 2.1. (continued) Publications included in systematic literature review of customer inspiration as of 31 December 20

16	Kho et. al (2019)	Customer inspiration in a tourism context: an investigation of driving and moderating factors	Journal of Current Issues in Tourism, Taylor & Francis.	The purpose of this study is to describe tourist inspiration from the perspective of drivers and moderators. Specifically, place attachment and openness to experience are assumed to be drivers of tourist inspiration. In contrast, the value of service to a peaceful existence and service value to social recognition are examined as moderators.	Data were collected including n=238 foreign tourists from Europe, America and Asia are traveling to Vietnam.	The findings show that both place attachment and openness to experience have positive effects on tourist inspiration. Besides, the value of service to a peaceful life weakens the relationship between openness to experience and inspiration. Meanwhile, the importance of service to social recognition has been found to minimize the relationship between place attachment and inspiration.
17	Ghouri et. al (2019)	The dataset for validation of customer inspiration construct in Malaysian context.	Data in brief, Elsevier Inc.	This study was designed to validate CI in the Malaysian context.	Millennial customers in the automotive industry (n=271) and Generation Z customers in the mobile industry (n=252).	The study findings indicate that both data 1 and data 2 results were significant, and CI mediates market orientation sub-constructions with customer loyalty.
18	Böttger (2019)	What Drives Customer Inspiration? A Goal-Systemic Perspective	SSRN	This paper proposes a framework for the psychological mechanisms guiding CI by combining inspiration with goal systems theory.	Randomly selected U.S. respondents (for study 1, n=201; for study 2, n=401 and for study 3, n= 300).	In conclusion, these findings confirm that the realization of new goals and new means of inspiration relies on the pre-existing goal systems and mindsets that are compatible with the theory of goal systems.
19	Khan & Ghouri (2018)	Enhancing Customer Satisfaction and Loyalty through Customer-Defined Market Orientation and Customer Inspiration: A Critical Literature Review.	International Business Education Journal, SSRN.	The purpose of this study is to develop proposals to explore the theoretical impact of customer-defined market orientation on customer satisfaction and loyalty and the role of CI as a mediator.	Conceptual paper	This study developed a conceptual framework to improve customer satisfaction and customer loyalty through CI and customer-defined market orientation practices.

Table 2.1. (continued) Publications included in systematic literature review of customer inspiration as of 31 December 20

20	Levasseur (2018)	Whose Idea was that? A Study Investigating the Effect of the Source of Inspiring Content on Purchase Intentions	Master's thesis, The University of Guelph.	Levasseur (2018) studied the impact of moderating PI while the inspirational evidence comes from an external (i.e., consumer-generated) source.	N=31	Further, the research results stated that PI ratings were greater among low-involvement respondents when inspiring content showed up from an external source. In contrast, purchase intention scores were lower among high-involvement respondents.
21	Herhausen & Henkel (2018)	Smart Inspiration at the Point of Sale: Connecting In-Store Ad-Impressions with Purchase Data.	Marketing Review St. Gallen	This article aims to introduce a new method to CI that integrates digital signage ad impressions with individual shoppers' purchase data.	Qualitative study	While online marketing enhances businesses to meet potential customers through a one-to-one strategy, for evaluation of conversion rates, and for continuously improving the advertising campaigns; as a result, offline marketing still lacks these capabilities. In this sense, Herhausen & Henkel (2018) introduced C.A.P., a new CI method proposed by the German start-up Cyreen, which combines digital signage advertisement impressions with individual purchase details. Such presenting allow the analysis to evaluate offline conversion rates and to optimize these in-store marketing campaigns of individual consumer reactions about digital displays in physical stores.
22	Kim (2018)	It's Created from Inspiration": The Effect of Inspiration Information on Perceived Product Uniqueness	Doctoral dissertation, Seoul National University Graduate School.	This research aims at how customers are influenced via inspiration information by presenting findings of empirical analysis.	Survey Method, (n=298).	-

Table 2.1. (continued) Publications included in systematic literature review of customer inspiration as of 31 December 20

23	Purcarea(2017)	CMO priorities in approaching consumer decision journey, and inspiration and influence in marketing.	Holistic Marketing Management Journal	-	Qualitative study	CMO must include CI as a metric for managerial decision-making.
24	Böttger et. al (2017)	Customer inspiration: Conceptualization, scale development, and validation.	Journal of Marketing, SAGE Journals.	The purpose of this study is to review emerging inspiration literature, include a definition of CI in marketing literature, and construct a CI measurement scale.	n=287 undergraduate students were randomly included in the scale purification. Besides, data for customer inspiration generalizability was obtained from n=253 U.S.-based customers.	This paper examines previous conceptual frameworks of general inspiration in psychology. It presents the definition of CI as the transient motivational condition of a customer that promotes the transition from the receipt of a marketing-induced concept to the intrinsic pursuit of a target relevant to consumption.
25	Nathues (2017)	From interruption to interaction: inspiration as a new marketing discipline.	Marketing of the 21st century. Campus Magazine, University of Twente, the Netherlands.	This study provides insights on CI as an effective new marketing discipline to solve the obstacles presently experiencing marketing experts. It lines up the role of marketing inspiration with current ideas, theories, and developments, such as goal systems or cognitive appraisal theory.	Critical literature review	Inspiration as a marketing feature may be a good match for today's business growth after considering inspiration as general construction. This paper illustrates inspiration as an effective new marketing discipline for marketing professionals to solve their challenges. An inspiration in marketing tends to be the subject of current consumer research rather than inconsistent with theories, filling a gap in emotional marketing and consumer behavior studies.

Table 2.1. (continued) Publications included in systematic literature review of customer inspiration as of 31 December 20

26	Böttger (2015)	Inspiration in Marketing: Foundations, Process, and Application	Doctoral dissertation of the University of St. Gallen, School of Management, Economics, Law, Social Sciences and International Affairs.	By exploring the foundations, the process, and the application of inspiration in marketing, this thesis seeks to narrow the research gap.	- For item generation, a field survey of shoppers n=918 was undertaken. Furthermore, for refining and initial validation, n=257 undergraduate students participated.	Paper 1 of the thesis, based on recent advances in social psychology, conceptualizes CI, and measures the ten-item CI scale's reliability and validity within an empirical development process. Paper 2 of the thesis complements the first paper focusing on the procedures that contribute to inspiration. It offers a theoretical framework for the analysis of impacts on inspiration by combining inspiration with goal systems theory. Paper 3 expands the previous papers by introducing the idea of inspiration in the sense of direct marketing communication.
27	Rudolph, et. al (2012)	Customer Inspiration Through Digital Media	41st European Marketing Academy (EMAC) Annual Conference. - Lisbon, Portugal.	This paper examines how ads in a retail environment affect a new phenomenon called CI through digital media versus conventional catalogs. Besides, research shows how CI affects attitudes towards the retailer's offering and preferences.	-	The findings of the paper indicate that CI depends on the form of media. However, in digital and conventional media, it is not generalizable, which contributes to a better attitude towards the offering and a stronger retailer preference.

3. SOCIAL MEDIA MARKETING

This chapter highlights the digital economy, digital marketing and shifts in marketing paradigm, SMM, SMM outlets, social media plan, social media strategy, SMMAs, a literature review on SMM, CI, PI, and shifts in marketing enabled by the digital revolution.

3.1. Digital Sector, Digital Economy and Digitalized Economy

The introduction of the internet in the 1990s was largely responsible for economic changes, and it continues to be a foundation for the digital economy's development. However, a slew of new ICTs modulated and made a potential economic change between 2000 and 2010.

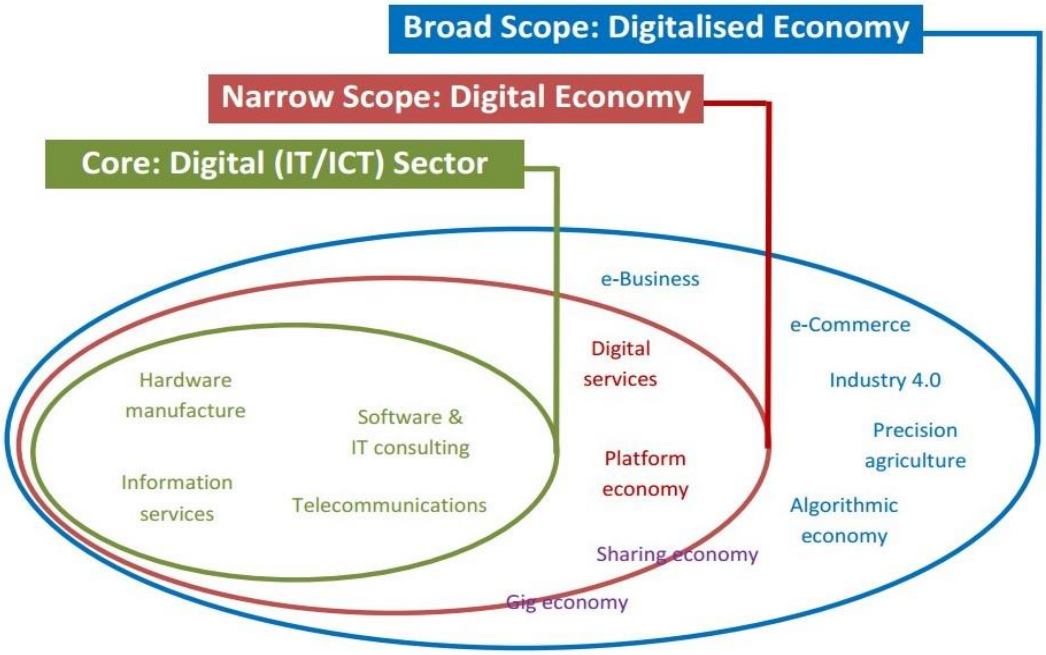

Figure 3.1. Scoping the digital economy (Bukht & Heeks, 2017)

The Internet of Things (IoT) involves the embedding of connected sensors into a growing range of things, as well as new end-user devices, new digital models, increased data usage intensity due to the proliferation of big data, data analytics, and algorithmic decision-making, and new telecommunications technologies (OECD, 2015). According to Bukht & Heeks (2017), the digital economy, as described here, accounts for about 5% of global GDP and 3% of global jobs.

The “digital sector,” or the IT/ICT sector that creates foundational digital products, is at the heart of the digital economy. According to Rouse (2016), “Digital Economy can be defined more simply as an economy based on digital technologies.” The true “digital economy,” described as “that portion of economic production derived solely or primarily from digital technology with a business model focused on digital products or services,” includes the digital sector as well as emerging digital and platform services. The broadest concept – the use of ICTs in all economic fields – is referred to as the ‘digitalized economy.’ (Bukht & Heeks, 2017). Figure 3.1 illustrates the digital economy, which includes the core digital sector and a wider spectrum of comprehensive digital activity without suggesting that all digitized activity is included.

The OECD’s digital economy measuring literature was quoted by the Bureau of Economic Analysis (BEA). BEA includes in its concept (1) Digital-enabling infrastructure, (2) E-commerce, and (3) Digital media (Barefoot et al., 2018).

1. Digital-enabling infrastructure: The internet and other computer networks are the backbones of the digital economy. The basic physical resources and organizational frameworks that facilitate the existence and usage of computer networks and the digital economy are computer hardware, software, telecommunications equipment and services, structures, the IoT, and support services.

2. E-commerce: BEA describes e-commerce as transactions that are digitally ordered, delivered, or powered by a platform. Business-to-business (B2B), business-to-consumer (B2C), and peer-to-peer (P2P) transactions are all types of these types of transactions.

3. Digital media: Digital media, as described by BEA, is content that individuals make, access, store, or display on digital devices, including direct sale digital media, free digital media, and big data.

3.2. Digital Sector and the Evolution of Industry

The massive growth of ICTs is causing significant transformations. The invention of mechanical manufacturing systems using water and steam power marked the First Industrial

Revolution. The Second Industrial Revolution was represented by mass manufacturing using electrical energy. Automation and microelectronic technology were integrated into production during the Third Industrial Revolution. The development of ICT was at the heart of every significant manufacturing change during the Third Industrial Revolution (Ozkeser, 2018). Industry 4.0 is defined as a fourth industrial revolution characterized primarily by the IoT, Big Data, electric vehicles, 3D printing, cloud computing, and artificial intelligence (Yin, Stecke & Li, 2018).

Table 3.1. Evolution of Industry from 1.0 to 5.0

Era	Time Period	Characterized By	Explanation
1.0	1780	Mechanization	1st Industrial Revolution: The Age of Steam
2.0	1870	Electrification	2nd Industrial Revolution: The Age of Electricity
3.0	1970	Automation	3rd Industrial Revolution: The Information Age
3.5	1980	Globalization	Offshoring production to low-cost economies
4.0	From 2000 to date	Digitalization	4th Industrial Revolution: The Age of Cyber Physical Systems (CPS)
5.0	From 2016 onward	Personalization	Human intelligence collaborates with cognitive computing to create human/user-centered products and services in Industry 5.0.

Source: Ozkeser (2018) & Xu, Xu & Li (2018)

Industry 5.0 is characterized by a digital smart society, the convergence of virtual and physical environments, IoT, robots, augmented reality, an innovation ecosystem, a brain–machine interface, and the human centrality of technology (Nahavandi, 2019; Özdemir & Hekim, 2018). The key difference between Industry 4.0 and Industry 5.0, according to Ozkeser (2018), is increased human–machine interaction, which allows people to express themselves through customized goods and services. The evolution of Industry from 1.0 to 5.0 and the ICTs roadmap are shown in Table 3.1.

3.3. Digital Marketing and Shifts in Marketing Paradigm

The word "digital marketing" first emerged in the 1990s. According to Chaffey et al. (2019), digital marketing, which has been called “online marketing,” “internet marketing,” e-marketing,” and “web marketing,” is “applying digital media, data, and technology integrated with traditional communications to achieve marketing objectives.”

During the last six years, marketers have encountered marketing 3.0 sequences worldwide, given the marketing trends, many aspirations of marketing 4.0. Therefore, a new marketing approach was needed in this transitional period. In this context, marketing 4.0 is presented as the inevitable marketing 3.0 extension Kotler, Kartajaya & Setiawan (2016). According to Wereda & Woźniak (2019), traditional marketing starts its operations by segmenting, targeting, and allocating funds via its more efficient positioning. While marketing 4.0 blends consumers and companies with online and offline experiences. In addition, Tarabasz (2013), Başyazicioğlu & Karamustafa (2018), and Wereda & Woźniak's (2019) comparison of marketing 1.0, marketing 2.0, marketing 3.0, and marketing 4.0 is shown in table 3.2.

Table 3.2. The marketing evolution (from Marketing 1.0 to Marketing 4.0)

Characteristics	Marketing 1.0	Marketing 2.0	Marketing 3.0	Marketing 4.0
Concentration	Product-driven	Customer-centric	Marketing-centric towards people	Human-centric deepened by client's journey in the shopping process
Goal	Sell products	Satisfy and retain customers	Make the world a better place	Inspiring the client to co-create new content and goods and services
Enabling force	Industrial revolution	IT	New wave technology	Digital economy
Market perception by companies	Mass customers with material needs	Intelligent customers driven by reason and emotion	A man with reason, heart and soul	Netizen man (citizen of the network)
Key marketing concepts	Product development	Diversification and distinction on the market	Providing higher value	Anthropomorphization of brands
Marketing guidelines	Product specification	Corporate and product positioning	Corporate vision and values	Promoting content and creating brands
Value proposition	Functional	Functional and emotional	Functional and emotional and spiritual	Commitment and trust
Interactions with consumers	Collective approach, one-to-many transactions	Individual approach, one-to-one relations	Relationships and cooperation "many to many"	Relations based on the functioning of the networking, an enormous generation of consumers

Source: Tarabasz (2013), Başyazicioğlu & Karamustafa (2018), and Wereda & Woźniak (2019)

Kotler, Kartajaya & Setiawan (2016) redefined marketing in the digital economy as marketing 4.0. Further, Kotler et al. (2016) defined marketing 4.0 as “a marketing approach that combines online and offline interaction between companies and customers, blends style with substance in building brands, and ultimately complements machine-to-machine connectivity with a human-to-human touch to strengthen customer engagement.”

Kotler, Kartajaya, and Setiawan (2018) summarized the shifts from conventional marketing to digital marketing in the depicted framework (Figure 3.2) as follows:

1. From “Segmentation and Targeting” to “Customer Community Confirmation”
2. From “Brand Positioning and Differentiation” to “Brand Characters and Codes”
3. From “Selling the 4P’s” to “Commercializing the 4C’s”
4. From “Customer Service Processes” to “Collaborative Customer Care”

The Digital revolution shifted marketers' power to connected customers (From Vertical, Exclusive, and Individual to Horizontal, Inclusive, and Social). Marketers need to take advantage of change because marketing is a more horizontal, inclusive, and social business landscape. The business is becoming more inclusive. Social media demolishes regional and demographic barriers by encouraging businesses to evolve through collaboration between people worldwide. Today, consumers are horizontally focused as opposed to vertically oriented. Since they are becoming increasingly distrustful of brand messaging, they are now concentrating on the f-factor (friends, families, fans, and followers). Social connection is becoming a significant component of consumer decision-making. Customers pay more attention to the social circle before making any buying decisions, and they are seeking advice and reviews, both online and offline. Kotler et al. (2016) also points out that the marketing mix is adjusted, and the process of customer service is altered to collaborative customer care. The marketing mix driven by the digital economy is represented in table 3.3.

Table 3.3. Digital economy driven marketing mix

No	Traditional Marketing Mix (4P's)	Digital Economy Driven Marketing Mix (4 C's)
1	Product	**Co-creation**: Co-creation is the new product development strategy in digital marketing.
2	Price	**Currency**: In digital marketing, the dynamic pricing method is used as a pricing strategy. In the digital economy, the price is considered currency because its fluctuation is based on market demand.
3	Place	**Communal Activation**: In the sharing economy, the peer-to-peer concept is used as a distribution strategy. All these are the essence of communal activation.
4	Promotion	**Conversation**: In the digital era, through social media, customers can respond and converse about the messages with other customers.

Source: Own Elaboration, based on Kotler, Kartajaya & Setiawan (2016)

Marketers should target the YWN (Youth, Women, and Netizens) as the most influential digital world segment. Young people are new-products adopters, trendsetters, and pioneers considered to be game-changers. In contrast, women are de-facto family members, family chief financial officers, and asset managers regarded as information collectors and holistic shoppers. The netizens (citizens of the internet) are connecting, conversing, and communicating with the peers considered social connectors Kotler, Kartajaya & Setiawan (2016). Marketers have carried out market segmentation and targeting in traditional marketing practice; as the digital economy allows customers to interact socially in digital marketing, customers' naturally shaped communities are considered new segments. In the traditional marketing era, brand positioning was taken into account as the battle for the customer's mind and the differentiation strategy as a supporting positioning instrument. Although brand positioning is analyzed and critiqued in digital marketing with the transparency allowed by social media, the brand character and codes should remain constant.

In the digital economy, Kotler, Kartajaya & Setiawan (2016) redefined the customer path as the five A's (aware, appeal, ask, act, and advocate) representing customer connectivity. Marketing 4.0's philosophy essentially seeks to move clients from awareness to advocacy. Advertisers can use three key sources of influence (own, others', and outer influence), which is considered the O Zone (O3). This helpful instrument can allow marketers to maximize their marketing campaigns. The PAR (Purchase Action Ratio) and

BAR (Brand Advocacy Ratio) were introduced to calculate marketers' efficacy in terms of consumers driving from awareness to advocacy.

Digital marketing is not intended to be a substitute for traditional marketing. Instead, these two should swap roles through each phase of the customer's path. Traditional marketing build awareness and interest in the initial phase of business and customer interaction. As the interaction process progresses, digital marketing's role arises in the form of driving action and advocacy. In the following figure, the swapping roles of traditional and digital marketing are depicted.

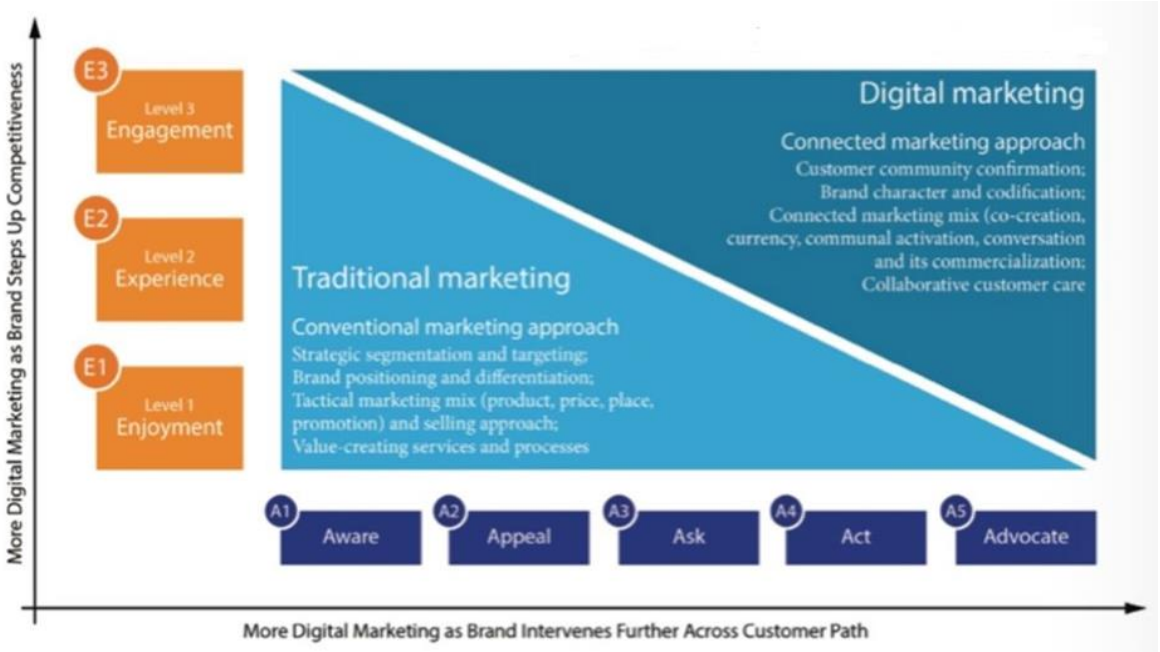

Figure 3.2. Optimizing the interchanging role of traditional and digital marketing (Kotler, Kartajaya and Setiawan, 2018)

3.4. Digital Marketing Channels

Digital marketing is classified into several different categories. However, Kaya (2017) and Law (2018) classified digital marketing into the following types described briefly one by one as following.

3.4.1. Influencer Marketing

These individuals, who are referred to as "phenomenon," "social media celebrities," and "influencers" in the literature, are role models who are liked and embraced by society in some way. What makes these people so powerful is their ability to organize hundreds of thousands of people (Creatorden, 2018). Existing consumers, prospective customers, retailers, suppliers, or value-added influencers (journalists, researchers, business experts, and other third parties) in the marketing ring can all be found on social media sites (Argan & Argan, 2017). According to Carter (2016:), influencer marketing is “a rapidly growing industry that attempts to promote products or increase brand awareness through content spread by social media users who are considered to be influential.”

In marketing processes, influencer marketing is described as evaluating influencers who are successful in the digital world. Today, a sizable portion of the population uses social media. It has almost become a prerequisite for companies operating in highly competitive environments to use social media, especially by shifting their attention from conventional marketing tools to the target customer who spends a considerable amount of time in digital environments to speed up their marketing processes. Businesses often need social influencers to promote their marketing content online (Singh et al., 2012).

3.4.2. Affiliate Marketing

According to Gallaugher et al. (2001), Affiliate marketing is a form of digital marketing in which merchants share a percentage of sales revenue created by each consumer who visits the company's website through a content provider. An affiliate that places online ads such as a banner or text connection on its website is known as a content provider. In Affiliate marketing, a company (an advertiser or merchant) signs a deal with another company (a publisher or affiliate) to position a connection to its website on associated sites.

3.4.3. E-mail Marketing

E-mail marketing, also known as electronic mail marketing, is a vital marketing communication tool for companies looking to build and maintain strong consumer relationships. Transmission of commercial and non-commercial messages to the registered

member list of clients and followers held by the company is the preferred e-mail marketing method for increasing site traffic and sales support (Şengül, 2017:103). Due to the prohibition of sending unauthorized e-mails to persons who have given their consent, it is necessary to obtain permission from the contact list created before beginning the e-mail marketing application; with the law enacted in 2015, it is necessary to obtain permission from the contact list created before beginning the e-mail marketing application (Ceyhan, 2019).

3.4.4. Content Marketing

Content marketing is a marketing technique aimed at locating a product with the features and quality that a consumer desires and ensuring the highest level of customer satisfaction. Customer-centric content marketing is important. It should contain unique material and provide value to the reader. The content should be prepared by choosing a particular word category and optimizing it for search engines. This content could then be promoted on the company's other digital platforms. The page's traffic and position in search engines should be calculated, assessed, and evaluated in the final stage; if necessary, content changes should be made (Karkar, 2016).

3.4.5. Search Engines Optimization

Sullivan (2001) coined the word "Search Engine Marketing (SEM)" to describe a wide range of tasks such as Search engine optimization (SEO), pay-per-click advertising (PPC) management, and website submission to directories, and designing online marketing strategies for companies, institutions, and individual people. The process of increasing website visibility is known as SEO, and it includes developing or changing websites to boost search engine result pages (SERPs) rankings (George, 2005). SEO is a method by which a company optimizes its website using keywords to move it higher in the search engine's organic results. Paid search marketing, which uses supported advertising and is typically compensated in the form of cost per click (Erbaşlar, 2013:31), and bottom-up the company's location in organic search lists are the two main disciplines.

When a user types a word into a search engine, a comprehensive algorithm is enabled, and it begins working with all related web numbers. The websites most associated with the

typed word community appear at the top of the first page due to this algorithm; this is an organic search result. Several factors go into determining which pages search engines can prioritize in searches. Some of these requirements include the material on the web page and content taken from other websites. These requirements are configured by SEO, which helps the website rank first in popular search engines (Giomelakis and Veglis 2016).

3.4.6. Paid Advertisement

Paid Advertisement and sponsored search engine results referred as PPC advertising are a digital advertisement that is only active for a limited time, meaning the ad will vanish until the payment is discontinued. PPC is a method of growing a company's online search traffic, similar to SEO. PPC refers to several overlapping activities that, in general, include linking individual websites to particular keywords in exchange for a fee (Moxley et al., 2004).

3.4.7. Display Advertising

Display advertising is similar to conventional offline advertising, which is more visual. Display ads are text-based, image-based, or video-based advertising that appears on a publisher's website. A banner at the top of a newspaper's website promoting a new car model or a video promoting a new blockbuster are examples of display ads. Though conversion rates may be lower than for search ads, display advertising is said to be better for raising customer "brand awareness." However, when a user enters a search query that corresponds with a keyword for which advertisers bid, search advertising refers to text advertisements shown above or below the search engine's search results (Geradin& Katsifis, 2019). Advertisers need metrics to estimate consumer feedback when evaluating the effectiveness of display advertising campaigns. The search raise, for example, is the proportion of search queries relevant to a campaign submitted by users who were exposed to the campaign ads versus users who were not. Advertisers anticipate that their campaigns will affect users through social influence in addition to direct user response. A user exposed to the campaign pique the interest of other users who were not directly exposed to the campaign, such as WOM dissemination of the ad message (Papadimitriou et al., 2011).

3.4.8. Mobile Marketing

Despite the lack of a clear definition, words like mobile ads and mobile marketing are used, and various terms appear to apply to the same concept. When it comes to the delivery of messages and promotions, Kalakota and Robinson (2002) use the word mobile marketing, Stafford and Gillenson (2003) use m-commerce, and Pura (2002) uses mobile advertisement. According to Mike Wehrs, President of the Mobile Marketing Association (MMA), as cited in Smutkupt, Krairit, & Esichaikul (2010) and Ružić et al., (2012), defines mobile marketing as "A set of practices that allows organizations or individuals to communicate and engage with their audience (consumers) in an interactive and relevant way through any device or mobile phone network."

3.4.9. Location-Based Marketing

MMA defines Location-Based Marketing (LBM), as cited in Buczkowski (2012), as: "any application, service, or campaign that incorporates the use of geographic location to deliver or enhance marketing message/service." Buczkowski (2012) further points out that Location-Based Social Media users (Facebook Places, Foursquare, Twitter, or Flickr) create a vast amount of social, spatial, and temporal data marketers can use to learn more about their target customers. These data are critical for assessing business opportunities, market penetration strategies, growth indicators, and investment risks, among other marketing intelligence issues. Furthermore, some LBM tools, such as Foursquare Merchant Dashboard, allow for monitoring LBM campaigns. The Venue Labs Connection location-based analysis platform, for example, allows for regional monitoring of general marketing and business activities.

3.4.10. Viral Marketing

Juvertson and Draper (1997) coined the word "viral marketing." It was used to characterize the free email service provided by Hotmail. According to Juvertson (2000), it described the term simply as "network-enhanced WOM." Viral marketing, also known as WOM or "buzz marketing," is a strategy for creating a process where interested individuals can market to one another (Subramahi & Rajagopalan, 2003). Viral marketing enlists

individuals' help to spread a marketing message, resulting in positive WOM and increased product awareness (Mocha & Nanopoulos, 2014).

3.4.11. Social Media Marketing

Businesses use Facebook, Instagram, YouTube, and other social media platforms to advertise themselves to show off their marketing efforts on social media sites. Because of its networking features that allow consumers to communicate with one another, the social media platform is an integral part of marketers' strategies to build and enhance integrated marketing communication campaigns (Erdoğan, 2014:549). With SMM, businesses may conduct real-time marketing activities for their target audiences. In other words, businesses may reach out to social media users who are part of their target audience anytime they want, create shared contact, and involve them in their campaigns.

3.5. Social Media Tools and Technologies

According to Borges (2012), social media began in 1969, when CompuServe launched the first web service. Many scholars have different perspectives on the various forms of social media. Kaplan & Haenlein (2010) grouped social networking sites into Table 3.4 visualized six categories based on two main elements of social media: social presence/media richness and self-presentation/self-disclosure.

Table 3.4. Social media classification matrix

		Social Presence/Media Richness		
		Low	Medium	High
Self-Presentation/ Self-Disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Source: Kaplan & Haenlein (2010)

However, according to Ngai et al. (2015), Kaplan & Heinlein's (2010) categorization is not generally supported by the literature; thus, Ngai et al. (2015) categorized social media into six groups based on the degree of interaction allowed by them, as summarized in Table 3.5.

Furthermore, based on the literature review conducted by Ngai et al. (2015), the following social media implementation aspects are considered:

Table 3.5. Classification of social media tools and technologies

Level of Interaction	Groups of Tools/Technologies	Definition
Weakest ↓ Strongest	1: Media sharing sites (e.g. YouTube, Vimeo, Instagram, Flickr)	"Enable users to upload, organize, and share multimedia materials with individuals and/or groups of their communities."
	2: Blogs/Microblogs (e.g. Blogger.com, Twitter, Plurk, Tumblr, Weibo)	"Enable writers to publish their thoughts or information on the internet in the hopes that anyone would read it."
	3: Social bookmarking sites (e.g. Delicious, Pinterest, Digg, Foursquare)	"Enable users to annotate and classify web content collaboratively using tags."
	4: Virtual/online communities (e.g. Lonely Planet, Yahoo Answers)	"Individual people may use interactive platforms on a website to share personal information and interests."
	5: Social networking sites (e.g. Facebook, LinkedIn, Google Plus+)	"Provide people to form social ties and share common interests with their friends and colleagues."
	6: Virtual worlds (e.g. Second Life, Active World, Kaneva, Onverse, Small Worlds, There.com, Twinity)	"Facilitate computer-simulated environments for people to live in a virtual world on websites."

Source: Ngai et al. (2015)

1: Marketing, 2: Customer relationship management, 3: Knowledge sharing, 4: Collaborative activities, 5: Organization communications, 6: Education and training, and 7: others (Tourist industry, Public relationships, and Medical sector).

Hundreds of different websites can be considered social media channels. While social media platforms can be classified, there are several overlaps (Dummies, 2017). It is helpful to be aware of the most popular social networking sites. It will enable businesses to maximize their brand's social media impact, interact with the right people, and achieve their social media objectives (Lua, 2019). The most famous social media sites in 2021, according to Statista (2021), are listed in the table below.

Table 3.6. The most common social platforms across the world ranked by the number of active users as of January 2021

No	Social Media Platform	Characteristic/Classification	Country of Origin	Launching and Releasing Date	Founder/s	Active Users (millions)
1	Facebook	Social networking service company	USA	2004	Mark Zuckerberg	2,740
2	YouTube	Online video platform	USA	2005	Jawed Karim, Steve Chen, Chad Hurley	2,291
3	WhatsApp	Cross-platform centralized messaging and voice-over-IP service	USA	2009	Jan Koum, Brian Acton	2,000
4	Facebook Messenger	Messaging app and platform	USA	2011	Facebook, Inc.	1,300
5	Instagram	Photo and video sharing social networking service	USA	2010	Kevin Systrom and Mike Kriege	1,221
6	Weixin/ Wichita	Multi-purpose messaging, social media and mobile payment app	China	2011	Zhang Xiaolong	1,213
7	TikTok	Video-sharing social networking service	China	2020	ByteDance	689
8	QQ	Instant messaging software service and web portal	China	2020	Tencent	617
9	Sina Weibo	Microblogging website	China	2009	Sina Corporation	511
10	Telegram	Cross-platform, cloud-based instant messaging software and application	Russia	2013	Nikolai and Pavel Durov	500
11	Snapchat	Multimedia messaging app	USA	2011	Snap Inc.	498
12	Kuaishou	Video-sharing mobile app	China	2012	Beijing Kuaishou Technology Co., Ltd	481
13	Pinterest	Image sharing and social media service	USA	2009	Ben Silbermann	442
14	Reddit	Social news aggregation, web content rating, and discussion website	USA	2005	Steve Huffman, Alexis Ohanian, Aaron Swartz	430
15	Twitter	Microblogging and social networking service	USA	2006	Jack Dorsey, Evan Williams, Biz Stone, Noah Glass	353
16	Quora	Question-and-answer website	USA	2009	Adam D'Angelo, Charlie Cheever	300

Source: Own Elaboration, Based on Statista (2021) and Corporate Websites

3.6. Social Media Marketing and Its Role in Marketing

"*Social media are the online means of communications, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organization enhanced by the technological capabilities and mobility*" (Tuten. & Solomon, 2018). Social media was previously used to stage stunts as a one-off innovative tactic to get noticed by many media or as an assistance tool to other marketing activities (Tuten, 2020).

Tuten (2020) define SMM as *"The utilization of social media technologies, channels, and software to create, communicate, deliver and exchange offerings that has value for an organization's stakeholder."* Marketing managers are using social media marketing without sufficient level of maturity. Many people are also reluctant to enter social media as part of their marketing strategy. Business can be categorized into three groups (1: trail, 2: transition, and 3: strategic) based on the SMM maturity level, as stated by MarketingSherpa (2010). Businesses in the trial process, as the first stage of the adoption cycle, evaluate social media networks; still, they are not considering social media's role in the overall marketing plan. After maturing in the first stage, the business reaches the transition process. In the second step of social media, systematic thinking is dealt with arbitrarily and haphazardly by social media activities. In the last strategic step, the company incorporates social media as a core component of the strategic plan. It adopts a formal planning process in which social media activities are organized with specific goals and metrics in mind. In addition, Tuten (2020) points out the merits of marketing on social media as follows:

- SMM raises awareness of the brand.
- SMM strengthens the reputation of the company and the product.
- SMM improves website traffic.
- SMM intensifies public relations (PR) job.
- SMM boosts search engine rankings.
- SMM increases customer perceptions of the quality of customer services.
- SMM has produced sales leads and increased revenue and sales.
- SMM eliminates customer service and procurement costs.

Businesses invest heavily in their social media; as Moorman (2020) reported, social media spending accounts for more than 11.3 percent of the marketing budget. According to Cooper (2020), US social media spending is projected to surpass $43 billion. However, in Turkey, digital advertisement expenditures reached around 345 million US dollars in 2017 and were projected to rise to 425 million US dollars in 2019 (Statista, 2021). As a result, social media marketing is met with some concern as follows:

- Social media spend much less hard currency than any other media, but it needs to be human and time-bound.
- Measuring SMM return on investment (ROA) is troublesome because "likes and impressions" provide initial metrics of social media efficiency. Still, it is difficult to calculate the social media contribution to new consumers' acquisitions and increase of sales.
- The reputation of the brand can be irreparably damaged without proper control of social media marketing.

3.7. Social Medaia Plan and Social Media Marketing Strategy

When it comes to the structure of a marketing campaign, there are many choices. Piñeiro-Otero & Martínez-Rolán (2016) recommend a four-phase framework because it is easy and straightforward to prepare every action's strategy (Fig. 3.3).

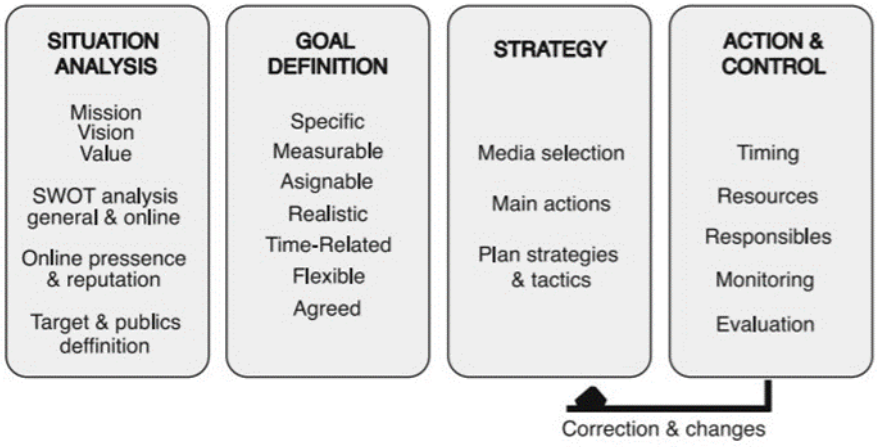

Figure 3.3. Marketing plan (Piñeiro-Otero & Martínez-Rolán, 2016)

The definition of the organization's real situation and its environment is one of the most critical aspects of any strategic document. Piñeiro-Otero & Martínez-Rolán's (2016) research facilitates creating a practical action plan, thus reducing the risks associated with executing a strategy. Setting goals is an integral aspect of every marketing campaign. Setting goals gives the organization a sense of where the company is heading and allows it to tweak the marketing plan. In the third step, a particular strategy must be identified in order to achieve the expected objectives. A strategy is a plan for achieving those objectives. This approach takes the form of operations, which are the strategies for achieving these objectives.

Many activities are identified during the strategy development process, and potential theme areas for content development or keywords are mentioned (for example, in the SMP). In this context, task scheduling and pacing for each of them is an important part of any digital marketing strategy.

Figure 3.4. Social media plan (Piñeiro-Otero & Martínez-Rolán, 2016)

A Social Media Plan (SMP) is the master document that directs its social media presence. It encompasses all things to consider when setting up, managing, and incorporating social networks into digital marketing strategies. As a result, every social media strategy should be in sync with the overall marketing strategy. Goal setting, categories of markets, channels, techniques and instruments, and performance calculation are typically included in this document's layout. The method starts all over again with performance calculation (Fig. 3.4).

Even though researchers have often used the word "Social Media Marketing Strategy (SMMS) " in their research (e.g., Choi and Thoeni, 2016; Kumar et al., 2013; Zhang et al., 2017), no specific definition has been suggested. Recently, Li, Larimo, and Leonidou (2020) suggested an all-encompassing concept of SMMS that incorporates two essential elements: social media and marketing strategy. Table 3.7. compares SMMS across five dimensions.

Social media platforms create networks and exchange knowledge and emotions in a marketing sense (Kaplan and Haenlein, 2010).

Table 3.7. Comparison of social media, marketing strategy, and social media marketing strategy

Dimension	Social Media	Marketing Strategy	SMMS
Core	Interaction and connectedness	Long-term customer relationship building	Customer engagement
Orientation	Passive actor versus active actor	Transactional-oriented versus relational-oriented	Transactional-oriented versus engagement-oriented
Resource	Resource integrator	Basic resources and high-order resources	In exchange with customer-owned resources
Purpose	To interact and connect	To achieve competitive advantage	To generate, integrate, and reconfigure social media resources to achieve specific marketing objectives
Premise	To recognize different customer motivations of social media brand-related activities	To enhance long-lasting customer relationships by delivering superior value	To capitalize on social media interactions and customer engagement so as togenerate marketing resources

Source: Li, Larimo, and Leonidou (2020)

A marketing strategy, according to Varadarajan (2010), is “an interconnected collection of decisions that lets a company make critical decisions about marketing activities in specific markets and segments, to develop, communicate, and delivering value to customers in return for achieving specific financial, business, and other objectives.” Li et al. (2021) define SMMS as “an organization’s integrated pattern of activities that, based on a careful assessment of customers’ motivations for brand-related social media use and the undertaking of deliberate engagement initiatives, transform social media connectedness (networks) and interactions (influences) into valuable strategic means to achieve desirable

marketing outcomes.” Moreover, Ananda, Hernández-García& Lamberti (2016) referred, the SMMS as “the integrated means and set of actions by which a company or organization expects to achieve its marketing objectives and meet the requirements of its target market through the use of social media tools.”

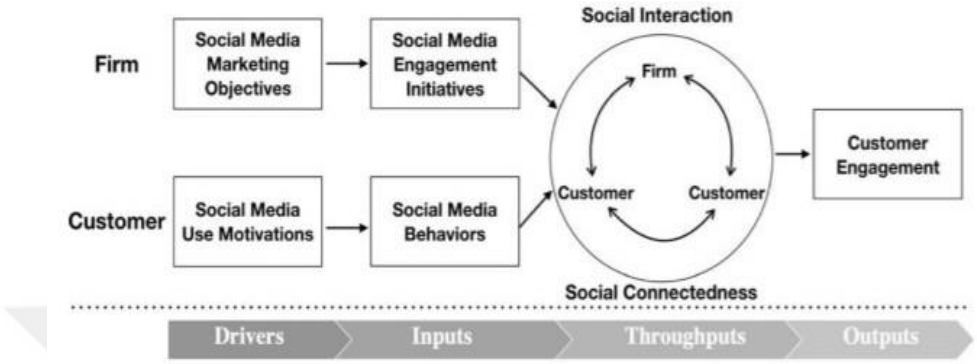

Figure 3.5. Process of developing social media marketing strategies (Li et al., 2021)

Li et al. (2021) visualize the process of extracting an SMMS (Figure 3.5) as consisting of four interconnected parts: "(1) drivers, (2) inputs, (3) throughputs, and (4) outputs," all based on consumer engagement theory. Furthermore, Li et al.(2021) named five unique SMMSs, each reflecting a greater strategic maturity level:"1:social commerce strategy, 2: social content strategy, 3: social monitoring strategy, and 4: social CRM strategy."

3.8. Social Media Marketing Activities

The dimensions of social media have also been analyzed by a group of publications in various environments. Social Media Marketing Activities (SMMAs) acts as an important marketing engagement tool. SMMAs components (Table 3.8.) were divided into five dimensions (entertainment, interaction, trendiness, customization, and WOM) by Kim and Ko (2012) and applied to luxury brands. According to Kim and Ko (2012), brands and customers interact with each other irrespective of location, time, or means. The old one-way communication model has given way to a more direct, interactive, two-way communication model (i.e., SMM).

Sano (2015) used “interaction, trendiness, customization, and perceived risk” as the four SMMA components on insurance services. Since social media is supposed to look for useful information, not just for entertainment, and WOM is perceived as a "result" factor rather than just a "reason," "entertainment" and "WOM" are not included in Sano's (2015) scale. Furthermore, since social media is supposed to help service providers minimize the perceived risk generated by service intangibility, this study introduces a new dimension: perceived risk.

According to Seo and Park (2018) “Entertainment, interaction, trendiness, customization, and perceived risk” are the components of airline SMMA, in an e-commerce sense, Yadav & Rahman (2017) developed a five-dimensional scale as “interactivity, informativeness, personalization, trendiness, and WOM.”

This study assesses the SMMAs of mobile telecom companies in Kabul and Ankara through Kim and Ko’s (2012) five-dimensional scale. The table below briefly describes and lists some SMMAs and the measurements and dimensions used by some researchers to measure SMMAs of businesses.

Table 3.8. Social media marketing activities dimensions

No	Author/s	N of Items	SMMA's Dimensions	Definition
1	Kim and Ko (2012)	11	1: Entertainment 2: Interaction 3: Trendiness 4: Customization 5: WOM	**Entertainment:** "Entertainment is a result of fun and play acquired through social media (Agichtein et al., 2008)." **Interaction:** "Interactions in social media provide insights into people who connect to social media sites, and social media is a forum for customers to explore and share ideas." **Trendiness:** "Providing the newest information about products or services (Godey et al., 2016)." **Customization:** "The level of customization represents the extent to which a service reflects the demands of customers to satisfy their tastes (Schmenner, 1986)." **Word-of-Mouth:** "The degree to which e-commerce's customers recommend and share experience about e-commerce on social media."
2	Sano (2015)	10	1: Interaction 2: Trendiness 3: Customization 4: Perceived Risk	
3	Yadav & Rahman (2017)	15	1: Interactivity 2: Informativeness 3: Personalization 4: Trendiness 5: Word-of-Mouth	**Interactivity:** "Extent to which e-commerce's social media facilitates customers to share content and views with company and other customers." **Informativeness:** "The degree to which e-commerce social media offers accurate, useful, and comprehensive information." **Personalization:** "The degree to which e-commerce social media offer tailored services to fulfill the preferences of a customer."
4	Seo, & Park (2018)	11	1: Entertainment 2: Interaction 3: Trendiness 4: Customization 5: Perceived Risk	**Trendiness:** "The extent to which e-commerce's social media offers trendy content." **Perceived Risk:** "A consequence of uncertainties related to consumer behaviors (Bauer,1960)."

Source: Own Elaboration, based on Kim and Ko (2012), Sano (2015), Yadav & Rahman (2017), and Seo, & Park (2018)

3.9. A Literature Review on Stimulus–Response (Social Media Marketing and Purchase Intention)

Gensler et al. (2013) concluded that social media literature could be divided into four main layers: “1: brand communities, 2: e-WOM, 3:network analysis, and 4: product-harm crises.” According to Alalwan, Dwivedi & Algharabat (2017), papers on SMM from September 2015 to January 2016, indexed in Sciencedirect, Emeraldinsight, EBSCO, and Google scholars, were classified as follows:

1. Papers that discussed social media's role in forecasting advertisement practices (i.e. De Keyzer et al., 2015; Rejón-Guardia et al., 2016; Lee and Hong, 2016; Lin and Kim, 2016; Okazaki and Taylor, 2013; Swani et al., 2016; Wu, 2016).
2. Papers that explored the impact of social media on e-WOM (i.e. Teng et al., 2017; Viglia et al., 2016; Munar and Jacobsen, 2013).
3. Papers that measured the effects on CRM through social media (i.e. Maecker et al., 2016; Agnihotri et al., 2016; Orenga-Roglá and Chalmeta, 2016; Xu, 2017; Sano and Sano, 2016; Ballings and Van den Poel, 2015; Pronschinske et al., 2012; Kim and Drumwright, 2016; Trainor et al., 2014; Elena, 2016).
4. Papers that examined the brand topics on social media (i.e. Bernritter et al., 2016; Moro et al., 2016; Shi et al., 2016; Popp and Woratschek, 2016; Harrigan et al., 2017; Gao and Feng, 2016; Kohli et al., 2015; Ahmad et al., 2016; Hudson et al., 2016; Karaduman, 2013; Luo et al., 2015; Nguyen et al., 2016; Barreda et al., 2016; Rutter et al., 2016; Godey et al., 2016; Nisar and Whitehead, 2016; Hajli et al., 2017; Latiff and Safiee, 2015; Coulter et al., 2012; Enginkaya and Yılmaz, 2014; Kim and Ko, 2012; Saboo et al., 2016).
5. Papers that looked at how social media could anticipate consumer behavior as a source of information (i.e. Hamilton et al., 2016; Zhu et al., 2016; Erkan and Evans, 2016; Patino et al., 2012; Wang et al., 2012).
6. Papers that analyzed factors that affect the adoption of social media by the customer (i.e. Alarcón-del-Amo et al., 2016; Poba-Nzaou et al., 2016; Putzke et al., 2014; Lacka and Chong, 2016; Nawi et al., 2016; Gironda and Korgaonkar, 2014; Gummerus et al., 2012; Siamagka et al., 2015).

7. Papers that discussed the role of social media from the perspective of organizations (i.e. Killian and McManus, 2016; Felix et al., 2016; Hofacker and Belanche, 2016; Ananda et al., 2016; Chan and Guillet, 2011; Wu, 2016; Gulbahar and Yildirim, 2015; Movsisyan, 2016; Yadav et al., 2016; Hinz et al., 2011; Kim et al., 2015).

As part of the literature review in Turkey, the Master's and Ph.D. theses written on SMM for the period from January 2016 to January 2021 based on the Turkish National Thesis Center (Table 3.9) has been reviewed. A total of 57 master theses and Doctoral Dissertations from various departments and universities were written on SMM in different contexts. In Table 2.9, the characteristics of these theses are briefly listed. Since the theses and dissertations as mentioned above cover a wide range of interests and topics, they are divided into subgroups as follows (Table 3.10):

1. Theses that have examined the role, importance, tools, effectiveness, and return on investment (ROA) of SMM in various contexts (i.e., Aydin, 2016; İlhan, 2019; Önal, 2017; Sözen, 2016; Dündar Kan, 2017; Muhan,2017; Söyler, 2018; Yalçin, 2020).
2. Theses that have studied SMM in tourism, healthcare, banking, Fast Fashion, education, accommodation industries (i.e., Destici, 2020; Kütük,2016; Aydin, 2020; Özhan, 2019; Sabuncu, 2019; Doğan,2019; Ezzulddin, 2017; Tekeli,2018) and the theses that analyzed the social media marketing over the social media platforms like Netflix and Instagram (i.e., Yüncüoğlu, 2019; Acar, 2019).
3. Theses that have investigated workers' and businesses' attitudes towards SMM (i.e., Çil, 2018; Yildirim, 2019) and the positive and negative effects of social media marketing strategies on consumers (i.e., Deveci, 2019).
4. Theses that have addressed the brand issues over the social media platforms (i.e. Çetin, 2016; Uzunburun, 2017; Ildiz, 2017; Mutlu, 2017; Karacuhalilar, 2018; İnceli, 2018; Karayalçin, 2019; Ceyhan, 2019; Ay, 2019; Özen, 2019; Güzel, 2019; Uyanik, 2019; Yavuz, 2019; Karabakan, 2020).
5. Theses that have examined how social media effect consumer behaviors' (i.e. Dikbiyik, 2016; Narci, 2017; Solak, 2017; Zarroug, 2017; Eriş, 2017; Anli, 2017; Ergan, 2017; Ay, 2019; Boz, 2019; Kaya, 2019; Güner, 2019; Yüzbaşıoğlu, 2020; Şişman, 2020; Akçal, 2020; Pankrobkaew, 2017).

6. Theses that have investigated the SMM with some miscellaneous topics such as; Özdestici (2018) examined the impact of SMM on corporate reputation perception, Jaber (2018) investigated the effect of SMM on customer satisfaction, Özbayraktar (2018) addressed the celebrity endorsement in social media marketing, Özkazanç (2020) illustrated the effect of SMM on recreational activity selection of individuals, and Çetintaş (2019) analyzed the increase of SMMAs and the effects of personal data in the database on the user.
7. Theses that have tested how SMM effect the PI of the customers (i.e. Çinkay, 2017; Karayalçin, 2019; Ceyhan, 2019; Özen, 2019; Arik, 2019; Güzel, 2019; Yildirim, 2019).

Recently, Ceyhan (2019), Laksamana (2018), and Bismo & Putra (2019) have revealed the positive effect of SMM on Turkish and Indonesian PI. In addition, Balakrishnan, Dahnil & Yi (2014) intended to investigate the effect of SMM as a tool to PI within generation Y in the context of Malaysia. The tables below depict the Characteristics of theses written in Turkey on SMM from January 2016 to January 2021.

Table 3.9. Characteristics of theses written in Turkey on social media marketing for the period from January 2016 to January 2021

Period	Master's Theses	PhD Dissertations	Universities	Departments
2020- 2021	8	0	Bahçeşehir University, Osmaniye Korkut Ata University, Ankara Hacı Bayram Veli University, Beykent University, Ufuk University, Hasan Kalyoncu University, and Marmara University.	Business Administration, Physical Education And Sports, Recreation Management.
2019-2020	18	3	Marmara University, Istanbul University, Beykent University, Bahçeşehir University, Recep Tayyip Erdoğan University, İstanbul Kültür University, Necmettin Erbakan University, Galatasaray University, Pamukkale University, Bolu Abant İzzet Baysal University, Ondokuz Mayıs University, Galatasaray University, and Akdeniz University.	Business Administration, Radio TV Cinema, Communication Arts, Public Relation
2018-2019	8	0	Ege University, İstanbul Arel, University, Hacettepe University, Beykent University, İstanbul Aydın University, Bahçeşehir University, Dumlupınar University, and İstanbul Ticaret University.	Business Administration, Public Relations, Public Relations and Publicity
2017-2018	14	1	İstanbul Bilgi University, Selçuk University, Kahramanmaraş Sütçü İmam University, Izmir Katip Çelebi University, Beykent University, Ege University, Nuh Naci Yazgan University, İstanbul Sabahattin Zaim University, Atılım University, Bahçeşehir University, KTO Karatay University, Adnan Menderes University, and Istanbul Aydın University.	Business Administration, Advertising , Information System Engineering,
2016-2017	5	0	Istanbul Aydın University , Yaşar University, Beykent University, Uşak University, Düzce University, and Abant İzzet Baysal University.	Business Administration, Advertising, Tourism Management
Total	53	4	57	

Source: Own Elaboration, based on Turkish National Thesis Center (2021)

The characteristics of social media marketing theses written in Turkey from January 2016 to January 2021 are shown in Table 3.9. Furthermore, Table 3.10 shows the publications included in the literature review of social media marketing and purchase intention as of December 31, 20.

Table 3.10. Publications included in literature review of social media marketing and purchase intention as of 31 December 20

No	Classification	Study	Data Collection Tool	Platform Targeted
1	Theses that have examined the role, importance, tools, effectiveness, and return on investment (ROA) of SMM in various contexts.	Yalçin (2020)	Corporate websites of the Platform	Facebook, Twitter, and Instagram
2		İlhan (2019)	Survey questionnaire	Facebook, Twitter, Instagram, Youtube, Corporate website, and Forum Sites
3		Söyler (2018)	In-depth interview	Facebook, Twitter, Instagram, and Youtube
4		Önal (2017)	Survey questionnaire	Facebook, Twitter, Google+, Radio-TV advertisements, and Email and mobile marketing
5		Dündar Kan (2017)	-	Facebook
6		Muhan (2017)	Online questionnaire	Facebook, Twitter, Instagram, and LinkedIn
7		Sözen (2016)	Survey questionnaire	Facebook, Twitter, and Instagram
8		Aydin (2016)	Semi-structured interview	Facebook, and Instagram
9	Theses that have studied SMM in tourism, healthcare, banking, Fast Fashion, education, accommodation industries and the theses that analyzed the social media marketing over the social media platforms like Netflix and Instagram.	Destici (2020)	Online questionnaire	Facebook, Twitter, and Instagram
10		Aydin (2020)	Survey questionnaire	Not identified
11		Özhan (2019)	Survey questionnaire	Not identified
12		Sabuncu (2019)	Focus group and in-depth interview	Facebook, and Instagram
13		Doğan (2019)	Survey questionnaire	Facebook, Twitter, Google+, LinkedIn, Instagram, Foursquare, Pinterest, and Blogs
14		Yüncüoğlu (2019)	Content analysis	Twitter
15		Acar (2019)	Survey questionnaire	Instagram
16		Tekeli (2018)	Survey questionnaire	Facebook, Google, LinkedIn, Myspace, Youtube, Dailymotion, Instagram, Pinterest, Flickr, Tumblr, Blogs, Blogcu, Twitter, Tripadvisor, and Foursquare
17		Ezzulddin (2017)	Survey questionnaire	Facebook, Twitter, Google, LinkedIn, Myspace, and Instagram

Table 3.10. (continued) Publications included in literature review of social media marketing and purchase intention as of 31 December 20

18		Kütük (2016)	Survey questionnaire	Not identified
19	Theses that have investigated workers' and businesses' attitudes towards SMM and the positive and negative effects of social media marketing strategies on consumers.	Yildirim (2019)	Face-to-face and e-mail survey	Facebook, Instagram, YouTube, WhatsApp, LinkedIn, Pinterest, Second Life, Twitter, and Blog
20		Deveci (2019)	Online questionnaire	Facebook, Instagram, Youtube, Google, Twitter, and LinkedIn
21		Çil (2018)	Survey questionnaire	Facebook, Second Life, Instagram, Youtube, LinkedIn, Twitter, Blog, Google+, Pinterest, and Foursquare
22	Theses that have addressed the brand issues over the social media platforms	Karabakan (2020)	Online questionnaire	Facebook, Twitter, and Instagram
23		Yavuz (2019;	Survey questionnaire	Not identified
24		Uyanik (2019)	Online questionnaire	Instagram
25		Güzel(2019)	Survey questionnaire	Not identified
26		Özen (2019)	Survey questionnaire	Facebook, Twitter, Instagram, Youtube, and LinkedIn
27		Ay (2019)	Survey questionnaire	Not identified
28		Ceyhan (2019)	Survey questionnaire	Instagram
29		Karayalçin (2019)	Survey questionnaire	Facebook, Twitter, Instagram, Youtube, Snapchat, and WhatsApp
30		İnceli (2018)	Survey questionnaire	Facebook, Twitter, and Instagram
31		Karacuhalilar (2018)	Survey questionnaire	Blog, Microblog, Media Sharing Sites, Wikis, Social Markings, Podcast, Social Networking Site, and Online Communities
32		Mutlu (2017)	Qualitative	Youtube
33		Ildiz (2017)	Survey questionnaire	Facebook, Twitter, Instagram, Youtube, Pinterest, Google+, and Foursquare

Table 3.10. (continued) Publications included in literature review of social media marketing and purchase intention as of 31 December 20

34		Uzunburun (2017)	Online questionnaire	Facebook, Twitter, and Instagram,
35		Çetin (2016)	Online and face-to-face Survey questionnaire	Facebook
36	Theses that have examined how social media effect consumer behaviors’	Akçal (2020)	Online questionnaire	Blog, Microblog, Facebook, Twitter, Google+, Instagram, Youtube, Google Docs, Podcast, SumbleUpon, Reddit, Knight Online, WOW, Second Life
37		Yüzbaşıoğlu (2020)	Face-to-face Survey	Not identified
38		Şişman (2020)	Survey questionnaire	Not identified
39		Güner (2019)	Face-to-face Survey	Forums, Apps, Websites, and Social Media Gourmet Accounts,
40		Kaya (2019)	Online and face-to-face Survey questionnaire	Facebook, Twitter, and Instagram, WhatsApp, and LinkedIn
41		Ay (2019)	Survey questionnaire	Not identified
42		Boz (2019)	Face-to-face Survey	Not identified
43		Pankrobkaew (2017)	Self-administered questionnaire	Facebook, Twitter, Instagram, LinkedIn, Space, Google+, YouTube, Pinterest, Swarm, Myspace, Flickr, Foursquare, and Tumblr
44		Ergan (2017)	Survey questionnaire	Facebook, Twitter, Instagram, Swarm, Myspace, and WhatsApp
45	Theses that have examined how social media effect consumer behaviors’	Anli (2017)	Survey questionnaire	Blog, Microblog, Wikis, Social Markings, Social Network Websites, Media Sharing Sites, Virtual Worlds, Online Community, and Podcast.
46		Eriş (2017)	Survey questionnaire	Facebook, Google Plus, YouTube, Flickr, Slideshare, Twitter, LinkedIn, Blogs, SumbleUpon, Reddit
47		Zarroug (2017)	Survey questionnaire	Not identified
48		Solak (2017)	Online questionnaire	Not identified
49		Narci (2017)	Survey questionnaire	Facebook, Instagram, Google Plus, Twitter, and LinkedIn

Table 3.10. (continued) Publications included in literature review of social media marketing and purchase intention as of 31 December 20

50		Dikbiyik (2016)	Face-to-face Survey	Blog, Microblog, Wikis, Social Markings, Social Network Websites, Media Sharing Sites, Virtual Worlds, Online Community, and Podcast.
51	Theses that have investigated the SMM with some miscellaneous topics.	Özkazanç (2020)	Online questionnaire	Facebook, Twitter, Instagram, YouTube, and Snapchat
52		Çetintaş (2019)	Survey questionnaire	Facebook, Twitter, Instagram, YouTube, Pinterest, and LinkedIn
53		Özbayraktar (2018)	Content analysis	Instagram
54		Jaber (2018)	Survey questionnaire	Facebook, Twitter, Instagram and Snapchat
55		Özdestici (2018)	Survey questionnaire	Facebook, Twitter, Instagram, YouTube, Google Plus
56	Theses that have tested how SMM effect the PI of the customers.	Yildirim (2019)	Online questionnaire	Not identified
57		Güzel (2019)	Survey questionnaire	Not identified
58		Arik (2019)	Survey questionnaire	Not identified
59		Özen (2019)	Survey questionnaire	Facebook, Twitter, Instagram, Youtube, and LinkedIn
60		Ceyhan (2019)	Survey questionnaire	Instagram
61		Karayalçin (2019)	Survey questionnaire	Facebook, Twitter, Instagram, Youtube, Snapchat, and WhatsApp
62		Çinkay (2017)	Face-to-face Survey	Facebook, Twitter, Instagram, Youtube, Pinterest, Blog and LinkedIn
63	Articles that have tested how SMM effect the PI of the customers.	Bismo & Putra (2019)	Survey questionnaire	Not identified
64		Ceyhan (2019)	Survey questionnaire	Instagram
65		Laksamana (2018)	Self-administered questionnaire	Facebook, Twitter, Instagram, and Snapchat
66		Dahnil & Yi (2014)	Survey questionnaire	Not identified

In conclusion, some of the above-stated articles and theses looked at SMM's influence on the PI. However, none of them looked at the impact of SMM in Afghanistan. Furthermore, neither of them discussed the effects of SMM on CI in all contexts.

4. AN OVERVIEW ON THE TELECOMMUNICATION INDUSTRY OF AFGHANISTAN AND TURKEY

The telecommunications industry is a subset of Information and Communication Technologies (ICTs). According to studies performed by the International Data Corporation (IDC) as cited in Altinkaynak (2010), the following are the components of the telecommunications sector: 1: Hardware (Fixed and mobile infrastructure, Terminal devices, and user stations). 2: Services (Fixed and mobile telecommunication, leased – Line, and Cable television).

The national governments have traditionally directed the growth of Afghanistan's telecommunications industry in Kabul's needs and interests (Azizi, 2017). As the first wired telephone system was installed in the Royal Palace in Kabul in 1898, it was only in the 1960s and 1970s that the government provided wired telephones to some elite neighborhoods and government facilities (MCIT, 2020). AISA (2013) states that the country's first cellphone company has been permitted to begin operations in 1998 and later failed because of the country's unfavorable security situation. In the 1973-2001 decades of conflict and chaos, the telecommunications infrastructure has not been further expanded but destroyed. The Taliban regime has used high-profile state offices for the most costly telecommunications satellites in major cities – this means that local Afghans have had to visit Pakistan to reach their relatives living overseas (Hamdard, 2012). In 2002, Afghan Wireless Communication Company (AWCC) was the first mobile telecommunications operator to be incorporated further into the Bayat Group's private investment in Afghanistan, which was facilitated by the government's privatization policy.

Telecommunications, Afghanistan's second-largest employer after the government, accounts for 12 percent of the country's total revenue of $139.6 million; it has also gained success in attracting foreign direct investment (FDI) to Afghanistan (MoF, 2016). Since 2002, the industry has experienced tremendous growth while also having significant socioeconomic implications. The mobile telecommunications industry employs over 100,000 people and creates tens of thousands of jobs, making it the largest single contributor to GDP (OECD, 2015).

Globally, 5.19 billion people own a mobile phone, with 4.54 billion getting internet access as of January 2020. Again, 49.03 percent of the world's population uses at least one social media channel. More importantly, the world's population's use of information and communication technologies is increasing every day, far outpacing population growth. Although the global population increased by 1.1 percent in 2018, mobile phone use increased by 2%, and internet and social media use increased by 9% (Kemp, 2020).

Table 4.1. Mobile telecommunication companies of Afghanistan

No	Telecom Company	Incorporation Date	Ownership Structure
1	AWCC	2002	Joint venture, Bayat Group (80%) and MCIT (20%).
2	Roshan	2003	100 percent foreign investment by three investor groups.
3	Afghan Telecom	2005	PPP
4	MTN	2006	100 percent foreign investment by MTN Group, South Africa.
5	Wasel Telecom	2006	100 percent foreign investment by United Arab Emirates.
6	Etisalat	2007	100 percent foreign investment by Etisalat, United Arab Emirates.

Source: Corporate websites: https://afghan-wireless.com/, https://www.roshan.af/en/personal/, http://www.afghantelecom.af/,https://www.mtn.com.af/,https://www.wasel.af/, https://www.etisalat.af/.

Kemp (2020) reports that there are 7.65 million internet users on every platform in Afghanistan, with 3.60 million using social media. According to MCIT (2020), 34 million people have subscribed to SIM, while more than 22 million are active mobile subscribers in Afghanistan. The active mobile telecom companies of Afghanistan as of 31st December 2020 are shown in table 4.1.

Even though the general GDP contracted for a brief period in the third quarter of 2016, Turkey's information and communication sector has grown continuously since 2011. While the overall economy has developed at a 6.5 percent annual rate over the last seven years, the information and communication sector has grown at a 7.7 percent annual rate. According to

data from the fourth quarter of 2018, the sector's annual growth rate of 4.6 percent is higher than the overall GDP growth rate of 2.6 percent in Turkey (KPMG, 2020). Moreover, Kemp (2020) figures that Turkey has 62.07 million internet users and 54 million social media users. Besides, Datareportal (2020) states that in Turkey, there are 73.39 million active mobile connections. As of December 31, 2020, three major mobile telecommunications companies operating in Turkey are tabulated in Table 4.2.

Table 4.2. Mobile telecommunication companies of Turkey

No	Telecom Company	Incorporation Date	Ownership Structure
1	Türkcell	1994	Corporation
2	Türk Telekom	Privatized in 2005 and IPO'ed in 2008	Corporation, Oger Ortak Girişim Group (50%)
3	Vodafone	Founded in 1944 as Telsim, and incorporated as Vodafone in 2006	Corporation

Source: Corporate websites: https://www.turkcell.com.tr/en/aboutus, https://www.turktelekom.com.tr/en/Pages/default.aspx, https://www.vodafone.com.tr/.

With changes in consumer needs caused by the population and urbanization, demand for the telecom sector increases globally. With technological advances, the global telecommunications industry is undergoing dramatic change while fulfilling increasingly competitive market demands. Changes in consumer behavior and new mobile technologies require a large portion of R&D and investment spending in IT and communication firms worldwide. Innovative strategies, on the other hand, allow sector participants to earn a high income. However, due to low penetration in some emerging economies, the industry's potential remains strong (KPMG, 2020).

In the light of the issues and statistics discussed above and in order to investigate the effect of digital marketing's channel (social media marketing) on the digital-enabled construct/state (customer inspiration) in the digital sector (mobile telecommunications), and whether the SMMAs practiced by the telecommunications industries of Afghanistan and Turkey have inspired customers or not, the telecommunications sector in Afghanistan and Turkey has been chosen as the case study of the dissertation.

5. METHODOLOGY

This chapter comprises various research methodology aspects, including research design, research philosophy, data collection techniques, survey measures, population and sample of the research, sampling technique, instrumentation, sample size, data analysis, reliability, and validity tests of the collected data. It also offers a technical context on how the analysis was performed, and – statistical methods and techniques are ideally suited to evaluate the research hypotheses.

5.1. Research Design

According to Saunders, Lewis, and Thornhill (2015), the research design is a universal planning phase that illustrates how a researcher attempts to achieve the means of the research. In general, the research design is about having a detailed plan for the whole project to decide on various aspects such as study paradigm, techniques, approaches, data collection methods, and data assessment methods to achieve research goals or address research questions (Collis & Hussey, 2009).

The way of understanding the design of a particular study is to look at its exploratory, descriptive, and explanatory justification (Saunders, Lewis & Thornhill, 2015; Sekaran & Bougie, 2016). If a researcher wants to investigate a new phenomenon or field where prior studies is insufficient, an exploratory study is the best option (Saunders, et al., 2015). Descriptive studies aim to identify and explain the characteristics of a population or a case. Explanatory studies are used when cause and effect relationships or casual chain of relationships are needed to be explored as they concentrate on situations or issues (Sekaran & Bougie, 2016). Based on the study's research topic and research hypotheses, this study is descriptive and explanatory research. It is descriptive because it tries to explain the current state of the problems raised. However, it is explanatory as it attempted to justify the causal chain of the relationship among the study variables. Furthermore, the non-experimental fixed research design is chosen because of the descriptive and explanatory aspect of this study. Studies based on non-experimental nature do not attempt to modify the participants' conditions or perceptions; instead, the contributors are tested in their natural environment (Robson, 2011).

5.2. Research Philosophy

The philosophy of research is a set of beliefs and statements for knowledge formation. Strong research philosophy results from well-prepared and accurate assumptions leading a researcher to improve its methodologies, research strategies, data collection, and analytical steps (Saunders, 2015). The term paradigm is employed interchangeably in research philosophy. A paradigm can be described as a combination of crucial beliefs and understanding that involves investigators' theories and supports their research methodology and interpretations (Tashakkori & Teddlie, 2010).

Positivism and constructivism are the two paradigms of social research that are mostly listed by academics with specific modified names. These two paradigms are extended by all other paradigms, such as post-positivism, critical theory, pragmatism, and participatory paradigms. Positivism follows the quantitative research approach, believing that human experience in the universe reproduces an independent and empirical realism. Therefore, human understanding is focused on it while constructivism applies the qualitative research method. Besides, constructivism is based on the premise that knowledge is socially created and that culture, beliefs, experiences, and so on are replicated (Weber, 2004).

This empirical study follows the following flow of epistemology, positivism, deductive approach, survey method, quantitative data collection, cross-sectional design, sampling, and questionnaire design based on the Saunders et al. (2015) model. Based on its theoretical meaning and character of the research, the conducted study included epistemology. A hypothesis based on the association among some latent variables was also represented in the current study. Typically, positivist studies follow a deductive approach (Crowther & Lancaster, 2008). The deductive method is specifically related to testing the present theory's assumptions and then designing a research plan to test the hypotheses (Wilson, 2010). A questionnaire survey is often associated with a deductive technique. It helps the researcher obtain a significant volume of data in the most economical manner (Sapsford, 2007). The current study uses a self-administered survey questionnaire to obtain data from the participants. As primary data is gathered for the current study in a given time period via a questionnaire survey, it is both quantitative and cross-sectional in nature.

5.3. Data Collection Technique

Data collection is the most crucial part of quantitative research since the whole study is focused on the collected data. At various points in time, the concept is defined differently by some scholars. For example, Sekaran and Bougie (2016) described data collection as the process by which objects are identified and collected. For the collection of primary data, the survey questionnaire was used in the study. Moreover, the cross-sectional data type is used in this research. In a cross-sectional data type, information is collected within a limited time relative to the longitudinal data type typically distributed over the long-term horizon.

5.3.1. Survey

A survey is a collection of questions that need to be answered, such as who, what, when, how many, and how much (Saunders et al., 2015). The questionnaires (Appendix A1 & Appendix A2) for the collection of primary data were used in this study. Survey questionnaires in terms of data collection are cost-efficient, simple, effective and accurate scales. A self-managed online survey was used to collect data from the respondents and the usable and non-defective responses stored in Google Drive were taken to further analysis. Three sections comprise the administered questionnaire. The first section concludes with specific demographics. The second part considers questions about social media marketing and customer purchase intention, and the last part of the questionnaire deals with customer inspiration statements.

5.3.2. Instrumentation

Questionnaire design and development is a critical process for the use of measures already developed for this study. The scale used in the questionnaire was adopted from different scholars shown in Table 5.1.

Table 5.1. Adopted scale of the study

Scales	N of Items	Source
SMM	11	Kim & Ko (2012)
CI	10	Böttger (2015)
PI	4	Bolton and Drew (1991)

The scale of SMM examines the telecommunications sector's SMMAs in five dimensions (1. Entertainment, 2. Interactions, 3. Trendiness, 4. Customization and, 5. E-WOM). In this context, the 11-item scale of Kim & Ko (2012) was adopted to measure telecommunications companies' SMMAs. While the 4-item PI scale was taken from Bolton and Drew (1991), CI was assessed by the 10-item scale of Böttger (2015). All the mentioned survey questions were assessed through five-point Likert-type scales (5= Always, 4= Mostly, 3= Often, 2= Sometimes 1= Never).

5.4. Research Population and Sampling

This section is composed of the research population, sampling technique, and sample size.

5.4.1. Research Population

The whole set of cases for a research study is referred to as population (Saunders, 2009). The research population is comprised of a comprehensive collection of topics, items, organizations, or representatives from which a researcher may collect data or information (Tashakkori & Teddlie, 2010). The research population comprises numerous social media users who followed telecommunications companies' social media accounts in Kabul and Ankara.

5.4.2. Research Sample and Sampling Technique

"A representative group of a population is known as a sample," Frey, Carl, and Gary (2000) argued. The critical goal of sampling is to derive a representative number from a vast population. Two methods, such as probability sampling and non-probability sampling, are the most popular among the different sampling approaches. Each population variable does not have an equal chance of being selected as a sample in non-probability sampling; it is non-random in nature. The types of non-probability sampling techniques are convenience sampling, purposive sampling, quota sampling, self-selection sampling, and snowball sampling (Sekaran & Bougie, 2016). Convenience sampling is a non-probability sampling approach that relies on data gathering from target populations readily accessible for research participants.

In this study, the research sample size was considered to be 800 usable and non-defective responses obtained from Kabul and Ankara (400 Kabul & 400 Ankara) and stored on Google Drive. According to Gürbüz & Şahin, the minimum sample size for the target population of 10 million with a confidence level of 95 percent at least should be 384 (Gürbüz & Şahin 2018:130). Convenience sampling, which is a sub-type of non-probability sampling, was used as a sampling technique. The description of the sample collected is given in table 5.2.

Table 5.2. Research sample characteristics (n=800)

Demographics	Variables	Afghanistan *(n=400)*		Turkey *(n=400)*	
		n	Percentage	*n*	Percentage
Gender	Male	323	80.8	235	58.8
	Female	77	19.3	165	41.3
Total		400		400	
Age	Below 20	43	10.8	45	11.3
	20-29	253	63.2	238	59.5
	30-39	96	24.0	92	23.0
	40-49	4	1.0	11	2.8
	50 and above	4	1.0	14	3.5
Total		400		400	
Marital Status	Single	230	57.5	299	74.8
	Married	167	41.8	98	24.5
	Divorced	3	0.3	3	0.6
Total		400		400	
Education Level	Primary	9	2.3	3	0.8
	Secondary Education	37	9.3	8	2.0
	Undergraduates	211	52.8	188	47.0
	Master and PhD	143	35.8	201	50.2
Total		400		400	
Occupation	Public Sector	147	36.8	43	10.8
	Private Sector	86	21.5	27	6.8
	Self-employed	42	10.5	25	6.3
	Student	120	30.0	300	75.0
	Retired	5	1.3	5	1.3
Total		400		400	

5.5. Data Analysis

The collected data were analyzed using IBM SPSS Statistics 25 to test the suggested hypotheses. Frequency analysis, correlation analysis, linear regression analysis, and Path Analysis (PA) were used to analyze the collected data. Moreover, to ensure the reliability

and validity of the collected data, reliability analysis, validity analysis, and confirmatory factor analysis (CFA) are also used.

5.5.1. Reliability Analysis

Typically, the measurement objects are evaluated using Cronbach's alpha in internal consistency. Latent variables with comparatively higher Cronbach's alpha values suggest that the latent variable elements have a similar sequence and sense (Cronbach, 1971). The use of Cronbach's alpha reflects an evaluation of reliability based on inter-relationship indicators.

Table 5.3. Cronbach's alpha coefficient values of used scales (n=800)

Scale	Cronbach's Alpha		N of Items	Remarks
	Afghanistan *(n=400)*	Turkey *(n=400)*		
SMM	0.858	0.852	11	Accepted
CI	0.868	0.893	10	Accepted
PI	0.871	0.937	4	Accepted

Each scale's value was greater than 0.80, as shown in the following table. According to Hair et al. (2003), Cronbach's alpha coefficient value in the range of 0.80-090 is very good and is labeled excellent above 0.90. Therefore, the used scales are considered as reliable.

5.5.2. Validity Analysis

In order to verify the validity of the data obtained, the Kaiser-Meyer-Olkin (KMO) and the Bartlett Sphericity Sampling Adequacy Test were used as a prerequisite before carrying out the factor analysis.

Table 5.4. KMO and Bartlett's Test (Afghanistan, n=400)

		SMM	CI	PI
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.887	0.898	0.822
Bartlett's Test of Sphericity	Approx. Chi-Square	1379.543	1826.518	761.610
	Df	55	45	6
	Sig.	0.000	0.000	0.000

Table 5.4 and 5.5 summarizes the conclusions. It demonstrates that KMO values are above 0.60, which implies that the sample is sufficient for factor analysis. As their values were equal to 0.000, Bartlett's Sphericity tests were significant; (less than 0.05), which indicates the degree of data convenience for factor analysis. Therefore, details found appropriate for confirmatory factor analysis (CFA).

Table 5.5. KMO and Bartlett's Test (Turkey, n=400)

		SMM	CI	PI
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.903	0.941	0.830
Bartlett's Test of Sphericity	Approx. Chi-Square	1692.818	2810.031	952.697
	Df	55	45	6
	Sig.	0.000	0.000	0.000

The Principal Component Analysis (PCA) was deployed after the previous steps as an extraction process. The PCA results indicate that for adopted scales (SMM, CI, and PI), the factor loadings greater than 0.60 and the Total Variance Extracted (TVE) are greater than 50 percent, considered acceptable. Therefore, we do not remove any items from scales. According to Gürbüz and Şahin (2014:330), the factor loading lower than 0.50 should be removed from relevant scales.

Table 5.6. Confirmatory factor analysis (CFA) of adopted scales (n=800)

Variables	Statements	Factor Loading	Factor Loading
		(Afghanistan , n=400)	*(Turkey, n=400)*
SMM	SMM1	0.892	0.710
	SMM2	0.697	0.728
	SMM3	0.651	0.078
	SMM4	0.678	0.696
	SMM5	0.643	0.710
	SMM6	0.670	0.657
	SMM7	0.681	0.748
	SMM8	0.692	0.670
	SMM9	0.689	0.721
	SMM10	0.702	0.734
	SMM11	0.622	0.711
CI	CI1	0.650	0.822
	CI2	0.709	0.806
	CI3	0.675	0.753
	CI4	0.712	0.783
	CI5	0.690	0.741
	CI6	0.782	0.808
	CI7	0.762	0.831
	CI8	0.741	0.840
	CI9	0.706	0.805
	CI10	0.691	0.807
PI	PI1	0.805	0.812
	PI2	0.855	0.892
	PI3	0.857	0.893
	PI4	0.869	0.882

In the following table, the summary of research methodology and the decision taken regarding research methodology are briefly depicted.

Table 5.7. Summary of the research methodology

Research Topics	Decisions Taken
Research Design	Cross-sectional, Descriptive, Explanatory, and Non-Experimental
Research Philosophy	Positivist Paradigm
Research Approach	Deductive Approach
Target Population	Several social media users who have followed the social media profiles of telecommunications companies in Kabul and Ankara are part of the study population.
Sampling	Non-probability Sampling Technique, Convenience sampling, the sample size was considered to be *n* =800 (400 Kabul and 400 Ankara)
Survey	In this sense, the 11-item scale of Kim & Ko (2012) was introduced to measure telecommunications companies' SMMAs. The scale of SMM measures the telecommunications industry's SMMAs in five dimensions. Bolton and Drew (1991) developed a 4-item PI scale that was considered to measure the customers' PI, and CI was measured by Böttger's (2015) 10-item scale.
Reliability	Assessed through Cronbach's Alpha Coefficient.
Validity	The Kaiser-Meyer-Olkin (KMO) and the Bartlett Sphericity Sampling Adequacy Test, Principal Component Analysis (PCA) and Confirmatory Factor Analysis (CFA).
Data Analysis	Validity and Reliability analysis, Confirmatory Factor Analysis (CFA), Frequency analysis, Descriptive statistics, Correlation analysis, Linear Regression analysis, and Path Analysis (PA).

6. FINDINGS

This chapter contains some statistical analyses of the data gathered through the questionnaire. In order to help the theoretical model, research questions, research goals, and the hypotheses to achieve a refined finding, we performed these statistical analyses. The study is further divided into sub-sections, such as respondents' demographic profiling and descriptive statistics, to explain better and describe the findings.

6.1. Descriptive Statistic of the Participants

This section comprises the demographic profiling of the participants of the sample, which shows the social sub-sets of respondents consisting of gender, age, marital status, level of education, employment status, their duration of internet usage, social media applications used by them, daily use of social media applications and their subscribed telecommunications companies. In the second part, descriptive statistics were used to test the nature and suitability of the data. Mean, standard deviation, skewness, and kurtosis of the data were calculated.

In Afghanistan (*n=400*), among a set of 400 valid responses, 323 male and 77 female respondents, and in Turkey (*n=400*), among a set of 400 valid responses, 235 male and 165 female respondents took part in the survey, which is highlighted in Table 5.1. The percentage rate of data collection in Afghanistan (*n=400*) from the male was 80.8%, and the female percentage was 19.3%; while in Turkey (*n=400*) from the male was 58.8%, and the female percentage was 41.3%.

Table 6.1. Gender of the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)		Turkey (*n=400*)	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	323	80.8	235	58.8
	Female	77	19.3	165	41.3
Total		400	100.0	400	100.0

Respondents have been investigated for their age groups. Based on age data, the age group in Afghanistan (*n=400*), (20-29) was the largest group with 150 (63.2%) respondents, while 4 (1.0%) of the respondents with a minimum percentage were (50 or over) years old. In Turkey (*n=400*), the age group of 238 (59.5%) constituted the largest group of respondents, with only 11 (2.8%) representing a minimum percentage.

Table 6.2. Age of the respondent (n=800)

Demographic	Variables	Afghanistan (*n=400*)		Turkey (*n=400*)	
		Frequency	Percentage	Frequency	Percentage
Age	Below 20	43	10.8	45	11.3
	20-29	253	63.2	238	59.5
	30-39	96	24.0	92	23.0
	40-49	4	1.0	11	2.8
	50 and above	4	1.0	14	3.5
Total		400	100.0	400	100.0

As Table 6.3 reveals, in Afghanistan (n=400), 230 (57.5 percent) were single, while 167 (41.8 percent) were married. In Turkey (n=400), 299 (74.8 percent) were single, as were most of the respondents, while 98 (24.5 percent) were married. Three respondent were divorced in both nations.

Table 6.3. Marital Status of the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)		Turkey (*n=400*)	
		Frequency	Percentage	Frequency	Percentage
Marital Status	Single	230	57.5	299	74.8
	Married	167	41.8	98	24.5
	Divorced	3	0.3	3	0.6
Total		400	100.0	400	100.0

The respondents were questioned about their level of schooling. In Afghanistan (n=400) , as Table 6.4 reflects that among 400 valid responses majority of the respondents have an undergraduate background, 211 respondents make up (52.8 percent) of the data set; master & Ph.D. are (35.8 percent)), while (2.3 percent) are with primary education.

Furthermore, in Turkey (n=400), the majority of data providers have a Master and Ph.D. background, 201 respondents who make up (50.2 percent) of the data set; undergraduates are (47.0 percent)), while (2.0 percent) are with secondary education, and (0.8 percent) are with primary education.

Table 6.4. Education Level of the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)		Turkey (*n=400*)	
		Frequency	Percentage	Frequency	Percentage
Education Level	Primary	9	2.3	3	0.8
	Secondary Education	37	9.3	8	2.0
	Under graduated	211	52.8	188	47.0
	Master and PhD	143	35.8	201	50.2
Total		400	100.0	400	100.0

Respondents who participated in the study were asked about their work situation. In Afghanistan (n=400), the majority of data providers among 400 respondents were 147 (36.8%) from the public sector, while 120 (23.5%) came from the education sector (students). Besides, 300 of the 400 respondents were students in Turkey (n=400), (75.0 percent), while 43 were from the public sector (10.8 percent). Table 6.5 addresses the detailed job status of the respondents.

Table 6.5. Employment status of the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)		Turkey (*n=400*)	
		Frequency	Percentage	Frequency	Percentage
Employment Status	Public Sector	147	36.8	43	10.8
	Private Sector	86	21.5	27	6.8
	Self-employed	42	10.5	25	6.3
	Student	120	30.0	300	75.0
	Retired/Homemaker	5	1.3	5	1.3
Total		400	100.0	400	100.0

The respondents were asked about the duration of their internet usage. Almost 48.0% of respondents in Afghanistan (n=400) use the internet for 6-10 years, while 4.0% use the

internet for less than a year. 48.8 percent in Turkey (n=400) also belong to a group whose internet use lasted for 6-10 years, while 1.8 percent belong to the internet use group for less than one year. Table 5.6 includes a comprehensive overview of the duration of internet use in both nations.

Table 6.6. Internet usage duration of the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)		Turkey (*n=400*)	
		Frequency	Percentage	Frequency	Percentage
Internet Usage Duration	Less than 1 year	16	4.0	7	1.8
	1-5 Years	111	27.8	44	11.0
	6-10 Years	192	48.0	195	48.8
	11-15 Years	61	15.3	114	28.5
	16 years and above	20	5.0	40	10.0
Total		400	100.0	400	100.0

The participants were asked to consider the use of social media apps daily. In Afghanistan (n=400), among a collection of 400 valid responses, the majority of the 228 (57 percent) use social media for 1-3 hours, while 72 (18 percent), 58 (14.5 percent), and 37 (9.3 percent of the respondents use social media for less than 1) hour, (4-6) hours and more than 6) hours respectively. Moreover, 180 (45 percent) use social media for 1-3 hours in Turkey (n=400), as well as most of the data providers, while 123 (30.8 percent), 62 (15.5 percent), and 35 (8.8 percent) of respondents use social media for (4-6) hours (less than 1) hour, respectively. Table 5.7 provides a detailed overview of the respondents' daily use of social media applications.

Table 6.7. Daily usage of social media applications by the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)		Turkey (*n=400*)	
		Frequency	Percentage	Frequency	Percentage
Daily Usage of Social Media Applications	Less than 1 hour	72	18.0	35	8.8
	1-3 hours	228	57.0	180	45.0
	4-6 hours	58	14.5	123	30.8
	More than 6 hours	37	9.3	62	15.5
	never	5	1.3	35	8.8
Total		400	100.0	400	100.0

In Afghanistan (n=400), 97.5 percent of respondents use Facebook. In comparison, 67.0 percent, 59.3 percent, 36.3 percent, and 6.5 percent use YouTube, Instagram, Twitter, and WhatsApp, respectively, considering media types and applications used by the participants. However, in Turkey (n=400), most 351 (87.8) participants use YouTube, while 86.5, 85.5, 73.0%, and 50.55% use Instagram, WhatsApp, and Twitter, respectively. The following table offers more detail about the social media apps used by the responders.

Table 6.8. Social media applications used by the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)			Turkey (*n=400*)		
		Frequency	Percentage	Percent of Cases	Frequency	Percentage	Percent of Cases
Social Media Applications	Facebook	390	35.0	97.5	292	16.1	73.0
	Instagram	237	21.3	59.3	346	19.1	86.5
	Twitter	145	13.0	36.3	202	11.2	50.5
	You Tube	268	24.1	67.0	351	19.4	87.8
	LinkedIn	15	1.3	3.8	78	4.3	19.5
	WhatsApp	26	2.3	6.5	342	18.9	85.5
	Telegram	8	0.7	2.0	114	6.3	28.5
	Snapchat	4	0.4	1.0	84	4.6	21.0
	Other	20	1.8	5.0	-	-	-
Total		1113	100.0	278.3	1809	100.0	452.3

In Afghanistan (n=400), 247 (61.9 percent) of them use Etisalat, considering the telecom company used by the respondents, while 142 (35.6 percent), 118 (29.6 percent), 80 (20.1 percent) use MTN, Roshan, and AWCC, respectively. In addition, in Turkey (n=400), 190 (48.7%) of the data providers use Türk Telekom, while 151 (38.7%) and 72 (18.5%) use Türkcell and Vodafone, respectively. The following table offers more statistics about the mobile telecom used by the respondents.

Table 6.9. Telecommunication companies used by the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)			Variables	Turkey (*n=400*)		
		Frequency	Percentage	Percent of Cases		Frequency	Percentage	Percent of Cases
Telecommunication Companies	Roshan	118	18.1	29.6	Türkcell	151	36.6	38.7
	Afghan Telecom	38	5.8	9.5	Türk Telekom	190	46.0	48.7
	AWCC	80	12.3	20.1%	Vodafone	72	17.4	18.5
	MTN	142	21.7	35.6				
	Salaam	28	4.3	7.0				
	Etisalat	247	37.8	61.9				
Total		653	100.0	163.7		413	100.0	105.9

The data providers were asked about the monthly visit frequencies of the accounts of telecommunications companies. Data from Afghanistan's survey (n=400) shows that 159 (39.8 percent) visit their telecommunications companies' accounts and pages less than five times a month. Besides, the data given from Turkey's sample (n=400) reveals that 150 (37.5 percent) of them visit the social media pages of their telecommunications companies less than five times a month. Further information on the participants' monthly visits to the social media pages of the telecommunications companies can be found in the following table.

Table 6.10. Monthly visit of telecommunication companies accounts by the respondents (n=800)

Demographic	Variables	Afghanistan (*n=400*)		Turkey (*n=400*)	
		Frequency	Percentage	Frequency	Percentage
Monthly Visit of telecommunication Companies Accounts	Never	185	46.3	156	39.0
	Less than 5	159	39.8	150	37.5
	6-15 Times	43	10.8	67	16.8
	16-25 Times	4	1.0	24	6.0
	More than 25	9	2.3	3	0.8
Total		400	100.0	400	100.0

6.2. Descriptive Statistics of Constructs

Essentially, descriptive statistics are a summative method used to depict the data accurately. In this section, a detailed descriptive analysis has been given for the research study. It consists of sample size, minimum and maximum value, central tendency measure (mean), standard deviation, skewness, and kurtosis analysis. Below is a comprehensive description of the descriptive statistics of variables such as SMM, CI, and PI. The data descriptive statistics of constructs is highlighted in the following table. The tabulated values indicate that, based on 800 targeted respondents, there are 25 items (n=400 from Afghanistan and n=400 from Turkey).

Table 6.11. Descriptive statistics of constructs (Afghanistan, n=400)

Constructs	Mean	Std. Error of Mean	Std. Deviation	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis	Minimum	Maximum
SMM1	2.21	0.35	0.75	2.007	0.122	5.131	0.243	1	5
SMM2	3.10	0.56	1.130	0.038	0.122	-0.930	0.243	1	5
SMM3	3.29	0.065	1.294	-0.240	0.122	-1.101	0.243	1	5
SMM4	3.55	0.062	1.235	-0.510	0.122	-0.844	0.243	1	5
SMM5	3.47	0.062	1.248	-0.417	0.122	-0.918	0.243	1	5
SMM6	3.38	0.058	1.157	-0.248	0.122	-0.946	0.243	1	5
SMM7	3.07	0.058	1.156	-0.005	0.122	-0.929	0.243	1	5
SMM8	3.30	0.062	1.240	-0.266	0.122	-1.008	0.243	1	5
SMM9	3.30	0.062	1.232	-0.140	0.122	-1.099	0.243	1	5
SMM10	3.18	0.068	1.357	-0.125	0.122	-1.265	0.243	1	5
SMM11	2.64	0.070	1.393	0.298	0.122	-1.251	0.243	1	5
CI1	3.26	0.061	1.210	-0.113	0.122	-0.999	0.243	1	5
CI2	3.17	0.063	1.263	-0.173	0.122	-1.047	0.243	1	5
CI3	3.09	0.062	1.238	-0.040	0.122	-1.105	0.243	1	5
CI4	3.04	0.059	1.171	0.007	0.122	-0.959	0.243	1	5
CI5	3.11	0.063	1.255	-0.128	0.122	-1.069	0.243	1	5
CI6	2.87	0.065	1.292	0.052	0.122	-1.136	0.243	1	5
CI7	2.91	0.063	1.253	0.166	0.122	-1.065	0.243	1	5
CI8	2.97	0.060	1.202	-0.086	0.122	-0.987	0.243	1	5
CI9	2.95	0.064	1.277	0.74	0.122	-1.135	0.243	1	5
CI10	2.77	0.061	1.228	0.228	0.122	0.951	0.243	1	5
PI1	3.23	0.062	1.235	-0.116	0.122	-1.082	0.243	1	5
P12	3.23	0.062	1.238	-0.116	0.122	-1.053	0.243	1	5
PI3	3.32	0.063	1.252	-0.199	0.122	-1.098	0.243	1	5
PI4	3.27	0.062	1.247	-0.206	0.122	-1.054	0.243	1	5
N	400	400	400	400	400	400	400	400	400

Table 6.12. Descriptive statistics of constructs (Turkey, n=400)

Constructs	Mean	Std. Error of Mean	Std. Deviation	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis	Minimum	Maximum
SMM1	2.55	0.59	1.188	0.478	0.122	-0.95	0.243	1	5
SMM2	2.55	0.54	1.087	0.349	0.122	-0.740	0.243	1	5
SMM3	2.72	0.061	1.216	0.301	0.122	-0.850	0.243	1	5
SMM4	2.68	0.064	1.277	0.285	0.122	-1.044	0.243	1	5
SMM5	2.75	0.063	1.258	0.222	0.122	-1.027	0.243	1	5
SMM6	3.05	0.058	1.152	-0.078	0.122	-0.951	0.243	1	5
SMM7	2.66	0.060	1.199	0.244	0.122	-0.949	0.243	1	5
SMM8	2.86	0.062	1.240	0.53	0.122	-0.995	0.243	1	5
SMM9	2.96	0.061	1.232	0.29	0.122	-1.099	0.243	1	5
SMM10	2.79	0.061	1.357	0.262	0.122	-0.959	0.243	1	5
SMM11	2.91	0.063	1.393	0.586	0.122	-0.703	0.243	1	5
CI1	2.63	0.063	1.266	0.324	0.122	-1.052	0.243	1	5
CI2	2.61	0.062	1.238	0.387	0.122	-0.917	0.243	1	5
CI3	2.65	0.064	1.273	0.344	0.122	0.977	0.243	1	5
CI4	2.53	0.061	1.214	0.440	0.122	-0.826	0.243	1	5
CI5	2.51	0.059	1.187	0.388	0.122	-0.938	0.243	1	5
CI6	2.47	0.060	1.203	0.572	0.122	-0.589	0.243	1	5
CI7	2.55	0.062	1.237	0.326	0.122	-1.048	0.243	1	5
CI8	2.60	0.063	1.267	0.419	0.122	-0.943	0.243	1	5
CI9	2.43	0.058	1.170	0.550	0.122	-0.610	0.243	1	5
CI10	2.56	0.061	1.225	0.348	0.122	-0.963	0.243	1	5
PI1	2.91	0.063	1.262	0.23	0.122	-1.120	0.243	1	5
P12	2.86	0.060	1.207	0.120	0.122	-0.975	0.243	1	5
PI3	3.05	0.062	1.233	-0.087	0.122	-1.150	0.243	1	5
PI4	2.95	0.062	1.249	-0.050	0.122	-1.081	0.243	1	5
N	400	400	400	400	400	400	400	400	400

6.3. Correlation Analysis

The correlation coefficient (r), which takes values in the range of -1 to +1, is used to determine the association's strength between two variables. The value of -1 shows a complete negative relation, while a +1 shows a completely positive relation. Moreover, the zero value of a correlation coefficient indicates the absence of a relationship between two variables. The Pearson's correlation is considered appropriate for measuring the correlation between intervals and ratio-scaled variables (Stockemer, 2019). According to Nakip & Yaraş (2017:425), 0.31-0.40, 0.41-50, 0.51-0.60, 0.61-0.70, 0.71-0.80 coefficients show relatively weak, very little weak, too little strong, relatively strong, and strong relationships, respectively. However, Cohen (1988) stated that 0.30 shows a poor relationship, 0.30-0.49 shows a moderate relationship, and above 0.49 suggests a strong relationship.

The Pearson correlation was used to calculate the relationship between the study variable of Afghanistan's sample (n=400). Pearson's product-moment correlation recorded in Table 5.13 was employed to assess SMM, CI, and PI relationships. SMM was more strongly associated with CI, r (398) =0.717, p<0.001, than with PI r (398) =0.636, p<0.001. The CI was also positively linked to the PI, r (398) =0.629, p<0.001. Therefore, the relationships among Afghanistan's sample (n=400) variables are strong. The results will be shown in Table 6.13.

Table 6.13. General mean, standard deviation, and correlations (Afghanistan, n=400)

Variables	M	SD	CI	PI
SMM	3.133	0.775	0.717**	0.636**
CI	3.012	0.882	-	0.629**
PI	3.260	1.052	-	-

*Note: **Correlation is significant at the 0.01 level (2-tailed).*

In addition, the Pearson correlation was used to quantify the relationship between the study variable of the Turkish sample (n=400). Pearson's product-moment correlation reported in Table 5.14 was applied to measure the relationship among SMM, CI, and PI. SMM was quite strongly correlated with CI, r (398) =0.752, p<0.001, compared to PI, r (398) =0.530, p<0.001. The CI was also positively related to PI, r (398) =0.498, p<0.001. The

values showed a strong relationship between the variables in the Turkish sample. The results will be shown in Table 6.14.

Table 6.14. General mean, standard deviation, and correlations (Turkey, n=400)

Variables	M	SD	CI	PI
SMM	2.719	0.791	0.752**	0.530**
CI	2.554	0.982	-	0.498**
PI	2.944	1.076	-	-

*Note. **Correlation is significant at the 0.01 level (2-tailed).*

Besides, a Pearson product-moment correlation was used to analyze the relationship between the SMMAs (entertainment, interactions, trendiness, customization, and electronic word of mouth), dimensions of CI (Inspired- by and Inspired-to), and PI. As shown in Table 6.15, the Inter-Item comprehensive correlation matrix for SMMAs suggests a medium and strong positive relationship between the SMMAs, CI, and PI.

In order to examine the relationship between the SMMAs (entertainment, interactions, trendiness, customization, and electronic mouth word), dimensions of CI (Inspired-by and Inspired-to) and the PI on Turkish samples (n=400), a Pearson product-moment correlation analysis was used. As shown in Table 6.15, the detailed correlation matrix between SMMAs reveals a medium and strong positive correlation between SMMAs, CI, and PI.

Table 6.15. Inter- item correlation matrix for social media marketing and customer inspiration dimensions (n=800)

Inter- Item Correlation Matrix for Social Media Marketing and Customer Inspiration Dimensions (Afghanistan, n=400)										
Variables	SMM	1	2	3	4	5	CI	Inspired-by	Inspired-to	PI
SMM	1									
1.Entertainment	0.655**	1								
2.Interaction	0.819**	0.417**	1							
3.Trendiness	0.774**	0.477**	0.554**	1						
4.Customization	0.758**	0.400**	0.480**	0.530**	1					
5.eWOM	0.773**	0.423**	0.489**	0.490**	0.494**	1				
CI	0.717**	0.509**	0.579**	0.530**	0.504**	0.589**	1			
Inspired-by	0.699**	0.513**	0.558**	0.519**	0.509**	0.558**	0.899**	1		
Inspired-to	0.603**	0.411**	0.493**	0.444**	0.408**	0.511**	0.911**	0.639**	1	
PI	0.636**	0.417**	0.476**	0.448**	0.477**	0.574**	0.629**	0.575**	0.564**	1
Inter- Item Correlation Matrix for Social Media Marketing and Customer Inspiration Dimensions (Turkey, n=400)										
Variables	SMM	1	2	3	4	5	CI	Inspired-by	Inspired-to	PI
SMM	1									
1.Entertainment	0.773**	1								
2.Interaction	0.779**	0.483**	1							
3.Trendiness	0.814**	0.566**	0.533**	1						
4.Customization	0.763**	0.453**	0.434**	0.596**	1					
5.eWOM	0.809**	0.584**	0.426**	0.452**	0.536**	1				
CI	0.752**	0.668**	0.506**	0.604**	0.504**	0.661**	1			
Inspired-by	0.738**	0.656**	0.516**	0.598**	0.517**	0.634**	0.944**	1		
Inspired-to	0.684**	0.607**	0.441**	0.545**	0.504**	0.617**	0.947**	0.789**	1	
PI	0.530**	0.433**	0.318**	0.487**	0.448**	0.423**	0.498**	0.479**	0.463**	1

*Note. **Correlation is significant at the 0.01 level (2-tailed).*

6.4. Regression Analysis

In correlation analysis, the line's direction and the closeness degree of the line to the scatterplot points are considered. However, in regression analysis, the degree of the effect on an independent variable on the dependent variable determined by the slope steepness is considered (Stockemer, 2019). Therefore, a bivariate linear regression was calculated to predict the effect of an independent variable (IV) on the dependent variable (DV) in Afghanistan and Turkey.

According to the scatterplots, each recommended path has a positive and linear relationship, which does not exhibit bivariate outliers. In addition, the Durbin-Watson test verified the independence of residual errors, and the plots demonstrated the residual's normality. Henseler (2010) proposed a rule of thumb for acceptable R^2 with 0.75, 0.50, and 0.25 described as substantial, moderate, and weak. Therefore, the recommended coefficients in the structural model are considered acceptable.

Regression Analysis Results (Afghanistan):

1. A bivariate linear regression indicated that the SMM significantly predicts the inspired-by factor of CI, $F(1,398) = 379.341$, $p < 0.001$, the R^2 for this equation is 0.488, which means that 48.8% of the variance in the inspired-by factor of CI was predictable from SMM.
2. The Inspired-by state of CI positively affects the inspired-to state ($\beta=0.639$, $p<0.001$).
3. The linear regression indicated that the inspired-to factor of CI significantly predicts PI, $F(1,398) = 185.737$, $p < 0.001$. The R^2 for this equation is 0.318, which means that 31.8% of the variance in PI was predictable from the inspired-by factor of CI.
4. The regression equation for predicting PI from SMM was +0.55 + 0864. The R^2 for this equation was 0.405; that is, 40.5 percent of the PI variance was predictable from SMM. That is a moderate partnership (Henseler, 2010). The 95 percent confidence interval for the bootstrapped to predicate PI from SMM ranged from 0.760 to 0.967, increasing PI by 0.738 to 0.967 points for each SMM unit.

The regression analysis results for the sample collected in Afghanistan are shown in Table 6.16.

Table 6.16. Regression Analysis Results (n=400, Afghanistan)

Steps	Regression Coefficients			Model Statistics
	B	SE	β	
1st step: IV: SMM DV: Inspired-by	0.851	0.044	0.699	R^2 = 0.488; F (1,398) = 379.341; p<0.001
2nd step: IV: Inspired-by DV: Inspired-to	0.681	0.041	0.639	R^2 =0.409; F (1,398) = 274.964; p<0.001
3rd step: IV: Inspired-to DV: PI	0.590	0.043	0.564	R^2 = 0.318; F (1,398) = 185.737; p< 0.001
4th step: IV: SMM DV: PI	0.864	0.052	0.636	R^2 = 0.405; F (1, 398) = 270.981; p<0.001

Note. IV= Independent Variable, DV= Dependent Variable

Regression Analysis Results (Turkey)

1. A bivariate linear regression indicated that the SMM significantly predicts the inspired-by factor of CI, F (1,398) = 475.797, p< 0.001, the R2 for this equation is 0.545, which means that 54.5% of the variance in the Inspired-by factor of CI was predictable from SMM.
2. The Inspired-by state of CI positively affects the inspired-to state (β=0.789, p<0.001).
3. The linear regression indicated that the inspired-to factor of CI significantly predicts PI, F (1,398) = 108.604, p< 0.001. The R2 for this equation is 0.214, which means that 21.4% of the variance in PI was predictable from the Inspired-to factor of CI.
4. A bivariate regression showed that SMM significantly predicted PI, (t = 12.458, p< 0.01). SMM also explained a significant proportion of variance in PI, R2 = 0.281,

F (1, 398) = 155.210, p < 0.01. The correlation between SMM and PI was statistically significant, r (398) = 0.530, p<.001. The regression equation for predicting PI from SMM was $\hat{y} = 0.986 + 0.720$.

Table 6.17. Regression Analysis Results (n=400, Turkey)

Steps	Regression Coefficients			Model Statistics
	B	SE	β	
1st step: IV: SMM DV: Inspired-by	0.956	0.044	0.738	$R^2 = 0.545$; F (1,398) = 475.797; p<0.001
2nd step: IV: Inspired-by DV: Inspired-to	0.808	0.032	0.789	$R^2 = 0.622$ F (1,398) = 654.198 p<0.001
3rd step: IV: Inspired-to DV: PI	0.474	0.046	0.463	$R^2 = 0.214$; F (1,398) = 108.604; p< 0.001
4th step: IV: SMM DV: PI	0.720	0.058	0.530	$R^2 = 0.281$; F (1, 398) = 155.210; p<0.001

Note. IV= Independent Variable, DV= Dependent Variable

The regression analysis results for the sample obtained in Turkey are tabulated in Table 6.17.

6.5. Path Analysis

In order to test the suggested hypotheses for the Afghanistan sample (n=400), Path Analysis (PA) was used. In PA, two constructs will be evaluated for the path coefficient (ß). Hair, Sarstedt, Ringle, and Mena (2012) stated that the path coefficient (β) should be at least 0.1 for a significant effect on the model.

Table 6.18. Hypotheses testing (n=800)

Hypotheses Testing (Afghanistan, n=400)				
Research Hypotheses	β	t	Sig.	Result
H_1: Social media marketing has a positive effect on the inspired-by state.	0.699	19.477	0.000	Supported
H_2: The inspired-by state has a positive effect on the inspired-to state	0.639	16.582	0.000	Supported
H_3: Inspired-to state has a positive effect on purchase intention.	0.564	13.629	0.000	Supported
H_4: Social media marketing has a positive impact on purchase intention.	0.636	16.462	0.000	Supported
Hypotheses Testing (Turkey, n=400)				
Research Hypotheses	β	t	Sig.	Result
H_1: Social media marketing has a positive effect on the inspired-by state.	0.738	21.813	0.000	Supported
H_2: The inspired-by state has a positive effect on the inspired-to state	0.789	25.577	0.000	Supported
H_3: Inspired-to state has a positive effect on purchase intention.	0.463	14.050	0.000	Supported
H_4: Social media marketing has a positive impact on purchase intention.	0.530	12.458	0.000	Supported

The assessment of the path coefficient indicates, as shown in Table 5.18, that each predicted hypothesis is accepted in both countries. Moreover, the model was significant because the values were equivalent to (0.000) and less than 0.05 and considered sufficient for the hypothesis significance.

To better comprehend the study's conclusions, the analysis results are shown as bellows in the structural model.

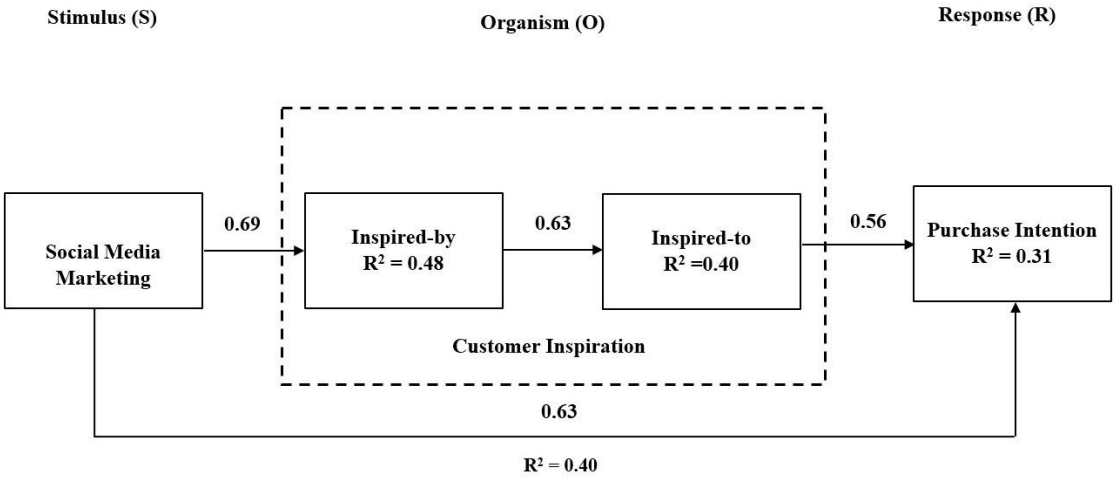

Figure 6.1. Structural model results (Afghanistan)

Figure 6.1 depicts the structural model outputs for the findings in Afghanistan, whereas Figure 6.2 depicts the structural model outcomes for the findings in Turkey.

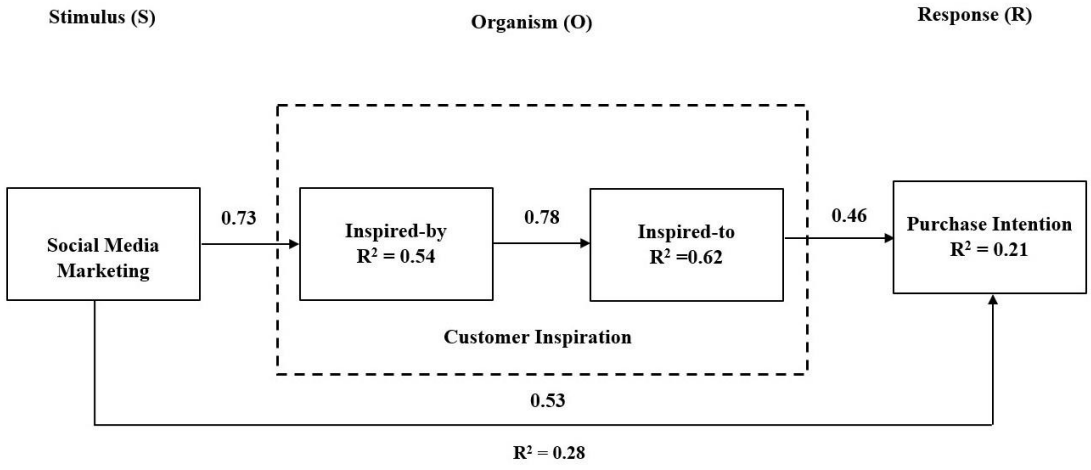

Figure 6.2. Structural model results (Turkey)

7. DISCUSSION

Kemp (2020) reports 7.65 million internet users on every platform in Afghanistan, with 3.60 million using social media. According to MCIT (2020), 34 million people have subscribed to SIM, while more than 22 million are active mobile subscribers in Afghanistan. Moreover, Kemp (2020) figures that Turkey has 62.07 million internet users and 54 million social media users. Besides, Datareportal (2020) states that in Turkey, there are 73.39 million active mobile connections. Given these numbers, and considering the found demographics of this study regarding usage of the internet and the daily using social media applications, and visiting frequencies of their telecom companies, social media's accounts in Afghanistan and Turkey provide a credible platform for research and undertake the implementation the social media marketing campaigns.

Businesses actively use social media channels to transmit material intended to influence consumers, even pressuring them to make transactions (Ashley and Tuten, 2015). Building on the gap in the CI literature listed at the beginning of the study, this study empirically examines the customer inspiration transmission model in the telecom industries of Kabul and Ankara.

According to Levasseur (2018), CI in general needs to be interpreted as a reaction to stimuli. Accordingly, the proposed hypothesis on the customer has inspired-by SMM (H_1) is also confirmed by this research's results, which is in line with the transmission model of inspiration. In this context, Sheng, Yang, and Feng (2020) contributed to customer CI's conceptualization of social media and examined CI backgrounds from three perspectives: informative, social, and personal. Moreover, Ghafourzay and Parıltı (2020) noted that the customer has inspired-by SMM in the Afghanistan telecommunications industry. This study showed that SMM statistically significantly predicted CI in Afghanistan and Turkey. In addition, in Afghanistan, 48.8 percent of the variance in the inspired-by state of CI was predictable from SMM. While, in Turkey, 54.5 percent of the inspired-by CI state's variance was predictable from SMM.

Customers in the inspired-by state are exposed to fresh ideas and transcend to a new frame of mind (inspired-by state). As a result, people may strongly desire to implement their marketing-related ideas (inspired-to-state) (Böttger et al., 2017). Furthermore, according to

the findings of Sheng et al. (2020), customers who are inspired by external stimuli will be motivated to transition to the inspired-to state. The current study found that the Inspired-by state of CI positively affects the inspired-to state in telecom sectors of Afghanistan and Turkey (H_2).

In addition, the recommended hypothesis about the customer has inspired-to PI (H_3) is also confirmed by the results, which is also in line with the transmission model of inspiration. Previous researchers have suggested different purchasing backgrounds in social networking behaviors, such as peer communication (Wang et al., 2012) and risk-taking personality (Alhidari et al., 2015). As Ghafourzay and Parıltı (2020) noted, the inspired-to state of CI positively impacts PI in the Afghanistan telecommunications industry. Besides, Izogo and Mpinganjira (2020) indicated that inspiring content positively affected CI, inducing customer engagement behavior and PI in Nigeria and South Africa. However, Ki, Park, & Kim (2020) investigates the CI by the influencers of social media and the causal factors of inspired customers. Accordingly, this study indicated that the inspired-to factor of CI significantly predicts PI in Afghanistan and Turkey. Also, in Afghanistan (n=400), 31.8% of the PI's variance was predictable from CI's inspired-by factor. In contrast, in Turkey (n=400), 21.4% of the PI's variance was predictable from CI's inspired-by factor.

The findings of the analysis support the suggested hypothesis concerning the positive effect of SMM on PI (H_4), which is consistent with the current literature (Balakrishnan, Dahnil & Yi, 2014; Çinkay, 2017; Karayalçin, 2019; Ceyhan, 2019; Özen, 2019; Arik, 2019; Güzel, 2019; Yildirim, 2019; Ceyhan, 2019; Laksamana, 2018; Bismo & Putra, 2019; Izogo and Mpinganjira, 2020; Ghafourzay and Parıltı, 2020). To spend a considerable amount in marketing their good and services, multinational companies use social media channels. Therefore, such promotional activities' success and whether they will attract more consumers are also concerned (Alalwan, 2018). According to Shareef, Mukerji, Dwivedi, Rana, & Islam (2019), SMM should also be planned and structured so that all the relevant factors focusing on consumers are taken into account.

Marketers could inspire their consumers to increase their PIs through SMM via different SMM channels. Rudolph, Nagengast, and Weber (2014) showed that brands could increase recognition, interaction, and, eventually, sales by empowering clients with abstract thought. Digital social media gives businesses many benefits. For example, Ainscough and Luckett (1996) claim that the Web can be used for publication, internet sales, market research, and customer support. Other scholars say that the Web can help create brands, generate customer WOM contact, buzz marketing, and crowdsourcing (Whitla, 2009).

8. CONCLUSIONS

Running social media ads, contacting followers, listening to followers, reviewing results, and posting material on social media accounts are part of SMM. Pinterest, Instagram, Snapchat, Twitter, Facebook, LinkedIn, YouTube, and other social networking platforms play an important role in the growth and development of a company. An SMP must be developed for all social media channels that a company intends to use. It must include all factors to consider when setting up, maintaining, and integrating social networks into digital strategies. In order to execute a program, an organization must invest both human and financial capital. It must designate key individuals to carry out the social media strategy.

Social media is a change agent and a source of opportunities for digital marketers who can learn to work in a modern business world that prioritizes the consumer once again. SMM is a critical component of 21st-century businesses, and its promotion is a fantastic way for businesses of all sizes to reach out to customers and clients. Since introducing customers to new ideas is a key component of marketing, inspiration is at its core. On the other hand, customers are subjected to various messages every day from marketers and consumers. Recently, businesses have realized the immense influence of social media to inspire customers and have gradually used different social media platforms to promote their products.

As a result of correlation analysis, in both nations, a significant medium and strong positive correlations were found among SMMAs (entertainment, interaction, trendiness, customization, and e-WOM), inspired-by, and inspired-to components of CI and PI. The study's findings revealed that the SMM had a positive effect on the inspired-by state and, as a result, the inspired-to state, which enhanced customers' PI. Further, based on the path analysis, the proposed main hypotheses (H_1: “Social media marketing has a positive effect on the inspired-by state,” “H_2: The inspired-by state has a positive effect on the inspired-to state,” “H_3: Inspired-to state has a positive effect on purchase intention,” and “H_4: Social media marketing has a positive impact on purchase intention.”) are accepted in both nations (Afghanistan and Turkey). The result of H_1, H_2, and H_3, which has not been investigated in Afghanistan and Turkey in previous research, is in line with the customer inspiration transmission model.

Theoretical Contributions and Practical Implications:

First, this study has contributed to filling the literature gap listed at the beginning of the study by investigating the SMM, CI, and PI as the stimulus, organism, and response, respectively, in the telecom companies in Kabul and Ankara by integrating the transmission model of customer inspiration and Stimulus–Organism–Response (S–O–R) framework.

Secondly, this study contributed to the body of literature on CI by empirically investigating the transmission model of customer inspiration and offered clear empiric proof of how businesses inspire their customers to purchase with their SMM campaigns. Thirdly, this study also contributes to the literature on the effects of SMM on PI in the context of Afghanistan.

This study found significant evidence that SMMA inspires customers, which results in PI of the customers. CI can alter marketing managers' strategies for increasing demand, exploration, and customer loyalty. Furthermore, inspiration may be used to strengthen CRM and increase brand attachment. Accordingly, the study's findings are useful for digital marketers in designing an appropriate SMMS for their companies using the inspiration transmission model to maximize inspired-by and inspired-to states of CI to inspire their customers, leading to the brand supporting and becoming brand owners.

Marketing managers and practitioners need to consider the 6-phase continual CI circle step by step as a roadmap and an actionable guide to inspire their customers. Further, it is suggested that telecom companies and businesses develop and implement an effective SMMS that evokes CI's inspired-by dimension and results in PI with the inspired-to dimension of CI. In this regard, the marketing managers must recognize the two factors that make up a complete inspiration script. Although, in the planning and implementation of the SMMS, it is highly recommended to consider the improvement of SMMAs considered in the current study and find new practices, factors, and dimensions of SMM relevant and appropriate to their business and situations for inspiring the customers leading to the all merits discussed above.

Limitations and Future Research

Although this study contributes to CI expertise, some limitations need to be addressed when interpreting the results:

First, the study took place during a global pandemic. Therefore, the overall processes of the research were affected in terms of major delays and postponements throughout the research due to restrictions, quarantines, curfews, and full lockdowns of COVID-19 in Turkey and Afghanistan, resulting in certain adjustments to the study's research plan.

The second limitation relates to the lack of consideration of moderating and mediating factors in the proposed model. Therefore, testing the hypotheses and model provided in this research with the moderation and mediation effects of relevant variables via SEM is highly recommended.

The third limitation is that the analysis is based on cross-section data using convenience sampling in Afghanistan and the Turkish telecommunications industry. Therefore, to better understand the transmission model of customer inspiration and to better generalize the findings, a longitudinal study and empirical analysis on various sectors, demographics, and nationalities are suggested using different sampling methods.

The fourth limitation relates to the fact that the study used social media as a stimulus of inspiration and purchase intention as a consequence of inspiration in the transmission model of customer inspiration. Therefore, future research could investigate several other media outlets and technology to transmit the stimulus and consider various behavioral, emotional, and attitudinal consequences in the model.

Finally, as this study has taken a comparative approach and has several merits, but at the same time, the last limitation also relates to the comparative nature of the study. Comparative cross-nation studies contribute to a deeper understanding of the most relevant issues, introduce new directions and valuable avenues for future studies, help sharpen the focus of the analysis under examination subject and lead to the detection of research gaps, at the same time, however, certain demerits can impair the generalization of the findings. These demerits are as follows: the non-equivalence of main cross-national definitions, the issue of the native language for data collection, the problem of the translation of tools and data, the degree of similarity of sample matching, the timing of data collection, and the comparability of test tools.

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APPENDICES

Appendix 1. Questionnaire (English)

Dear participant,

This questionnaire is designed to measure the “Effect of Social Media Marketing on Customer Inspiration and Purchase Intention in Telecommunication Industry ". This research will be carried out by Hamayoun Ghafourzay Ph.D. researcher at Business Administration department of AHBV University under the supervision of Prof. Dr. Nurettin Parıltı.

The questionnaire consists of three parts. Once you have answered questions about your personal information in the first section, please tick the second and third part of the questionnaire on the scale from "**Always**" to "**Never**".

This survey will be used in scientific research and your information will be kept confidential. Thank you for your contribution to the survey by answering the questionnaire.

Part 1: Personal Information

Kindly respond by encircling the right answer provided for each statement.

1	Gender: A: Male B: Female
2	Age: A: Below 20 B: 20-29 C: 30-39 D: 40-49 E: 50 and above
3	Marital Status: A: Single B:Married C: Divorced D: Another
4	Education: A: Primary B: Secondary Education C:Undergraduate D: Master And Ph.D.
5	Which of the following best describes your current occupation? A: Public Sector B: Private Sector C: Self-employed D: Student E: Retired/Homemaker
6	How long have you been using the Internet? A: Less than 1 year B: 1-5 years C: 6-10 years D: 11-15 years E: 16 years and above
7	Which of the following social media applications do you use? (You can choose more than one): A: Facebook B: Instagram C: Twitter D: You Tube E: Other, specify ----------
8	How many hours per day do you spend on social media? A: Less than 1 hour B: 1-3 hours C: 4-6 hours D: More than 6 hours E: Never
9	Which of the following telecommunication companies do you use? (You can chose more than one): A: Roshan B: MTN C: Etisalat D: AWCC E: Afghan Telecom F: Other, specify ----------
10	If you use social media, specify how often do you visit your telecommunication company page monthly? A: Never B: less than 5 C: 6-15 D: 16-25 E: More than 25

Appendix 1. (continued) Questionnaire (English)

PART 2: This part will assess the social media marketing and customer purchase intention in the telecommunication industry. Please tick your response according to the following scale.

No	Questions	Always	Mostly	Often	Sometimes	Never
1	Using my telecommunication company's social media is fun.	5	4	3	2	1
2	Content shown in my telecommunication company's social media seem interesting.	5	4	3	2	1
3	My telecommunication company social media enables information sharing with others.	5	4	3	2	1
4	Conversation or opinion exchange with other is possible through my telecommunication company social media.	5	4	3	2	1
5	It is easy to deliver my opinion though my telecommunication company's social media.	5	4	3	2	1
6	Content shown down in my telecommunication company's social media is the newest information.	5	4	3	2	1
7	Using my telecommunication company's social media is very trendy customization.	5	4	3	2	1
8	My telecommunication company's social media offers customized information search.	5	4	3	2	1
9	My telecommunication company's social media provides customized service.	5	4	3	2	1
10	I would like to pass along information on brand, product, or services from my telecommunication company's social media to my friends.	5	4	3	2	1
11	I would like to upload content from my telecommunication company's social media on my blog or micro blog.	5	4	3	2	1
12	I would intend to become my telecommunication company's customer.	5	4	3	2	1
13	My willingness to become my telecommunication company's customer is high.	5	4	3	2	1
14	I am likely to become my telecommunication company's customer.	5	4	3	2	1
15	I have a high intention to become my telecommunication company customer.	5	4	3	2	1

Appendix 1. (continued) Questionnaire (English)

PART 3: This part will assess the customer inspiration. Please consider your recent view about social media marketing of telecommunication industry and tick your response according to the following scale.

No	Questions	Always	Mostly	Often	Sometimes	Never
1	My imagination was simulated by social media activities of my telecommunication company.	5	4	3	2	1
2	The social media activities of my telecommunication company intrigued my new idea.	5	4	3	2	1
3	I unexpectedly and spontaneously got new ideas from the social media activities of my telecommunication company.	5	4	3	2	1
4	My horizon was broadened by social media activities of my telecommunication company.	5	4	3	2	1
5	I discovered something new by social media activities of my telecommunication company.	5	4	3	2	1
6	I was inspired to buy something by social media activities of my telecommunication company.	5	4	3	2	1
7	I felt a desire to buy something by social media activities of my telecommunication company.	5	4	3	2	1
8	My interest to buy something was increased by social media activities of my telecommunication company.	5	4	3	2	1
9	I was motivated to buy something by social media activities of my telecommunication company.	5	4	3	2	1
10	I felt an urge to buy something by social media activities of my telecommunication company.	5	4	3	2	1

Appendix 2. Questionnaire (Turkish)

Sayın Katılımcı,

Size yöneltilmiş olan anket çalışması "Sosyal Medya Pazarlamasının, Telekomünikasyon Endüstrisinde Müşteri İlhamı ve Satın Alma Niyeti Üzerine Etkisini" ölçmeyi amaçlayarak oluşturulmuştur. Bu çalışma AHBV Üniversitesi Lisansüstü Eğitim Enstitüsü İşletme Doktora Programı öğrencisi Hamayoun Ghafourzay'ın Prof. Dr. Nurettin Parıltı danışmanlığında yürütülmekte olan tez çalışması için gerçekleştirilmektedir.

Söz konusu anket üç bölümden oluşmaktadır. Birinci bölümde yer alan kişisel bilgilerinizle ilgili soruları yanıtladıktan sonra anketin ikinci ve üçüncü bölümünde yer alan ifadeleri **"Her Zaman"** dan **"Hiçbir Zaman"** a doğru ilerleyen ölçek üzerinde işaretleyiniz.

Sayın katılımcı bu anket çalışması bilimsel araştırmada kullanılacak olup bilgileriniz gizli tutulacaktır.

Anketi cevaplayarak calısmaya sağlamıs olduğunuz katkıdan dolayı tesekkür ederiz.

Bölüm 1: Kişisel Bilgiler: Her bir ifade için verilen doğru cevabı işaretlemek suretiyle cevap veriniz.

1	Cinsiyetiniz: A: Erkek B: Kadın
2	Yaşınız: A: 20'nın Altında B: 20-29 C: 30-39 D: 40-49 E: 50 ve Üzeri
3	Medeni Durum: A: Bekar B:Evli C: Boşanmış D: Diğer
4	Eğitim Durumunuz: A: İlköğretim B:Ortaöğretim C:Lise D:Lisans E:Lisansüstü
5	Mesleğiniz nedir? A: Kamu Sektörü B: Özel Sektör C: Kendi işinde çalışan D: Öğrenci E: Emekli / Ev Hanımı
6	İnterneti ne zamandır kullanıyorsunuz? A: 1 yıldan az B: 1-5 Yıl C: 6-10 Yıl D: 11-15 Yıl E: 16 Yıl ve Üzeri
7	Aşağıdaki sosyal medya uygulamasından hangisini kullanıyorsunuz? (Birden fazla seçim yapabilirsiniz): A: Facebook B: Instagram C: Twitter D: You Tube E: Diğer (belirtiniz) ----------
8	Sosyal medyada günde kaç saat geçiriyorsunuz? A: 1 Saatten Az B: 1-3 Saat C: 4-6 Saat D: 6 Saatten Fazla E: Hiçbir Zaman

Appendix 2. (continued) Questionnaire (Turkish)

9	Aşağıdaki telekomünikasyon şirketlerinden hangisini kullanıyorsunuz? (Birden fazla seçim yapabilirsiniz): A: Turkcell B: Türk Telekom C: Vodafone F: Diğer (belirtiniz) ----------
10	Sosyal medyayı kullanıyorsanız, telekomünikasyon şirketinizin sosyal medya sayfasını aylık olarak ne sıklıkta ziyaret ettiğinizi belirtiniz? A: Hiçbir Zaman B: 5'ten az C: 6-15 D: 16-25 E: 25'ten fazla

2. BÖLÜM: Bu bölüm telekomünikasyon sektöründe sosyal medya pazarlaması ve müşteri satın alma niyetini değerlendirecektir. Lütfen cevabınızı aşağıdaki ölçeğe göre işaretleyiniz.

No	Sorular	Her Zaman	Çoğunlukla	Sık Sık	Ara Sıra	Hiçbir Zaman
1	Kullandığım telekomünikasyon şirketinin sosyal medyasını kullanmak eğlencelidir.	5	4	3	2	1
2	Kullandığım telekomünikasyon şirketinin sosyal medyada gösterilen içeriği ilginç görünüyor.	5	4	3	2	1
3	Kullandığım telekomünikasyon şirketinin sosyal medya sayfası, başkalarıyla bilgi paylaşımını sağlıyor.	5	4	3	2	1
4	Kullandığım telekomünikasyon şirketinin sosyal medya sayfası aracılığıyla başkalarıyla konuşmak ya da görüş alışverişi yapmak mümkündür.	5	4	3	2	1
5	Kullandığım telekomünikasyon şirketinin sosyal medyası yoluyla da fikrimi iletmek kolay.	5	4	3	2	1
6	Kullandığım telekomünikasyon şirketinin sosyal medyada gösterilen içeriği en yeni bilgileri içerir.	5	4	3	2	1
7	Kullandığım telekomünikasyon şirketinin sosyal medyaya sayfasını kullanmak çok moda.	5	4	3	2	1
8	Kullandığım telekomünikasyon şirketinin sosyal medyası, kişiye özel bilgilendirme seçeneği sunuyor.	5	4	3	2	1
9	Kullandığım telekomünikasyon şirketinin sosyal medyası, kişiye özel hizmet sunuyor.	5	4	3	2	1
10	Kullandığım telekomünikasyon şirketinin sosyal medyası aracılığıyla marka, ürün veya hizmetlerle ilgili bilgileri arkadaşlarıma iletebilirim.	5	4	3	2	1
11	Bloğum veya mikro bloğumda kullandığım telekomünikasyon şirketinin sosyal medyasıyla içerik yüklemek isterim.	5	4	3	2	1
12	Kullandığım telekomünikasyon şirketinin müşterisi olmaya niyetliydim.	5	4	3	2	1
13	Kullandığım telekomünikasyon şirketinin gelecekte müşterisi olmak için oldukça istekliyim.	5	4	3	2	1
14	Kullandığım telekomünikasyon şirketi gelecekte müşterisi olma ihtimalim var.	5	4	3	2	1
15	Kullandığım telekomünikasyon şirketinin gelecekte müşterisi olmak için oldukça niyetliyim.	5	4	3	2	1

Appendix 2. (continued) Questionnaire (Turkish)

BÖLÜM 3: Bu bölüm müşteri ilhamını değerlendirecektir. Lütfen telekomünikasyon sektörünün sosyal medya pazarlaması hakkındaki son görüşünüzü dikkate alınız ve yanıtınızı aşağıdaki ölçeğe göre işaretleyiniz.

No	Sorular	Her Zaman	Çoğunlukla	Sık Sık	Ara Sıra	Hiçbir Zaman
1	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleri hayal gücümü canlandırdı.	5	4	3	2	1
2	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleri bende merak uyandırdı.	5	4	3	2	1
3	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleri aracılığıyla beklenmedik ve kendiliğinden yeni fikirler edindim.	5	4	3	2	1
4	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleriyle ufkum genişledi.	5	4	3	2	1
5	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleriyle yeni bir şey keşfettim.	5	4	3	2	1
6	Bir şey satın almak için kullandığım telekomünikasyon şirketinin sosyal medya etkinliklerinden ilham aldım.	5	4	3	2	1
7	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleri sonucunda bir şey satın alma arzusu hissettim.	5	4	3	2	1
8	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleri sonucunda bir şey satın almaya olan ilgim arttı.	5	4	3	2	1
9	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleri sonucunda bir şey satın almaya motive oldum.	5	4	3	2	1
10	Kullandığım telekomünikasyon şirketinin sosyal medya etkinlikleri sonucunda bir şey satın alma isteğini hissettim.	5	4	3	2	1

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Degree	University/ Program	Graduation Date
Ph.D.	Gazi University, Business Administration	2021
M.A.	Kabul University, Banking and Finance	2014
B.A.	Nangarhar University, Business Administration	2012

Work Experience

Year	Organization	Job Title
2012- Present	Business Administration Department, Faculty of Economics Parwan University, Afghanistan.	Lecturer and Academic Member

Languages

Pashto, Persian (Dari), English, Turkish, and Hindi

Publications

Books:

Ghafourzay, H. (2017). Financial Accounting (1st edition). Kabul: Tamadon-e-Sharq press.

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Ghafourzay, H. Karimi K., Sultanie W. (2019). An Overview on the Bureaucracy and Problems of Bureaucratic Organizations in Afghanistan. 2nd Asia Pacific Congress on Contemporary Sciences, Parwan, Afghanistan.

Naeemi, S. and Ghafourzay, H. (2020). The Impact of Brand Value Constituent Factors on Brand Value: A Case Study of Ocarina Brand in Kabul City. 2020 International CEO Communication, Economy, Organization & Social Sciences (CEO SSC) Congress, Goražde, Bosnia Herzegovina.

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