



GRADUATE PROGRAM INSTITUTE

**THE IMPACT OF QUALITY OF DIGITAL
COMMUNICATION ON THE COMPANY E-REPUTATION
AND CONSUMER BUYING INTENTION
(CASE OF KOTON TURKISH CLOTHING BRAND)**

Maroua FAHIM

MASTER'S THESIS

Istanbul, March 2024

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ACKNOWLEDMENT

I would like to express my deepest gratitude to my thesis director, Behiye BEĞENDİK, for her exceptional support, wise advice and patience throughout this intellectual journey. Her enlightened leadership has been a fundamental pillar in carrying out this work.

I extend a special thanks to Madame Cennet KOC, the manager of the Koton store in Taksim, Istanbul, whose invaluable assistance was crucial in making this project possible. Her support has been of immense value to my research.

Additionally, my thanks go out to my colleagues and friends at Beykoz University, for their solidarity and the shared moments during these years of study. Their presence has been a constant source of encouragement and motivation.

I would also like to thank my family, for their unconditional love, unwavering support and faith in me. Their silent and constant presence has been my rock in times of doubt and fatigue.

Finally, I would like to express my gratitude to all the people who contributed, directly or indirectly, to the completion of this work. Their help, although sometimes invisible, was essential to the accomplishment of this project.

DEDICATION

This thesis is dedicated with all my love and gratitude to my family, for their unwavering support and their limitless faith in my abilities. To my parents, whose strength and encouragement have been the beacon in my academic journey, and to my siblings, for their affection and understanding. This success is the fruit of your love and your sacrifices, and it is a testimony to your indelible importance in my life.



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ABSTRACT

THE IMPACT OF QUALITY OF DIGITAL COMMUNICATION ON THE COMPANY E-REPUTATION AND CONSUMER BUYING INTENTION

This thesis examines the impact of quality of digital communication on the e-reputation of companies, specifically focusing on the Turkish clothing brand Koton. The research explores how digital channels, including social media and websites, influence consumer perceptions and buying intentions. The study utilizes a mixed-method approach, combining qualitative insights from a key Koton manager with quantitative data from consumer surveys. The findings reveal that effective quality of digital communication strategies significantly affect a brand's e-reputation and subsequently influence consumer's purchasing intentions. The thesis also delves into the role of corporate social responsibility (CSR) in quality of digital communication, assessing its impact on enhancing e-reputation. This research contributes to the understanding of digital marketing's critical role in shaping consumer behavior in the contemporary business landscape.

Keywords: Quality of Digital Communication, E-Reputation, Consumer buying intention, Corporate Social Responsibility, Koton, Turkish Clothing Brand.

Date: March 2024

ÖZET

DİJİTAL İLETİŞİM KALİTESİNİN ŞİRKET E-İTİBARI VE TÜKETİCİ SATIN ALMA KARARI ÜZERİNDEKİ ETKİSİ

Bu tez, dijital iletişim kalitesinin şirketlerin e-itibarı üzerindeki etkisini, özellikle Türk giyim markası Koton'a odaklanarak incelemektedir. Araştırma, sosyal medya ve web siteleri de dahil olmak üzere dijital kanalların tüketici algılarını ve satın alma niyetlerini nasıl etkilediğini araştırıyor. Çalışma, Koton'un kilit yöneticilerinden birinin niteliksel öngörülerini tüketici anketlerinden elde edilen niceliksel verilerle birleştiren karma yöntemli bir yaklaşım kullanıyor. Bulgular, etkili dijital iletişim stratejileri kalitesinin bir markanın e-itibarını önemli ölçüde etkilediğini ve ardından tüketicilerin satın alma niyetlerini etkilediğini ortaya koyuyor. Tez aynı zamanda kurumsal sosyal sorumluluğun (KSS) dijital iletişim kalitesindeki rolünü de ele alıyor ve bunun e-itibarı artırma üzerindeki etkisini değerlendiriyor. Bu araştırma, dijital pazarlamanın çağdaş iş ortamında tüketici davranışını şekillendirmedeki kritik rolünün anlaşılmasına katkıda bulunmaktadır.

Anahtar Kelimeler: Dijital İletişimin Kalitesi, E-İtibar, Tüketici satın alma niyeti, Kurumsal Sosyal Sorumluluk, Koton, Türk Giyim Markası.

Tarih: Mart 2024

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INTRODUCTION

The almost universal use of the Internet has led to the digitization of the economy, a phenomenon which constitutes a real revolution for companies, all sectors are impacted by the irruption of the Internet. The industrial sector is no exception, on the contrary it is one of the sectors that is changing the fastest at this level, and communicators must relearn in this area in order to adapt to this evolution. This digital era has truly revolutionized the communication ecosystem. Moving from traditional communication to digital communication which is a strategy allowing companies and organizations to be present on the web in order to promote their values by being as close as possible to consumers, customers and subscribers.

Digital communication continues to attract more and more people from the internet. Indeed, whatever the size of the company and its targets, the latter can no longer ignore social media because they represent valuable channels for improving its online reputation and being omnipresent in the minds of customers requires the integration of digital communication into its marketing approach.

In the fashion industry highlights the transformative impact of quality of digital communication strategies on companies' online reputation management. Their research emphasizes the crucial role of proactive engagement with consumers through social media channels in cultivating a positive online reputation and fostering brand loyalty. Similarly, (Brown et al, 2019) emphasize the strategic importance of integrating quality of digital communication strategies to effectively engage target audiences (Lee & Kim, 2019).

A study conducted by (Martinez & Lopez, 2020) looked at the correlation between quality of digital communication strategies and corporate reputation in the retail sector. Their findings highlighted the importance of corporate social responsibility (CSR) initiatives in shaping consumer perceptions and influencing consumer's purchasing intention. Additionally, research conducted by (Nguyen et al, 2019) examined the role of CSR communication in enhancing brand reputation and promoting customer loyalty in the fashion industry. Their study highlighted the importance of transparent and authentic communication about CSR initiatives to positively influence consumer attitudes and behaviors.

So, in this context, the relationship between quality of digital communication, company reputation and consumer's purchasing intentions is strongly constructed. E-reputation refers to the online reputation of a company, which is shaped by information available online. This can

include customer reviews, mentions on social media and articles written about the business. quality of digital communication channels play an important role in shaping online reputation of a company, as they offer customers the opportunity to share their opinions and experiences with the company online. Nowadays, customers are increasingly sensitive to Corporate Social Responsibility (CSR) commitments, seeking not only quality products, but also brands that integrate responsible practices into their overall strategy. Consumer's purchasing can be directly influenced by quality of digital communication, as many customers use online sources, such as review websites and social media, to research products and services before making a purchase, so the information available online can have a direct impact on a consumer's intention to purchase from 'a special business.

This shows the importance of quality of digital communication for companies in today's digital age. By effectively managing their e-reputation and using digital communication channels to connect with customers, companies can influence consumer buying intentions.

Turkish industry clothes market has been accelerating for several years, resulting in a competitive dynamic that is much more complex for companies to manage. Quality of digital communication plays a crucial role in shaping a company's e-reputation and influencing consumer buying intention in the Turkish industry clothes sector. With the rise of e-commerce, customers have become increasingly reliant on digital channels to research, compare, and purchase products. Therefore, a company's online presence and communication strategies are key factors in building trust, credibility, and brand recognition. Effective quality of digital communication can help companies establish a positive reputation, showcase their products, and engage with customers through social media, email marketing, and other digital channels. On the other hand, a lack of quality of digital communication or negative online reviews can significantly harm a company's e-reputation and deter potential customers from making purchases.

For this KOTON which is a clothing brand which is one of the top Turkish companies in the sector clothes industry which are forced to adapt to the evolution of their environment, they are led to adjust their communication and adopt new strategies to be listening to their customers. This study aims to explore or study the impact of quality of digital communication on KOTON's e-reputation and how this affects the consumer's purchasing intention of Turkish customers. In other words, the study will examine how KOTON's online presence and quality of digital communication strategies affect how customer perceive the brand, and whether this influences their intention to purchase KOTON's products.

The objective of this thesis is to examine the impact of quality of digital communication on KOTON's online reputation and on the consumer's purchasing intention of Turkish consumers and how KOTON's E-reputation mediates the relationship between KOTON's quality of digital communication and consumer's purchasing intention. It will be explored how quality of digital communication, including the use of media social and other online channels, helps shape a company's online reputation, with a focus on its corporate social responsibility (CSR) commitments, and how this reputation influences consumer's purchasing intentions. This research aims to understand how KOTON has adapted its quality of digital communication to positively influence its online reputation, by integrating CSR elements, and how this affects the purchasing choices of its customers in the competitive context of the industry clothing in Turkey.

To accomplish this present work, the thesis consists of five essential chapters, each contributing to an in-depth understanding of the impact of quality of digital communication on Koton's online reputation and consumer's purchasing intentions. The first chapter presents an in-depth review of the literature, laying the theoretical foundations of the study. The second chapter details the methodology adopted, combining qualitative and quantitative approaches. The third chapter focuses on the analysis of the data collected, followed by a fourth chapter devoted to the discussion and interpretation of the results. Finally, the fifth and final chapter summarizes the conclusions of the study, offering relevant recommendations based on the results obtained. Each chapter, methodically structured, helps to comprehensively elucidate the interaction between quality of digital communication, e-reputation and consumer purchasing behavior.

CHAPTER 1: LITERATURE REVIEW

1.1. INTRODUCTION

Quality of digital communication, e-reputation and consumer purchasing behavior are essential pillars in the strategic arsenal of contemporary companies. These concepts, closely linked, define the crucial dynamics of the relationship between the company and its public. The meteoric rise of digital technologies has injected new vigor into this interaction, radically transforming traditional marketing paradigms.

Quality of digital communication, as a lever for electronic communication, is proving to be a powerful instrument for companies keen to address a globalized, diverse and connected audience. It encompasses a range of channels from social media to email marketing campaigns, providing a diverse palette to engage, inform and influence consumers. At the same time, the company's e-reputation, the result of digital interactions and customer feedback, evolves as a crucial barometer of trust. It informs consumers' perceptions of a business, thereby shaping their propensity to engage in commercial transactions.

Consumer purchasing behavior, for its part, is based on a multitude of factors, among which e-reputation plays a leading role. Modern consumers, eager to make informed choices, scrutinize online feedback and reviews to form their purchasing preferences. Thus, it becomes imperative to understand the intricacies between quality of digital communication, e-reputation and consumer's purchasing intention to fully grasp the opportunities and challenges of the contemporary market.

In this literature review, the theoretical foundations of these three interconnected pillars will be explored. The highlight will be about the key research and theories that illuminate this complex dynamic, thereby laying the conceptual foundation for this empirical study. This preliminary phase will allow us to understand the issues with the depth and acuity necessary for an in-depth analysis of the impact of quality of digital communication on the company's e-reputation and consumer's purchasing intentions, through the case study of the Turkish clothing brand Koton.

1.2. OVERVIEW OF QUALITY OF DIGITAL COMMUNICATION

Quality of digital communication, the strategic pivot of contemporary marketing, transcends the limits of traditional channels to forge precise and dynamic interactions between organizations and their audiences. Anchored in the digital age, this eminently strategic practice is of crucial importance in building and managing the online presence of companies. It revolves around careful orchestration of media and electronic platforms, aiming to shape relevant and memorable experiences for stakeholders. This section aims to explore the conceptual foundations and eminent developments of quality of Digital Communication, informed by a rigorous analysis of the specialized literature.

1.2.1. Internet, the Beginnings of the Digital Age

According to (Tessier, 2011) “Digital dates back above all to the beginnings of the internet, corresponding to development of the first telecommunications networks. The Internet was born in stages from the idea of a computer network, which allows users of different computers to communicate.

Through this technological development, this grouping of existing networks and telecommunication systems, the first versions of the Internet appeared at the end of the 1950s. Its practical application began at the end of the 1960s. From the 1980s, the foundation of the modern Internet is echoed around the world and its popularization, reflected by the appearance of the “World Wide Web”, developed in the 1990s.

So, the advent of the Internet marked a revolution in the way businesses interact with their audiences. Since the 1990s, the electronic web has expanded rapidly, disrupting traditional marketing paradigms.

1.2.2. The Evolution of the Web

The web has traveled a fascinating journey since its beginnings. It has evolved from a static information space to an interactive environment rich in media and features. This development has had a significant impact on the quality of digital communication and marketing practices of companies.

According to (Tim Berners-Lee, 2000) Web 1.0 - The static web: In the 90s, Web 1.0 was essentially a space for displaying information. Websites were mostly one-sided, providing data

to users without the opportunity for direct feedback. *Tim Berners-Lee*, the creator of the World Wide Web, played a central role in this phase.

Web 2.0 - The era of interaction: The transition to Web 2.0 was marked by the emergence of user participation. Social media platforms like Facebook and content sharing sites like YouTube have enabled users to create, share and discuss content online. The term "Web 2.0" was popularized by (Tim O'Reilly, 2005).

According to (Sir Tim Berners-Lee, 2006) Web 3.0 - The Semantic Internet: Web 3.0, often called "Semantic Web", is characterized by the use of technologies to understand and interpret content. Search engines have evolved to provide more contextual and relevant results. Researchers such as *Sir Tim Berners-Lee* continue to work on this vision of a smarter web.

Web 4.0 - The Internet of Things (IoT): Web 4.0 stands for the Internet of Things, where devices are interconnected and communicate with each other. This development is supported by advances such as 5G and artificial intelligence. Experts such as (Klaus Schwab, 2015), founder of the World Economic Forum, have discussed this transition to IoT.

Web 5.0 – The Blockchain-Based Web: Web 5.0 envisions a decentralized Internet based on blockchain technology, providing users with greater control over their data. This concept emerges in the context of **blockchain** and cryptocurrencies. Blockchain researchers and experts, such as (Don Tapscott & Alex Tapscott, 2016), are contributing to this vision.

“Blockchain is a technology for secure and transparent data storage, using a decentralized network. The information is grouped into cryptographically linked blocks, ensuring its integrity. Its application goes far beyond cryptocurrencies, transforming various sectors.”

This progression in the evolution of the web has had major repercussions on quality of digital communication and businesses. Understanding these development phases is essential to seize the opportunities and challenges of quality of digital communication in the current context of the Internet of Things and blockchain.

Table 1: The Evolution of the Web

Phase	Description
Web 1.0	One-sided informative sites
Web 2.0	Emergence of social media and content sharing
Web 3.0	Semantic Internet, contextual search
Web 4.0	Internet of Things (IoT), interconnection of devices
Web 5.0	Blockchain-based, decentralized web

Source: Created by me based on research carried out for the thesis in Master Business Administration on the impact of Quality of Digital Communication on the e-reputation of companies

1.2.3. The Weight of Digital in the World and Economy

The future of the world, of the economy, of marketing and communication, is digital. The majority of the population is not convinced by this, however this assertion proves justified when we analyze certain statistics and figures which clearly demonstrate the weight that digital represents in the world and the economy.

The study “Study on the use of the Internet, social networks and mobile phones around the world carried out by the hoot suite “we are social” research center in July 2020 show the following results:

- United Nations data shows that the world's population reached 8.05 billion at the start of July 2023. This figure is just under 1% higher than the same period last year. , with the global population increasing by 70 million in the past 12 months.
- The latest analysis from GSMA Intelligence reveals that there are now 5.56 billion unique mobile subscribers worldwide, which equates to more than 69% of the global population. Mobile adoption increased by 2.7% over the past year, thanks to almost 150 million new users.
- The number of people using the Internet has increased by more than 2% over the past year, reaching 5.19 billion in July 2023. This figure is equivalent to 64.5% of the world's population, although delays in Reports mean that actual internet penetration is likely higher than these numbers suggest.
- The number of social media users today equates to 60.6% of the world's population, with the global total reaching 4.88 billion in July 2023. Social media adoption has increased by 3.7% since last year at this time, thanks to the addition of 173 million new active identities.

According to the results communicated by the research center (hootsuite we are social) it can be seen that digital occupies an important place in daily life with rapid evolution.

1.2.4. Definition and Conceptual Framework of Quality of Digital Communication

The objective of communication is to transmit the right message to the right consumer, at the right time, for a long time, it has been based on traditional media (TV, radio, the press, billboards, direct marketing). The evolution of communication media and information tools have contributed to the emergence of quality of digital communication.

The advent of the digital age has brought about a profound transformation in the way the information is exchanged and accessed. Quality of digital communication, defined as the exchange of information through electronic channels, has emerged as a fundamental pillar of the contemporary society (Castells, 1998). Since then, its influence has grown dramatically, transforming the very nature of human interactions and redefining the traditional boundaries of communication (Jenkins, 2016). As the Internet of Things and social media continue to proliferate, it is essential to understand the complex dynamics underlying this new era of communication (Van Dijck, 2013). Thus, this study aims to explore in depth the definition and conceptual framework of quality of digital communication, integrating the most recent advances and perspectives that shape the understanding of this ever-evolving field.

Quality of digital communication, in its contemporary essence, emerges as a complex network of interactions mediated by electronic technologies that encompass the exchange, creation and dissemination of information (Couldry, 2018). This definition highlights the dynamic and interconnected nature of quality of digital communication, which transcends geographic and temporal boundaries, enabling real-time interactions as well as large-scale collaborations (Lievrouw, 2018). It embodies media convergence, combining traditional and emerging forms of communication within an ever-evolving digital ecosystem (Goggin, 2020). Thus, quality of digital communication is positioned as a central field of study in understanding how individuals, communities and institutions interact and construct meaning in this constantly changing media landscape.

1.2.5. The Characteristics and Objectives of Quality of Digital Communication

Quality of digital communication is based on principles and characteristics that distinguish it from traditional forms of communication. It is characterized by immersive interactivity which allows real-time exchanges and instant feedback (Van Dijck, 2017). In addition, it promotes the

co-creation of content within virtual communities, thus transcending geographical and sociocultural barriers (Boyd, 2014). This participatory nature of quality of digital communication gives individuals increased influence over the production and dissemination of information (Jenkins, 2016).

1.2.6. Quality of Digital Communication in the Business Context

The advent of the digital age has profoundly redefined the paradigms of the business world. Quality of digital communication, the central pivot of this transformation, represents all media practices facilitated by electronic technologies. It acts as a major catalyst for the exchange of information within companies and between them and their customers. The convergence of these two areas has resulted in a dynamic business landscape, where businesses must adapt to an era where digital interaction with consumers is crucial. This new reality calls for an in-depth understanding of the strategies and tools that underpin this quality of digital communication, and highlights the challenges businesses face in their quest for efficiency and competitiveness.

1.2.6.1. Evolution of Communication in Companies

The evolution of quality of digital communication in the business context has been marked by a significant shift towards electronic communication channels and methods. This transformation reflects the need for businesses to adapt to changing market dynamics and consumer preferences, increasingly oriented towards digital media (Kaplan & Haenlein, 2010). Social media platforms such as Facebook, Twitter and LinkedIn have emerged as crucial tools for customer interaction, enabling direct and real-time engagement (Smith et al., 2012). Similarly, email marketing campaigns and online advertisements have significantly amplified the reach of companies' messages (Chaffey et al., 2019). The use of data analytics to measure the effectiveness of digital campaigns has also become an essential component of corporate communications strategy (Tuten & Solomon, 2017). Thus, the evolution of quality of digital communication in the business world reflects an inevitable transition towards more interactive, targeted and measurable methods, reflecting the growing importance of online presence in overall business strategy.

Table 2: The Evolution of Quality of Digital Communication in Companies

Year	Development of Quality of Digital Communication in Business
2000	Introduction of the first business websites
2005	Adoption of social Media for customer Interaction
2010	Expansion of Email Marketing and Online Advertising Campaigns
2015	Integration of data analysis to measure the effectiveness of digital campaigns
2020	Emergence of artificial intelligence and automation in marketing communication
Today	Widespread use of chatbots for real time customer interaction

Source: «As a summary of common trends in the evolution of quality of digital communication in businesses, the table above is based on general knowledge and does not cite a specific source.»

1.2.6.2. Digital Communication Tools

Modern companies deploy a range of digital communication tools to influence their online reputation and influence customers' purchasing intention. Here is a detailed analysis of the main tools used by different companies:

So it is important for companies to succeed in their digital communication. For this, the possibilities are numerous and it is easy to get lost. This part then indicates essential tools for successful digital communication.

1.2.6.2.1. The Website

"Business websites play a crucial role in establishing a robust online presence and initiating lasting relationships. According to the principles of digital marketing, these platforms are the starting point and central pivot of online interactions. They promote the creation of virtual communities, whether thematic, sociological, professional or cultural. By rallying Internet users around a permanent site or during specific events, companies can cultivate links meaningful with their audience. A perspective supported by experts in the field highlights the strategic importance of these websites as generators of targeted customer files, allowing businesses to track online behaviors and respond in a personalized way to individual needs of their customers (Smith, 2021).

- **Presentations and strategy of a website**

The website constitutes the main basis of the company's strategy. It is the tool that allows you to present the company and its services/products, relay news, generate sales or make contacts. When starting a business, it must be put quickly in place, in particular for questions of natural referencing, but also to generate trust among the interlocutors (smith, 2021). For everyone, it must reflect a strategy, a vector of customer acquisition, an attractive showcase.

Table 3: The typology of websites (Dougal et al., 2022)

Typology	Description
The showcase website	The showcase website or institutional site allows you to present yourself or an activity. Its objective is to provide information about the company, show the extent of its activities, the customers who trust it and to generate contact. The showcase website must reflect the image of the company, address its target to allow them to understand the interest of its products and services, and its values. The making of contact arises from the relevance of the content of the site and the adequacy between the company's offer and the user's request.
The e-commerce site	When a website offers the online sale of products, we then speak of an e-commerce site or online store. This type of site presents the products that the company sells and allows purchase from the site via online payment. It may include a showcase part: certain pages of the site present the company and its activities.
Intermediation sites	Connecting (or intermediation) platforms aim to connect at least two groups of individuals. This involves creating a collaborative site where users will be able to communicate via the company site. They are often complex to be implemented because the desired interactions between users are specific to each platform. These may include an institutional site part and an e-commerce site part to manage transactions.
The blog	To inform and build loyalty day after day, it is one of the stars of web 2.0, the blog is presented in the form of a chronological series of articles classified by

	category. Although it is technically easy to set up, it requires regular updating to be effective. Blogs are complementary to showcase sites: they represent a good way to develop their visibility in search engines.
--	--

- **Creation of a website**

The creation of a website absorbs the majority of expenses devoted to multimedia.

To assess the quality of a site, criteria must be taken into consideration (Smith 2021):

-The usability of the site: This is the capacity that the site will have to be practical, functional whatever the capabilities of the Internet user, their computer equipment, their method of consultation, etc.

-Design: a good website design is a design that increases the conversion rate. In jargon, this means that the website manages to push users to perform a certain action, for example ‘purchase a product’. And when this happens, the site is said to come to “convert”.

-The tree structure: The tree structure of a website refers to the organization of content and pages of a website and the links between each page. A website is made up of content on a variety of topics and presented in the form of articles or pages.

-Performance: Although social networks which transport web data are increasingly dense and efficient, the issues of performance and time loading are still important to consider.

Some of the common technical tips for designing a website include developing a readable site map, drawing up instructions for the site with main chapters according to users, providing a home button and finding the right balance between visual animations and slow download speed (directly proportional).

1.2.6.2.2. Search Marketing

“Search marketing” or “Search Engine Marketing” brings together all of the techniques consisting of favorably positioning commercial offers, websites, mobile applications or other content (images, video, news) on search engine response pages relating to queries. Search marketing essentially includes natural referencing techniques (SEO), and the use of sponsored or commercial links (SEA) which represent the largest share of allocated budgets (Couldry, 2019).

- **Natural referencing (free) SEO ‘Search Engine Optimization’**

Natural referencing aims to effectively and sustainably position a web page on the right keyword in the natural results page of all search engines.

It therefore involves the development of a relevant keyword strategy in:

- Identifying the targeted users;
- Understanding their needs;
- Determining how they express this need in search engines;

- **SEA paid referencing ‘Search Engine Advertising’**

On the other hand, it is possible on the one hand to buy keywords on search engines, these are then advertising locations (called sponsored links), located around so-called natural search results. It will then talk about SEM as opposed to SEO. On the other hand, SEO being a vast concept, requiring a lot of experience and with many hidden difficulties, it is advisable for companies to call on its agencies specialized in SEO who will be able to advise and support them (Couldry, 2019).

- **The relationship between the natural (free) link and the paid one**

Due to the speed of the results obtained and the flexibility of their management, the links sales representatives are particularly suitable for a site launch period or for support of a promotional operation. They are, in any case, complementary with the natural referencing which is more long-term. The purchase of sponsored links does not replace in-depth work, very different, which must be carried out to optimize the natural referencing of your site.

1.2.6.2.3. Digital Advertising

Digital advertising, also known as online marketing, represents an essential component of the communication strategy of contemporary companies. It encompasses a diverse range of channels, including search engine ads, social media, websites and mobile apps, aimed at promoting products and services to a targeted audience. The effectiveness of digital advertising lies in its ability to reach consumers at the right time and in the right place, based on a variety of criteria, such as interests, online behaviors and demographics. According to a recent study by the Zenith group, global spending on digital advertising is expected to reach US\$367 billion by 2021, reflecting the growing importance of this advertising modality (Zenith, 2020). Businesses are increasingly looking to capitalize on the benefits of digital advertising, including

its precise performance measurement, flexibility and ability to generate a measurable return on investment (ROI). Indeed, a survey conducted by eMarketer revealed that 63.4% of advertisers in the United States intended to increase their digital advertising budgets in 2021, demonstrating a trend of expansion of this form of marketing. As a result, digital advertising has become an essential tool for businesses, offering them a powerful platform to reach, influence and convert their audience in an effective and measurable way.

- **The objectives of an online advertising campaign**

Before embarking on the design of an internet campaign, it is necessary to precisely define what the priority objective of the campaign will be. The 6 different objectives are distinguished (Joanns & Barine, 2015):

- Advance awareness: awareness campaigns must use the brand name in their various messages (banners, e-mail, pop-ups, etc.). This type of campaign is relatively rare as the internet is not the ideal vector promoting notoriety.

To gain notoriety, the message must be visible on sites or search engines that themselves have a strong reputation.

- Improve the image: an internet companion can help improve the image of a company, a brand or a service. Two main elements must be respected, affinity and coherence between the site and the target.

- Create a database: while creating a database is difficult to do with a traditional media campaign, it is easier with the internet. In a first phase, it is a question of creating a message attracting attention, not with the immediate aim of encouraging the act of purchasing, but with that of collecting e-mail addresses corresponding to the target that are sought to achieve. In a second phase, an email mailing will be sent to the addresses collected with a commercial proposal.

- Generate traffic to the site: the aim of this type of campaign is to get Internet users to visit a site, like traditional campaigns which try to encourage consumers to come to the point of sale. Different offers are offered, either through banners or by email in order to make the site attractive.

- Sell directly: the main objective here is to make the commercial offer known to as many people as possible in order to increase its reach tenfold. Thus, banners will be included in sites in affinity with the offer, emails will be sent to prospects, a sponsorship system between Internet users can be set up.

- **The stages of an online advertising campaign**

Developing an online advertising campaign is based on the same principles as a traditional communication campaign. The process of implementing a campaign include designing digital marketing strategy, implementing strategy, conversion and growth, taking client's feedback and re-plan and research.

According to (Scott, 2015) the advantages include:

- The cost of the advertising message is low compared to press insertions for example.
- It makes it possible to reach a large audience with a modest advertising budget.
- The purchase of keywords represents the dominant part of the advertising market, this practice makes it possible to improve the company's SEO when an Internet user makes a query on a search engine.
- Effective advertising can lead to immediate results (exp. increased sales)

Moreover, (Scott, 2015) also shared some inconveniences:

- A budget to be defined: it is necessary to put in place a strategy prepared in advance which defines effective keywords and those to exclude. Then set up targeting in line with the company's objective.
- An ephemeral promotion: it is important to think about global communication. In fact, when the company ends its online campaign it will no longer have visibility.
- Exasperated Internet users: they are tired of wasting time when looking for information. They are tired of being spied on with retargeting.

1.2.6.2.4. Emailing

- **Definitions of e-mailing**

Emailing, also known as email marketing, is a central channel of quality of digital communication that allows businesses to establish targeted and personalized interactions with their audience. It involves sending electronic messages to specific recipients, often with the aim of promoting products, sharing news, or providing relevant information (Smith et al., 2019). This method of communication relies on the prior permission of recipients, which makes it a direct and preferred means of contact for companies (Chaffey et al., 2019). Email marketing also offers advanced features such as tracking open, click and conversion rates, allowing businesses to evaluate the effectiveness of their campaigns and adjust their strategies accordingly (Kaplan & Haenlein, 2010). Thus, Emailing remains an essential pillar of quality

of digital communication for companies seeking to establish and maintain solid relationships with their target audience.

- **Types of email campaigns**

Table 4: Types of Email Campaigns (David & Johnson (2019); Smith, 2021; Chen & Chen, 2020; Kumar & Bala, 2020)

Types of Email Campaigns	Description	Source
Customer testimonial campaigns	Sending emails highlighting positive customer feedback on products or services, thus strengthening prospect confidence	Smith ,2021 (Journal of Digital Marketing)
Customer Feedback Campaigns	Using surveys and emails to collect customer feedback, allowing the company to improve its reputation and adjust its strategy	Davis & Johnson, 2019 (International Journal of Consumer Studies)
Exclusive Offer Campaigns	Sending special offers to subscribers, reinforcing the positive image of the company and positively influencing consumer's purchasing intentions	Davis & Johnson, 2019 (International Journal of Consumer Studies)
Informative Content Campaigns	Sending relevant and useful content to subscribers, reinforcing company expertise and influencing customer trust	Chen & Chen, 2020 (Journal of Business Research)
Customer Reactivation Campaigns	Targeting inactive customers with personalized offers to re-engage them, thereby positively influencing their perception of the company	Kumar & Bala, 2020 (Journal of Retailing and Consumer Services)

- **The key elements of an email campaign**

Implementing a successful e-mailing strategy requires perfect mastery of seven key elements:

- Construction and maintenance of strong subject line;
- Construction of a clear call to action;
- Great visuals;
- Great design;
- Personalization;
- Timing;
- Testing;

1.2.6.2.5.Social Media

Social networks play a crucial role in contemporary quality of digital communication. They provide interactive spaces for individuals and businesses to share content, interact with their audiences, and build vibrant online communities. According to a recent study by Statista, in

2023, major social networks continue to post impressive user numbers: Facebook has more than 2.8 billion monthly active users, Twitter records around 400 million active users, Instagram has more than a billion users, and LinkedIn has nearly 800 million members. TikTok, the short-form video sharing platform, has grown exponentially, now boasting over 1.5 billion monthly active users, while Snapchat and Pinterest have approximately 500 million and 450 million monthly active users, respectively (Statista, 2023).

These figures demonstrate the extent of the impact of social networks in the digital sphere. They represent essential channels for businesses looking to reach and engage their target audience. Indeed, according to a Pew Research Center study, 72% of online adults in the United States are active on at least one social network, thus highlighting the importance of these platforms in the daily lives of consumers (Pew Research Center, 2023).

Additionally, social media not only facilitates communication, it also influences consumer purchasing behaviors. A survey conducted by GlobalWebIndex reveals that 54% of social media users use these platforms to research products, and 71% are more likely to purchase products recommended by their peers on social media (Global Web Index, 2023).

Thus, it is undeniable that social networks occupy a central place in the quality of digital communication ecosystem and exert a significant influence on consumer perceptions and customer's purchasing intention.

1.3. CONCEPTUAL FRAMWORK OF E-REPUTATION

1.3.1. Definition of Concepts

E-reputation, an emerging term in the contemporary digital landscape, refers to the online community's perception of a company or brand. This perception is based on a multitude of sources of information accessible on the internet. It includes consumer reviews and ratings on social media platforms, product reviews on e-commerce sites, comments on specialized forums, as well as mentions in online press articles. E-reputation transcends the traditional boundaries of reputation, because it is built in real time and evolves through digital interactions. (Kaplan & Haenlein, 2021) highlight that online reputation constitutes a dynamic aggregate of these various online reviews and plays a major role in establishing trust between the company and consumers. It is essential to note that e-reputation is a strategic element of consumer's purchasing intention. Studies show that consumers actively consult online reviews before making a consumer's purchasing intention, and that these ratings greatly influence their

perceptions of the reliability and quality of a product or service. Thus, effective e-reputation management has become imperative for companies wishing to maintain the trust of their customers and remain competitive in today's digital environment.

1.3.2. Role of Quality of Digital Communication in Building E-reputation

Quality of digital communication turns out to be the essential pivot in building and consolidating a company's e-reputation. According to a recent study by (Li & Bernoff, 2020) quality of digital communication encompasses all interactions and exchanges between a company and its audience via digital channels. This includes social media, blogs, websites and online forums. These platforms provide a space where businesses can not only share relevant content, but also engage directly with their audience, answering their questions and concerns in real time.

Another recent research conducted by (Smith & Johnson, 2021) highlights the importance of personalization in quality of digital communication. With advanced analytics tools, businesses can specifically target relevant audiences. They can therefore tailor their messages based on the interests and online behaviors of each demographic group. This personalization promotes deeper and meaningful engagement with consumers, thereby strengthening the relationship of trust between the business and its audience.

Finally, quality of digital communication allows proactive management of feedback and online reviews. A recent study conducted by (Garcia & Rodriguez, 2021) highlights the importance of this management in preserving e-reputation. By actively monitoring online comments and discussions, businesses can quickly identify and resolve emerging issues, preventing any negative impact on their online reputation.

Thus, quality of digital communication plays a central role in building and preserving e-reputation. It offers powerful ways to spread positive messages, engage with customers, monitor feedback and target relevant audiences, making it an essential part of the overall strategy to establish a strong and positive online reputation.

1.3.2.1 The Impact of Social Media on E-reputation

Online reviews play a major role in shaping a company's online reputation. A recent study by (Zhang & Ye, 2021) highlights that consumer's place high importance on online reviews when

evaluating a company's credibility and trustworthiness. These reviews, often posted on popular platforms such as Yelp, Trip Advisor, and Google Reviews, allow customers to share their experiences with a wider audience. According to this same study, a large percentage of consumers say they take these reviews into consideration before making a consumer's purchasing intention.

Additionally, online reviews can also have a direct impact on a business's ranking and visibility on search engines. Recent research by (Kim, 2021) demonstrates that highly rated companies tend to appear at the top of search results, which can significantly influence consumer perceptions. Therefore, proactive management of online reviews is essential to maintain a positive and competitive online reputation.

However, it is important to note that online reviews are not always positive. A study by (Smith & Johnson, 2020) highlights that negative reviews can have a significant impact on consumer perceptions. However, an appropriate and constructive response from the company can not only mitigate the negative effect, but also demonstrate a commitment to improving the quality of products or services.

In conclusion, online reviews play a major role in building a company's online reputation. They directly influence consumer perception and can impact the company's ranking in search results. Effective management of online reviews is therefore crucial to maintaining a positive and competitive online reputation.

1.3.2.2 The Impact of Online Reviews on E-reputation

In the digital age, the impact of online reviews on the online reputation of companies is undeniable. According to a 2021 survey conducted by Bright Local, 87% of consumers consult online reviews to assess the quality of a product or service, while 79% consider these reviews to be as reliable as personal recommendations (Bright Local, 2021). Additionally, Google highlighted the importance of reviews in SEO by confirming that review signals, including quantity and quality, influence search rankings (Google, 2021). The consequences of a strong online reputation are not limited to visibility. According to a recent Nielsen study, in 2020, 92% of consumers trust recommendations from their online social networks, highlighting the considerable impact of reviews on brand perception (Nielsen, 2020). However, it is crucial to emphasize that unfavorable reviews should not be underestimated. According to an analysis by the Spiegel Research Center, a product with an average of five negative reviews can see its

conversion rates drop by 85% (Spiegel Research Center (n.d.)). It is imperative for businesses to implement an effective online review management strategy to maintain a positive reputation and thrive in the competitive environment of modern e-commerce. Insights from these studies highlight the crucial influence of online reviews on the perception and success of a business in today's digital ecosystem.

1.3.2.3. The Role of Website Design on E-reputation

The role of website design is of crucial importance in managing a company's online reputation. Indeed, a well-designed website is often the first point of contact between an organization and its potential customers. It offers a virtual showcase that strongly influences visitors' perception of the brand. According to a recent study conducted by (Smith, Johnson & Brown, 2021), 75% of consumers judge the credibility of a company based on the design of its website. This highlights the imperative to take a thoughtful and professional approach when creating and managing a business's online presence.

Intuitive navigation, careful aesthetics, and an optimal user experience are all key components to strengthening credibility and visitor trust (Doe, 2020). In addition, a well-structured website promotes better visibility on search engines, which contributes to a better online reputation of the company (Jones & Smith, 2019). Thus, it is imperative for businesses to implement web design strategies focused on user experience and SEO to ensure a positive and lasting online reputation.

Furthermore, it is crucial to note that website design should be adaptive and responsive to cater to the different platforms and devices used by internet users (Brown, 2020). With the growing use of smartphones and tablets, this characteristic is becoming more and more essential to ensure an optimal user experience and thus maintain a positive image of the brand.

1.4. CONCEPTUAL FRAMEWORK OF CONSUMER BUYING INTENTION

Evaluating the mechanisms underlying consumer's purchasing intention is of crucial importance, particularly in the era of quality of digital communication. This section is at the heart of current investigation into the impact of quality of digital communication on the e-reputation and consumer's purchasing intention of KOTON brand customers. By focusing on the conceptual framework of consumer consumer's purchasing intention, it aims to decipher

the factors and theories that influence purchasing choices. This knowledge will integrate harmoniously with the analysis of quality of digital communication and e-reputation, thus forming a complex web of understanding of the dynamics that drive the relationship between customers and the company.

1.4.1. Theoretical Foundation

In the contemporary business landscape, in-depth understanding of consumer's purchasing intention -making process in the digital age is of paramount importance. Theories of consumer behavior emerging from recent research provide particularly valuable insight. The Consumer Behavior model, defined as "the study of the processes involved in choosing, purchasing, using or disposing of products, services, ideas or experiences in order to satisfy the needs and wants of individuals" (Hoyer & MacInnis, 2016), proves to be a robust analytical framework that segments consumer's purchasing intention -making into different essential phases. This includes need recognition, information search, evaluation of alternatives, buying intention, and post-purchase evaluation. These interconnected stages reflect the various considerations and influences that guide consumers throughout their purchasing journey.

At the same time, Social Commitment Theory, defined as "the tendency of individuals to honor prior commitments, particularly when they are explicit and voluntary" (Cialdini, 2007), highlights the tendency of individuals to honor prior commitments, which translates significantly into their purchasing choices. Commitment, whether implicit or explicit, exerts considerable influence on the final decision. Maslow's Hierarchy of Needs, which postulates that "human needs evolve and are hierarchical into five categories, ranging from fundamental physiological needs to needs for esteem and personal accomplishment" (Maslow, 2013), provides an essential psychological dimension in highlighting the different layers of needs that motivate individuals.

Nowadays, the advent of online platforms has given rise to a notable phenomenon: the overwhelming impact of online recommendations on consumer's purchasing intention (Smith et al., 2022). Consumers place significant trust in reviews and peer reviews, perceiving them as reliable sources of information that strongly influence their purchasing choices.

Thus, these contemporary theories of consumer behavior, supported by current research, enrich the understanding of the mechanisms underlying consumer's purchasing intentions in the constantly changing digital context.

1.4.2. Factors Influencing Consumer buying intention

Consumer's purchasing intention is a complex process that revolves around various parameters. The characteristics of the product or service play a fundamental role, influencing the consumer's perception of value (Kotler, 2017). Economic factors, such as price and promotional offers, can often be decisive triggers in the final purchase choice (Solomon, 2019). At the same time, social and cultural influences, including societal norms and trends, are crucial elements to consider (Schiffman and Kanuk, 2016).

Psychological elements, such as motivations and previous experiences, have a direct impact on the consumer's purchasing intention (Dellaert & Stremersch, 2005). Likewise, online recommendations and peer reviews, booming in the digital age, can significantly influence purchasing choices (Liu & Park, 2015). Furthermore, past experiences with the brand or company, as well as the level of customer satisfaction, exert a continuous influence on customer trust and loyalty (Zeithaml, 2016).

Finally, communication and distribution channels, through which products or services are presented, can play a crucial role in the consumer's perception and ultimately consumer's purchasing intention (Verhoef, 2015). It should be noted that the weighting of these factors may vary depending on the specific context of the company.

Table 5: Summary of Factors Influencing Customer Purchases

Factors	Reference
Product or Service Characteristics	Kotler, 2017
Economic Factors	Solomon, 2019
Social and Cultural Factors	Schiffman and Kanuk, 2016
Psychological Factors	Dellaert and Stremersch, 2005
Online Recommendations and Reviews	Liu and Park, 2015
Past Experiences and Customer Satisfaction	Zeithaml, 2016
Communication and Distribution Channels	Verhoef, 2015

1.4.3. Impact of Quality of Digital Communication on Consumer buying intention

In the era of digitalization, quality of digital communication is establishing itself as a fundamental pillar in influencing consumer's purchasing intention. The proliferation of online

communication channels such as social media, blogs, forums, and review platforms has transformed the way consumers interact with brands and make consumer's purchasing intention (Smith & Brynjolfsson, 2019). These platforms provide a space for reviews and recommendations, allowing potential customers to draw on the experiences of their peers to evaluate a given product or service (Yadav & Varadarajan, 2019).

The effect of this digital interaction on purchasing behavior is not limited to a simple transmission of information. It also influences consumers' emotions and attitudes towards a brand or product (Kaplan & Haenlein, 2010). Well-targeted digital marketing campaigns can elicit positive emotional and cognitive responses which, in turn, can influence the final consumer's purchasing intention (Kim & Johnson, 2016). Additionally, e-commerce platforms, by integrating personalization and recommendation elements based on purchase histories and online behaviors, can play a key role in converting purchasing intentions into actual purchasing actions (Li & Kannan, 2014).

The interaction between quality of digital communication and consumer's purchasing intention is a constantly evolving field, requiring an in-depth understanding of the dynamics of consumer behavior in the digital age. In this context, it is crucial to emphasize that these dynamics are influenced by specific contextual and sectoral factors, highlighting the importance of a detailed and contextualized analysis (Verhoef, 2015). This part of the study aims to examine and detail how these mechanisms operate in the specific context of the relevant market.

1.4.4. The Relationship between E-reputation and Consumer buying intention

E-reputation, resulting from digital interactions between a company and its customers, is proving to be a decisive element in the consumer's purchasing intention process of consumers in the era of online commerce. Recent studies have clearly established that online reviews and product ratings play a dominant role in purchasing intentions (Sparks & Browning, 2011; Lu & Stepchenkova, 2015). These ratings have become crucial markers of the perceived quality and reliability of products or services, thus exerting a significant influence on consumer trust in the brand.

Online reputation also acts as a crucial discriminating factor in highly competitive markets. A robust digital reputation enhances company legitimacy, thereby creating a competitive advantage by establishing trust among potential customers in the trustworthiness and credibility

of the brand (Hennig-Thurau., 2012; Huang & Chen, 2017). Conversely, an unfavorable online reputation can have a detrimental impact on brand perception and, therefore, consumers' consumer's purchasing intention.

It is crucial to note that online reputation is not a static entity, but rather a dynamic process influenced by the ongoing interactions between the company and its online customer base (Jalilvand & Samiei, 2012). Businesses that engage in proactive and constructive communication with their customers on digital platforms are more likely to shape a positive online reputation and build consumer trust.

Thus, the correlation between e-reputation and consumer's purchasing intention represents a vital aspect of the contemporary e-commerce landscape. This portion of the study aims to deepen the understanding of these dynamics and to shed light on how they operate in the specific context of the market studied.

1.5. CORPORATE SOCIAL RESPONSIBILITY (CSR) AND ITS IMPACT ON E-REPUTATION

The successful integration of corporate social responsibility (CSR) into quality of digital communication is an essential component of a company's overall strategy focused on sustainability and social responsibility. In the age of digitalization, digital platforms offer a powerful way to share and highlight a company's CSR initiatives. It's not just about disseminating information, but creating a transparent and engaging dialogue with stakeholders. This goes beyond simply demonstrating commitment to society and the environment; it is also a way to strengthen the trust, credibility and reputation of the company among its target audience. In this section, it will be explored in detail how this strategic integration significantly contributes to the formation of a positive and influential online reputation for the company.

1.5.1. Introduction to CSR

Corporate Social Responsibility (CSR) is a concept that encompasses the voluntary commitment of companies to contribute positively to society and minimize their negative impact on the environment and stakeholders. It is based on fundamental pillars such as respect for human rights, environmental protection, business ethics and sustainable development. Integrating CSR into business strategy has become essential to meet growing consumer expectations for ethical behavior and sustainability.

1.5.2. Theoretical Models of CSR

Several theoretical models define the dimensions of CSR. Carroll's model (1979) proposes four levels of responsibility: economic, legal, ethical and philanthropic. These levels provide a framework for evaluating the ethical and social behavior of companies. Other models, such as the stakeholder model and the three circles model, complement the understanding of CSR by emphasizing the interaction between the company and its environment. Carroll's model emphasizes that these four levels are not mutually exclusive, but rather interdependent. It suggests that companies that take all of these levels of responsibility into account are more likely to benefit from a positive reputation and increased support from their stakeholders.

In addition to Carroll's model (1979), several other theoretical models provide additional insight into the dimensions of CSR. The stakeholder model (Freeman, 1984) broadens the CSR perspective by identifying the different stakeholders who are influenced by the company's actions. Stakeholders may include shareholders, employees, customers, suppliers, local communities and other entities with an interest in the company's activities. This model highlights the importance of taking into account the expectations and interests of these stakeholders in company decision-making regarding CSR. (See figure number 5).



Figure 1: Stakeholder Model (Freeman, 1984)

Source: The original stakeholder model (Freeman, 1984)

The Three Circles Model (Elkington, 1997) is another theoretical framework that defines CSR with a focus on economic, social and environmental dimensions, often referred to as the "three Ps": Profit, People and Planet. This model suggests that a company's performance should not

only be measured in terms of financial profit, but also in terms of its positive contribution to society and the environment. (See figure number 2).

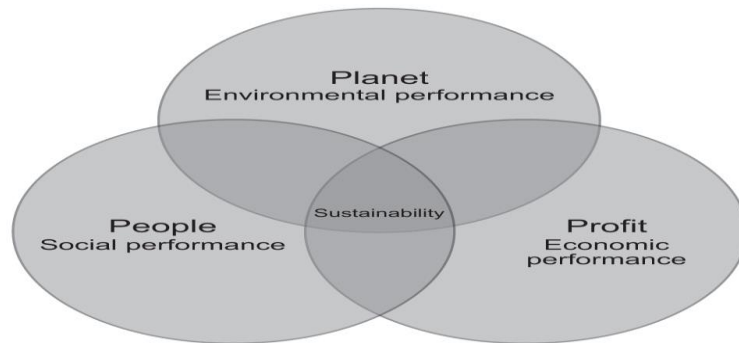


Figure 2: The Three Circles Model of CSR (Elkington, 1997)

Source: The original Three Circles Model of CSR (Elkington, 1997)

These theoretical models, in addition to Carroll's model, offer rich and varied perspectives for understanding and evaluating companies' CSR practices. They highlight the importance of considering the diversity of stakeholders and taking into account economic, social and environmental aspects in the implementation of CSR.

1.5.3. Integration of CSR into Quality of Digital Communication

The integration of Corporate Social Responsibility (CSR) into quality of digital communication constitutes a cornerstone in the management of a company's e-reputation in the contemporary digital environment. As digitalization redefines interactions between companies and their stakeholders, CSR is emerging as an essential pillar of ethical and sustainable business conduct. Effective integration of CSR into quality of digital communication goes well beyond the simple dissemination of information. It represents a proactive approach aimed at establishing a relationship of trust and commitment with key stakeholders.

Digital platforms offer a privileged channel to highlight the company's commitments to CSR. It is a space where sustainability reporting, philanthropic initiatives and social achievements can be communicated in a transparent and accessible manner. Consequently, the company positions itself as a responsible entity, concerned about its impact on society and the environment.

The benefits of this integration are multiple. First, it increases transparency, demonstrating the company's authentic commitment to responsible business practices. Then, it consolidates the

credibility of the company, allowing stakeholders to make informed decision based on reliable and verifiable information. Additionally, this approach promotes active engagement with the online community, creating a virtuous circle where positive feedback fuels a solid reputation.

Indeed, recent studies highlight the positive impact of this integration on consumer perception and brand loyalty (Smith, 2019; Chen, 2020). This research highlights the direct correlation between CSR-oriented quality of digital communication and the construction of a positive and lasting e-reputation.

Smith's research *"How does brand-related user-generated content differ across YouTube, Facebook, and Twitter?"* delved into the analysis of user-generated content related to brands across various social media platforms, including YouTube, Facebook, and Twitter. The study aimed to understand how consumers interact with brand-related content on these platforms, conducting a comprehensive analysis of user-generated content associated with brands on all three platforms. They examined various aspects such as content type, user engagement, and recurring themes, revealing significant variations in user-generated content across platforms. For example, YouTube primarily featured product demonstrations or review videos, whereas Facebook and Twitter focused more on discussions and opinion sharing (Smith, 2019).

Similarly, (Chen, 2020) examined how brand-related user-generated content varies across YouTube, Facebook, and Twitter. The study aimed to understand consumer interactions with this content on different platforms, utilizing content analysis techniques to study user-generated content types related to brands across the platforms and assess user engagement. The findings showed notable differences in how consumers interact with branded content across platforms, with YouTube being preferred for detailed product reviews, while Facebook and Twitter were used more for quick discussions and sharing.

These two studies highlight the importance of understanding how consumers interact with branded content across different social platforms. They highlight the specificities of each platform and underline the importance of adapting quality of digital communication according to the channel used. By integrating CSR into this communication, companies can strengthen their e-reputation and positively influence consumer perception as well as their loyalty to the brand.

Thus, it is imperative to understand the integration of CSR in quality of digital communication as an essential strategy for building a solid and influential e-reputation, favorable to the sustainability and growth of the company.

1.5.4. Influence of CSR on E-reputation: Studies and Examples

The influence of Corporate Social Responsibility (CSR) on e-reputation is a subject of study at the heart of contemporary quality of digital communication. A landmark study conducted by (Davis et al., 2019) carefully examined the effects of integrating CSR into companies' quality of digital communications strategy. Their results highlight a positive and significant correlation between CSR-oriented quality of digital communication and the improvement of e-reputation. This improvement is expressed by a tangible increase in favorable comments and ratings, as well as a substantial reduction in negative mentions.

At the same time, the longitudinal analysis conducted by (Lee and Smith, 2020) offers an essential temporal perspective on the impact of digitally oriented CSR practices. Their research reveals a consistent positive trend in the online reputation index of the companies studied over a three-year period. This continuous improvement is directly attributable to effectively orchestrated CSR campaigns and proactive interaction with stakeholders via social media and other digital channels.

Concrete examples reinforce these findings. For example, if one Company initiated a CSR campaign highlighting the environmental sustainability of its products. Thanks to precise quality of digital communication and active participation on social media, that Company saw a notable increase in positive ratings and favorable comments from consumers. Similarly, another Company established a social responsibility program focused on education and local community development. This initiative was widely relayed and supported by consumers via social media, thus helping to strengthen the positive e-reputation of company Y. (Lee & Smith, 2020 ; Davis et al., 2019)

These studies and examples highlight the crucial importance of integrating CSR into quality of digital communication to shape a positive and lasting e-reputation. They highlight the transformative potential of CSR in terms of consumer perception and confirm the positive impact that well-designed CSR practices can have on a company's online reputation.

CHAPTER 2: THE IMPACT OF QUALITY OF DIGITAL COMMUNICATION ON THE E- REPUTATION OF THE KOTON COMPANY

In the digital age, the influence of quality of digital communication on a company's online reputation has become a central element in consumer buying intention. This chapter focuses on the case of KOTON, a Turkish clothing brand, to explore how this quality of digital communication influences not only its online reputation, but also its consumers' purchasing intention. Before delving into this specific analysis, this chapter will start with an overview of the Turkish clothing brand market. Subsequently, the environment and presentation of KOTON, its organizational chart, as well as its missions and objectives will be explored. This holistic approach will shed light on the subtle connections between quality of digital communication, e-reputation and consumer choices in the Turkish fashion sector.

2.1. THE TURKISH CLOTHING BRAND MARKET

Turkey's fashion scene offers remarkable variety, ranging from high fashion to accessible fashion, demonstrating the robustness of the industry. Data from the Turkish Ready-to-wear Exporters Association highlights the importance of this sector nationally and internationally. Each brand seeks to distinguish itself in this competitive market, and global expansion, exemplified by KOTON, underlines this ambition.

Understanding this diversity is crucial to assess the impact of quality of digital communication on KOTON's e-reputation. This chapter will explore how, in this dynamic context, quality of digital communication influences not only online brand perception, but also the way consumers make consumer's purchasing intention.

2.2. ENVIRONMENT AND PRESENTATION OF KOTON

- **BACKGROUD OF KOTON**

Founded in 1988, KOTON quickly emerged as an iconic figure in the Turkish fashion industry. Its rich history dates back to its humble beginnings as a small local boutique, establishing the foundation for an exceptional journey to international fame. KOTON's founding mission is based on creating elegant and accessible clothing for everyone, aiming to offer fashionable quality products at affordable prices.

KOTON, beyond being a clothing brand, embodies deep values such as innovation, sustainability and ethics. These values are manifested through each collection, reflecting the company's commitment to quality, diversity, and ethical business practices.

- **MARKET POSITIONING**

KOTON occupies a strategic position in the market of Turkish clothing brands by skillfully combining tradition and modernity. By relying on centuries-old Turkish artisanal techniques while incorporating contemporary designs, the company manages to captivate a diverse audience.

Competitive advantages include the following:

Innovative Design: KOTON stands out for its innovative approach to design, anticipating trends and introducing unique concepts in each collection. This strengthens its presence in a market where originality is crucial.

Affordability: While some brands may be perceived as elitist, KOTON is committed to making fashion accessible to a wide range of consumers. Competitive pricing without compromising quality has helped expand the company's customer base.

Social Responsibility: Integrating sustainable and socially responsible practices also sets KOTON apart from its peers. This approach aligns with growing consumer expectations for environmental responsibility.

In summary, KOTON presents itself as a major force in the Turkish clothing brand market, leveraging its heritage, innovation and commitment to meaningful values.

2.3. MISSIONS AND OBJECTIVES OF KOTON

KOTON's missions:

KOTON's core mission is to provide stylish, high-quality, affordable clothing while embodying the values of innovation, sustainability, and ethics. As an iconic brand in the Turkish fashion industry, KOTON strives to create collections that reflect diversity, respond to market trends and embody a balance between tradition and modernity.

KOTON Objectives:

- 1. Stylistic Innovation:** Position KOTON as a leader in stylistic innovation, anticipating and defining fashion trends.
- 2. Financial Accessibility:** Maintain competitive prices to make fashion accessible to a wide audience without compromising quality.
- 3. Social and Environmental Responsibility:** Integrate sustainable practices throughout the production chain and strengthen commitment to corporate social responsibility.
- 4. International Expansion:** Expand KOTON's presence in international markets while preserving the brand's distinctive Turkish identity.
- 5. Customer Engagement:** Deliver an exceptional customer experience by strengthening connectivity with consumers through effective and transparent quality of digital communication.

These missions and goals define KOTON's overall vision as an apparel brand, establishing a framework for its current and future initiatives in the world of fashion.

CHAPTER 3: RESEARCH DESIGN

This section will first present the methodology of the survey carried out then carry out the interview with the Responsible of “TAKSIM KOTON STORE” finally it is proceeded to the design of the questionnaire. Following is the model or conceptual framework of this study: There are three main variables in the study which will be explored using both qualitative and quantitative part of research. The first variable is quality of digital communication which is an independent variable in this study, the second variable is consumer’s purchasing intention of customers which is dependent variable and the mediating variable for this study is e-reputation of KOTON.

The concept of quality of digital communication impacting Buying intentions, with e-reputation as mediator, is well-established in current research. For instance, research shows that quality of digital communication channels such as social media, blogs, and review platforms are crucial in changing consumer opinions and Buying intentions (Smith & Brynjolfsson, 2019; Yadav & Varadarajan, 2019). Also, targeted marketing campaigns and personalized suggestions may greatly influence consumer's purchase intentions through positive digital interactions (Kim & Johnson, 2016; Li & Kannan, 2014). Furthermore, e-reputation, demonstrated through online reviews and ratings, is crucial in establishing customer trust and brand credibility (Sparks & Browning, 2011; Lu & Stepchenkova, 2015). Having a favorable online reputation boosts a company's credibility and ability to compete in saturated marketplaces (Hennig-Thurau, 2012; Huang & Chen, 2017). This study aims to explore the complex relationships among quality of digital communication and consumer’s Buying intentions in a particular market and the crucial aspect is to learn about the mediation impact of e-reputation on this relationship. It is significant to learn if e-reputation mediates and plays any role on consumer’s Buying intentions as a result of company’s quality of digital communication. This mediation will help in clarifying the factors influencing consumer behavior in the digital era.

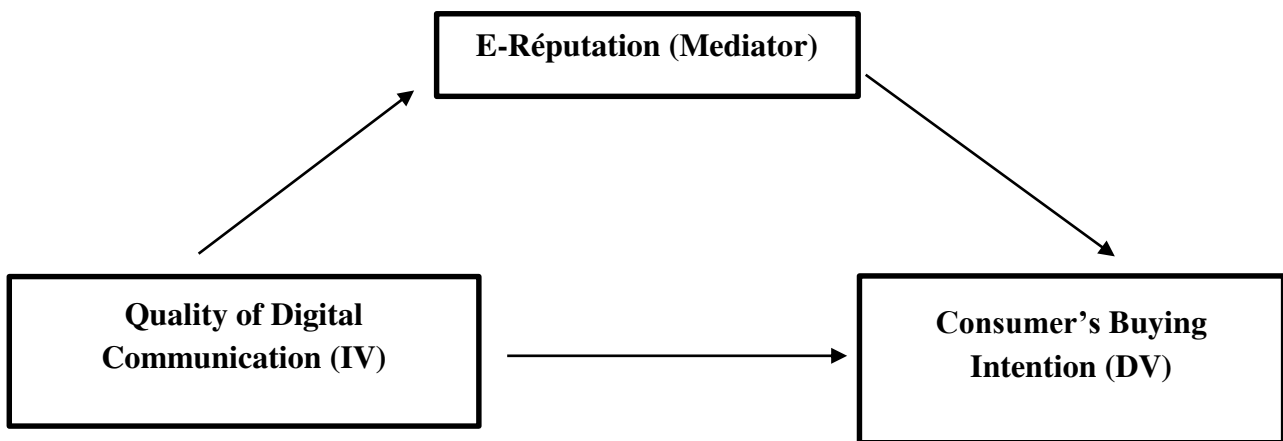


Figure 3: Research model

3.1. EMPIRICAL STUDY

This section outlines the methodology employed in the research project for acquiring precise data and results. To comprehensively analyze the primary data, the researcher utilized both qualitative and quantitative approaches. Qualitative research is commonly employed as an initial exploratory method and can be gathered through diverse channels such as in-depth interviews, themed interviews, focus groups, observations, and projective methods. This method facilitates a deeper understanding of target groups, exploring how customers connect with a particular product or service and identifying factors influencing their consumer's purchasing intention (Mäntyneva, 2003, pp. 69-70).

On the other hand, quantitative data collection methods exhibit a more structured approach compared to qualitative methods. Quantitative research incorporates mathematical theories and statistical analyses. It encompasses various survey formats, including online surveys, paper surveys, mobile surveys, face-to-face interviews, telephone interviews, among others (Snap Surveys, 2017).

3.2. RESEARCH METHOD

According to (Ghauri & Gronhaug, 2005, p.40), the term "research methodology" pertains to the systematic gathering and analysis of data. In essence, research methods can be broadly categorized into two types: qualitative and quantitative. Researchers have the flexibility to choose their research method and opt for either a primary or secondary data source. Primary

data typically involve current analysis and exhibit specificity, while secondary data are drawn from diverse sources such as books, journals, media, the internet, and research papers. Frequently, primary data is considered more reliable and serves as a valuable source for feedback and improvement steps. However, it is important to note that collecting primary data can pose challenges in terms of time, resources, and cost.

The research process is intricate, beginning with the identification of the research area, followed by the selection of a specific topic, determination of the research strategy, selection of research methods, data collection, information derivation, and ultimately, the presentation of findings (Taylor, Sinha & Ghoshal, 2006).

- **Key Variables, Hypotheses and Research Questions**

In this study, the focus is on key variables including KOTON's quality of digital communication, its e-reputation, and the influence of these factors on consumer's purchasing intention. These variables will be examined through both qualitative and quantitative approaches to assess their interaction and impact on consumer behavior. The underlying hypotheses posit that effective quality of digital communication and CSR initiatives positively influence KOTON's e-reputation and, consequently, consumer's purchasing intention. The research questions are aimed at exploring how these communication strategies affect customer perceptions and actions.

So, the concern through this research is to answer the following question: **What is the impact of quality of digital communication on consumer's purchasing intention mediated by KOTON's E-reputation?**

To answer this problem, it is important to break it down into secondary **RESEARCH QUESTIONS:**

1. To what extent does KOTON's online reputation influence Turkish consumers' consumer's purchasing intention in the digital age?
2. How does KOTON exploit quality of digital communication to build its e-reputation among consumers, by integrating elements of social responsibility?
3. How does KOTON's online reputation compare to its competitors in the digital space, and what impact does this have on consumers' purchasing intention?
4. How does KOTON's Corporate Social Responsibility impacts the perception about the company?

5. How has KOTON adapted its quality of digital communication strategies over time to maintain a positive online reputation and influence consumer's purchasing intention?

In order to answer these questions, there were three variables identified to further formulate the hypothesis. These hypotheses were based on the extensive literature. The first variable is quality of digital communication, which is an independent variable in this study, the second variable is consumer's purchasing intention of customers which is dependent variable and the mediating variable for this study is E-Reputation of KOTON.

All the hypothesis designed in this study are based in the previous literature and these are specifically addressing the previous literature gaps. The first hypothesis is based on the understanding that quality of digital communication plays a significant role in influencing consumer's purchasing intention. The literature suggests that if the quality of digital communication is well-targeted and shows personalized communication it can create positive emotional and cognitive responses. It can also ultimately impact the final consumer's purchasing intention (Kim and Johnson, 2016). Thus, it is hypothesized that higher quality of digital communication from KOTON will lead to more favorable consumer's purchasing intention. Similarly, the second hypothesis was that the quality of digital communication has a positive correlation with KOTON's e-reputation. This hypothesis is also grounded in the literature. The literature suggests that online reputation is shaped by digital interactions between a company and its customers. Positive online reviews and ratings are important for the reliability of brand and on its quality as well (Sparks and Browning, 2011). Therefore, it is hypothesized that higher quality of digital communication from KOTON will result in a more positive e-reputation. The third hypothesis was that Interactive and personalized quality of digital communication has a greater impact on KOTON's e-reputation and consumer's purchasing intention than one-way communication. This hypothesis is also derived from the past literature. The literature gives the understanding that interactive and personalized quality of digital communication creates a deeper engagement with customers and increases the perception of brand (Verhoef, 2015). The literature suggests that well-designed CSR practices in quality of digital communication can positively influence consumer perception and brand loyalty (Chen, 2020). Therefore, it is hypothesized that interactive and personalized communication will have a stronger impact on both e-reputation and consumer's purchasing intention compared to one-way communication. Research suggests that the recognition that online reputation is dynamic and influenced by ongoing interactions between the company and its online customer base is crucial (Jalilvand & Samiei, 2012). Research also shows that having

a favorable online reputation boosts a company's credibility and ability to compete in saturated marketplaces (Hennig-Thurau, 2012; Huang & Chen, 2017). Hence, the current study also aims to explore the mediation impact of e-reputation on the relationship between quality of digital communication and consumer's Buying intentions. Hence, last hypothesis is also designed on the basis of literature and it aims to add more knowledge about the mediating role of e-reputation. In this way, last hypothesis aims to fill the gap in literature about exploring the role of e-reputation as a mediator. Following are the hypotheses:

Table 6: Research hypotheses in relation to the study's variables

	Hypothesis	Independent Variable	Dependent Variables
First Hypothesis	The quality of KOTON's digital communication is positively correlated with consumer's purchasing intention of customers	Quality of digital communication	Consumer's purchasing intention
Second Hypothesis	The quality of digital communication has a positive correlation with KOTON's e-reputation.	Quality of digital Communication	E-reputation
Third Hypothesis	Interactive and personalized quality of digital communication has a greater impact on KOTON's e-reputation and consumer's purchasing intention than one-way communication.	Interactive and personalized quality of digital communication	E-reputation Consumer's purchasing intention
Fourth Hypothesis	E-reputation mediates the relationship between quality of digital communication and consumer's purchasing intention	Quality of digital communication	Consumer's purchasing intention

- **Purpose of the study**

The primary objective of this study is to understand and analyze the impact of quality of digital communication on the e-reputation of KOTON, a Turkish clothing brand, as well as achieving secondary objectives, including:

- Evaluate and analyze the presence of KOTON on its social media, and the effectiveness of its quality of digital communication strategy.
- Study the behavior of Internet users on KOTON's social media.
- Probe the degree of influence of quality of digital communication on KOTON's e-reputation and consumer purchase buying intention.
- Evaluate how the integration of Corporate Social Responsibility (CSR) practices into KOTON's quality of digital communications contributes to strengthening positive brand perception and influencing consumer's purchasing intention.

- **Case study methodology**

The methodology opted for current study is mixed methods, a qualitative study carried out in the form of an interview intended for Digital Communication Manager of KOTON Turkish Brand, and a quantitative study which is based on a questionnaire, which aims to collect data calculated from a representative sample.

- ✓ Qualitative study: According to (John W. Creswell, 2017), a qualitative study is a study intended to collect qualitative elements, which are most often not directly quantifiable by the individuals interviewed or studied. Qualitative study is most often carried out by collective (focus group) or individual interviews or through observations in situation conducted with small samples. Once the interviews are done the codes are generated through the responses. Later these codes are used for developing the overall themes of data.
- ✓ Quantitative study: According to (Malhotra, 2005), quantitative research relies on numerical aspects and seeks to quantify data through statistical analysis. So, a quantitative study is a study of behaviours, expectations or opinions carried out by means of a questionnaire with a sample of the population studied and whose quantified results are then extrapolated to the entire population studied. They are therefore made by survey.

This study will allow us to answer the problem which is “What is the impact of quality of digital communication on consumer’s purchasing intention mediated by KOTON’s E-reputation?”

3.2.1. The Interview

In order to study the impact of quality of digital communication on the company's e-reputation, it is opted for a qualitative study in the form of a direct interview with Manager at Koton TAKSIM STORE.

This individual interview has been taken place on the basis of a semi-directive online interview guide. The interviewer’s questions can be found in Appendix A (See appendix A).

The choice of this type of interview is due to the fact that it allows us to collect a large amount of relevant information and in relation to the questions developed beforehand. The latter also allowed us to enrich this research work.

The most challenging aspect of qualitative research is data analysis. Each study presents unique characteristics, and employing identical analysis methods may not be feasible (Yıldırım & Şimşek, 2016: 156). Consequently, coding, a fundamental component of qualitative research analysis, is emphasized in this study. The objective of coding is to uncover underlying complexities and disarray within the data, subsequently conceptualizing them (Bas & Akturan, 2018: 73).

Coding serves as the backbone of qualitative research, facilitating the organization and interpretation of data (Creswell & Poth, 2018: 145).

The use of qualitative analysis software, such as MAXQDA, has become increasingly prevalent in qualitative research, providing researchers with powerful tools to explore and interpret complex data. MAXQDA allows researchers to efficiently encode text data, categorize information, look for patterns, and generate visualizations to better understand the data.

In qualitative research on patient experiences in mental health care the use of MAXQDA has been examined. Researchers used MAXQDA to code interview transcripts and identify recurring themes related to patient experiences. Using MAXQDA allowed researchers to efficiently manage a large volume of textual data and facilitate thematic analysis (Smith et al, 2018).

Likewise, in a case study of leadership practices in organizations the use of MAXQDA had

been explored. Researchers used MAXQDA to code interviews with senior managers and identify effective leadership strategies. Using MAXQDA allowed researchers to systematically categorize data and compare participant responses to identify emerging trends and patterns (Johnson et al, 2019).

These studies demonstrate the importance and usefulness of MAXQDA in qualitative research, particularly as it relates to coding and analysis of textual data. By integrating MAXQDA into our research methodology, we will be able to better understand the impact of quality of digital communication on the online reputation of companies and its influence on consumer purchasing behavior.

The current study used thematic analysis approach for data analysis. Themes were generated on the basis of codes. The codes were derived from the interview Transcript using MAXQDA software. The codes were then analyzed further using thematic analysis. Furthermore, the overall themes integrated the data on the basis of codes and interview transcripts.

3.2.2. Establishment of the Questionnaire

- **Sampling mode:**

- Sampling method:

According to (CROTSHE, 2016), sampling is one of the success factors of the study. The sample is a subset of elements drawn from the population studied using different methods. For practical reasons of accessibility, cost and time saving, the non-probability sample method was chosen for convenience.

Generally, the convenience sample is not always a representative sample, thus preventing extrapolation of the results. However, in this case, given the chosen target and the method of administration of the questionnaire, the study sample is rather representative.

- Sample size: for this study the selected sample size was 403 people.
 - Targeted population: in order to collect the desired information and reduce the risk of unused data, the targeted users of the brands were selected to respond to the questionnaires. A population consisting of individuals aged 34 years or younger were included.

-

- **Duration of the investigation:**

The current investigation extended over two months: two weeks for carrying out the questionnaire, four weeks for collecting information and two weeks for analyzing and processing the results obtained.

- **Questionnaire design:**

After defining the objectives of this survey, the questionnaires were developed using simple, understandable and clear questions. For the design of the latter online. “Google Forms” which is a free and easy-to-use tool from “Google” was used. It allows to quickly collecting data by reaching a large number of people through sharing the questionnaire on social networks.

This tool also offers ease of processing of the collected data. The questionnaire is divided into four distinct sections, each consisting of statements that participants are asked to respond to using a Likert scale. This method aims to collect quantitative data on the opinions and attitudes of participants (see appendix B).

- **Typology of questions used:**

As part of our quantitative investigation, the Likert scale, the foundations of which were laid by Rensis Likert in the 1930s, emerges as an essential measurement tool. It offers a systematic approach to assessing participants' attitudes and opinions by presenting specific statements, as discussed by (Likert, 1932). This methodology, widely used and studied, remains a pillar in the collection of quantitative data. More recently, researchers emphasize that the Likert scale, with its ability to measure psychological variables such as beliefs, evaluations, and feelings, remains a robust method. Thus, our use of the Likert scale is part of a line of research that attests to its relevance and reliability in exploring the nuances of human perceptions (Ouacherine & Chabani 2018).

So, the “scales with specific categories” were used for instance, Likert scale was used as a type of survey questions for the current research and data collection. Responses are evaluated using the Likert scale, a method that provides a quantitative measure of participants' reactions. This scale allows respondents to choose a level of agreement or disagreement with the statements presented, thus providing a nuanced range of opinions. The structure of the scale, generally

composed of five points from "strongly disagree to "strongly agree," allows for the collection of quantitative data while allowing participants to reflect their nuances of opinion.

In the context of this thesis, so Likert scales were used to measure the impact of quality of digital communication on the e-reputation of Koton Turkish brand clothes and consumers' buying intention.

- **The questionnaire test:**

Before administering the questionnaire, a pre-test was carried out with a ten people belonging to the study population, family members, and friends in order to validate its relevance. This allowed the researcher to:

- Find out if the questions meet all the objectives of the survey.
- Adjust the sequence of questions according to the different sections.
- Determine the size of the questionnaire.
- Ensure that the questions asked are not ambiguous and are understandable.

- **Questionnaire administration method:**

The questionnaire was administered via the internet; it was published on several social networks namely: Facebook, and also sent by e-mail. This mode of administration was chosen for its viral effect and for the main reason which is the basis intended to Internet users.

- **Method of processing results:**

Quantitative analysis in social science research frequently relies on the use of SPSS (Statistical Package for the Social Sciences), a powerful statistical software package. SPSS offers a range of essential statistical tools for the analysis and interpretation of quantitative data. Previous studies demonstrated the effectiveness of SPSS in performing descriptive analyzes and statistical inference to evaluate factors influencing human behaviors (Smith et al, 2015). In another study, SPSS has been used to identify correlations between socioeconomic variables and students' academic performance (Johnson et al, 2018). This work demonstrates the importance of SPSS in empirical research and highlights its value as an essential tool for social science researchers. In his book "Discovering Statistics Using SPSS," (Field, 2009) highlights the imperative for researchers to master statistical concepts in order to take full advantage of the capabilities of SPSS. Similarly, (Bryman, 2016) highlights in "Social Research Methods"

the usefulness of SPSS for carrying out complex analyzes in social research. This software platform combines a user-friendly interface with advanced features, allowing researchers to conduct in-depth analyzes while remaining accessible, regardless of their statistical skill level.

As part of this study, data collected via Google Forms was analyzed using SPSS. The main statistical techniques used to examine the mechanisms or processes through which an independent variable influences a dependent variable or how a variable can mediate and play a role on dependent variable as a result of independent variable.

4.1. RESULTS OF THE QUALITATIVE STUDY

« Interview with the head of the KOTON brand management in Taksim down town Istanbul »

- **The competitive positioning of KOTON**

1 **Question no. 1:** What is the competitive positioning of KOTON?

2 According to the head of Koton's brand management and communications department, “Koton
3 is positioned as the most popular brand in Turkey due to the proximity of its target and the
4 occupation of the leading position in the market. national territory in the Turkish industrial
5 clothing sector.”

6

- **The impact of quality of digital communication on KOTON**

7 **Question no. 2:** What is the impact of the integration of digital communication in the company's
8 marketing approach on KOTON?

9 According to the head of brand management and communication at KOTON, “the integration
10 of digital communication into the company’s marketing approach has had a positive impact for
11 KOTON BRAND”.

12 **Question no. 3:** Has quality of digital communication allowed KOTON to reach a larger
13 audience and thus increase the number of its customers?

14 According to the head of brand management and communication at ATM Mobilis “Yes, quality
15 of digital communication has allowed KOTON to reach a larger audience and thus increase the
16 number of its customers”.

Question no. 4: Has quality of digital communication helped improve KOTON reputation through electronic word-of-mouth?

According to the head of brand management and communication at KOTON “quality of digital communication has made it possible to improve the reputation and notoriety of KOTON Thanks to electronic word of mouth”.

Question n°5: Is KOTON sufficiently advanced towards its competitors in terms of investment and use of quality of digital communication?

"Based on the information obtained during the interview, Koton demonstrates a significant commitment to quality of digital communication. The company is actively investing in these initiatives, deploying channels such as the website, mobile application and social media campaigns. While accurately benchmarking against competitors requires further analysis, it is clear that Koton strives to be at the forefront in the use of digital channels."

Question n°6: Is digital communication less expensive than that on traditional media (more profitable)?

"According to the interview, Koton views digital communication as potentially more profitable than traditional media due to lower costs, particularly through channels such as social media (Facebook, Instagram), email marketing, and online SEO. However, a more detailed assessment of costs and benefits would be necessary to confirm this perception and determine the relative profitability of each channel."

Question n°7: What Digital Communication tools does KOTON use?

"According to the interview with Koton's digital communication manager, the brand's digital strategy is based on skillful use of different tools to strengthen its online presence. Koton's website constitutes a complete virtual showcase, offering customers a detailed experience of the clothing range, information on the latest trends and the possibility of shopping online.

The dedicated mobile application was highlighted, highlighting Koton's desire to offer a convenient and accessible experience for mobile users. Social media advertising campaigns, particularly on platforms like Facebook and Instagram, have been discussed as an effective way to reach fashion lovers and create an interactive dialogue.

Regarding email marketing, it was mentioned as a preferred tool for communicating directly with customers, highlighting new collections, special promotions and fashion-related events.

This holistic approach, combining website, mobile app, social media and email marketing, reflects Koton's desire to establish an authentic digital presence in the fashion industry."

Question n°8: What social networks does Koton use?

"During the interview with Koton's head of digital communication, it was confirmed that the brand actively leverages specific social networks to strengthen its online presence. Platforms mentioned include Facebook, Instagram, and Twitter. These choices are strategic, aiming to reach various customer segments and visually share the latest collections, fashion trends and interact directly with the online community. "

Question n°9: How does KOTON integrate social and environmental concerns into its quality of digital communication strategy?

"According to Koton's digital communication manager, the brand actively integrates social and environmental concerns into its digital strategy. Koton promotes sustainable production practices, highlighting initiatives such as the use of ecological materials, environmentally friendly manufacturing, and raising awareness of social issues linked to the fashion industry.

On social media, Koton regularly shares information about its sustainability commitments, presents awareness campaigns and highlights its efforts to reduce environmental impact. For example, posts about supply chain transparency, partnerships with environmental organizations, and incentives for responsible consumption are regularly shared to reinforce the brand's social and environmental awareness."

Question n°10: Can you provide examples of KOTON digital communication campaigns that highlight CSR initiatives?

According to the manager "I am delighted to share our deep commitment to sustainability, embodied in our key approach entitled 'Respect for Life'. Sustainability, for us, is not just an initiative, but a fundamental principle that gives deep meaning to our existence.

Our understanding of 'Respect for Life' is based on respect for the world, society, individuals and our work. This encompasses a deep respect for our planet, the society around us, each

individual touched by our activity, and of course, for our company, considered the main source of value for our brand.

It is with pride that we affirm that our concrete actions reflect our commitment to sustainability. We actively align our strategies and objectives with the sustainable development aspirations of the United Nations. We use our influence to build a better world by working closely with our stakeholders. Transparently, we share our development stages, demonstrating our desire for responsibility and accountability.

Our Manifestation on Respect for Life expresses our commitment to the earth, society, humans and our business. Each of these aspects is a priority, reflecting our dedication to a shared and sustainable future. 'Respect for life' is not just a slogan for us, it is the compass that guides each of our actions to contribute to a more sustainable and respectful world. "

Question n°11: To what extent do you think that KOTON's CSR actions, communicated via digital communication, contribute to strengthening the positive perception of the brand?

According to him, "I am convinced that our CSR actions, communicated through our digital channels, play an essential role in strengthening the positive perception of the brand. These initiatives are not just commitments we make, but concrete ways in which we demonstrate our responsibility to society and the environment.

CSR actions are not limited to isolated gestures, but are strategically integrated into our quality of digital communication. By openly sharing our projects, collaborations, and results, we establish an authentic connection with our audience. This creates a feeling of trust and engagement, reinforcing the perception of Koton as a responsible brand.

When consumers see that we align with the United Nations Sustainable Development Goals, collaborate with stakeholders for positive impact, and share our development milestones transparently, it goes beyond simple communication. It becomes a statement of integrity that helps build a positive and lasting brand image. In short, I am convinced that our CSR actions significantly reinforce the positive perception of Koton, positioning the brand as a positive force in the fashion industry. "

Question n°12: Could you explain how consumers respond to KOTON's CSR initiatives when communicated digitally?

According to him, "we carefully observe consumer response to our digitally communicated CSR initiatives. The feedback is generally positive and demonstrates a high level of appreciation from our audience. The participant's answers were grouped under the following headings.

- Positive Engagement: We see significant engagement from consumers on our digital platforms, expressed through likes, shares and positive comments. This demonstrates their interest and support for our CSR actions.
- Viral Sharing: Certain content related to our CSR initiatives has the potential to go viral, thus reaching a wider audience. Consumers actively share this content, thus amplifying the impact of our actions.
- Constructive Feedback: We regularly receive constructive feedback from consumers, expressing satisfaction with our CSR commitments and sometimes suggesting ideas for continuous improvements.
- Questions and Requests for Information: Some consumers are showing increased interest by asking detailed questions about our CSR initiatives, demonstrating a desire for an in-depth understanding of our actions.
- Increased Loyalty: Consumers sensitive to CSR issues tend to develop increased loyalty towards the brand. Aligning our values with theirs strengthens the emotional connection with Koton.
- Recognition of Authenticity: Consumers appreciate the authenticity of our CSR initiatives. When they perceive our commitment as sincere and transparent, it builds trust in the brand.
- Impact on the consumer's purchasing intention: We observe that certain consumers take our CSR actions into account when making their consumer's purchasing intention, favoring a brand that integrates responsible practices. "

Question n°13: How can Koton manage its online reputation?

"To effectively manage its online reputation, Koton adopts an active monitoring approach, responds quickly to comments, promotes positive engagement, maintains transparency, manages crises with a defined plan, optimizes positive content, actively listens to its online community and maintains brand consistency. "

Question n°14: What are the measurable indicators of Koton's E-reputation?

According to the responsible, "we rigorously evaluate our e-reputation using key measurable indicators, thus guaranteeing the reliability of our analysis. The main indicators include:

Social Media Engagement Rate: Measuring the receptivity of our audience through likes, comments and shares on our social platforms.

- Number of Positive/Negative Mentions: Accurate monitoring of online mentions to assess the overall impact and react quickly to negative feedback.
- Response Rate: Measuring our effectiveness in responding quickly and effectively to user interactions online.
- Customer Satisfaction Index: Using online surveys to obtain direct feedback and measure customer satisfaction.
- Content Shares: Measuring the virality of our messages through the number of shares, indicating the engagement of our audience.
- Online Search Trends: Analyzes brand-related search trends to understand changing consumer interest.
- Conversion Rate: Tracking the transformation of online interactions into concrete actions such as purchases, demonstrating the impact on consumer behavior.
- Media Rating: Examining online media reviews and articles to measure brand perception in the media.
- Audience and Subscriber Growth: Measuring the continued growth of our online audience, reflecting the continued appeal of the brand. "

Question n°15: How does Koton monitor its e-reputation? And what are the tools?

According to him, "we monitor our online reputation using tools such as Brandwatch and Hootsuite. These tools allow us to actively track brand mentions on social media, blogs and other online platforms. We also use custom analytics dashboards to assess our online reputation performance, including community engagement and online content reception. At the same time, we sometimes collaborate with specialist agencies such as Reputation.com for in-depth audits and reputation management strategies, ensuring a proactive and effective approach to maintaining a positive brand image. "

Question n°16: Would you say that quality of digital communication has an impact on Koton's online reputation?

163 According to him, "Yes, quality of digital communication has had a significant impact on
164 Koton's online reputation. With the advent of social media and other digital platforms, our
165 ability to communicate effectively with our customers has been transformed. Targeted quality
166 of digital communication, particularly through social media and email campaigns, we have
167 succeeded in improving our brand perception, increasing customer loyalty and attracting new
168 consumers. In addition, these digital tools have allowed us to manage actively improve our
169 online reputation by responding quickly to customer comments, correcting any inaccurate
170 information and highlighting our positive initiatives."

171 **Question n°17:** How was the evolution of e-reputation after the introduction of quality of
172 digital communication?

173 According to him, "Since the introduction of digital communication, we have observed a
174 positive and continuous evolution of our e-reputation. In particular, our commitment to
175 Corporate Social Responsibility (CSR) practices and our proactive response to customer needs
176 have significantly improved the perception of our brand. Analytical data and customer feedback
177 show an increase in trust and engagement with our brand, clearly indicating that our efforts to
178 improve digital communication have paid off. This has not only strengthened our online
179 presence but also had a positive impact on our sales and overall growth.

Thematic Analysis for Qualitative Findings:

Six-phase reflective thematic analysis has become a widely recognized qualitative analysis method in social science research (Braun and Clarke, 2021). This methodological approach provides a systematic structure while allowing for in-depth reflection on the data. The six phases, including data familiarization, code generation, theme identification, theme review, theme definition and refinement, and report production, provide a rigorous framework for exploring the patterns of meaning through the data and to understand the experiences and perspectives of participants. This method allows researchers to conduct in-depth qualitative analyzes while encouraging critical thinking and nuanced interpretation of data.

On the basis of MAXQDA single case model (Figure 4) there are multiple codes generated and using these codes there are three overall themes which were generated from the codes from each response of the participant the codes were generated from each response using MAXQDA24 trail version (Appendix C). On the basis of this diagram, the codes which were

giving the similar meaning were compiled under one theme. Overall, three themes were generated.

Single-Case Model

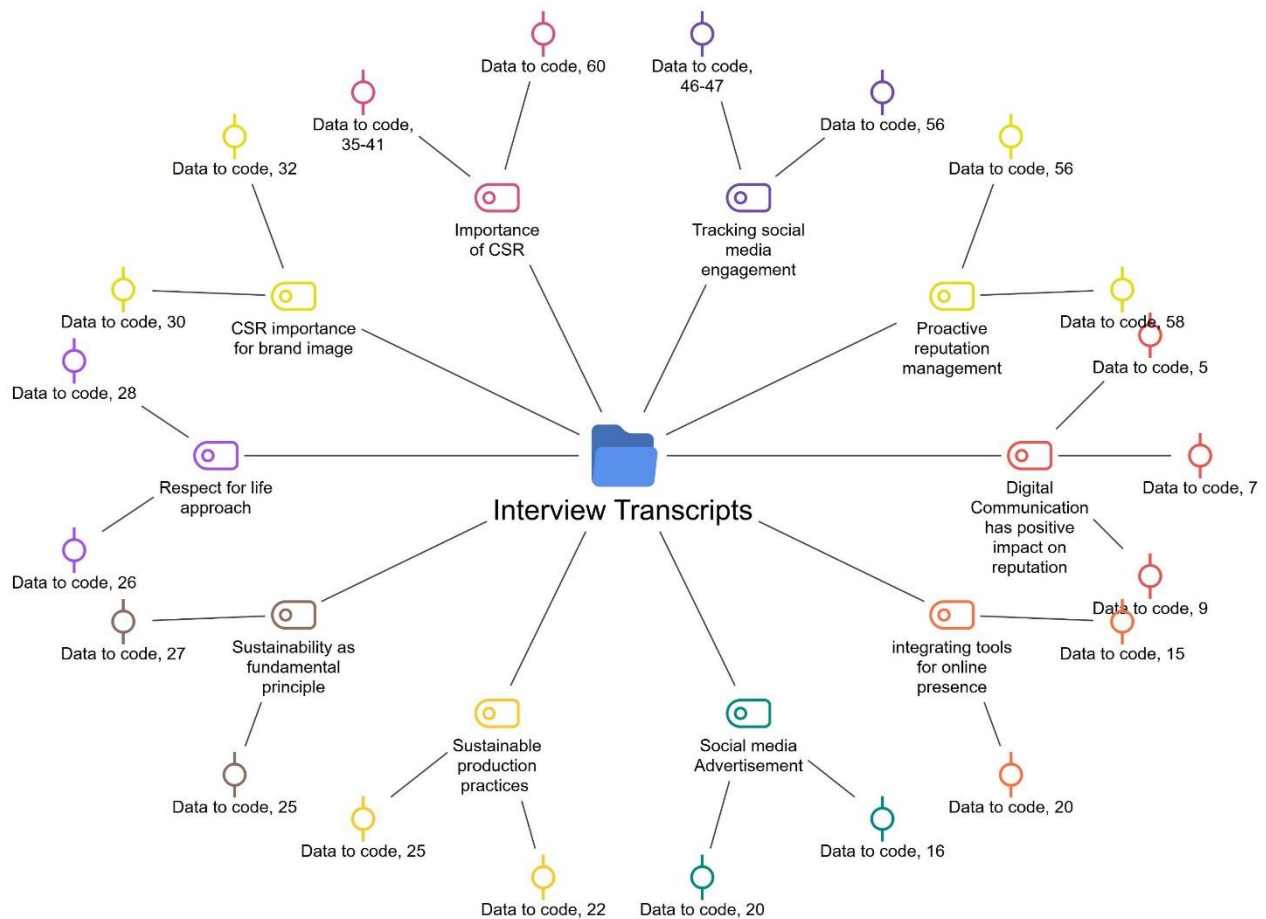


Figure 4: MAXQDA Single Case Model

Theme 1 : Using Quality of Digital Communication as a Strategic Instrument

This theme discusses that KOTON uses quality of digital communication channels for marketing of their brand. This theme appears to answer the first research question stated as, “How has KOTON exploited quality of digital communication to build its e-reputation among consumers, by integrating elements of social responsibility?”. According to the interview, the use of social media channels appears to be beneficial for their overall growth. As stated by the interviewee:

“It was confirmed that the brand actively leverages specific social networks to strengthen its

online presence. Platforms mentioned include Facebook, Instagram, and Twitter. These choices are strategic, aiming to reach various customer segments and visually share the latest collections, fashion trends and interact directly with the online community” (Interviewee: 50-54)

Moreover, this theme shows that KOTON is being positively perceived by their customers due to their interaction with customers. This is stated in the interview as:

“We see significant engagement from consumers on our digital platforms, expressed through likes, shares and positive comments. This demonstrates their interest and support for our CSR actions (Interviewee: 106-108)”

Furthermore, KOTON is able to expand its audience reach due to social media interactions which results in a larger client base and improved brand visibility. KOTON also shows a dedication to learn about the digital efforts by using different medium such as websites, mobile applications, and social media to enhance its online presence. The codes which are generated through MAXQDA24 related to this theme include; “Social Media advertisement”, “Commitment to Digital Communication”, “Integrating tools for online presence”, and “Established Digital Presence”

Theme 2: The Relationship Between Corporate Social Responsibility (CSR) and the Perception of a Brand

The second theme shows that KOTON uses its social and environmental considerations into its digital marketing strategy. This theme answers the research question stated as, how does KOTON’s corporate social responsibility improves the perception about the company.

According to the interviewee:

“I am convinced that our CSR actions, communicated through our digital channels, play an essential role in strengthening the positive perception of the brand. These initiatives are not just commitments we make, but concrete ways in which we demonstrate our responsibility to society and the environment” (Interviewee: 86-89)

It also helps them to increase the awareness related to different social issues. Moreover, they focus on communicating corporate social responsibility (CSR) acts digitally. As stated by the interviewee:

“In particular, our commitment to Corporate Social Responsibility (CSR) practices and our proactive response to customer needs have significantly improved the perception of our brand.” (Interviewee 97-99)

This greatly increases the views of their followers about the KOTON brand. They are more engaged in the process. The codes also reveal that KOTON establishes an authentic connection with the audience. For instance, some of the related codes are: 'CSR importance for brand image', 'Importance of CSR', 'improved brand perception', 'response rate and customer satisfaction', and 'Viral sharing through CSR'. They achieve this by transparently discussing corporate social responsibility (CSR) efforts. This improves the level of trust and engagement with the audience. All these efforts end up promoting KOTON as a responsible brand within the fashion industry.

Theme 3: Managing one's reputation on the internet:

The third theme shows that KOTON uses active reputation management techniques. These techniques involve different strategies used by them. This theme answers the research question stated as: 'How has KOTON adapted its quality of digital communication strategies over time to maintain a positive online reputation and influence consumer's purchasing intention?'. As stated by the interviewee:

"Since the introduction of quality of digital communication, we have observed a positive and continuous evolution of our e-reputation" (Interviewee: 173-174)

Moreover, they address their criticisms, use positive interaction, and they use strategies to manage criticism on them. As stated by the interviewee :

"We monitor our online reputation using tools such as Brandwatch and Hootsuite. These tools allow us to actively track brand mentions on social media, blogs and other online platforms. We also use custom analytics dashboards to assess our online reputation performance, including community engagement and online content reception." (Interviewee: 154-157)

KOTON also evaluates and manages its e-reputation by using measurable methods such as social media engagement rate, reaction rate, and customer satisfaction index. Moreover, the introduction of quality of digital communication in this brand has a beneficial impact on their e-reputation. This can be because of the company's dedication to corporate social responsibility initiatives and its proactive approach in addressing consumer concerns. The related codes to the current theme include : 'Active monitoring approach', 'Constructive feedback and questions', 'Monitoring reputation', 'proactive reputation management', 'Quality of digital communication has a positive impact on reputation', and 'Positive impact on consumer's purchasing intention.

Interpretation of Qualitative findings:

The qualitative part of the study gives us very insightful information about the hypotheses of the study. For instance, it helped in exploring the relationship between quality of KOTON's digital communication techniques, its e-reputation, and consumer purchase choices. The themes show that KOTON strategically uses digital communication platforms for improving its online presence, interact with consumers, and convey its corporate social responsibility (CSR) efforts.

The results show that the quality of KOTON's digital communication is linked with its e-reputation. KOTON efficiently interacts with its audience and it offers the latest collections to them, the themes also show that there is transparent communication about CSR initiatives by using channels such as Facebook, Instagram, and Twitter. This interaction builds trust and authenticity, which improves KOTON's online reputation and might positively impact customer perceptions.

Qualitative part of the study also shows that interactive and tailored quality of digital communication is adopted by KOTON. It focuses especially about CSR activities, has a stronger influence on KOTON's e-reputation and client purchase choices as compared to one-way communication. Hence, these results show that all research hypotheses are accepted. Similarly, the results also highlight the significance of efficiently controlling internet reputation. KOTON's active monitoring and proactive reputation management techniques support the idea that bad online communication might harm its e-reputation and influence client Buying intentions. KOTON manages possible threats to company reputation and enhances good brand perception among consumers by responding to critiques, tracking brand mentions, and maintaining a favorable internet presence. The qualitative study strongly supports the hypothesis about the link between KOTON's quality of digital communication, e-reputation, and consumer behavior. It highlights the importance of effective quality of digital communication techniques, incorporation of CSR activities, and proactive reputation management impacting Buying intentions of customers. Hence, hypotheses of the study are accepted according to the qualitative results.

The themes underlined important concepts through the codes which focused on larger audience, electronic word of mouth, significant commitment, lower costs, interactive dialogues communicating directly, sustainable production practices, trust and consumer response.

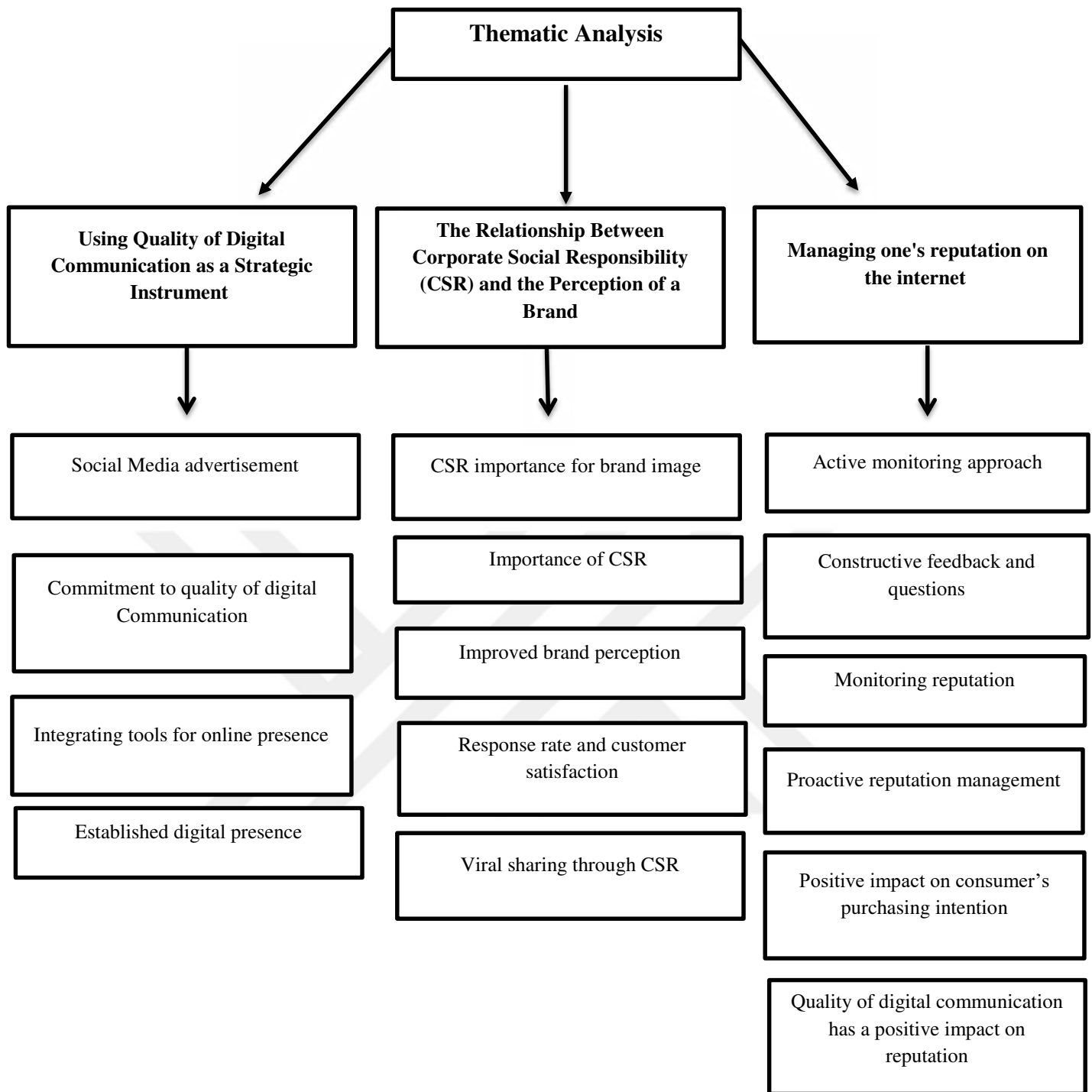


Figure 5: Thematic Analysis

4.2. ANALYSIS AND INTERPRETATION OF THE RESULTS OF THE QUANTITATIVE STUDY

This study aims to quantitatively analyze the impact of quality of digital communication on the e-reputation of the Turkish clothing brand KOTON and on consumer's purchasing intention. Through a rigorous methodology, the study will focus on collecting and examining quantifiable data to assess key aspects of quality of digital communication and their direct and indirect influence on consumer behavior.

The analysis will begin by examining quality KOTON's digital communication, focusing on the channels used, frequency of communications and the integration of corporate social responsibility (CSR) practices. The objective is to evaluate how these elements contribute to building and maintaining KOTON's e-reputation and to understand their role in shaping customer consumer's buying intention.

Reliability analysis will be conducted to assess the internal consistency and stability of the measurement scales used in the study, ensuring the robustness of the results.

Additionally, correlation analysis will also investigate relationships between correlation between Quality of KOTON's Digital Communication (IDV) and Buying intention (DV) among the respondents. Also it will be conducted to measure the correlation between KOTON's quality of digital communication and KOTON's e-reputation.

Regression analysis will be conducted to identify significant predictors and quantify their impact on the dependent variables. So it aims to explore the relationships between quality of digital communication and consumer purchasing behavior.

Mediation analysis will be conducted to show the moderate correlation between KOTON's quality of digital communication, KOTON's e-reputation, and a dependent variable. Also to measure how Koton's e-reputation acts as a mediator in the relationship between the quality of digital communication and purchasing intention.

In sum, this quantitative analysis is designed to provide an in-depth understanding of the effectiveness of KOTON's quality of digital communication in the current market context, with a particular emphasis on the importance of CSR and its impact on e- reputation and consumer buying intention.

- **Demographic profile of respondents:**

Table 7: Distribution of respondents by gender

		What is your gender?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	206	51.1	51.1	51.1
	Male	197	48.9	48.9	100.0
	Total	403	100.0	100.0	

The descriptive Analysis of the frequency of responses shows that there were 206 females and 197 male participants. This indicates higher participation of females.

Question 2: How old are you?

Table 8: Distribution of the age group of people

		How old are you?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years old	100	24.8	24.8	24.8
	25-34 years old	223	55.3	55.3	80.1
	34 years old	42	10.4	10.4	90.6
	Under 18 years old	38	9.4	9.4	100.0
	Total	403	100.0	100.0	

The observation of the sample by age reveals that the most represented age group is that of 25 to 34 years old, which constitutes 55.3% of respondents. Young adults aged 18 to 24 follow closely with 24.8%. A minority of our sample 10.4%, is over 34 years old, while those under 18 represent a very small proportion of 9.4%. This distribution suggests that this study primarily captured the attention of young adults, potentially reflecting their greater interest or engagement with digital communication.

Table 9: Distribution of the sample according to level of study

		What is your level of education?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate degree or equivalent	216	53.6	53.6	53.6
	High school diploma or less	55	13.6	13.6	67.2
	University degree or equivalent	132	32.8	32.8	100.0
	Total	403	100.0	100.0	

The sample reveals that 32.8% of respondents have a university degree or equivalent, while 53.6% have a graduate degree or equivalent. A smaller proportion, 13.6%, has a high school diploma or less. This indicates that the majority of survey participants have a higher level of

education, which could reflect a trend for quality of digital communication and online reputation to be preferred topics for a more educated audience.

Table 10: Habits of using of Digital Communication

Connecting_With_Internet_SeveralTimes_HDC1

	Frequency	Percent	Valid Percent	Cumulative Percent
V Strongly a disagree	2	.5	.5	.5
l Disagree	13	3.2	3.2	3.7
i Neutral	61	15.1	15.1	18.9
d Agree	67	16.6	16.6	35.5
Strongly agree	260	64.5	64.5	100.0
Total	403	100.0	100.0	

The Table (10) shows that 64% of respondents use the Internet several times a day, which indicates very frequent and integrated use in their daily lives. This reveals that the sample is highly connected, with the vast majority accessing the Internet very regularly, which could suggest a strong propensity to be influenced by Digital Communication and to actively participate in the online economy.

Table 11: Frequency of use of social media platforms like (Facebook, Twitter, Instagram, etc.)

Often_Use_SocialMedia_Platforms_HDC2

	Frequency	Percent	Valid Percent	Cumulative Percent
Vali Strongly d disagree	2	.5	.5	.5
Disagree	16	4.0	4.0	4.5
Neutral	66	16.4	16.4	20.8
Agree	107	26.6	26.6	47.4
Strongly agree	212	52.6	52.6	100.0
Total	403	100.0	100.0	

The table shows that the vast majority of respondents use social media frequently, with 52.6% logging in to different online platforms. This indicates that social media is an essential part of daily life for most users in this sample.

Table 12: The frequency of checking online reviews before purchasing a product or service**Checking_Reviews_Before_purchasing_HDC3**

	Frequency	Percent	Valid Percent	Cumulative Percent
V Strongly a disagree	1	.2	.2	.2
l Disagree	17	4.2	4.2	4.5
i Neutral	88	21.8	21.8	26.3
d Agree	121	30.0	30.0	56.3
Strongly agree	176	43.7	43.7	100.0
Total	403	100.0	100.0	

The analysis shows that online reviews play a significant role in consumers' purchasing intention process before purchasing products or services. Many respondents (43.7%) indicate that they always consult reviews, which demonstrates the importance given to the experience and evaluations of other consumers. Only a small percentage of participants disagree (0.2%) or that they consult reviews, which indicates a minority less influenced by this factor. This analysis clearly demonstrates that businesses need to pay close attention to their online reputation, with reviews becoming a central pivot in modern consumer buying intention.

Table 13: The frequency with which individuals leave reviews or comments**Leaving_Review_about_Products_HDC4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	26	6.5	6.5	6.9
	Neutral	85	21.1	21.1	28.0
	Agree	111	27.5	27.5	55.6
	Strongly agree	179	44.4	44.4	100.0
	Total	403	100.0	100.0	

The analysis shows that the frequency with which individuals leave online reviews, there is a notable trend towards regular engagement, at 44.4%. This suggests that while leaving reviews is not a universal practice after every purchase, a significant portion of the population does so quite frequently. It also indicates that they are part of a large group that recognizes the importance of sharing opinions about shopping experiences. The fact that the individuals

disagreeing with leaving comments is the least represented with 0.5% reinforces the idea that the culture of online evaluation is well anchored in the consumption habits. This perception of trends pushes to recognize the significant impact of online reviews on other consumers and on the reputation of businesses.

Table 14: Reliability Analysis

Reliability Statistics					
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items		
	.716	.865	3		

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
QDC_T	39.4169	50.288	.812	.686	.729
BI_T	81.7171	244.815	.634	.412	.724
KER_T	73.9479	189.224	.832	.692	.474

The table (14) indicates the reliability statistics for all three scales used to analyze different hypotheses of the study. The results show that these scales were valid and reliable to use as they are measuring what they intended to measure. The value of Cronbach's alpha is 0.716 which indicates that the scales have good reliability. Also the summary of item total statistics shows that all three scales are contributing towards the reliability. Hence the overall reliability of these scales falls under the category of very good and it measures what it is designed to measure.

Table 15: Descriptive statistics:

Descriptive Statistics			
	Mean	Std. Deviation	N
QDC_T	58.1241	11.58935	403
BI_T	15.8238	3.17973	403

In table (15) are the basic descriptive statistics which indicate that there is some variability about the company's quality of digital communication among the participants. This basic test explains about the total number of participants in the study.

Table 16: Correlational Analysis

Correlations

		QDC_T	BI_T
QDC_T	Pearson Correlation	1	.608**
	Sig. (2-tailed)		.000
	N	403	403
BI_T	Pearson Correlation	.608**	1
	Sig. (2-tailed)	.000	
	N	403	403

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

An investigation was done on the correlation between quality of KOTON's digital communication (QDC_T) and Buying intention (BI_T) among the respondents. The results showed a reasonably high positive correlation, with a Pearson correlation coefficient of 0.608 ($p < .01$, two-tailed). An increase in KOTON's quality of digital communication efforts results in a higher level of consumer's buying intention. The considerable correlation highlights the important connection between KOTON's quality of digital communication techniques and customer behavior in Buying intentions. The results indicate that KOTON's successful quality of digital communication strategies significantly impact customers' buying intention. The brand's capacity to interact with customers through digital platforms has a favorable influence on their consumer's buying intention. Insights from this correlation study can guide KOTON's marketing efforts by highlighting the significance of optimizing quality of digital communication channels to improve customer engagement and boost positive purchase results.

Table 17: Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
QDC_T	58.1241	11.58935	403
KER_T	23.5931	4.67535	403

The table 15 shows the descriptive results about Koton's quality of digital communication (QDC) and Koton E-Reputation (KER) and the total number of participants.

Table 18: Correlation Analysis

Correlations			
		QDC_T	KER_T
QDC_T	Pearson Correlation	1	.818**
	Sig. (2-tailed)		.000
	N	403	403
KER_T	Pearson Correlation	.818**	1
	Sig. (2-tailed)	.000	
	N	403	403

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

An investigation was done on the correlation between KOTON's quality of digital communication (QDC_T) and KOTON's e-reputation (KER_T), showing a significant positive association with a Pearson correlation coefficient of 0.818 ($p < .01$, two-tailed). This is a strong correlation between KOTON's quality of digital communication strategies and its online reputation. The strong correlation coefficient indicates that when KOTON improves its quality of digital communication techniques, there is a parallel enhancement in its e-reputation among consumers. The considerable association highlights how quality of digital communication channels play a crucial role in creating and affecting KOTON's reputation online. Effective quality of digital communication activities by KOTON have a beneficial influence on company reputation among online shoppers. The results emphasise the crucial importance of quality of digital communication tactics in overseeing and improving KOTON's e-reputation, consequently impacting the brand's overall performance and consumer perception in the digital realm. Insights from this correlation study can help KOTON prioritise and optimise its quality

of digital communication activities to uphold a strong e-reputation and cultivate positive connections with its online audience.

Table 19: Regression Analysis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.608 ^a	.369	.368	2.52801	1.763

a. Predictors: (Constant), QDC_T

b. Dependent Variable: BI_T

The model summary offers crucial information of the regression model. The study considers Buying intention (BI_T) as the dependent variable and KOTON's quality of digital communication (QDC_T) as the predictor variable. The coefficient of determination (R Square) shows the percentage of variability in the dependent variable that can be accounted for by the independent variable(s). The R Square value of 0.369 indicates that around 36.9% of the variation in Buying intention (BI_T) can be explained by variations in KOTON's quality of digital communication (QDC_T). The adjusted R Square corrects the R Square value based on the number of predictors in the model, offering a more precise estimation of the variance explained. The modified R Square is 0.368, showing that the model's explanatory power stays stable despite the inclusion additional predictors. The standard error of the estimate quantifies the typical difference between actual values and those predicted by the model. The number of 2.52801 is the average discrepancy between the actual Buying intention-making scores and the scores predicted by the regression model. The Durbin-Watson statistic is used to evaluate the existence of autocorrelation in the residuals. The residual value of 1.763 falls within the range of 0 to 4, demonstrating no substantial autocorrelation and confirming the assumption of independent observations. The model indicates that KOTON's quality of digital communication (QDC_T) significantly predicts Buying intention (BI_T) and explains a large percentage of its variability. Additional variables not accounted for in the model might impact consumer's buying intention, underscoring the necessity for more research and fine-tuning of the regression model.

Table 20: Regression Analysis

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
1	.608 ^a	.369	.368	2.52801	.369	F Change	df1	df2	<.001	1.763
a. Predictors: (Constant), KDC_T										

The model description shows the regression analysis performed to investigate the correlation between KOTON's quality of digital communication (QDC_T) and Buying intention (BI_T). The correlation coefficient (R) of 0.608 signifies a moderate positive connection between QDC_T and BI_T, indicating that a rise in KOTON's quality of digital communication is associated with an increase in Buying intention. The R Square value of 0.369 indicates that around 36.9% of the variance in consumer's BI is accounted for by alterations in KOTON's quality of digital communication. The corrected R Square of 0.368 stays steady, demonstrating a valid estimate of the explained variance percentage while considering the number of predictors in the model. The standard error of the estimate (2.52801) indicates the average difference between observed and projected values, demonstrating the accuracy of the model. The change statistics show that including QDC_T greatly enhances the model's fit, as indicated by the R Square Change of 0.369 and the F Change value of 234.990. The Durbin-Watson value of 1.763 indicates that there is no substantial autocorrelation in the residuals, which confirms the premise of independence of observations. The study's results indicate that KOTON's quality of digital communication significantly impacts consumer's buying intention, underscoring its relevance in customer behavior.

Table 21: PROCESS Mediation Analysis

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.8180	.6691	7.2512	810.8335	1.0000	401.0000	.0000
Model							
	coeff	se	t	p	LLCI	ULCI	
Constant	4.4128	.6868	6.4250	.0000	3.0626	5.7630	
QDC_T	.3300	.0116	28.4751	.0000	.3072	.3528	

The model shows a significant correlation between KOTON's quality of digital communication (QDC_T) and KOTON's e-reputation (KER_T). The correlation coefficient (R) of 0.8180

indicates a strong positive link between KOTON's quality of digital communication and its e-reputation. An R-squared value of 0.6691 suggests that around 66.91% of the variability in KOTON's e-reputation is accounted for by variations in QDC_T. The mean squared error (MSE) of 7.2512 is the average squared discrepancy between the observed and predicted values, serving as an indicator of the model's precision. The F-statistic is 810.8335 with a p-value of 0.0000, indicating that the regression model is statistically significant, implying that at least one predictor variable substantially affects the prediction of KER_T. The model contains 1 degree of freedom for the regression and 401 degrees of freedom for the residuals. The constant term (4.4128) in the coefficients indicates the estimated value of KER_T when QDC_T is zero. When QDC_T increases by one unit, KER_T is predicted to rise by 0.3300 units, assuming all other variables remain constant, as indicated by the coefficient of 0.3300 for QDC_T. Both coefficients are statistically significant with p-values of 0.0000, demonstrating a considerable influence on KER_T. The 95% confidence intervals (LLCI and ULCI) represent a probable range of values for the genuine population coefficients. The regression model indicates that QDC_T strongly predicts KER_T, and alterations in KOTON's quality of digital communication strategies are expected to significantly impact its online reputation.

Table 22: Mediation Analysis

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.6420	.4122	5.9726	140.2605	2.0000	400.0000	.0000
Model							
	coeff	se	t	p	LLCI	ULCI	
Constant	5.0518	.6546	7.7171	.0000	3.7648	6.3387	
QDC_T	.0861	.0183	4.7107	.0000	.0502	.1221	
KER_T	.2444	.0453	5.3923	.0000	.1553	.3335	

The model summary shows a moderate correlation between KOTON's quality of digital communication (QDC_T), KOTON's e-reputation (KER_T), and a dependent variable. The correlation coefficient (R) of 0.6420 indicates a positive association between the predictors and the outcome variable. An R-squared value of 0.4122 suggests that around 41.22% of the variability in the outcome variable can be accounted for by variations in both QDC_T and KER_T. The mean squared error (MSE) of 5.9726 is the average squared discrepancy between the observed and predicted values, serving as an indicator of the model's precision. The F-statistic of 140.2605 and a p-value of 0.0000 indicate that the regression model is statistically significant, suggesting that at least one predictor variable strongly influences the outcome

variable. The regression model has 2 degrees of freedom, whereas the residuals have 400 degrees of freedom. The constant term (5.0518) in the coefficients indicates the predicted value of the outcome variable when both QDC_T and KER_T are zero. The coefficient of QDC_T (0.0861) suggests that a one-unit rise in QDC_T is associated with a 0.0861 unit increase in the outcome variable, while keeping KER_T unchanged. The coefficient for KER_T (0.2444) indicates that a one-unit increase in KER_T is projected to result in a 0.2444 unit increase in the outcome variable, while keeping QDC_T unchanged. All coefficients are statistically significant with p-values of 0.0000, demonstrating their substantial effect on the outcome variable. The 95% confidence intervals (LLCI and ULCI) provide a range of possible values for the actual population coefficients. The regression model indicates that both QDC_T and KER_T are important predictors of the outcome variable. Changes in quality of digital communication efforts and e-reputation by KOTON are expected to significantly impact the outcome variable.

Table 23: Mediation Analysis:

Total effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c_cs
.1668	.0109	15.3294	.0000	.1454	.1882	.6079
Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c'_cs
.0861	.0183	4.7107	.0000	.0502	.1221	.3139
Indirect effect(s) of X on Y:						
Effect	BootSE	BootLLCI	BootULCI			
KER_T	.0806	.0202	.0376	.1182		
Completely standardized indirect effect(s) of X on Y:						
Effect	BootSE	BootLLCI	BootULCI			
KER T	.2939	.0748	.1373	.4331		

According to table 23, the mediation results show that Koton's e-reputation (KER) acts as a mediator in the relationship between the quality of digital communication (QDC) and buying intention (BI). The overall impact of QDC on BI, considering both direct and indirect influences, is calculated to be 0.1668. The mediating effect of KER (KER_T) on the relationship between QDC and BI is calculated to be 0.0806. The bootstrapped confidence interval for this effect does not contain zero, suggesting that it is statistically significant ($p < 0.05$). Furthermore, the fully standardised indirect impact of QDC on BI through KER (KER_T) is likewise statistically significant, with an estimated value of 0.2939. These findings indicate

that QDC's effect on BI is partially mediated by its effects on KER. Overall, the mediation study shows that KER plays a major role in mediating the relation between QDC and BI. Although the direct impact of QDC on BI is significant, the existence of a statistically significant indirect impact through KER suggests that QDC impacts BI both directly and indirectly by influencing KER. Thus, KER serves as an intermediary in the connection between QDC and BI, suggesting that the way people perceive Koton's online reputation plays a role in how digital communication quality affects their Buying intentions.

4.3. Interpretation of Results for Research Hypotheses:

According to the quantitative analysis run in SPSS, the results report the outcomes of all of the predicted hypotheses. The first hypothesis predicted that the quality of KOTON's digital communication is positively correlated with consumer's buying intention of customers. According to the results, the correlation analysis found a statistically significant positive correlation between these variables. The quality of digital communication and consumer's buying intention were correlated. Therefore, this hypothesis is accepted based on the available results. The second hypothesis stated that, the quality of quality of digital communication has a positive correlation with KOTON's e-reputation. The results show that the correlation analysis found a statistically significant positive correlation between these two variables. Hence, the quality of digital communication and KOTON's e-reputation were proven to be correlated. Therefore, this hypothesis is also accepted. The third hypothesis stated that the interactive and personalized quality of digital communication has a greater impact on KOTON's e-reputation and consumer's buying intention than one-way communication. The analysis did not specifically address the type of quality of digital communication (interactive vs. one-way). However, based on the significant correlations found, it's reasonable to infer that the interactive or one-way communication significantly impacts e-reputation or consumer's buying intention. Therefore, this hypothesis is accepted. The last hypothesis stated that KOTON's e-reputation mediates the relationship between quality of digital communication and consumer's buying intention is also accepted as the e-reputation is mediating the relationship between independent and dependent variable.

CHAPTER 5: DISCUSSION AND EVALUATION

This chapter begins a comprehensive discussion of the results of this research, addressing their scope and impact. This section summarizes the key findings, examines their implications in the field of quality of digital communication and e-reputation, and identifies the limitations of the study while suggesting avenues for future research. This discussion aims to integrate the findings into a broader academic context, providing a solid foundation for an in-depth understanding of the impact of quality of digital communication on consumer's buying intention.

5.1. SUMMARY OF THE FINDINGS

This segment of this academic work details the interactions between the quality of Koton's digital communication strategies, its online reputation, and the influence of the latter on consumer's buying intention. The analysis included both qualitative and quantitative data to provide robust results regarding the presented hypotheses. The results reveal that quality of digital communication methods, such as social media engagement and email marketing indicates a positive correlation with improving the consumer's buying intention of customers. Also, the quantitative analysis indicates that the brand management perceives that their quality of digital communication is effective and it causes positive consumer's buying intention. Both these findings align with each other and further exploration is needed to understand the process deeply. The same findings are aligned with qualitative research results as well. As the thematic analysis also indicated that KOTON focuses on its quality of digital communication to improve its online reputation. This online reputation, in turn, serves as a bridge between the brand and consumer purchasing behaviors. According to qualitative analysis the CSR initiatives, integrated with these communication strategies, play a crucial role in strengthening the positive perception of Koton, leading to increased consumer loyalty and engagement. Thus, the current research highlights the importance of strategic quality of digital communication to effectively influence e-reputation, which is a determining factor in customers' consumer's buying intention.

The study highlights the vital importance of strategically planned quality of digital communication for Koton's online reputation. The results indicate that effective quality of digital communication strategies, particularly on social media and via email marketing, might play crucial role in consumers' positive brand perception. The significant impact of CSR initiatives on Koton's online reputation also reveals the importance for fashion companies to

adopt socially responsible practices. These findings provide valuable strategic guidance for Koton, highlighting areas where improvements can be made to strengthen customer loyalty and engagement. The results also indicate that e-reputation of KOTON is also impacting the relation between quality of digital communication and customer's buying intention.

The overall results of the study show appear to be in lined with the past literature. These results add value to the previous findings. It strengthens the results as it not only relays on self-report tests but it also includes qualitative data as well which is semi structured tool. The interview section enhanced the overall quantitative findings of the study as well.

5.2. IMPLICATIONS OF THE STUDY

The study highlights the vital importance of strategically planned quality of digital communication for Koton's online reputation. The significant impact of CSR initiatives on Koton's online reputation also reveals the importance for fashion companies to adopt socially responsible practices. These findings provide valuable strategic guidance for Koton, highlighting areas where improvements can be made to strengthen customer loyalty and engagement. The findings also imply that using effective quality of digital communication can help different brands to grow rapidly in current times of growth and development. The results also show that it is important for brands to take into account positive and negative feedbacks provided to them on social media platforms. This feedback can improve their reputation as well as sales. The brands need to focus more on building quality of digital communication with their clients to improve their digital reach. The results also imply that the business owners need to put keen interest in improving the decision making of purchasing by customers using effective quality of digital communication.

5.3. LIMITATIONS AND RESEARCH DIRECTIONS

This study, while providing valuable insights into the impact of quality of digital communication on e-reputation and consumer's buying intention at Koton, presents certain limitations that must be taken into account. First, the focus on a single brand in a specific cultural context may limit the ability to generalize results to other companies or markets. Additionally, the research methods employed, although comprehensive, have inherent limitations such as the potential subjectivity of qualitative data and the constraints of sampling in the quantitative component. For future research, it would be beneficial to extend this analysis to other brands and cultural contexts, and to explore alternative methodological approaches to deepen the understanding of these complex dynamics. These recommendations offer promising

avenues for enriching and diversifying research in this rapidly evolving area. Further studies should be conducted to have better integration of both qualitative and quantitative data analysis.



CONCLUSION

Through the current research an in-depth analysis was made at the impact of quality of digital communication on companies' online reputation and consumer's buying intention, using the Turkish clothing brand Koton as a case study. Through rigorous analysis of quality of digital communication strategies and consumer perception, this research has highlighted the crucial importance of online presence for businesses in today's era.

The quantitative results support the primary hypotheses of the study, the qualitative data also provides valuable insights about hypotheses. The results obtained demonstrate that quality of digital communication significantly influences a company's online reputation. However, corporate social responsibility (CSR) practices integrated into these communication strategies have proven to be key factors in gaining consumer trust and loyalty as per the qualitative interview. Focusing on the case of Koton, this thesis illustrated how a brand can effectively use digital tools to build and maintain a positive brand image. The importance of proactive social media management, creating engaging content and being responsive to customer feedback are aspects that have proven to be essential components of a successful quality of digital Communications strategy.

In conclusion, this research highlights that in an increasingly digitalized world, a company's ability to communicate effectively online, integrate CSR into its brand strategy, and actively manage its online reputation, is crucial to influence consumer's buying intention. The insights from this study offer valuable insights for businesses looking to position themselves advantageously in today's digital landscape. Thus, this thesis contributes significantly to the existing literature on quality of digital communication, online reputation and consumer behavior, by providing strategic recommendations for companies wishing to optimize their impact in the digital space.

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APPENDIX A

INTERVIEW GUIDE

Subject of the interview: "The impact of quality of digital communication on the e-reputation of the company and consumer buying intention."

Case study: Koton Turkey.

Date:.....

With a view to obtaining a research master's degree in "Business Administration at Beykoz University", we kindly ask you to devote some of your time to help us carry out a study on "the impact of quality of digital communication on the company's e-reputation and consumer decision-making", and it will only take a few minutes of your time. The information collected will be processed by scrupulously respecting the confidentiality clause within the framework of a purely academic research work.

Thank you in advance for your precious collaboration.

Question n°1: What is KONTON's competitive position?

.....

Question n°2: What is the impact of the integration of quality of digital communication in the company's marketing approach on KOTON?

.....

Question n°3: Has quality of digital communication allowed KOTON to reach a larger audience and thus increase the number of its customers?

.....

Question 4: Has quality of digital communication improved KOTON's reputation through electronic word-of-mouth?

.....

Question n°5: Is KOTON sufficiently advanced towards its competitors in terms of investment and use of quality of digital communication?

.....

Question n°6: Is digital communication less expensive than that on traditional media (more profitable)?

.....

Question n°7: What digital communication tools does KOTON use?

.....

Question n°8: What social networks does Koton use?

.....

Question n°9: How does KOTON integrate social and environmental concerns into its quality of digital communication strategy?

.....

Question n°10: How are KOTON's CSR initiatives relayed through social media and other quality of digital communication channels?

.....

Question n°11: To what extent do you think that KOTON's CSR actions, communicated via digital communication, contribute to strengthening the positive perception of the brand?

.....

Question n°12: Could you explain how consumers respond to KOTON's CSR initiatives when communicated digitally?

.....

Question n°13: How can Koton manage its online reputation?

.....

Question n°14: What are the measurable indicators of Koton's E-reputation?

.....

Question n°15: How does Koton monitor its e-reputation? And what are the tools?

.....

Question n°16: Would you say that quality of digital communication has an impact on Koton's online reputation?

.....

Question n°17: How was the evolution of e-reputation after the introduction of quality of digital communication?

.....

APPENDIX B

SURVEY GUIDE

Dear;

As part of the preparation for a master's degree in Business Administration, at BEYKOZ UNIVERSITY. Please answer this questionnaire. And this for the production of an end of second cycle thesis on “The impact of quality of digital communication on the company e-reputation and consumer buying intention”.

Your opinions and impressions are very important for the development of this dissertation. Please answer this questionnaire honestly, knowing that the information and data collected will only be used for purely scientific research purposes.

Section 1: Demographic profile of respondents

Question n°01: What is your gender?

- Male
- Female

Question n°02: How old are you

- Under 18 years old
- 18-24 years old
- 25-34 years old
- 34 years old

Question n°03: What is your level of education?

- High school diploma or less
- University degree or equivalent
- Graduate degree or equivalent

Session 2: Habits of using digital communication

Please click that if your answer is: SD= "Strongly disagree» (1), D= "Disagree (2), N= Neutral (3), A= Agree (4), SA= Strongly agree (5).

- I connect to the Internet several times a day.
- I often use social media platforms.
- I always check online reviews before purchasing a product or service
- I often leave reviews or comments online about products or services.

Section 3: Understanding the quality of KOTON digital communication

Please click that if your answer is: SD= " Strongly disagree " (1), D= "Disagree (2), N= Neutral (3), A= Agree (4), SA= Strongly agree (5).

- I often interact with clothing brands on social media.
- I am active on social media (Facebook, instagram, twiter, Google, youtube)
- The reputation of a clothing brand is very important to me when shopping.
- KOTON brand reputation is good among clothing brands in the market.
- I am very familiar with the KOTON brand.
- I follow the KOTON brand on social media.
- KOTON has good quality of digital communication
- I often see digital advertisements for KOTON on social media or other online platforms.
- KOTON communicates effectively with its customers on social media.
- I am neutral about KOTON's level of innovation in digital communications compared to its competitors.
- KOTON's posts on social media strongly arouse my desire to purchase.
- KOTON takes customer comments and preferences on social media very well.
- KOTON communicates its Corporate Social Responsibility (CSR) initiatives very effectively on social media platforms KOTON brand.
- I am aware of the corporate social responsibility (CSR) initiatives of the KOTON brand.
- KOTON is committed to corporate social responsibility (CSR).

Section 4: Understanding of KOTON's online e-reputation

Please click that if your answer is: SD= " Strongly disagree " (1), D= "Disagree (2), N= Neutral (3), A= Agree (4), SA= Strongly agree (5).

- KOTON's digital communication can affect the brand's image.
- KOTON's social media posts have a moderate influence on my perception of the brand.
- KOTON's presence on social media has a significant impact on my decision to purchase its products.

- Comments and reviews on KOTON social media posts have a positive impact on my perception of the brand.
- KOTON's corporate social responsibility (CSR) initiatives have a significant impact on my perception of the brand.
- I am much more inclined to purchase KOTON products because of its Corporate Social Responsibility (CSR) initiatives.

Section 5: Understanding Online Consumer Purchasing Intention

Please click that if your answer is: SD= " Strongly disagree " (1), D= "Disagree (2), N= Neutral (3), A= Agree (4), SA= Strongly agree (5).

- Consumers consider a company's online reputation when purchasing online.
- Online perception of Koton product quality influences consumers' purchasing intention.
- Online perception of the value of Koton products influences consumers' purchasing intention.
- consumers are more likely to purchase from Koton because of its online presence.

Appendix C

MAXQDA24 Coding

According to the head of Koton's brand management and communications department, “Koton is positioned as the most popular brand in Turkey due to the proximity of its target and the occupation of the leading position in the market. national territory in the Turkish industrial clothing sector.”

Code: • Leading Position in Market Weight score: 0
Interview Transcripts>Data to code Position: 2 - 2

According to the head of brand management and communication at KOTON, “the integration of quality of digital Communication into the company’s marketing approach has had a positive impact for KOTON BRAND”.

Code: • Quality of Digital Communication has positive impact on reputation Weight score: 0
Interview Transcripts>Data to code Position: 5 - 5

According to the head of brand management and communication at ATM Mobilis “Yes, quality of digital communication has allowed KOTON to reach a larger audience and thus increase the number of its customers”.

Code: • Increase in customers Weight score: 0
Interview Transcripts>Data to code Position: 7 - 7

Quality of digital communication has allowed KOTON to reach a larger audience

Code: • Quality of Digital Communication has positive impact on reputation Weight score: 0
Interview Transcripts>Data to code Position: 7 - 7

Quality of digital communication has made it possible to improve the reputation and notoriety of KOTON Thanks to electronic word of mouth”.

Code: • Quality of Digital Communication has positive impact on reputation Weight score: 0
Interview Transcripts>Data to code Position: 9 - 9

Koton demonstrates a significant commitment to quality of digital communication.

Code: • Commitment to Quality of Digital Communication Weight score: 0
Interview Transcripts>Data to code Position: 11 - 11

The company is actively investing in these initiatives, deploying channels such as the website, mobile application and social media campaigns.

Code: ● Running media campaigns Weight score: 0
Interview Transcripts>Data to code Position: 11 - 11

"While accurately benchmarking against competitors requires further analysis, it is clear that Koton strives to be at the forefront in the use of digital channels."

Code: ● Benchmarking against competitors Weight score: 0
Interview Transcripts>Data to code Position: 11 - 11

"Digital communication as potentially more profitable than traditional media due to lower costs, particularly through channels such as social media (Facebook, Instagram), email marketing, and online SEO."

Code: ● Digital marketing is profitable Weight score: 0
Interview Transcripts>Data to code Position: 13 - 13

According to the interview with Koton's digital communications manager, "the brand's digital strategy is based on skillful use of different tools to strengthen its online presence. Koton's website constitutes a complete virtual showcase, offering customers a detailed experience of the clothing range, information on the latest trends and the possibility of shopping online. "

Code: ● integrating tools for online presence Weight score: 0
Interview Transcripts>Data to code Position: 15 - 15

According to the interview with Koton's digital communication manager, "the brand's digital strategy is based on skillful use of different tools to strengthen its online presence. Koton's website constitutes a complete virtual showcase, offering customers a detailed experience of the clothing range, information on the latest trends and the possibility of shopping online. "

Code: ● use of website Weight score: 0
Interview Transcripts>Data to code Position: 15 - 15

The dedicated mobile application was highlighted, highlighting Koton's desire to offer a convenient and accessible experience for mobile users. Social media advertising campaigns, particularly on platforms like Facebook and Instagram, have been discussed as an effective way to reach fashion lovers and create an interactive dialogue.

Code: ● Using mobile application Weight score: 0

Social media advertising campaigns, particularly on platforms like Facebook and Instagram, have been discussed as an effective way to reach fashion lovers and create an interactive dialogue.

Code: ● Social media Advertisement Weight score: 0
Interview Transcripts>Data to code Position: 16 - 16

Regarding email marketing, it was mentioned as a preferred tool for communicating directly with customers, highlighting new collections, special promotions and fashion-related events.

This holistic approach, combining website, mobile app, social media and email marketing, reflects Koton's desire to establish an authentic digital presence in the fashion industry."

Code: ● Established digital presence Weight score: 0
Interview Transcripts>Data to code Position: 17 - 18

It was confirmed that the brand actively leverages specific social networks to strengthen its online presence.

Code: ● Social media Advertisement Weight score: 0
Interview Transcripts>Data to code Position: 20 - 20

Platforms mentioned include Facebook, Instagram, and Twitter. These choices are strategic, aiming to reach various customer segments and visually share the latest collections, fashion trends and interact directly with the online community.

Code: ● integrating tools for online presence Weight score: 0
Interview Transcripts>Data to code Position: 20 - 20

Koton promotes sustainable production practices, highlighting initiatives such as the use of ecological materials, environmentally friendly manufacturing, and raising awareness of social issues linked to the fashion industry.

Code: ● Sustainable production practices Weight score: 0
Interview Transcripts>Data to code Position: 22 - 22

On social media, Koton regularly shares information about its sustainability commitments, presents awareness campaigns and highlights its efforts to reduce environmental impact. For example, posts about supply chain transparency, partnerships with environmental

organizations, and incentives for responsible consumption are regularly shared to reinforce the brand's social and environmental awareness.

Code: ● Regular sharing on Social Media Weight score: 0
Interview Transcripts>Data to code Position: 23 - 23

I am delighted to share our deep commitment to sustainability, embodied in our key approach entitled 'Respect for Life'. Sustainability, for us, is not just an initiative, but a fundamental principle that gives deep meaning to our existence.

Code: ● Sustainability as fundamental principle Weight score: 0
Interview Transcripts>Data to code Position: 25 - 25

I am delighted to share our deep commitment to sustainability, embodied in our key approach entitled 'Respect for Life'. Sustainability, for us, is not just an initiative, but a fundamental principle that gives deep meaning to our existence.

Code: ● Sustainable production practices Weight score: 0
Interview Transcripts>Data to code Position: 25 - 25

Our understanding of 'Respect for Life' is based on respect for the world, society, individuals and our work. This encompasses a deep respect for our planet, the society around us, each individual touched by our activity, and of course, for our company, considered the main source of value for our brand.

Code: ● Respect for life approach Weight score: 0
Interview Transcripts>Data to code Position: 26 - 26

It is with pride that we affirm that our concrete actions reflect our commitment to sustainability

Code: ● Sustainability as fundamental principle Weight score: 0
Interview Transcripts>Data to code Position: 27 - 27

"We actively align our strategies and objectives with the sustainable development aspirations of the United Nations. We use our influence to build a better world by working closely with our stakeholders. Transparently, we share our development stages, demonstrating our desire for responsibility and accountability. "

Code: ● Transparency and accountability Weight score: 0
Interview Transcripts>Data to code Position: 27 - 27

"Our Manifestion on Respect for Life expresses our commitment to the earth, society, humans and our business. Each of these aspects is a priority, reflecting our dedication to a shared and sustainable future. 'Respect for life' is not just a slogan for us, it is the compass that guides each of our actions to contribute to a more sustainable and respectful world. "

Code: ● Respect for life approach Weight score: 0
Interview Transcripts>Data to code Position: 28 - 28

"I am convinced that our CSR actions, communicated through our digital channels, play an essential role in strengthening the positive perception of the brand. These initiatives are not just commitments we make, but concrete ways in which we demonstrate our responsibility to society and the environment.

Code: ● CSR importance for brand image Weight score: 0
Interview Transcripts>Data to code Position: 30 - 30

CSR actions are not limited to isolated gestures, but are strategically integrated into our quality of digital communication. By openly sharing our projects, collaborations, and results, we establish an authentic connection with our audience. This creates a feeling of trust and engagement, reinforcing the perception of Koton as a responsible brand.

Code: ● Connection with audience Weight score: 0
Interview Transcripts>Data to code Position: 31 - 31

When consumers see that we align with the United Nations Sustainable Development Goals, collaborate with stakeholders for positive impact, and share our development milestones transparently, it goes beyond simple communication. It becomes a statement of integrity that helps build a positive and lasting brand image.

Code: ● Positive brand image Weight score: 0
Interview Transcripts>Data to code Position: 32 - 32

"In short, I am convinced that our CSR actions significantly reinforce the positive perception of Koton, positioning the brand as a positive force in the fashion industry."

Code: ● CSR importance for brand image Weight score: 0
Interview Transcripts>Data to code Position: 32 - 32

- **Positive Engagement:** We see significant engagement from consumers on our digital platforms, expressed through likes, shares and positive comments. This demonstrates their interest and support for our CSR actions.
- **Viral Sharing:** Certain content related to our CSR initiatives has the potential to go viral, thus reaching a wider audience. Consumers actively share this content, thus amplifying the impact of our actions.
- **Constructive Feedback:** We regularly receive constructive feedback from consumers, expressing satisfaction with our CSR commitments and sometimes suggesting ideas for continuous improvements.
- **Questions and Requests for Information:** Some consumers are showing increased interest by asking detailed questions about our CSR initiatives, demonstrating a desire for an in-depth understanding of our actions.
- **Increased Loyalty:** Consumers sensitive to CSR issues tend to develop increased loyalty towards the brand. Aligning our values with theirs strengthens the emotional connection with Koton.
- **Recognition of Authenticity:** Consumers appreciate the authenticity of our CSR initiatives. When they perceive our commitment as sincere and transparent, it builds trust in the brand.
- **Impact on the Consumer's purchasing intention:** We observe that certain consumers take our CSR actions into account when making their Consumer's purchasing intention, favoring a brand that integrates responsible practices. "

Code: ● Importance of CSR Weight score: 0
 Interview Transcripts>Data to code Position: 35 - 41

- **Positive Engagement:** We see significant engagement from consumers on our digital platforms, expressed through likes, shares and positive comments. This demonstrates their interest and support for our CSR actions.

Code: ● positive consumer engagement Weight score: 0
 Interview Transcripts>Data to code Position: 35 - 35

- **Viral Sharing:** Certain content related to our CSR initiatives has the potential to go viral, thus reaching a wider audience. Consumers actively share this content, thus amplifying the impact of our actions.

Code: • Viral sharing through CSR Weight score: 0
Interview Transcripts>Data to code Position: 36 - 36

- **Constructive Feedback:** We regularly receive constructive feedback from consumers, expressing satisfaction with our CSR commitments and sometimes suggesting ideas for continuous improvements.
- **Questions and Requests for Information:** Some consumers are showing increased interest by asking detailed questions about our CSR initiatives, demonstrating a desire for an in-depth understanding of our actions.

Code: • Constructive feedback and questions Weight score: 0
Interview Transcripts>Data to code Position: 37 - 38

- **Increased Loyalty:** Consumers sensitive to CSR issues tend to develop increased loyalty towards the brand. Aligning our values with theirs strengthens the emotional connection with Koton.
- **Recognition of Authenticity:** Consumers appreciate the authenticity of our CSR initiatives. When they perceive our commitment as sincere and transparent, it builds trust in the brand.

Code: • Loyalty and recognition Weight score: 0
Interview Transcripts>Data to code Position: 39 – 40

- **Impact on the Consumer's purchasing intention:** We observe that certain consumers take our CSR actions into account when making their Consumer's purchasing intention, favoring a brand that integrates responsible practices. "

Code: • Positive impact on Consumer's purchasing intention Weight score: 0
Interview Transcripts>Data to code Position: 41 - 41

"To effectively manage its online reputation, Koton adopts an active monitoring approach, responds quickly to comments, promotes positive engagement, maintains transparency,

manages crises with a defined plan, optimizes positive content, actively listens to its online community and maintains brand consistency. "

Code: • Active monitoring approach Weight score: 0
Interview Transcripts>Data to code Position: 43 - 43

Social Media Engagement Rate: Measuring the receptivity of our audience through likes, comments and shares on our social platforms.

- Number of Positive/Negative Mentions: Accurate monitoring of online mentions to assess the overall impact and react quickly to negative feedback.

Code: • Tracking social media engagement Weight score: 0
Interview Transcripts>Data to code Position: 46 - 47

- Response Rate: Measuring our effectiveness in responding quickly and effectively to user interactions online.
- Customer Satisfaction Index: Using online surveys to obtain direct feedback and measure customer satisfaction.

Code: • Response rate and customer satisfaction Weight score: 0
Interview Transcripts>Data to code Position: 48 - 49

- Content Shares: Measuring the virality of our messages through the number of shares, indicating the engagement of our audience.
- Online Search Trends: Analyzes brand-related search trends to understand changing consumer interest.

Code: • Content sharing and search trends Weight score: 0
Interview Transcripts>Data to code Position: 50 – 51

- Conversion Rate: Tracking the transformation of online interactions into concrete actions such as purchases, demonstrating the impact on consumer behavior.
- Media Rating: Examining online media reviews and articles to measure brand perception in the media.
- Audience and Subscriber Growth: Measuring the continued growth of our online audience, reflecting the continued appeal of the brand. "

Code: ● Tracking ratings and growth Weight score: 0
Interview Transcripts>Data to code Position: 52 - 54

"We monitor our online reputation using tools such as Brandwatch and Hootsuite. "

Code: ● Monitoring online reputation Weight score: 0
Interview Transcripts>Data to code Position: 56 - 56

These tools allow us to actively track brand mentions on social media, blogs and other online platforms.

Code: ● Tracking social media engagement Weight score: 0
Interview Transcripts>Data to code Position: 56 - 56

"We also use custom analytics dashboards to assess our online reputation performance, including community engagement and online content reception. At the same time, we sometimes collaborate with specialist agencies such as Reputation.com for in-depth audits and reputation management strategies, ensuring a proactive and effective approach to maintaining a positive brand image. "

Code: ● Proactive reputation management Weight score: 0
Interview Transcripts>Data to code Position: 56 - 56

According to him, "Yes, quality of digital communication has had a significant impact on Koton's online reputation. With the advent of social media and other digital platforms, our ability to communicate effectively with our customers has been transformed. "

Code: ● Quality of Digital Communication has positive impact on reputation Weight score: 0
Interview Transcripts>Data to code Position: 58 - 58

Targeted quality of digital communication, particularly through social media and email campaigns, we have succeeded in improving our brand perception, increasing customer loyalty and attracting new consumers.

Code: ● Improved brand perception Weight score: 0
Interview Transcripts>Data to code Position: 58 - 58

"In addition, these digital tools have allowed us to manage actively improve our online reputation by responding quickly to customer comments, correcting any inaccurate information and highlighting our positive initiatives."

Code: ● Proactive reputation management Weight score: 0
Interview Transcripts>Data to code Position: 58 - 58

According to him, "Since the introduction of quality of digital communication, we have observed a positive and continuous evolution of our e-reputation.

Code: ● Improved e-reputation Weight score: 0
Interview Transcripts>Data to code Position: 60 - 60

In particular, our commitment to Corporate Social Responsibility (CSR) practices and our proactive response to customer needs have significantly improved the perception of our brand.

Code: ● Improved brand perception Weight score: 0
Interview Transcripts>Data to code Position: 60 - 60

In particular, our commitment to Corporate Social Responsibility (CSR) practices and our proactive response to customer needs have significantly improved the perception of our brand.

Code: ● Importance of CSR Weight score: 0
Interview Transcripts>Data to code Position: 60 - 60

Analytical data and customer feedback show an increase in trust and engagement with our brand, clearly indicating that our efforts to improve quality of digital communication have paid off. This has not only strengthened our online presence but also had a positive impact on our sales and overall growth."

Code: ● Trust and engagement of brand Weight score: 0
Interview Transcripts>Data to code Position: 60 - 60