

DOKUZ EYLÜL UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION DOCTORATE PROGRAM
DOCTORAL THESIS
Doctor of Philosophy (Ph.D.)

**THE EFFECT OF ELECTRONIC WORD-OF-MOUTH
(EWOM) COMMUNICATION THROUGH SOCIAL
MEDIA ON CONSUMER PURCHASE INTENTION**

Yunus ÖZSU

Supervisor
Prof. Dr. Burcu İLTER

2022

DOKUZ EYLÜL UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION DOCTORATE PROGRAM
DOCTORAL THESIS
Doctor of Philosophy (Ph.D.)

**THE EFFECT OF ELECTRONIC WORD-OF-MOUTH
(EWOM) COMMUNICATION THROUGH SOCIAL
MEDIA ON CONSUMER PURCHASE INTENTION**

Yunus ÖZSU

Supervisor
Prof. Dr. Burcu İLTER

İZMİR- 2022

APPROVAL PAGE



DECLARATION

I hereby declare that this doctoral thesis titled as “The Effect of Electronic Word-of-Mouth (EWOM) Communication Through Social Media on Consumer Purchase Intention” has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

Date

.../.../2022

Yunus ÖZSU

Signature



ÖZET

Doktora Tezi

Sosyal Medya Aracılığıyla Gerçekleşen Elektronik Ağızdan Ağıza İletişimin (EWOM) Tüketici Satın Alma Niyeti Üzerindeki Etkisi

Yunus ÖZSU

Dokuz Eylül Üniversitesi

Sosyal Bilimler Enstitüsü

İngilizce İşletme Bölümü

İngilizce İşletme Yönetimi Programı

Bu tez, sosyal medya platformları, elektronik ağızdan ağıza iletişim ve tüketici satın alma niyetleri arasındaki bağlantıyı göstermeyi amaçlamaktadır. Tüketicilerin satın alma niyetlerini etkileyen değişkenler dört sosyal medya türünde; YouTube, Instagram, Facebook ve Twitter ve “kaynağın güvenilirliği, kolaylık ve bilgi bulunabilirliği” olmak üzere elektronik ağızdan ağıza iletişim etkinliğinde önemli olan üç faktör çerçevesinde incelenmiştir. Çalışmanın teorik kısmı, sosyal medya kavramları, türleri ve elektronik ağızdan ağıza iletişim hakkındaki literatürü incelemektedir. Tezin ampirik kısmında, çalışmanın modeli, metodolojisi, ölçekleri ve hipotezleri incelenmektedir. Geliştirilen çevrimiçi anket 301 katılımcıyla uygulanmıştır.

Bulgular, elektronik ağızdan ağıza iletişimin, her sosyal medya platformunda tüketicilerin satın alma niyetleri üzerinde farklı bir etkiye sahip olduğunu ortaya koymaktadır. İncelenen tüm sosyal medya türleri için, kaynağın güvenilirliğinin satın alma kararlarını önemli ölçüde etkilediği gözlemlenmiştir. Öte yandan, üç elektronik ağızdan ağıza iletişim faktörünün yalnızca Instagram'da satın alma niyeti üzerinde önemli bir etkiye sahip olduğu ortaya konulmuştur. Araştırmanın bulguları demografik gruplar arasında bazı farklılıkları da ortaya koymaktadır. Kadın katılımcılar, tüm sosyal medya platformlarında kaynağın güvenilirliğinin satın alma niyetlerini etkilediğini belirtirken, erkek katılımcıların satın alma niyetlerinde etkili olmadığı ve,

elektronik ağızdan ağza iletişiminin Z kuşağının satın alma niyeti üzerinde daha etkili olduğu ortaya konmuştur.

Anahtar Kelimeler: Ağızdan ağza iletişim, elektronik ağızdan ağza iletişim, Web2.0, sosyal medya, sosyal ağ siteleri



ABSTRACT

Doctoral Thesis

Doctor of Philosophy (Ph.D.)

**The Effect of Electronic Word-of-Mouth (EWOM) Communication Through
Social Media on Consumer Purchase Intention**

Yunus ÖZSU

Dokuz Eylül University

Graduate School of Social Sciences

Department of Business Administration

Business Administration Program

This dissertation aims to illustrate the connection between social media platforms, electronic word-of-mouth communication, and consumer purchase intentions. The variables affecting consumers' purchasing intentions were investigated over three EWOM factors; source credibility, convenience, and information availability, and for four social media types; YouTube, Instagram, Facebook, and Twitter. The theoretical part of the study reviews the literature regarding social media concepts, types, and electronic word-of-mouth communication. The empirical part of the dissertation is based on an online survey, which was conducted with 301 respondents, to test the hypotheses of the study.

The findings reveal that electronic word-of-mouth communication has a varying impact on customers' purchasing intentions depending on the social media platform. For all social media types studied, source credibility was found to influence purchasing decisions significantly. On the other hand, all three EWOM factors were found to have a substantial impact on purchase intention only on Instagram. The findings of the study also put forth certain discrepancies between demographical groups. Female participants stated that source credibility on all social media platforms affects their purchase intention, whereas male participants were not affected. In addition, EWOM communication was found to be more affective on Gen Z's purchase intention.

Keywords: Word-of-mouth, electronic word-of-mouth, Web2.0, social media, social network sites



**THE EFFECT OF ELECTRONIC WORD-OF-MOUTH (EWOM)
COMMUNICATION THROUGH SOCIAL MEDIA ON CONSUMER
PURCHASE INTENTION**

CONTENTS

APPROVAL PAGE	ii
DECLARATION	iii
ÖZET	iv
ABSTRACT	vi
CONTENTS	viii
ABBREVIATIONS	xii
LIST OF TABLES	xiii
LIST OF FIGURES	xvii
LIST OF APPENDICES	xviii
INTRODUCTION	1

CHAPTER ONE

**ROLE OF SOCIAL MEDIA MARKETING ON CONSUMER DECISION
MAKING**

1.1. SOCIAL MEDIA	4
1.1.1. Web 1.0 and Web 2.0	4
1.1.2. Definition of Social Media	7
1.1.3. Development of Social Media	11
1.2. SOCIAL MEDIA TYPES	14
1.2.1. Blogs	15
1.2.2. Microblogs	17
1.2.2.1. Twitter	18
1.2.3. Collaborative Projects	21
1.2.4. Content Communities	24
1.2.4.1. YouTube	25

1.2.4.2. Instagram	27
1.2.5. Social Networks	29
1.2.5.1. Facebook	30
1.3. SOCIAL MEDIA AND PURCHASE INTENTION	32

CHAPTER TWO

ROLE OF ELECTRONIC WORD-OF-MOUTH COMMUNICATION ON CONSUMER DECISION MAKING

2.1. WORD-OF-MOUTH COMMUNICATION	36
2.2. ELECTRONIC WORD-OF-MOUTH COMMUNICATION (EWOM)	40
2.3. INFLUENCE OF ELECTRONIC WORD-OF-MOUTH COMMUNICATION ON THE CONSUMER DECISION-MAKING PROCESS	43
2.3.1. Information Availability of Electronic Word-Of-Mouth Communication	45
2.3.2. Convenience of Electronic Word-of-Mouth Communication	48
2.3.3. Source Credibility of Electronic Word-of-Mouth Communication	50
2.4. ELECTRONIC WORD-OF-MOUTH COMMUNICATION AND PURCHASE INTENTION	54
2.5. ELECTRONIC WORD-OF-MOUTH COMMUNICATION AND SOCIAL MEDIA	56

CHATER THREE

METHODOLOGY

3.1 AIM OF THE STUDY	60
3.2 CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT	60
3.2.1. Information Availability of EWOM on Social Media Platforms	61
3.2.2. Convenience of EWOM on Social Media Platforms	62
3.2.3. Source Credibility of EWOM on Social Media Platforms	62
3.3 QUESTIONNAIRE DEVELOPMENT	63
3.4 SAMPLING AND DATA COLLECTION	65

CHAPTER FOUR

FINDINGS AND RESULTS

4.1. DESCRIPTIVE STATISTICS	67
4.1.1. Descriptive Statistics for Demographical Factors	67
4.1.2. Descriptive Statistics for Social Media Platforms	69
4.1.2.1. Descriptive Statistics for YouTube	69
4.1.2.2. Descriptive Statistics for Instagram	72
4.1.2.3. Descriptive Statistics for Facebook	74
4.1.2.4. Descriptive Statistics for Twitter	76
4.1.3. Descriptive Statistics for EWOM Communication	78
4.2. RELIABILITY AND FACTOR ANALYSES	79
4.2.1. Reliability and Factor Analysis for YouTube	79
4.2.2. Reliability and Factor Analysis for Instagram	81
4.2.3. Reliability and Factor Analysis for Facebook	82
4.2.4. Reliability and Factor Analysis for Twitter	84
4.3. CONFIRMATORY FACTOR ANALYSES	85
4.3.1. Confirmatory Factor Analysis for YouTube	85
4.3.2. Confirmatory Factor Analysis for Instagram	87
4.3.3. Confirmatory Factor Analysis for Facebook	88
4.3.4. Confirmatory Factor Analysis for Twitter	90
4.4. PATH ANALYSES: HYPOTHESIS TESTING	91
4.4.1. Path Analysis for YouTube	91
4.4.2. Path Analysis for Instagram	93
4.4.3. Path Analysis for Facebook	94
4.4.4. Path Analysis for Twitter	95
4.5. MULTI-GROUP ANALYSES	97
4.5.1. Multi-group Analyses for Demographic Factors	97
4.5.1.1. Multi-group Analyses for Demographic Factors on YouTube	98
4.5.1.2. Multi-group Analyses for Demographical Factors on Instagram	103
4.5.1.3. Multi-group Analyses for Demographical Factors on Facebook	109
4.5.1.4. Multi-group Analyses for Demographical Factors on Twitter	114

4.5.2. Multi-Group Analyses for Products and Services	120
4.5.2.1. Multi-group Analysis for Products and Services on YouTube	120
4.5.2.2. Multi-group Analysis for Products and Services on Instagram	122
4.5.2.3. Multi-group Analysis for Products and Services on Facebook	123
4.5.2.4. Multi-group Analysis for Products and Services on Twitter	125
4.5.3. Multi-group Analysis for Social Media Types	126
CONCLUSION AND DISCUSSION	128
REFERENCES	138
APPENDIX	

ABBREVIATIONS

ARPA	Advanced Research Projects Agency
DM	Direct Message
EWOM	Electronic Word-of-Mouth
SNS	Social Networking Sites
UGC	User-generated content
WOM	Word-of-Mouth
WWW	World Wide Web
YPC Model	Yale Persuasive Communication Model



LIST OF TABLES

Table 1: Web 1.0 and Web 2.0	p. 6
Table 2: Social Media Classification	p. 14
Table 3: Classification of Collaborative Projects	p. 21
Table 4: Descriptive Statistics for Demographical Findings	p. 68
Table 5: Descriptive Statistics for YouTube	p. 70
Table 6: Descriptive Statistics for Instagram	p. 72
Table 7: Descriptive Statistics for Facebook	p. 74
Table 8: Descriptive Statistics for Twitter	p. 77
Table 9: Descriptive Statistics for EWOM Communication	p. 79
Table 10: Reliability and Factor Analysis for YouTube	p. 80
Table 11: Reliability and Factor Analysis for Instagram	p. 82
Table 12: Reliability and Factor Analysis for Facebook	p. 83
Table 13: Reliability and Factor Analysis for Twitter	p. 84
Table 14: Confirmatory Factor Analysis for YouTube	p. 86
Table 16: Confirmatory Factor Analysis for Instagram	p. 87
Table 17: Model Fit Index for Confirmatory Factor Analysis on Instagram	p. 88
Table 18: Confirmatory Factor Analysis for Facebook	p. 89
Table 19: Model Fit Index for Confirmatory Factor Analysis on Facebook	p. 90
Table 20: Confirmatory Factor Analysis for Twitter	p. 90
Table 21: Model Fit Index for Confirmatory Factor Analysis on Twitter	p. 91
Table 22: Model Fit Index of Path Analysis for YouTube	p. 92
Table 23: Regression Weights of Path Analysis for YouTube	p. 92
Table 24: Model Fit Index of Path Analysis for Instagram	p. 93
Table 25: Regression Weights of Path Analysis for Instagram	p. 94
Table 26: Model Fit Index of Path Analysis for Facebook	p. 94
Table 27: Regression Weights of Path Analysis for Facebook	p. 95
Table 28: Model Fit Index of Path Analysis for Twitter	p. 95
Table 29: Regression Weights of Path Analysis for Twitter	p. 96
Table 30: Hypothesis Results	p. 96
Table 31: Model Fit Index of Multi-group Analysis for Gender Factor on YouTube	p. 98

Table 32: Regression Weights of Multi-group Analysis for Gender Factor on YouTube	p. 98
Table 33: Model Fit Index of Multi-group Analysis for Occupation Factor on YouTube	p. 99
Table 34: Regression Weights of Multi-group Analysis for Occupation Factor on YouTube	p. 100
Table 35: Model Fit Index of Multi-group Analysis for Age Factor on YouTube	p. 100
Table 36: Regression Weights of Multi-group Analysis for Age Factor on YouTube	p. 101
Table 37: Model Fit Index of Multi-group Analysis for Education Factor on YouTube	p. 102
Table 38: Regression Weights of Multi-group Analysis for Education Factor on YouTube	p. 103
Table 39: Model Fit Index of Multi-group Analysis for Gender Factor on Instagram	p. 103
Table 40: Regression Weights of Multi-group Analysis for Gender Factor on Instagram	p. 104
Table 41: Model Fit Index of Multi-group Analysis for Occupation Factor on Instagram	p. 105
Table 42: Regression Weights of Multi-group Analysis for Occupation Factor on Instagram	p. 106
Table 43: Model Fit Index of Multi-group Analysis for Age Factor on Instagram	p. 106
Table 44: Regression Weights of Multi-group Analysis for Age Factor on Instagram	p. 107
Table 45: Model Fit Index of Multi-group Analysis for Education Factor on Instagram	p. 108
Table 46: Regression Weights of Multi-group Analysis for Education Factor on Instagram	p. 109
Table 47: Model Fit Index of Multi-group Analysis for Gender Factor on Facebook	p. 109

Table 48: Regression Weights of Multi-group Analysis for Gender Factor on Facebook	p. 110
Table 49: Model Fit Index of Multi-group Analysis for Occupation Factor on Facebook	p. 110
Table 50: Regression Weights of Multi-group Analysis for Occupation Factor on Facebook	p. 111
Table 51: Model Fit Index of Multi-group Analysis for Age Factor on Facebook	p. 112
Table 52: Regression Weights of Multi-group Analysis for Age Factor on Facebook	p. 113
Table 53: Model Fit Index of Multi-group Analysis for Education Factor on Facebook	p. 113
Table 54: Regression Weights of Multi-group Analysis for Education Factor on Facebook	p. 114
Table 55: Model Fit Index of Multi-group Analysis for Gender Factor on Twitter	p. 114
Table 56: Regression Weights of Multi-group Analysis for Gender Factor on Twitter	p. 115
Table 57: Model Fit Index of Multi-group Analysis for Occupation Factor on Twitter	p. 116
Table 58: Regression Weights of Multi-group Analysis for Occupation Factor on Twitter	p. 117
Table 60: Regression Weights of Multi-group Analysis for Age Factor on Twitter	p. 118
Table 61: Model Fit Index of Multi-group Analysis for Education Factor on Twitter	p. 119
Table 62: Regression Weights of Multi-group Analysis for Education Factor on Twitter	p. 120
Table 63: Model Fit Index of Multi-group Analysis for Products and Services on YouTube	p. 120
Table 64: Regression Weights of Multi-group Analysis for Products and Services on YouTube	p. 121

Table 65: Model Fit Index of Multi-group Analysis for Products and Services on Instagram	p. 122
Table 66: Regression Weights of Multi-group Analysis for Products and Services on Instagram	p. 123
Table 67: Model Fit Index of Multi-group Analysis for Products and Services on Facebook	p. 123
Table 68: Regression Weights of Multi-group Analysis for Products and Services on Facebook	p. 124
Table 69: Model Fit Index of Multi-group Analysis for Products and Services on Twitter	p. 125
Table 70: Regression Weights of Multi-group Analysis for Products and Services on Twitter	p. 126
Table 71: Model Fit Index of Multi-group Analysis for Social Media Types	p. 126
Table 72: Regression Weights of Multi-group Analysis for Social Media Types	p. 127

LIST OF FIGURES

Figure 1: The Proposed Model of the Study

p. 61



LIST OF APPENDICES

APPENDIX 1: QUESTIONNAIRE (IN TURKISH)

app p. 1

APPENDIX 2: QUESTIONNAIRE (IN ENGLISH)

app p. 12



INTRODUCTION

Word-of-mouth communication has been a crucial component of marketing efforts for a considerable time. Numerous studies showed that it has a considerable impact on consumers' preferences. Since it originates among individuals rather than being disseminated from a single company-related source, word-of-mouth is typically regarded as more reliable source of information than marketer-initiated activity. Therefore, it has been an important topic of interest both for marketers, and for academicians.

With the advent and extensive use of "social media," word-of-mouth communication has recently gained popularity and attention, becoming electronic word-of-mouth communication. Internet, particularly Web 2.0, has enabled users to actively participate in creating and spreading information. Social media further altered the nature of word-of-mouth communication by allowing users to form and develop content and potentially share this information with millions without location boundaries. Consumers can now use social media platforms to do a variety of things. They can read and watch written and visual content about a product/service or contribute by commenting or creating it. Similarly, they can stay informed and communicate with each other about businesses or brands by following company pages on various social media platforms.

Consumers who exchange ideas with their acquaintances and others in online communities and social networks can influence each other's purchase decisions. Consumers can learn more about a product by watching videos on YouTube or other media-sharing sites. They can also exchange information by subscribing to fan pages on social networking sites like Facebook. Browse, create, and spread content on media-sharing platforms such as Instagram. These developments lead social media platforms to become a point of contact for consumers in their interactions with products/services, brands, or businesses.

With all of these factors taken into account, this study aims to compare four different social media platforms; YouTube, Instagram, Facebook, and Twitter, in terms of three EWOM factors; source credibility, convenience, and information availability to identify driving factors on purchase intention. This dissertation aims to close the gap in the literature by analyzing consumers' use of the most popular social

media platforms to obtain products or services related to EWOM information and the impact on their purchase intention. Furthermore, EWOM activities on social media were cross-compared to analyze the differences based on demographics and product/service categories.

The thesis consists of four parts. Theoretical research on social media platforms was undertaken in the first section of the study. Accordingly, the concepts of Web1.0, Web 2.0, the definition of social media, and different types of social media were covered in this section. It also included how these concepts have changed over time and their relationships with one another. The contrasts and qualities of WOM and EWOM concepts were explored in the study's second section, along with the notions that had been categorized in earlier academic investigations. A thorough assessment of the literature was done, attempting to include studies on both traditional and electronic word-of-mouth. The study's aim, research questions, conceptual framework, and hypothesis development are presented in Chapter 3. Questionnaire development, sampling, and data collection are also discussed in this chapter. For each social media platform, three hypotheses have been developed to assess the impact of electronic word-of-mouth communication on consumer purchase intention. The model incorporates the impact of information availability, source credibility, and convenience in this context. The fourth chapter comprises the findings and results, including descriptive statistics, reliability and factor analysis, confirmatory factor analysis, path analysis, and further multi-group analysis. Interpretations of the findings are also included for each analysis in this section. The final part of this thesis is the conclusion, which includes interpretations and discussions of the findings and recommendations for further studies and managerial implications that may be applicable in real-world situations.

The results show that electronic word-of-mouth communication influences consumers' purchasing intentions differently on each social media platform. For instance, source credibility strongly influenced purchasing intention across all social media platforms examined. In comparison, convenience and information availability were not influential for purchase intention on YouTube, Facebook, and Twitter. However, on Instagram all three EWOM factors found to have a significant impact on purchase intention. The study's findings also revealed differences between

demographic groups. The influence of the source credibility was seen to be only significant for female participants across all social media channels but not for the male respondents. Furthermore, EWOM communication was found to be more effective in influencing Gen Z buying intentions.



CHAPTER ONE

ROLE OF SOCIAL MEDIA MARKETING ON CONSUMER DECISION MAKING

1.1. SOCIAL MEDIA

Social media has rapidly become one of the essential parts of our lives. Users use social media applications for many hours in their daily routines, and social media has become a critical part of their everyday lives. Therefore, Social media has gained the interest of marketers and researchers. One of the most important reasons why we have become addicted to social media is the emergence of Internet technologies, which have enabled people to be connected all the time and everywhere. Thus, before explaining social media and types of social media, the development of web technologies will be presented, followed by related definitions, conceptualization, and types of social media.

1.1.1. Web 1.0 and Web 2.0

Web 1.0 refers to the Internet's early stages, primarily based on one-way communication from the site owner to users (Tao and Atkin, 2016). When the internet was made available to the public, the Internet was not much different from other major media outlets. The publishers created the content as a personal page, in which individuals were publishing their content or companies were delivering their messages through static and primarily text-based web pages. The website owners created the content, and users could not change that information directly. Therefore, there was one-way communication from web pages to users and minimal consumer engagement (Sareh Aghaei, 2012). Web pages were primarily text-based, and low-quality images and videos were available. Still, due to personal computers' slow connection speed and computing capabilities, high-quality content was not available on a large scale. There were only limited sites, and their content was not updated frequently. When the .com bubble (Morris and Alam, 2012) triggered more users to use the Internet to access information through websites, companies rushed to create their online presence. But

this one-way communication allowed only limited consumer interaction, which made online services a bit boring for users until the users took part in the content creation in Web 2.0.

Web 2.0 describes user-centered, interactive web applications that facilitate these activities, mostly about social media, yet Web 2.0 is a broader term than social media. Web 2.0 includes a wide variety of web-based technologies that allow users not just to receive information but as well create information (Dabner, 2012). Betsch et al. (p. 3278, 2012) have defined Web 2.0. “Internet applications that enable users to create and upload new content, comment on existing content and share content with other users”. Kaplan and Haenlein (p.61, 2009) defined Web 2.0. as “a platform whereby content and applications are no longer created and published by individuals, but are continuously modified by all users in a participatory and collaborative fashion.” Even though Web 1.0 laid the foundation of Internet technologies, widespread acceptance of Internet technology gained momentum with Web 2.0. With consumer interaction and engagement, the Internet has broken its one-way communication barrier to become a dynamic user-generated environment. This enabled users to generate and distribute content across hundreds to thousands and sometimes millions of people.

Web 2.0 contains not only social media such as wikis, social networking sites, etc. (Thackeray et al. 2015), but also websites that allow consumer interaction, including blogs, company-sponsored discussion boards, chat rooms, consumer product or service ratings websites, and forums, Internet discussion boards, and social networking websites (Mangold and Faulds 2009). As the main foundation of the Web 2.0 is user interaction, now many websites encourage users to be part of it. Shopping sites now include customer reviews of the products to promote credibility. News sites have comment sections and sharing buttons to boost consumer engagement, and companies use their websites to encourage consumer co-creation. Web 2.0 applications incorporate users to create and disseminate content collaboratively (Thackeray et al., 2015). Web 2.0 enabled companies to create rich and dynamic websites to encourage consumers to provide feedback, engagement, reviews, and buttons for sharing with their networks (Thackeray et al. 2015).

O'Reilly (2007) has compared some platforms to show the differences between Web 1.0 and Web 2.0, as seen in Table 1.

Table 1: Web 1.0 and Web 2.0

Web 1.0	Web 2.0
DoubleClick	Google AdSense
Ofoto	Flickr
Akamai	BitTorrent
mp3.com	Napster
Britannica	Wikipedia
Online personal websites	blogging
evite	upcoming.org and EVDB
domain name speculation	search engine optimization
page views	cost per click
screen scraping	web services
publishing	participation
content management systems	wikis
directories (taxonomy)	tagging ("folksonomy")
stickiness	syndication

Source: O'Reilly, T. 2007.

As can be seen in Table 1, the one-way, static platforms have been replaced with more dynamic and user-engaged venues. This comparison not only shows how the webpages have transformed to a different level, but it also shows how the internet evolved to a new ground. O'Reilly (p.36, 2005) formulated Web 2.0 core competencies as follows;

- Services, not packaged software, with cost-effective scalability
- Control over unique, hard-to-recreate data sources that get richer as more people use them

Trusting users as co-developers

- Harnessing collective intelligence
- Leveraging the long tail through customer self-service,

- Software above the level of a single device,
- Lightweight user interfaces, development models, and business models.

Newman et al. (2016) stated that Web 2.0 has enabled people to connect with friends, family, colleagues, companies, brands, and other entities. This international growth harnessed the power of users. Now users have the unprecedented ability even to give companies unexpected growth opportunities like in the “GameStop 2021” stock case (Sven Van Kerckhoven and O’Dubhghaill, 2021), make regular people worldwide famous, or even put governments to the rest as in the "Arab Spring” (Abushouk, 2016). Andersen (2007) has suggested six ideas that shape Web 2.0

- Individual production and user-generated content
- Harnessing the power of the crowd
- Data on an epic scale
- Architecture of participation
- Network effects
- Openness

Despite being in our lives for over 20 years, Web 2.0 does not have a grounded definition or boundaries. It is a collection of ideas to create a solar system of sites with varying differences from the core (O’Reilly, 2005).

1.1.2. Definition of Social Media

Social Media has become one of the main topics in our lives in recent years. Users are now both creators and consumers of the content. With billions of daily users, Social Media has been deeply integrated into our lives. Social media is defined as internet and mobile-based tools and devices that integrate technology, telecommunications, and social interaction, enabling the construction, co-structuring, and dissemination of words, images (static and dynamic), and sound (Nicki Dabner, 2012). Another definition of social media by Kaplan and Haenlein (p.61, 2010) states that social media is “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content”. Social Media has reshaped how people connect with their

acquaintances and with brands. Nowadays, individuals are more frequently using the internet to socialize with people they know and to expand their social environment. Social media provides a mechanism that enables users to connect, communicate and interact with each other and their mutual friends via instant messaging or social network sites (Correa, Hinsley and de Zuniga, 2010). Tuten and Solomon (2012, p. 2) defined social media as “the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities and mobility.”

Kietzmann et al. (2011) have proposed seven functional characteristics of Social Media as; identity, conversation, sharing, presence, relationships, reputation, and groups, which will be explained in detail. Identity represents the degree of disclosure of one's self-information. This could be name, gender, race, location, and picture. Most social media sites require information to some degree that the user has entered this information willingly. While some of the users are using nicknames instead of their real names, some users are sharing all their personal information. Recently, it has become a hot topic when Facebook's personal data processing policy has been debated (van der Schyff et al., 2020). Users are worried about the data policy of these outlets sharing their information with other parties.

Conversation portrays the users' communication with their network, groups, companies, and other parties. User-generated content, where social media was born, is the primary motivation for users to point out their opinions. These conversations may take place for various reasons like spreading ideas, connecting with people, participating in a topic for not staying out, or even finding love. These conversations are critical for companies to acquire unbiased information about what the consumers say about their products and services. Companies sometimes initiate users to talk about their products (Kietzmann et al., 2011).

Sharing stands for the content that users have passed along. This could be a retweet on Twitter or a reposting of an Instagram story. One of the natural powers of social media is this sharing multiplier content that can reach millions of people in just a matter of hours. This area mainly draws marketers' attention; with successful content creation, they can get numerous users. Vice versa, this can potentially harm

companies; negative content about a brand can reach millions of users and damage its reputation (Kietzmann et al. 2011).

Presence represents if users can know if other users are accessible, this is related to knowing other users' availability on the internet, like online, active, or know their real-world location. Especially with mobile connectivity, users are connected all the time and can share their presence all the time. With location-based apps like Foursquare and Swarm, users can check in on locations they are visiting and add comments to these locations. These check-in and review apps had serious impacts on businesses. For example, if they have high scores, they could draw more customers to their premises (Kietzmann et al. 2011).

Relationships represent how users are related to each other on a platform. This relationship means how two or more users share what kind of an association to connect. Some venues require a formal association and representation, like LinkedIn, and for some platforms, like YouTube, relationships hardly matter (Kietzmann et al. 2011).

Reputation is how a user is ranked among other users in a social media environment. Reputation on social media is mainly represented by numbers such as followers, endorsements, views, likes, etc. Reputation not only stands for users. It also means content such as views on a YouTube video, retweets on Twitter, and likes on an Instagram post (Kietzmann et al. 2011).

Lastly, groups represent the extent users formed communities and sub-communities. Users can create groups on Social Media, enabling them to meet with like-minded users in an online setting, possibly attracting numerous people. Users can also create sub-groups on their social media accounts to set their sharing preferences for groups such as Facebook friends lists (Kietzmann et al. 2011). Each social media platform has different characteristics. For instance, LinkedIn's identity, reputation, and relationships are essential. On the other hand, relationships, conversations, and presence seem more relevant for Facebook. (Kietzmann et al. 2011)

From the consumer's perspective, using information communication technologies such as social media offers several advantages, such as efficiency, convenience, more prosperous and participatory knowledge, a more comprehensive selection of products, competitive pricing, cost reduction, and product diversity.

Online social networks tend to increase these benefits as consumers can communicate more proactively. For example, individuals can learn about other people's opinions on certain products through online social networks. In doing so, it has been shown that the power which enables the consumers' persuasion is the decisions of the people around the consumer rather than the firm promotions (Tiago and Verissimo, 2014).

Consumers in the Social Media era are not just the receiver of marketing messages. They play active roles, from designing a product to creating messages (Hanna et al.2011). Using social media as a marketing tool is not a separate process but the last step in a consistent strategic effort to improve a product or service, organization, or traditional corporate website. The marketing pyramid describes the relationships between social media marketing and other marketing programs. Social media marketing is the apex of an integrated marketing effort. If social media does not address emerging problems adequately, it will lead to disappointments, waste of resources, and loss of customers (Constantinides, 2014).

From a marketing perspective, Chi (p.46, 2011) defines social media marketing as a "connection between brands and consumers, while offering a personal channel and currency for user-centered networking and social interaction." The development of social media in the world has led to many different tools and approaches to achieving communication with consumers (Mangold and Faulds 2009). Therefore, firms have learned how to use social media channels to access more consumers by managing their business and marketing plans. As social media provides different platforms for consumers and firms, online communication has become a more critical research field for scholars and practitioners. Mangold and Faulds (2009) have described two social media roles for marketers. The first role, as they described, social media is a new way of reaching out the consumers to get their messages to them. The second role is that consumers are using social media to communicate about brands with huge scalability potential. These unaltered consumer-to-consumer messages about brands can reach millions of users, which might have a huge impact on brands. While positive messages can add significant value to their brands, negative messages could bring costly outcomes. To be able to reach out to consumers and manage their social media presence, social media is now a vital part of their integrated marketing communications for most companies, from local bakeries to multinational brands.

Felix et al. (2017) stated the objectives of social media marketing: sales generation, brand awareness, brand image, traffic generation, reducing marketing costs, stimulating customer interaction, and monitoring and analyzing consumer conversations. Social media enabled companies to create a new venue for their sales generation activities. While corporations use social media to draw customers to their shopping websites, small companies use it to create sales nowadays. Small companies use social media to make sales nowadays.

Social media also provides efficient and cost-effective ways of creating brand awareness and creating brand images. Most companies have their social media profiles on different platforms to get their messages to consumers. Unaltered customer-to-customer communications can enlighten marketers to understand what customers think about their products and services. Based on the insights captured from consumers can improve their marketing abilities. Therefore, social media has become a crucial element of integrated marketing communications, and companies must utilize this phenomenon based on their business models. More than two-thirds of companies use social media for marketing and service (Ma, Sun and Kekre, 2015). Managing an organization's Facebook page, Twitter profile, and YouTube channel—among many other options—is no longer a peripheral practice in a strategic communications plan; instead, it is central to fostering both internal identity and external image (McNely, 2012)

1.1.3. Development of Social Media

Technology has become an integral part of how people communicate with each other, and this communication form has gradually started to replace face-to-face communication. Due to the rapid expansion of technology, many people fear that people may be overly connected to this digital world and not be efficient enough in the real world. Since the early 2000s, many studies have been conducted on the increase in the use of mobile phones and social media and the effect of technology on social interaction and face-to-face communication (Drago, 2015). The common point of these studies is that the latest developments in communication technology enable billions of people to connect more accessible with each other at long distances.

The concept of digitalization is defined as integrating more than one technology in every aspect that can be transferred to a digital environment (Gray and Rumpe, 2015). Digitalization is one of the most critical ongoing transformations of contemporary societies and includes many elements in business and daily life. With the rapid spread of the overall effects of digitalization, more frequent use of mobile devices connected to the internet, which has begun to change consumer behaviors, including shopping behavior, has an important place. Novel consumer products with mobile internet access generally operate quickly by connecting to other technologies, and mobile devices are becoming increasingly important in the retail environment (Hagberg, Sundstrom and Egels-Zandén, 2016).

Social media have evolved over the years until today's modern applications using digital media. However, the development of social media started with the invention of the phone instead of computers in the 1950s. E-mail was introduced in the 1960s. However, the internet was not available to the public until 1991. E-mail is a communication method from one computer to another, but both computers need to be online. ARPANET was developed in 1969 by the Advanced Research Projects Agency (ARPA), a US government agency. CompuServe, the third development of the 1960s, was created in 1969 to provide time-sharing services on its computers. ARPANET has become the communication network of computers used for time-sharing services, forming the internet's basics. But this service was considered to have very high fees and, therefore, was expensive for many people (Edosomwan et al., 2011).

The introduction of the World Wide Web (www) to the world in 1991 was realized with the emergence of a new networked communication through Tim Berners-Lee's connection of hypertext technology to the internet. Blogs, list servers, and e-mail services contributed to the creation of online communities. Until the millennium, networked media often consisted of generic services that people could join or actively use to form groups. Immediately after the millennium with Web 2.0, online services evolved from offering channels for network communication to being interactive, two-way tools for social networks (van Dijck, 2013).

SixDegrees.com, the first social networking site launched in 1997, made it possible for users to create profiles, list their friends, and view friends lists from 1998.

Various community tools were introduced between 1997 and 2001 to support multiple profile combinations. Friends, AsianAvenue, BlackPlanet, and MiGente, have made it possible for users to create personal, professional, and dating profiles. Here, users could identify friends in their profiles without approving connections (Boyd and Ellison, 2007; Kietzmann et al., 2011).

Mayfield (2008) suggested that fundamental social media can be classified as social networks, blogs, wikis, podcasts, forums, content communities, and microblogging. Kaplan and Haenlein (2010) propose that social media consists of collaborative projects, blogs and microblogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. All those social media platforms have been used for different purposes. For instance, social networks like MySpace and YouTube are platforms where individuals share their knowledge and experiences as members, create profiles to communicate with different people to provide information about themselves or the products they use and share similar interests (Darban and Li, 2012). On the other hand, individuals can post comments on specific topics in the forums or submit their opinions online by posting messages under open topics (Bickart and Schindler, 2001). Electronic-based forums allow consumers to share their experiences, ideas, and knowledge with others on specific issues. Certain web forum information features may impact consumer behavior more than marketer-generated web information.

Recent social media statistics have shown that 4.62 billion individuals will use social media worldwide in 2022 (Hootsuite Inc, 2022). Instagram app surpassed 1 billion monthly active users in 2018; as of 2022, it has 1.478 billion users (Hootsuite Inc, 2022). Facebook is the biggest social network worldwide and has almost 3 billion monthly active users. Data from the last quarter of 2020 shows that 3.14 billion people have used at least one of Facebook's core products, such as WhatsApp, Instagram, or Messenger, each month (Facebook MAU Worldwide 2022; Statista, 2022 reached on May 2022).

As a growing number of social networking sites (SNSs) provide new avenues for brands to communicate with customers, many companies are turning to social media to build customer value (Hamilton et al., 2016).

1.2. SOCIAL MEDIA TYPES

Kaplan and Haenlein (2009) have classified social media based on two dimensions, social presence/media richness and self-presentation / self-disclosure. The first dimension relies on social presence theory (Short, Williams and Christie, 1976) and media richness theory (Daft and Lengel, 1986). Social presence theory stands for acoustic, visual, and physical contact achieved by two communicating parties. According to the media richness theory, each media type has varying levels of richness based on the information provided. These can be ranked by their ability to reduce uncertainty and level of clarifying vagueness. The second dimension is based on the self-presentation concept of Goffman (1959), which stands for any social interaction where one wants to control their impressions of others. Based on these theories, their social media classification is as follows, as presented in Table 2.

Table 2: Social Media Classification

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

Source. Kaplan and Haenlein, 2009.

On the other hand, Mangold and Faulds (2009) classified social media as follows:

- Social networking sites (MySpace, Facebook, Faceparty)
- Creativity works sharing sites:
 - Video-sharing sites (YouTube)
 - Photo-sharing sites (Flickr)
 - Music-sharing sites (Jamendo.com)
 - Content sharing combined with assistance (Piczo.com)
 - General intellectual property sharing sites (Creative Commons)

- User-sponsored blogs (The Unofficial Apple Weblog, Cnet.com)
- Company-sponsored websites/blogs (Apple.com, P&G's Vocalpoint)
- Company-sponsored cause/help sites (Dove's Real Beauty, click2quit.com)
- Invitation-only social networks (ASmallWorld.net)
- Business networking sites (LinkedIn)
- Collaborative websites (Wikipedia)
- Virtual worlds (Second Life)
- Commerce communities (eBay, Amazon.com, Craig's List, iStockphoto)
- Podcasts ("For Immediate Release: The Hobson and Holtz Report")
- News delivery sites (Current TV)
- Educational materials sharing (MIT OpenCourseWare, MERLOT)
- Open Source Software communities (Mozilla's spreadfirefox.com, Linux.org)
- Social bookmarking sites allow users to recommend online news stories, music, videos, etc. (Digg, del.icio.us, Newsvine, Mixx it, Reddit) According to Piller et al. (2011), Social media platforms are as follows, blogs (Blogger, WordPress), microblogging (Twitter), common wiki projects (Wikipedia), forums (Harley Davidson user groups, Microsoft MSDN), professional networking sites (LinkedIn, Xing) and social networks (Facebook, Google+). Some of the most common social media blogs are explained in the following headings.

1.2.1. Blogs

Blogs can be defined as online diaries that reflect the blogger's views, primarily based on text, pictures, videos, and links to other websites and blogs (Dos and Demir, 2013). Singh et al. (2008) have defined a blog as follows, "a blog consists of an online, web-based, chronologically organized entry on a multitude of subjects". Blogs create two-way communication between a blogger and their audience; the content's receiver may also reflect their opinions via the comments section (Kalk et al. 2019). While individuals write most blogs, collective blogs are also common (Nedeva and Nedev, 2010). Individual blogs are created and written by a single author. On the other hand, in collective blogs, numerous authors participated in content creation (Kalk et al.

2019). Justin Hall's online journal, which he created back in 1994 and is still active, links.net considered the first blog. After more than 20 years, there are currently more than 600 million blogs worldwide. Tumblr alone hosts 540.4 million individual blogs, according to growthbadger.com (How Many Blogs Are There? and 141 Other Blogging Stats, 2022). Blogs offer a convenient way of getting information on almost anything. Users can get travel insights, learn new things, and create a joint blog to share their knowledge with peers. Travel-related EWOM on travel blogs has become an essential source of information for tourists. With travel blogs, they can learn about other people's experiences (Chen et al. 2014). Because of their informative and interactive structure, blogs are widely accepted in various fields, such as education (Kalk et al., 2019; Nedeva and Nedev, 2010, Dos and Demir; 2013), political marketing (Lees-Marshment, 2014, Vilar et al. 2017), travel (Xu and Zhang 2021; Chen et al. 2014; Karabacak and Genc, 2019), and marketing communication (Singh et al. 2008). Blogs' quality can be measured by authenticity, transparency, credibility, individualism, originality, relevance, and integrity (Hu et al., 2011).

A growing number of blogs and readers also lured most companies to the blogosphere. Singh et al. (2008) stated six ways blogs contribute to companies' success. First, blogs enable companies to stay relevant to their consumers. Second, achieving differentiation and addressing challenges arising from changing media dynamics. Third, to bridge the generational gap, the new generation is more tech-savvy and more skeptical of marketing messages. Fourth, encouraging thought leaders to share their experience and expertise with their followers. Fifth, because the web has no geographical limits, blogs enable companies to reach a global audience. They are, lastly, capturing insights from ordinary people about how they feel about their companies. Capturing valuable unbiased customer insight is made available for companies through blogs, and companies now actively monitor blogs to capture this data (Wright 2006). Companies use blogs for information diffusion, customer service, relationship marketing, and even product or service co-creation (Payne et al., 2009). Ho and Dempsey (2010) found that blogs are more reliable than traditional communication channels. Blogs are also found to be more credible than mainstream media (Johnson et al. 2008).

1.2.2. Microblogs

A microblog is a social media medium that lets users quickly share content with their network, such as text, photos, videos, and links (Wang et al., 2015). Microblogs have limited character limits that differentiate them from other social media platforms (Kaplan and Haenlein, 2011). There are two main differences between blogs and microblogs, according to Java et al. (2007). Because microblogs have limited characters for posting content, it significantly lowers the time for creating content, thereby laying a faster communication method. Secondly, while a blog can be updated once in several days, a microblog user can post several daily updates. Twitter, the first microblogging platform founded in 2006, had 140 characters on its posts, and it increased this limit to 280 characters in 2017 (Rosen and Ihara, 2018). Microblogs have gained much momentum in recent years, according to Statista.com (Biggest Social Media Platforms 2022, Statista, 2022). Twitter has 436 million active users, and 192 millions of them use the platform daily (22 Essential Twitter Statistics You Need to Know in 2022, 2022). Over 500 million tweets are sent daily (Internet Live Stats - Internet Usage and Social Media Statistics, 2021). Sina Weibo, a famous Chinese microblogging site, has 523 million daily users as of the third quarter of 2020 (Biggest Social Media Platforms 2022, Statista, 2022). Information dissemination on social media happens in two ways. Users may share their original content or repost / retweet other users' content with their network (Yin et al., 2020). Quick feedback, real-time responses, and the discretionary nature of microblogs (Yin et al. 2020) attracted numerous companies to utilize microblogs in their marketing communications. With just tapping on retweets, someone else's content can easily be shared with their network; therefore, information on social media can rapidly reach millions of users in a matter of time. According to Barnes and Lescault (2014), 83% of the Fortune top 500 companies have a Twitter account, and 80% of them created their Facebook pages.

Kaplan and Haenlein (2011) summarized nine characteristics of microblogging.

Ambient Awareness: While users post several updates about their lives, it creates a sense of intimacy, closeness, and high levels of social presence. **Push - Push - Pull communication,** Posts on Twitter are public by default. As a result, once a public tweet is pushed 'retweeted,' it appears on the timeline of the retweeter's followers.

After several pushes, some interested users pulled additional information about the topic. Virtual Exhibitionism and Voyeurism, the Top 10% of the active users account for 90% of the tweets, and 50% of the Twitter users are passive observers. As a result, microblogging site becomes a suitable venue for anonymous voyeurism where people can follow updates without any obligation to react or respond.

Pre-Purchase: In Marketing Research, companies struggle to capture unbiased consumer insights to improve their marketing programs. Microblogging sites enable users to post freely about any topic. They also talk about the companies and brands; therefore, companies actively use microblogging sites to capture valuable customer insights.

Purchase: In Marketing Communications, companies are utilizing microblogs to disseminate marketing communications such as sales promotions, discounts, product recalls, updates about brands, and even sales and distribution channels.

Post-purchase: Customer Services, firms now actively using social media for customer services, @AbercrombieHelp the official Customer service Twitter page for Abercrombie and Fitch fashion retailer, and complaint management Whole Foods monitoring negative content about their brands on Twitter.

Relevance: To leverage strong Push-Push-Pull communication of microblogs, brands must create relevant content according to their audience. Respect, the notion behind respect, is firms must acquire proper language, clearly identify themselves, and avoiding deceive information that possibly has terrible consequences. Lastly, companies must pay attention to the benefits they receive by utilizing microblogs and monitor their return on investments.

1.2.2.1. Twitter

Twitter is a web-based microblogging platform that enables its users to post short updates known as tweets; it launched in 2006. As a social media platform, Twitter allows users to create a profile and follow updates of friends, acquaintances, like-minded people, celebrities, politicians, news outlets, and companies (Boyd and Ellison 2007). Twitter was one of the fastest-growing social media platforms. It reached 100 million users in 2012, just five years after its launch (Topic: Twitter, 2022). Because

of the shortness of the updates, users devote less time while creating and receiving content, which makes Twitter easy to use. Twitter has its terminology differing from other social media platforms, such as;

Tweets: Short text-based messages, so-called 'tweets' limited to 280 characters, used to be 140 characters until 2017 (Giving You More Characters to Express Yourself, 2017), can be accompanied by URLs, photos, videos, hashtags, and mentions (Rosen& Ihara, 2018).

Followers: Users who opted-in to follow a particular user's updates.

Following: Users that choose to follow their updates.

Retweet: Where a user forwards a tweet to its followers.

Fav: It stands for a user's favorites (likes) of a tweet.

DM: Abbreviation for direct message, a user can send a message to other users' inboxes privately.

Hashtag (#): When users add a hashtag to a tweet, for instance, #BLM, it means this tweet belongs to a specific topic (Sankaranarayanan et al., 2009). Users can follow or search for specific hashtags to get detailed information or read other people's tweets.

Mention (@): When a tweet is tweeted for a specific person, for instance, @Jack, or responding to a person's mentions are applied (Aharony, 2012)

Trending Topic: Popular topics or hashtags are displayed on users' pages to show what others are talking about (Antonakaki et al., 2021).

Twitter allows its users to create a profile like other SNS, but the concept and scope differ from other SNSs. The first difference is that other SNSs are usually to get connected with family and friends. Still, Twitter's default preference is public, so everyone can read your tweets regardless of whether they have a Twitter account. When a user follows another user is not obligated to follow back (Golder and Yardi, 2010), but to become friends on Facebook, both parties need to confirm friendship requests. While other SNS platforms are used for communication and keeping up with acquaintances, Twitter is mainly used for information dissemination (Kantrowitz, 2018; Kwak et al., 2010). But Twitter is also widely used for advice-seeking, gathering and disseminating information, and meeting new people (Johnson and Yang, 2009). Jansen et al. (2009) analyzed tweets and categorized the main topics in tweets. According to this study, people tweet to express views, share information and news,

ask questions, discuss their interests, or tweet about their daily activities. They have also found that 19% of the tweets include brand-related messages. Therefore, Twitter is widely accepted and used by a wide variety of people ranging from politicians, celebrities, news agencies, small businesses, and big corporations to educational institutes (Antonakaki et al., 2021). Twitter's real power lies in the retweet function. When a user retweets a tweet, it is forwarded to its followers as well. Therefore, retweeting creates a snowball effect, and one tweet can reach numerous people quickly. For instance, when a Japanese billionaire offered money to 100 people, his tweet got 4.4 million retweets and reached millions globally (The 20 Most-Retweeted Tweets of All Time, 2019). Boyd et al. (2010) found that users use retweets for information dissemination, expressing agreement, showing friendship, and managing relationships. According to Park and Jeong (2011), there are six motivations for retweets, social interaction, sharing of value-added information, the role of the curator, altruism, timeliness, and sharing of public anger.

People are not only following their friends, acquaintances, politicians, and celebrities. They also follow brands on Twitter 90% of the users follow brands (Kwon et al., 2015). Therefore, companies are flocking to Twitter to harness its potential. Because users following brands with no obligation are more eager to consume brand-related content, they are not just consuming. They also disseminate brand-related messages (Muntinga et al., 2011, Kim et al., 2014). Brand followers and the power of retweet functions are essential for companies to use Twitter. Almost 20% of the tweets involve brands either with positive or negative sentiments (Jansen et al., 2009). When we consider that 500 million tweets are sent daily, that roughly equals 100 million tweets about brands in a single day. That explains why 83% of the 500 Fortune companies have created Twitter pages (Barnes and Lescault., 2014). Twitter is the most actively used social media platform among these companies (Barnes et al., 2013). Marketers are not just creating boring corporate pages on Twitter. They are humanizing their presence on Twitter to develop improved interpersonal communications and a deeper connection between consumers and marketers (Kwon and Sung, 2011).

1.2.3. Collaborative Projects

“In the most general sense, collaborative projects are a special form of social media application that enables the joint and simultaneous creation of knowledge-related content by many end-users” (Kaplan and Haenlein, P:618, 2014). Most social media platforms have dedicated pages for one user, and its owner updates the content of this particular page. Still, with collaborative projects, different users can contribute to a page. Users from different backgrounds and perspectives contribute their knowledge and experiences on specific topics. Users with expertise or product knowledge can engage in brand or product-related discussions to support other users or input their views and experiences about products or services, which is defined as customer knowledge value (Kumar et al., 2010). Customer knowledge value creates a valuable platform for consumers to learn about products and to hear the experiences of other users. Furthermore, it also helps companies cut costs for product development and customer services. Kaplan and Haenlein (2014) have classified collaborative projects under four types; wikis, social bookmarking sites, online forums, discussion boards, and review sites (see Table 3).

Table 3: Classification of Collaborative Projects

Mutual independence of contributions			
		Dependent	Independent
Type of knowledge created	Description of objective facts	Wikis	Social Bookmarking Sites
	Collection of subjective opinions	Forums	Review Sites

Source: Kaplan and Haenlein, 2014.

Wiki pages enable many users to add, edit, delete or contribute to webpage content. Wikis are open-content communities; open content is defined as “Content possible for others to improve and redistribute and/or content that is produced without

any consideration of immediate financial reward, often collectively within a virtual community” (Carillo and Okoli, 2011). The most popular wiki is Wikipedia, the world's fourth most visited website (Global Top Websites by Monthly Visits 2021, Statista, 2021, reached on Apr. 2021). Wikipedia, the largest online encyclopedia (Xu and Li, 2015), launched in 2001 and, as of April 2021, holds 6.3 million articles in English. With 321 language editions, it currently contains 56 million articles (Wikipedia Contributors, 2021, reached Apr 2021). Wikipedia is published collaboratively by mostly anonymous volunteers who post without any form of payment (Xu and Li, 2015). Anyone with Internet access will publish and make changes to Wikipedia articles. Users may contribute anonymously, under a nickname, or, if they prefer to, with their true personality. In early adaptations, Wikipedia becomes infamous for hoaxes and inaccurate information (Distaso and Messner, 2010). The South American coati, In July 2008, a 17-year-old student brought the invented name to the Wikipedia section coati as a joke, saying coatis were also called "Brazilian aardvarks". This false data lasted for six years on Wikipedia and got to be spread by hundreds of sites, some papers, and even books published by university presses (On Brazilian Aardvarks, Wikipedia, and Digital Populism, Stanford University Press Blog 2014). After tightening its policies for content creators and eliminating anonymous editing, false and inaccurate information has decreased significantly (Distaso and Messner, 2010). Entries on science have found that the encyclopedia Britannica and Wikipedia has the same number of critical errors (Giles, 2005). Lucy Holman Rector (2008) has compared nine historical entries on Wikipedia, Encyclopedia Britannica, the Dictionary of American History, and American National Biography Online.

In comparison, Wikipedia has 80 percent accuracy (88% if unverified facts are removed) and a 95-96% accuracy rate for other sources. Studies show that a multitude of authors can achieve a favorable outcome, also referred to as the wisdom of crowds, as a single or limited number of experts (Kaplan and Haenlein, 2014). Wide acceptance of Wikipedia created a shift from traditional encyclopedias edited and controlled by a few highly educated people to Wikipedia, enabling everyone to participate in knowledge creation (Distaso and Messner, 2010).

Social Bookmarking enables users to organize, annotate and manage their favorite websites and share their favorite pages with other users for collaborative information seeking (Lin and Tsai, 2011). Kaplan and Haenlein (p:619, 2014) have defined social bookmarking as follows; “They allow users to assign tags to bookmarks of web documents that can subsequently be organized in the form of tag clouds: visual representations of tags, the importance of each indicated by its font size or color.” The main objective of social bookmarking sites is to assist people in finding, sharing, and reviewing online data assets to collaboratively investigate and decide the merits of the content in question (Lin and Tsai, 2011). With social bookmarking, users can index frequently visited web pages, categorize them, add notes and highlights to a website or part of a website and share them with their peers.

While some social bookmarking sites have a wide range of users, such as Del.icio.us, Pinterest, and StumbleUpon (Kaplan and Haenlein, 2014, Du et al., 2014, Mizelle and Beck, 2018), some of the sites, such as *Connotea* (connotea.org) has targeted academic users (Du et al., 2014).

Online Forums, also referred to as online communities, can be described as; online bulletins where users can create and join conversations about particular topics (Kaplan and Haenlein, 2014). Stefano Tardini and Cantoni (2019) have defined online communities as follows; “a group of people to whom interactions and communications via computer play an important role in creating and maintaining significant social relationships” (p.373). Online forums have some deviations from wikis. For instance, users do not edit posts posted by other users; instead, they can reply to them as a different post. Users add posts about a specific topic, and when a multitude of users add messages, they add to joint knowledge creation (Kaplan and Haenlein, 2014). While exchanging messages on these platforms creates a sense of belonging and forms social relationships with other users (Mora-Cantallos et al., 2021). Forums are widely popular among internet users, and they can access almost any information they search for. Financial forums for exchanging market information (Campbell and Cecez-Kecmanovic, 2011), Tourism forums to find out about other travelers’ experiences with destinations (Campbell and Cecez-Kecmanovic, 2011, Li and Wu, 2010), for healthcare purposes (Grazia Antonacci et al., 2017), for distance learning (Scherer Bassani, 2011) and numerous other subjects. Online forums are more structured and

easier for information collection than other social media platforms, such as social networking sites (Mora-Cantalops et al., 2021). Forums are collections of subjective opinions about specific topics, whereas wikis are descriptions of objective facts according to Kaplan and Haenlein's (2014) classification.

Review Sites; are collections of reviews about almost anything from travel destinations, books, consumer products, restaurants, and much more. The primary notion of these websites is to share the user's experiences with other users. TripAdvisor, Yelp, Google reviews, and amazon.com are the most popular ones, which enable users to grade or rate products or services and add comments (Kaplan and Haenlein, 2014). Online review sites create a bidirectional information flow between information seekers and previous users (Dellarocas, 2003). Growing acceptance of these websites paved the way for companies to harness unbiased consumer information on various applications such as stand building, customer acquisition and retention, and product development (Dellarocas, 2003). Users tend to accept user-generated information over company-created marketing information and provide feedback about many products to numerous users without any boundaries (Zhang et al. 2021). Consumers use these platforms to reduce uncertainty in pre-purchase decision-making (Mudambi and Schuff, 2010). Online review sites can affect consumer decision-making through awareness and persuasive effects. A rating scheme can create awareness about a product or service and encourages users to put them on their choice list. In addition, online reviews can shape the customer's attitudes and evaluation of a product and service, influencing their purchasing decisions (Duan et al., 2008). Chen et al. (2004) have found that several customer reviews have positively affected the number of sales on Amazon.com. Their study also showed that reviews on less popular books are more effective than those on popular books.

1.2.4. Content Communities

Content communities allow users to post various types of content on their pages, such as videos (YouTube), photos (Instagram, Flickr), and learning materials (SlideShare) (Kaplan and Haenlein, 2010). After users register and create their pages on these platforms, they can start sharing content with their followers and with the world and get interactions with other people. The number of participants and

interactions created through these pages are essential indicators of the success of those platforms (Hagel III and Brown, 2012). For Instance, YouTube has 2 billion monthly active users, excluding viewers logged in to the site without an account, more than a billion hours of video are watched daily, and users aged over 18 are watching 41.9 minutes of videos daily (McLachlan, 2022) YouTube is the second most visited website in the world (Global Top Websites by Monthly Visits 2020, Statista, 2020, reached on Apr 2021). Another popular content community is Instagram, which has over 1 billion active monthly users, and average users spend half an hour daily on Instagram (McLachlan, 2022). Both of those platforms became the daily routines of our lives and captured the great attention of marketers and researchers. Those platforms are explained in the following headings.

1.2.4.1. YouTube

YouTube was founded in 2005 by former employees of PayPal, an online commerce site, Chad Harley, Steve Chen, and Jawed Karim. YouTube is a technological innovation created by competitive services, and the purpose of this website is to remove technical barriers to broadcasting online video. With its structure that does not require users to have high technological knowledge through a simple and integrated interface, it has provided the opportunity to upload and broadcast videos easily (Burgess and Green, 2009). YouTube is a free (no mandatory paid option for viewing videos without ads and with other benefits called YouTube Premium) online video broadcaster where members can upload videos easily to share them with the world (Freeman and Chapman, 2007). YouTube has defined its mission statement as follows. “We believe that everyone deserves to have a voice and that the world is a better place when we listen, share, and build community through our stories” (About YouTube - YouTube, 2021, reached on Mar. 2021). YouTube has quickly become the world’s leading online video platform, and Google purchased YouTube in 2006 for 1.65 billion USD (Smith, 2020). YouTube has reached two billion monthly users as of 2020, and 500 hours of video are uploaded to the platform every minute (Smith, 2020). As with other social media platforms, users can create profiles, follows (subscribe to) other users, and display their profiles. However, they don’t need a membership to watch YouTube videos. Shao (2009) has described YouTube as a conjunction of

television, music, and film where users can stream videos about comedy, music, animation, movies, news, sports, and much more. While most other social media platforms focus on the relationships among their users, YouTube is concentrated on content (Khan, 2017). Users can view the content, interact with comments, rate with “like” or “dislike” and share the content. They can also subscribe to their favorite channels to keep updated about new content releases (de Bérail et al., 2019, Berg, 2016, Ferchaud et al., 2018).

YouTube has myriad videos about anything and rich and diverse content (Fischer, 2014). You can find a video about anything such as education (Wang et al., 2019, Moran, Seaman and Tinti-Kane, 2011), beauty (Ladhari et al., 2020), government, and municipalities (Pina and Torres, 2001, Chatfield and Brajawidagda 2013, Bonsón and Bednarova, 2018) and much more. With the broadband speeds and upgrades on mobile devices, computing capabilities enabled users to watch and share YouTube videos with their smartphones, which made YouTube one of the most popular websites in the world, in fact, the second most visited website (Biggest Social Media Platforms 2021, Statista, 2021, reached on Apr 2021). This situation increases the effect of viral marketing. YouTube is an easy-to-use and attractive venue for both amateurs and professionals (Xu, Park, Kim and Park, 2016), politicians, news organizations, education institutes, businesses, music and film artists, and people from all different backgrounds (Khan, 2017). Unmatched ability to enable anyone to share their experiences with the world quickly and simultaneously attracted marketers as well (Freeman and Chapman, 2007). YouTube is changing how consumers interact with brands by allowing users to upload and post content they create. Marketers can influence consumers' purchasing decisions in almost every product category by publishing videos on YouTube (Payne, Campbell, Bal and Piercy, 2011). Time Magazine's famous person of the year cover, named “You,” in 2006, emphasizes the growing popularity and power of user-generated content websites such as YouTube (Freeman and Chapman, 2007). Understanding why those websites appeal to people is essential because they are becoming a single platform for social interaction, information gathering, news, and entertainment (Khan, 2017). Therefore, brands have a robust YouTube presence, and companies are increasingly relying on YouTube, not just for promotion purposes but also to capture customer feedback (Smith et al., 2012).

YouTube allows users to add comments on published content, and any visitor can read them (Diakopoulos and Naaman, 2011). Users not only watch videos, but they can also read comments, and this expression of other users' opinions is added to the pool of information on YouTube (Khan, 2017).

YouTube has four functions: online broadcasting platform, media archive, social network, and information database (Simonsen, 2012). YouTube is primarily an online streaming platform where content is used and distributed, with some similarities to traditional television channels. At the same time, YouTube functions differently for users looking for a specific video. The most common examples of media archive functions are teaching-learning, searching for old video clips or movies, etc. Third, YouTube drives users to empower social connections with other users through comments and channels as well as through video replies. Finally, the fourth function, which includes the previous three functions, is the use of demographic data that YouTube users automatically provide to the YouTube organization. This information offers excellent value to investors and advertisers, allowing YouTube to gain attention as a commercial platform.

1.2.4.2. Instagram

Instagram was founded in 2010 by Kevin Systrom and Mike Krieger as a free photo editing and sharing mobile application (McNely, 2012). Instagram is a mobile image and video sharing mobile application that allows users to take pictures and share the content with the Instagram community (McNely, 2012). Instagram allows users to create their profiles and communicate by posting, sharing, liking images, videos, reels, and watching stories (Kim, Seely and Jung, 2017). Facebook acquired Instagram in 2012 for 1 Billion USD (Cash and Facebook Shares) (Facebook to Acquire Instagram, Meta, 2012). Instagram was founded primarily for members to share photos and images (Ting et al., 2015). Still, the later platform has enabled users to upload videos, stories (short videos only shown on their profiles for 24 hours), and, recently, reels. Users prefer Instagram to showcase parts of their lives, search for information about others, document their life, demonstrate to other members their coolness and creativity and share their interests with others (Sheldon and Bryant, 2016). In addition to image and video sharing, users can enhance their content with text-based captions and

hashtags (Perea et al., 2021). Since the adoption of Instagram worldwide, the number of Instagram users has grown rapidly. As of May 2021, it has reached 1 billion monthly active users (Forsey, 2021). According to PewResearch, 81% of adults in the US aged between 18 and 29 are using Instagram (Social Media Fact Sheet, 2021, Reached Apr. 2021). This growth rate can be attributed to the number of smartphones and tablets widely accepted with the ability to process high-quality images and videos. In addition to the high acceptance rate of the platform, Instagram users have stronger social interaction (Blight et al., 2017; Sheldon and Bryant, 2016, Li Xin Teo et al., 2019). User engagement is significantly higher on Instagram than on Facebook and Twitter (Muñoz and Towner, 2017, Casaló et al., 2021). Therefore, many firms actively use Instagram for marketing activities (Teo, Leng and Phua, 2018).

Instagram officially announced its business tools in 2016 to better respond to businesses' needs with business profile page analytics, etc. (Perez, 2016). Firms can interact with consumers by endorsing them or getting endorsements via follows, likes, or comments through Instagram. Endorsing potential customers is one of the several marketing tools to increase awareness about a firm and its businesses in case consumers haven't known that firm yet (Virtanen, Björk and Sjöström, 2017). Instagram has remarkably better user engagement when compared to Facebook (Elliott 2015). Instagram has become one of the most popular social media marketing platforms because of its growing number of active and more engaged users and visual content. The effectiveness of visual content in social media marketing has been studied in numerous studies (Neher, 2013; Stelzner, 2016; Miles, 2014). The content shared by the brand's users rapidly endorses it with likes and comments (Virtanen, Björk and Sjöström, 2017). According to Neher (2013), the brain understands and processes visual content better than text. Thus, it is suggested that visual content can effectively build awareness, increase traffic, encourage conversations, and increase content dissemination. Studies also suggest that Instagram may contribute to purchase intention by using visual content to create attraction for brands (Hautz et al., 2013; Salleh, Hashim and Murphy, 2015). User engagement on Instagram is measured by likes and comments on shared content received from the users (De Vries et al., 2012; Hoffman and Fodor, 2010). Those indicators are also referred to as EWOM, created by the post. Hence other users can see if their friends liked or commented on a post or

read other users' comments (Ismail Erkan, 2015). Numerous studies have shown that Instagram offers a better grip on customer interaction, co-creation, and customer engagement when compared to other social media platforms (Coelho et al., 2016, Krallman et al., 2016, Miles, 2014). Instagram is the most used social media platform for users to follow brands (Phua et al., 2017).

1.2.5. Social Networks

Boyd and Ellison (2007, p.210) have described social networking sites (SNS) as follows; "Web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and view and transverse their list of connections and those made by others in the system". SixDegreess.com is considered the first social network launched in 1997 (Li Xin Teo et al., 2019). Even though it captured quite a lot of attention, it could not keep up and went off service in 2000 (Boyd and Ellison, 2007). Since then, numerous SNSs have been founded, such as Ryze (Heidemann et al., 2012), Friendster (Boyd and Ellison, 2007), Myspace (Boyd and Ellison, 2007), Orkut (Heidemann et al., 2012), Facebook, LinkedIn (Davis et al., 2020) to be named as most popular. Four main features of an SNS can be extracted from the definition. First, web-based services require a computer or mobile device with an internet connection. Second, these platforms have a user profile screen for users to showcase their names or nicknames (Heidemann et al., 2012), profile pictures, interests, and connections. Third, users create connections with each other by adding each other as friends or followers. Lastly, users can showcase their friend (follower) lists on their profile pages. Early SNSs platforms were web-based platforms that required users to connect the platform with their computers with internet access. Even though internet penetration was low, users adapted to these services rapidly. Users were finally the content creators, not just consuming what is offered by traditional media or Web 1.0. User-generated content (UGC) on social networks enabled users' creativity (Casaló et al., 2021), grew their friends (followers) list, fostered credibility (Jin and Ryu, 2020), and unveiled the potential power of the individuals. The most popular SNS is Facebook, with 2.74 billion monthly active users (Biggest Social Media Platforms 2021, Statista, 2021, reached on Apr 2021). Even though Facebook usage leveled off in recent years,

69% percent of U.S. adults stated that they use the platform (Social Media Fact Sheet, 2021). SNSs have significant advantages over traditional media, both for users and marketers. The main advantages stem from the user's interactivity, where users receive content from marketers and their contacts, and respond to them via likes, comments, follows, and posts (Phua et al., 2017). Therefore, branded content can be transmitted faster and at a lower cost (Qualman, 2013). Because Facebook is the most popular SNS in the world and Turkey, it is included in this study and will be explained in detail in the following heading.

1.2.5.1. Facebook

Mark Zuckerberg and his schoolmates created Facebook in 2004 to create a platform for connecting Harvard University students. In 2005, it grew to include high school students, business networks 2006, and eventually anyone who wanted to be a part of it. Facebook is a social networking site that can be accessed over the internet and allows users to create a member profile. Users can customize their profile design, make posts, publish videos and photographs to their homepages, invite friends, and accept friendship invitations from others (Dabner, 2012). Users can also write on their friends' walls, comment on links, join in forum conversations, and "like" brands. People can use Facebook to establish or maintain social capital, communicate with others, and keep up with the lives of others (Smith et al., 2012). As of March 2022, Facebook has more than 2.91 billion monthly active users (Hootsuite Inc, 2022). Despite the growing number of other popular platforms, Facebook is still the most popular social network. Facebook is also a popular medium among marketers, with over 86 percent of marketers in the United States using it for advertising (Heimbach and Hinz, 2018). Facebook allows users to create an online profile, add "friends," who can leave comments on each other's pages, and view each other's profiles. Members of Facebook can also create virtual groups based on shared interests, learn about each other's hobbies, interests, and musical tastes, and build romantic relationship status by looking at their profiles (Ellison et al., 2007). Facebook is used for self-presentation, connection and communication, friendship formation and maintenance, information and photo sharing, photo posting and commenting, profile viewing,

entertainment/distraction, escapism, and fulfilling the desire to belong to a group (Ladhari et al., 2019).

Participating in Facebook groups satisfies four critical needs (socializing, amusement, self-status seeking, and information), according to Park, Kee, and Valenzuela (2009). Meanwhile, Quan-Haase and Young (2010) contrasted Facebook and instant messaging usage. They discovered that Facebook users gained enjoyment and knowledge about social activities from using the platform, whereas instant messaging is more for relationship maintenance and development. Users can build a profile on Facebook and then browse other people's pages to learn more about their lifestyles and hobbies (Acar and Polonsky, 2007). Furthermore, according to Threatt (2009), the site can be referred to as a social media portal. Organizations and corporations create profiles to spread information about products and services, changing the focus away from personal relationships and toward reaching consumers. 1.8 billion people use Facebook Groups monthly (Hootsuite Inc, 2022). Marketers may uncover consumer tastes and likes through these communities, which helps develop market segmentation, targeting, and positioning strategies (Acar and Polonsky, 2007). Marketers may learn a lot about community members by looking at their profiles and the news feed statements they publish on their walls and pages (Casteleyn, Mottart, and Rutten, 2009). Organizations are interested in exchanging and disseminating information, trading products or services, keeping in touch with current and new consumers, gaining a better knowledge of their clients, and other Facebook benefits (Rooma Roshnee Ramsaran, 2013).

From a marketing perspective, Facebook communities, including users, are functionally effective in identifying consumer likes and tastes for marketing strategies such as brand positioning and segmentation (Treadaway and Smith, 2010). Facebook profiles of community members involve valuable information about consumers and can display information within news feed statements on their walls (Casteleyn, Mottart and Rutten 2009). Much information from different communities forms cumulative information, and consequently, a database for consumer habits and preferences can be established for marketing purposes. The main advantage of social networks over other forms of marketing communication is that SNSs enabled consumers to react to brands. Users can express support and consensus by liking other consumers' comments,

provide feedback by commenting positively or negatively, share the brand post with friends, engage in conversations with other consumers by replying to other consumers' comments, and endorse the brand post by liking other consumers' comments (Dhaoui and Webster, 2021). Muntinga et al. (2011) grouped Facebook users into three categories based on their levels of participation: consuming (the lowest level of brand-related activity), contributing, and creating (i.e., the highest level of brand-related activeness). Consumers passively browse brand-related information (e.g., reading product reviews) without taking action. Contributors comment on brand posts, engage in conversations with other fans and review brand-related videos. In their profiles, creators write, post, and share product and brand-related material (Ladhari et al., 2019). According to Bhattacharyya and Bose (2020), Facebook likes positively impact consumers' e-commerce decisions, including their willingness to buy and promote a product. Managers can improve marketing effectiveness by better understanding customer habits and decision-making processes by studying Facebook posts (Molina et al., 2020).

1.3. SOCIAL MEDIA AND PURCHASE INTENTION

Purchase intention can forecast actual purchases (Morrison, 1979). Purchase intention is defined as a consumer's intention to buy products from a company in the future, according to Morrison (1979). Researchers define purchase intention as a personal action predisposition to purchase a product or brand (Rezvani et al., 2012). It is defined by Ajzen and Fishbein (1980) as an individual's willingness to buy a specific product or service (as cited in Al-Ekam et al., 2012). Purchase intention is influenced by perceived value, quality, or price; the buyer is motivated by internal and external influences during the purchasing process (Gogoi, 2013). Making a buying decision for a consumer is a complicated procedure. Purchase intent is frequently linked to consumer behavior, perceptions, and attitudes (Mirabi et al., 2015). Purchasing intention is a common measure of effectiveness and is often used to predict behavior towards a product or brand (Li, Daugherty and Biocca, 2002). Purchase intention has been used to describe the probability of purchasing products at specific time intervals. Previous studies showed that consumers who indicated their intention to buy a product

showed a higher rate of actual purchasing behavior than those who stated that they did not intend to buy (Brown, Pope and Voges, 2003).

In the purchasing process, the consumer should stop seeking and evaluating information about alternative brands and make a purchasing decision. As a result of the alternative assessment phase, the consumer may develop a purchasing intention or predisposition to buy a particular brand. Purchase intentions are generally based on the suitability of the attributes or attributes considered by the motivations for the product (Belch and Belch, 2003). The theory of Reasoned Action (Ajzen and Fishbein, 1980) suggests that attitudes can predict behavioral intentions and behaviors. Behavioral intentions are the outcomes of attitude toward behavior and attitude toward behavioral norms. Due to the direct effect of subjective norms on behavioral intention, it decreases the impact of attitude.

Social networks and social interactions via social media have made some differences in consumers' purchasing habits and patterns. Studies have shown that social media usage provides social learning, knowledge, and different buying patterns, resulting in much attention on consumer engagement (Aslam, 2018; Adhikari and Panda, 2019; Naeem, 2021).

The activities performed by social media users can be classified into three groups (Shao, 2009):

- Consuming activity: This behavior has boundary limits of just reading the contents without contribution. In this activity, the individuals only watch or read the content rather than participate.
- Participating activity: User-to-user interaction and user-to-content interaction are involved in this behavior. For instance, social media users can post comments or share posts with others for participation. However, participation does not mean the actual creation of content.
- Producing activity: This behavior involves generating and posting content such as texts, images, tapes, and videos. The purpose of these types of products can be expressing themselves and self-realization.

It is considered that these three activities can influence consumer purchase intention through the impact of social media users from different social media platforms. Consuming activities are generally performed by users or consumers, while

content generators hold producing activities. Participating can include both consumer-content generators and user-firm-influencer interactions. Consumers' buying behavior is usually complex in the presence of social media. Consumers' demand for fast access to information is met by social media, which influences their perspectives. Consumers increasingly use social media sites to find peer-to-peer information to help them make better purchasing decisions. Companies can also monitor post-purchase sentiments of satisfaction or dissatisfaction via social media (Virtanen, Björk and Sjöström, 2017). Social media boosted consumer information sharing through online ratings, sponsored marketing, online reviews, social motivation, and social influencers (Alalwan et al., 2017; Alalwan, 2020). Online purchasing behavior has been positively affected by social media. As a result, many businesses and consumers are involved in making the best purchasing decision (Alalwan et al., 2019). Studies show that social media plays a vital role in worldwide consumer relationships, buying intention, and behavior. (Hajli, 2014; Nadeem, Andreini, Salo and Laukkanen, 2015; Shah, Zahoor and Qureshi, 2019). High levels of engagement with posts, such as "like" votes and shares, can positively impact purchase intention (Phua and Ahn, 2016; Richard and Guppy, 2014).

Hajli (2014) emphasizes how social media facilitates customer social contact, resulting in increased trust and purchase intent. Furthermore, he demonstrates that trust directly impacts purchase intent and a social platform's perceived usefulness. Nadeem et al. (2015) show that peer recommendations positively influence customer attitudes. Risks associated with online shopping have become a hot topic due to their direct influence on users' attitudes toward online purchasing.

User-generated content (UGC) has been proven to have a substantial influence on purchase intention, according to Murphy (2014). Positive online customer review and brand review phases create more incentives than the product descriptions on the website where the brand is presented. Another study discovered that the perceived aesthetic appeal of a website had an impact on product quality perceptions and purchase intentions. (Wells, Valacich and Hess, 2011). Consumers' perceptions of information, emotions, attitudes, and purchase intentions are all affected by the rotation of objects in a 3D product display, according to Park, Stoel, and Lennon (2008). Larger graphics have also been suggested to help clients get more information

and increase their buying intent. (Li, Wang and Chen, 2014). Social media platforms are increasingly moving away from text-based communication toward visual communication. (Gupta 2013).



CHAPTER TWO

ROLE OF ELECTRONIC WORD-OF-MOUTH COMMUNICATION ON CONSUMER DECISION MAKING

2.1. WORD-OF-MOUTH COMMUNICATION

Word-of-Mouth Communication (WOM) has a significant place in marketing literature. Arndt (1967: p. 66) has defined word-of-mouth communication as “casual and informal social interactions between receiver and communicator concerning brands, products, and services.” In his study, Westbrook (1987: 261) has also explained this concept as “non-commercial communication between consumers regarding the usage and characteristics of goods and services.” WOM can be considered an information transfer between people and has a decisive role in consumer buying decisions (Richins and Root-Shaffer, 1988). In Addition, WOM plays a vital role in consumers’ adoption and diffusion of new products (Bass, 1969; Brown and Reingen, 1987, Chatterjee, 2001). Consumer behavior literature has emphasized that traditional word-of-mouth communication affects consumers’ attitudes and behaviors (Brown and Reingen, 1987; Katz and Lazarsfeld, 1955), especially regarding information search and evaluation processes and their decision-making processes (Money, Gilly and Graham, 1998: 77; G. Silverman, 2001: 99). Therefore, it can be summarized that the information about product performance and the social and psychological effects of consumers’ purchase decisions have been provided through word-of-mouth communication (Brown, Broderick, and Lee, 2007: 4).

The communication theories have also pointed out that while positive WOM information directs consumers to decide on a new product, negative WOM information leads them to switch from the product or brand they are used to consuming (Lam, Lee and Mizersk, 2009: 56). Furthermore, WOM is not only a significant force affecting consumer purchase intention but also the outcome of products and services (Duan et al., 2008)

Word-of-mouth communication is considered to be more effective than many advertising methods such as personal selling, newspapers, radio, and magazines (Lam, Lee and Mizersk, 2009: 56; Walker, 2001: 60). Because in comparison with firm-

initiated communications, word-of-mouth communication is considered more reliable, credible, and trustworthy for consumers (Brown et al., 2007). As stated in Westbrook (1987)'s study, it is perceived as less skeptical due to the non-commercial nature of word-of-mouth communication (Gremier, Gwinner, and Brown, 2001: 44). Supporting that, Katz and Lazarsfeld(1955) have found clear implications in their study. Accordingly, word-of-mouth is seven times more effective than newspaper and magazine advertising, four times more effective than personal selling, and twice as effective as radio advertising in consumer purchase decisions. These results have supported the thought that consumers (Walker, 2001: 60) perceive individual posts between people are more reliable.

A considerable number of research on WOM communication have discussed the influence of WOM communication (Herr et al., 1991; Bickart and Schindler, 2001; Smith et al., 2005; Trusov et al., 2009). The first discovery of personal influence was that the effect of radio and print on developing vote decisions was investigated in an Ohio community during the 1940 presidential campaign (Katz and Lazarsfeld, 1955: 3). The findings of that study indicated that the effect of the mass media was small as compared to the role of personal influences. Voters made up their minds in such a way that, in the end, they conformed closely to the political climate of their social environment. Katz and Lazarsfeld (1955) stated that each social stratum generated its opinion leaders who were likely to influence other persons in their immediate environment. The authors conducted a study in Decatur, IL, to explore the effects of personal influence. Four product categories, daily household marketing, fashion, cosmetics, and movies, have been chosen to examine the impact of personal influence on women residing in Decatur, IL. They have found that personal influence plays a vital role in consumer decision-making.

Arndt (1967) interviewed people regarding their purchase decision on a new product. He has found that WOM has increased the purchase probability while negative comments decreased the purchasing probability. Arndt (1968) examined whether persons predisposed to purchase a product were more likely to receive WOM communications about the product and be affected by the favorableness of those communications. Persons interviewed regarding the purchase of a new food product were questioned about comments they gave to others and comments they received

from others. Arndt reported that persons predisposed to purchase (who purchased the new product) were likelier to receive favorable WOM from others. Burzynski and Bayer (1977) found that conversations about a product or service affected choice behavior and influenced evaluations of the experience itself. Herr et al. (1991) designed two experiments to test whether vivid, face-to-face WOM communication has a more significant influence than pallid, printed communication. More than two hundred college students participated in the experiments, and the results showed that vivid communication is more influential than pale information.

Murray (1991) developed an experimental study to analyze the information needs of service consumers with fifteen product categories under three service attributes; high, moderate, and low service attributes. His study showed three important outcomes about personal informational sources. First, consumers prefer personal information sources for services to non-personal sources rather than goods. Second, consumers expressed greater confidence in personal references; last, personal sources play a more significant role in services than goods. Lam et al.'s study (2009) is the first study to investigate the effects of consumers' cultural values on their WOM behavior. Data analysis from two samples indicates that the pattern, type, and target receivers of consumers' WOM activity depend on their cultural values. The authors use Hofstede's four cultural dimensions to test the effects of cultural values on WOM behavior in social in and out-groups. They find that all four dimensions significantly affect WOM engagement in those groups (Lam et al., 2009).

Word-of-Mouth (WOM) is informal communication with other consumers about the use of a brand, product, or service or its specific characteristics. Word-of-Mouth includes discussions about the product (e.g., Nike brand was comfortable) and sharing product-related content (e.g., Nike ads on YouTube). It has direct recommendations (e.g., You will love this restaurant) and only verbal mentions (e.g., we went to this restaurant). WOM communication is an important performance measure. WOM is interpersonal communication between reference groups or two or more individuals. These people all exert a buying effect through this type of communication. Consumers actively use the knowledge or experience of other consumers or their experiences about certain consumption situations against other consumers (Kim, Han and Lee, 2001).

Users express their experiences in two ways; positive, negative, and neutral, which has been referred to as the valence of WOM (Moon et al., 2010, Chevalier and Mayzlin, 2006, Bae et al., 2010, Kim and Yoo, 2020) and fueled by different motivations (Alexandrov et al., 2013). Negative WOM communication is defined as negative thoughts or expressions of a consumer about a product or service after experiencing the product or service (Dahlgaard-Park, 2015). In case of the reduced satisfaction of a consumer as a result of a negative purchasing experience and this decreased satisfaction is not compensated by the firm, the consumers can initiate a negative WOM communication process by acting with the incentive to “punish” the firm. Users perceive negative reviews as more reliable and informative therefore looking for negative reviews and relying more on negative reviews than positive or neutral ones (Herr et al., 1991). Negative WOM communication is often based on first-hand negative experiences with a product or firm.

On the other hand, a lack of customer satisfaction may also be experienced by families or familiar individuals (Liu, 2006). When this dissatisfaction occurs, the synthesis of gossip/rumors and Word-of-Mouth leads to three main behaviors. The first of these behaviors, reducing anxiety, is an attempt to reduce emotional arousal by sharing experiences with others. The second behavior, altruism, attempts to prevent others from having a similar experience. The third type of behavior, revenge, is an aggressive motivation that aims to orient other consumers to a negative attitude toward the firms. The importance of a product or the power of dissatisfaction strengthens the basis of stimulating others by increasing emotional arousal and anger and ultimately creates the possibility of negative WOM communication. According to Chevalier and Mayzlin (2006), negative WOM has a more significant impact on product sales than positive WOM. WOM valence also affects sellers’ reputations and consumers’ purchase intention (Chatterjee, 2001).

On the other hand, positive WOM is linked with users’ pleasant experiences with a brand in that they share their opinions about the value they have received (Alexandrov et al., 2013). Positive WOM provides valuable information about products and services to encourage other users to acquire these insights while making purchasing decisions. Positive WOM offers direct or indirect guidance toward a product or service that enhances expected quality (Liu, 2006). Therefore, more

positive WOM for a product or service enhances other consumers' preferences who positively consider the product or service (Khare et al., 2011). Although more positive messages increase the probability of consumer adoption when WOM is composed of solely positive messages decreases WOM credibility (Doh and Hwang, 2009). Mixed messages containing positive and negative information are more effective for consumers' attitude formation because they are perceived as more credible and honest (Kim and Yoo, 2020). Positive consumer comments can lead a higher customer satisfaction, and other users benefit from these comments while measuring product quality (Moon et al., 2010).

Although WOM has always played an essential role in shaping consumers' ideas, it has become more prominent with the increased number of communication channels provided by technological developments. Tools such as e-mail, the internet, mobile phones, blogs, and social media have made it easier to access information and share opinions globally (Allsop, Bassett and Hoskins, 2007). These tools enabled consumers to share their experiences about products and services with numerous people. A new form of WOM has been formed and referred to as Electronic Word-of-Mouth, hereafter EWOM. In the following heading, EWOM is going to be discussed in detail.

2.2. ELECTRONIC WORD-OF-MOUTH COMMUNICATION (EWOM)

Numerous researchers proved the influence of traditional WOM on consumer behavior (Brown and Reingen, 1987; Richins and Root-Shaffer, 1988; G. Silverman, 2001; Brown, Broderick, and Lee, 2007). Two parties often conduct traditional WOM on face-to-face basis where the receiver and the source have some level of relationship. On the other hand, Internet technologies significantly widened the hinterland of the WOM influence, enabling consumers to expand the reach of their comments about products and services to a multitude of other people. World internet penetration has reached almost 5.2B user accounts, and more than 65% of the world is now using the Internet (World Internet Users Statistics and 2021, World Population Stats, 2021). The Internet has enabled consumers to reach out for information about products and services easily. Especially with the social web, one way of communication evolved the

multi-way communication allowing the users to communicate with acquaintances and millions of other users. Tom Gruber (2007) defined the social web as an ecosystem of participation where value is created by aggregating many individual user contributions. The proven influence of traditional WOM communication met with the power of the social web. Users not only receive information but also share their opinions about products and services (Kliatchko, 2008). Internet technologies enabled consumers to gather unbiased information about products and services and share their consumption experiences with other consumers by engaging in electronic word-of-mouth (Hennig-Thurau et al., 2004).

The large-scale and anonymous Internet paved the way for consumers to capture and analyze information in new ways (Litvin et al., 2008). EWOM information has far more volume than traditional offline resources. Consumers can reach numerous positive and negative information posted by different parties simultaneously as opposed to a single source of positive or negative information (Patrali Chatterjee, 2001). Traditional WOM and EWOM have differences in a couple of ways. WOM co-occurs and is bidirectional.

On the other hand, EWOM is not simultaneously posted, information that can stay online for long periods, and it's not a one-way direction; instead, numerous other users can access a single piece of information (López and Sicilia, 2014). Goldsmith and Horowitz (2006) noted other differences between online spaces: Variety of avenues, where users have a variety of online spaces to exchange information. Anonymity, where consumers don't have to reveal their identities when reaching and seeking information. Physical cues to identify others are not always available, it is free from geographical boundaries, and online conversations last long periods. According to Cheung and Thadani (2012), WOM and EWOM differ in four ways. First is scalability and diffusion speed, whereas traditional WOM happens simultaneously between smaller groups. It is not easy to pass this information on to others not present in the conversation. EWOM messages can be passed to numerous people asynchronously. Second persistent and accessible, contrary to WOM, EWOM messages stay online for extended periods and are accessible to others. Third, measurable EWOM messages are easy to observe, analyze and compare. The last

difference is that traditional WOM communication happens between acquaintances; therefore, the communicator's credibility is known to the receiver.

One of the well-recognized and widely accepted Electronic Word-of-Mouth (EWOM) communication definitions coined by Hennig-Thurau et al. (2004) is “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.” An extensive number of researchers interested in Electronic Word-of-Mouth (Chatterjee, 2001; Hennig-Thurau et al., 2004; Schindler and Bickart, 2005; Sun et al., 2006; Brown et al., 2007; Bambauer-Sachse and Mangold, 2011; Hennig-Thurau, Wiertz and Feldhaus, 2015;). EWOM enabled consumers to spread their opinions and experiences about products and services more efficiently (Chatterjee, 2001). Chatterjee (2001) discussed that EWOM information is much more in numbers when compared to traditional WOM, and negative and positive information from different sources are available simultaneously. Schindler and Bickart (2005) described online product reviews as one of the most prominent forms of EWOM communication. They concluded that the ease and availability of online information exchange significantly increase the influence of online WOM.

After Katz's and Lazarsfeld's (1955) study, researchers focused on opinion leadership and proved the influence on opinion leaders. However, Duncan and Dodds (2007) argued that cascades success not by a few highly influential persons but by numerous easily influenced people. This phenomenon is also acknowledged by Kozinet et al. (2010). Accordingly, they have discussed that the linear influence model evolved into the network coproduction model with Internet technologies. These studies proved that EWOM is more potent than traditional WOM. EWOM does not only influence consumers, but they also influence many other people, as cited by Chen and Xie (2008). EWOM is found to be much more trustworthy than traditional marketing communications and has a considerable impact on consumers' consumption choices, especially for high-involvement products (Goldsmith and Horowitz, 2006, Gu et al., 2012).

Internet technologies, especially Web 2.0, enabled consumers to give, receive, and spread information using various channels (Cheung, Thadani 2012). This popularity also attracted numerous researchers for EWOM research. EWOM plays a

significant role across different online platforms such as; social networking sites (Boyd and Ellison, 2007; Heidemann et al., 2012; Davis et al., 2020; Casaló et al., 2021), forums (Campbell and Cecez-Kecmanovic, 2011, Li and Wu, 2010, Grazia Antonacci et al., 2017), bulletin boards (Kaplan and Haenlein, 2014), customer review sites (Park, Lee, and Han, 2007; Duan et al., 2008; Chen et al., 2004; MatatMatt and Hanafiah, 2020)), blogs (Allsop, Bassett and Hoskins, 2007; Wright 2006); Payne et al. 2009; Ho and Dempsey, 2010), and content communities (Broderick and Lee, 2007; (de Bérail et al., 2019; Berg, 2016; Ferchaud et al., 2018; Khan, 2017). EWOM activity on each platform differs substantially; consumers usually reach information on consumer review sites to obtain information whenever it is convenient for users. On the other hand, EWOM on Twitter pushes information to the users quickly (A. Marchand et al., 2017).

The growing popularity of social media created a new way for marketers to obtain, disseminate and, exchange information with their old, current and, potential customers (Wen-Hai Chih et al., 2013). On the other hand, consumers seek EWOM to reduce risk, compare prices, and easily access pre-purchase information (Daugherty and Hoffman, 2014).

2.3. INFLUENCE OF ELECTRONIC WORD-OF-MOUTH COMMUNICATION ON THE CONSUMER DECISION-MAKING PROCESS

Numerous researchers have investigated and confirmed the influence of EWOM on consumer decision-making (Schindler and Bickart, 2001; Chatterjee, 2001; Hennig-Thurau et al., 2004; Schindler and Bickart, 2005; Cheung et al., 2008; Litvin et al., 2008). Information on online communities has strongly impacted consumer information adoption (Cheung et al., 2008).

Schindler and Bickart (2001) conducted a 12-week study with 61 college students. This study assigned students to collect information about five product categories: bicycling, exercise equipment, nutritional supplements, photography, and stereo equipment. Their study resulted that online discussion created more product interest than corporate websites (Schindler and Bickart, 2001: 36). The influence of EWOM on services has also been discussed by Litvin et al. (2008), and they stressed that the

role of EWOM on consumer purchase decision making is significant. Services are experiences that are hard to evaluate before consumption; therefore, consumers tend to value other users' experiences with services to minimize the risk involved with services (Verma and Yadav, 2021). EWOM communication has a strong effect on product and service perceptions. This leads to changes in consumer decisions and the possibility of purchasing. EWOM communication, which gives consumers confidence and reduces post-purchase uncertainty, is more important in the latter stage of the purchasing process. In earlier stages, consumers are more likely to rely on impersonal communication. Positive EWOM reduces risk in the evaluation phase of the consumer purchasing cycle. EWOM communication has been recognized as an essential risk reducer (Sweeney, Soutar and Mazzarol, 2008) for functional, time, financial, psychological, and social risk types (Settle and Alreck, 1989).

EWOM facilitates sharing experiences, exchanging opinions, and recommending products or services through online consumer reviews. One of the primary economic outcomes of the EWOM is that it may influence the decision-making of other consumers, providing valuable feedback to firms or sellers by complaints. EWOM is also an observable social activity in which consumers are concerned about their reputations. This is related to putting extra effort into showing satisfaction or dissatisfaction with content or product (Hsiao, 2011). EWOM also influences the social desire to help others. Anticipation of others without expectation, in turn, leads to help other consumers by warning them or increasing awareness about prior experiences (Fu, Ju and Hsu, 2015).

EWOM comprises two main behaviors: opinion-seeking behavior and opinion-giving behavior (López and Sicilia, 2014). At the same time, EWOM-seeking stands for users who look for other people's comments posted online. EWOM giving is consumers posting their online opinions about products and services (López and Sicilia, 2014; Chuang et al., 2019). Where this study examines the EWOM-seeking behavior of the users.

The influence of EWOM has been studied in numerous aspects, such as convenience (Beauchamp and Ponder, 2010; Kollmann et al., 2012; Paulo Duarte et al., 2018), source credibility (Christy MK Cheung et al., 2008; Qiu, Pang and Lim, 2012; Gunawan and Huang, 2015; Jung, Walsh-Childers and Kim, 2016; Sokolova

and Kefi, 2020) and information availability (Java, Song, Finin and Tseng, 2007; Grant et al., 2008; Zhao and Rosson, 2009; Chen and Kim, 2013; Malik et al., 2016) that has the potential influence its effectiveness. Those concepts that affect the effectiveness of EWOM are going to be explained in detail in the following headings.

2.3.1. Information Availability of Electronic Word-Of-Mouth Communication

Internet-enabled consumers conveniently reach out to a vast amount of information about products and services. Consumers can compare and contrast dozens of products and services-related information in minutes. Papacharissi and Rubin (2000) have found that information-seeking is one of the primary motivators of internet usage. More and more consumers are using online sources for information collection (Adjei et al. 2010). Searching for information can be considered a goal-oriented activity to obtain valuable results (Vogt and Fesenmaier, 1998). Consumers acquire value by analyzing online information to make better purchasing decisions (Grant et al., 2008). WEB 2.0 enabled consumers to reach out to marketers and consumer-generated information right at their fingertips.

Even though a provider's credibility is hard to assess in online settings for social clues for evaluating information, consumers still tend to trust more to consumer-generated information more (Cheong and Morrison, 2008). Consumers frequently choose personal sources as the most significant source of information (Katona and Mueller 1954; Katz and Lazarsfeld 1955). Goldsmith and Horowitz (2006) found that information-seeking is one of the most prominent motivators for consumers' online opinion-seeking behavior, resulting in consumers' tendency to search for consumer-generated information online. In particular, Schindler and Bickart (2005) mentioned that online information search was more efficient and convenient than other forms of information search. They also noted that consumers are using EWOM for purchasing decisions and their reviews are one of the most important sources of information. Consumers increasingly rely on electronic word-of-mouth to receive product information (Wen-Hai Chih et al., 2013). Bambauer-Sachse and Mangold (2011) have discussed that consumers can find numerous information on online opinion-seeking

platforms. In their study, Zhu and Zhang (2010) stated that online reviews are the primary information source for consumers, especially on niche products.

Many studies found key attributes of EWOM as “information quality,” “information credibility,” and “information adoption” (Lee, Park and Han, 2008; Wang, Yu and Wei, 2012). EWOM recommendations involving available information related to product categories can be considered a helpful heuristic by low-motivation consumers in decision-making (Gupta and Harris, 2010). Therefore, it is possible to purchase recommended products with enhanced information availability. For example, most forums or review sites provide a peer-reviewing system that allows consumers to vote on products, places, services, firms, brands, etc. Positive and negative votes or scores are considered more helpful information for purchase decisions (Matat and Hanafiah, 2020). Another study has shown that perceived usefulness on the degree to which tourists believe that information in the online review is helpful and perceived trustworthy helps them make the travel decision (Casalo, Flavian and Guinaliu, 2011).

More and more people are consulting online networks to gather information. Goldsmith and Horowitz (2006) explored consumer motives for online opinion-seeking (). The researchers identified eight factors, risk reduction, popularity (because everyone does it), lowering costs, easy information acquisition by accident or unplanned because it is cool, inspiration from offline inputs such as TV, and acquiring pre-purchase information acquisition. Information seeking is a significant phase of the decision-making process for consumer purchase behavior. Both internal and external information sources achieve this information-seeking. If the risk perception toward a purchase decision is higher, consumers are likely to search for more information about a service or product to reduce uncertainty (Park and Stoel, 2005). Internal information can be obtained by brand experiences from past purchasing activities (e.g., brand familiarity), past format experience, or prior advertising exposure. External information, on the other hand, can be gained from a reference group and/or the marketplace (Blackwell, Miniard and Engel, 2001). The recency of information processing, which has recently been processed, is viewed as more readily available in people's memories. In the information structure in memory, when the network of associations or ties to a concept becomes more extensive, the amount of information availability rises (Tybout, Sternhal and Calder, 1983). For instance, a product

represented by an influencer who has more subscribers or a celebrity who is known worldwide on social media can provide more available information by using the product themselves and explaining its benefits from it.

Individuals are more exposed to the digital world and social media today. This exposure includes information search about products or services, purchasing and consumption, and communicating with others (Stephen, 2016). Consumers use online channels to exchange product-related information in much the same way as offline. Goldsmith and Horowitz (2006) noted five differences as follows, (1) the variety of avenues through which consumers can exchange information, (2) anonymity and confidentiality online, which allows consumers to avoid disclosing their identities when seeking and giving advice, (3) the absence of physical cues used to assess the identity of others, (4) freedom from geographic and time constraints and (5) the permanence of online conversations. Lampe, Wash, Velasquez, and Ozkaya (2010) categorized six benefits of online communities: getting information, giving information, reputation building, relationship development, recreation, and self-discovery. Information availability is one of the primary motivators for users to participate on social media. These platforms are becoming a single address for social interaction, information, news, and entertainment (Khan, 2017). Bailey (2005) investigated consumers' use of product review websites, which allow consumers to publish product reviews. According to his research, many consumers visit these sites and value the information and opinions available there. Social media is becoming an important platform for service industries where individuals share their experiences. For instance, tourists tend to rely on social media posts because they regard the information found more reliable (Paül i Agustí, 2021). Haridakis and Hanson (2009) searched motivations for video viewing and sharing on YouTube and found that information seeking was the primary motivation for viewing and sharing for entertainment, co-viewing, and social interaction.

On the other hand, Gulnar et al. (2010) have suggested seven motivations for Facebook and YouTube use; self-expression, media drenching, passing time, information seeking, personal status updating, relationship maintenance, and entertainment. Microblogs also have grown in popularity as a popular way for people to gather, search, and share information (Java, Song, Finin and Tseng, 2007; Zhao and

Rosson, 2009). This study has also included information availability as an essential construct found in numerous studies.

2.3.2. Convenience of Electronic Word-of-Mouth Communication

Social Web enables consumers to express their opinions to other consumers around the globe conveniently without location and time constraints. Consumers information collection about services and products is made more accessible, faster, and more convenient in online settings, attracting more people to collect information via online platforms (Harrison- Walker, 2001; Schindler and Bickart, 2005; Sun et al., 2006). Harrison-Walker (2001) analyzed 551 complaints on an online complaint forum. Interestingly, even in 2001, almost 20% of the consumers' first choice to deliver a complaint was via forum sites. The author argued that this is the convenient nature of internet complaint sites. Schindler and Bickart (2005: 11) conducted in-depth interviews with 19 frequent online shoppers in which participants stressed the convenience of EWOM.

Kelley (1958) has coined two crucial factors involving consumer shopping behavior, "consumers making shopping decisions achieve an equilibrium between commodity costs and convenience costs. Convenience costs are assuming more importance as patronage determinants" (Kelley, 1958, P. 32). While commodity costs represent financial costs undertaken by consumers, convenience costs are time, energy, and other monetary costs to obtain possession of goods and services. Convenience can be defined as the time and effort consumers attain to acquire goods and services (Copeland, 1923). Paulo Duarte et al. (2018) have defined retail convenience as "Consumers' time and effort costs associated with shopping in a retail environment" (Paulo Duarte et al., 2018, P. 162).

Consumers use the internet to find information about products and services to reduce their effort when purchasing (Beauchamp and Ponder, 2010). Consumers spend considerable time and effort searching for relevant and unbiased product information when purchasing. Seiders et al. (2007, p. 83) have defined search convenience as "*the speed and ease with which consumers identify and select products they wish to buy.*" EWOM enabled consumers to reduce their search efforts and helped them to reach out

to related information they were seeking conveniently. Therefore, consumers save valuable time by eliminating waiting, searching, and traveling efforts (Paulo Duarte et al., 2018). Consumers are willing to reduce their struggle to reach out for product or service-related information (Wen-Hai Chih et al., 2013).

EWOM is available to send and receive messages anonymously between consumers, and there are no geographic constraints on social media (Tran and Strutton, 2020). As the location of the stores has become irrelevant, online retailers supply more convenience for consumer purchases from any location 24 hours a day (Duarte, Silva and Ferreira, 2018). EWOM messages in which consumers act as advertising agents are also more influential than traditional marketing communication (Tran and Strutton, 2020). Consumer perceptions of EWOM messages play a significant role in functioning communication between parties, and this understanding determines the probability of information use. Perceived EWOM messages refer to the convenience or usefulness of the information and point out an overall cognitive process that affects purchasing decisions. Therefore, perception represents the conscious and cognitive characteristics of information processing, and EWOM communication is effective if messages are perceived as appropriate for individuals (Herold, 2015).

EWOM convenience has been a fundamental promoter of consumers' predisposition to adopt online purchasing (Duarte, Silva and Ferreira, 2018). EWOM provides unique "scalability" and "speed of diffusion." Especially, negative EWOM is more likely to affect consumers' purchase decisions than positive EWOM strongly. Messages, including complaints and dissatisfaction, are spread (diffused) easily and rapidly to enormous numbers of potential consumers, which harms the firm's reputation or brand image (Chang and Wu, 2014). According to Kolmann et al. (2012), higher convenience will provide a higher tendency to seek information and purchase online. Numerous studies have found that convenience influences consumers' purchasing decisions (Jiang et al., 2013; Mpinganjira, 2015). Numerous studies have found that convenience is also a significant influencer of EWOM (Papacharissi and Rubin, 2000; Ko et al., 2005; Cho and Roberts, 2005; Beauchamp and Ponder, 2010; Herold, 2015; Duarte, Silva and Ferreira, 2018). The convenience factor has been found to be an essential influencer for consumers' EWOM activities; therefore, it has been included in this dissertation.

2.3.3. Source Credibility of Electronic Word-of-Mouth Communication

Hovland and Weiss (1951) have found that opinions proposed by trustworthy sources have a more significant effect on changing the direction of people than untrustworthy sources. The Yale Persuasive Communication Model (YPC Model), developed by Hovland et al. (1953), proposes three components of the communication process; message, source, and receiver. Credibility can be defined as the reliability and trustworthiness of the source (Rogers and Bhowmik, 1970). The message receiver's assessment of the communication's quality is linked to credibility. According to Kelman (1958), through the internalization process, credibility influences the audience. Credibility has three primary factors expertise, trustworthiness, and goodwill (Hovland and Weiss, 1951). Expertise, experience, knowledge the one wields on a specific topic, reliability, perceived morality of the sender, and goodwill stands for senders' perceived caring about their reach (Sokolova and Kefi, 2020). If the receiver perceives the source as credible, they tend to accept messages. Therefore, source credibility plays a significant role in the communication process. Chang and Wu (2014) have defined source credibility as "the perceived ability and motivation of a message source to provide accurate and truthful information." Tseng and Fogg (1999) proposed four types of source credibility. Presumed credibility stands for assumptions that the receiver holds for the source. For instance, "car salesmen are generally dishonest," resulting in the receiver's resistance to believing messages from a car salesman. Reputed credibility arises from labels, such as "Professor," which holds a reputable title, and receivers tend to find these sources more credible. Surface credibility is based on receivers' basic judgments and inspections. Lastly, experienced credibility is the receiver's experiences with the source (C. Nadine Wathen and Burkell, 2002). When the source is perceived as credible, it can influence behaviors, including the purchase intention of the receiver (Sokolova and Kefi, 2020).

However, in the online environment, credibility factors, expertise, trustworthiness, and goodwill are hard to assess by the receiver as opposed to traditional communication. To overcome these issues, websites offer information clues about sources' expertise and assessments of other users about the source (López and Sicilia, 2014). Vice versa, some platforms foster anonymity for message sources. In

such circumstances, consensus and vividness of the message will influence receivers' perceptions (Chang and Wu, 2014). Numerous research has been conducted on online source credibility (Fogg, 2003; López and Sicilia, 2014; Jung, Walsh-Childers and Kim, 2016; Thon and Jucks, 2017; Sokolova and Kefi, 2020) and source credibility on social media (Chu and Kim, 2011; Shariff, Zhang and Sanderson, 2017; Djafarova and Rushworth, 2017; Yin, Sun, Fang and Lim, 2018). WOM communication has been found more credible than marketer-generated sources due to its face-to-face nature within close networks. However, EWOM occurs not only with close networks but also with geographically and demographically dispersed numerous consumers. Consumer information exchange on the internet enables consumers to spread and receive information from people with little or no prior interaction. As a result, EWOM communication receivers cannot determine the source's credibility as easily as traditional WOM (Chatterjee, 2001; Zhu and Zhang, 2010). Yet, people still tend to trust EWOM more than marketer-generated content even if they do not know the information source (Hennig- Thurau et al., 2004: 42; Cheong et al., 2008). Also, online users have more impact because receivers can relate to them (Djafarova and Rushworth, 2017). Bickart and Schindler (2001) suggested that EWOM is more credible than marketer-generated information. Goldsmith and Horowitz (2006) stated that consumers reach out to other consumers' opinions to reduce their risk. In their study, Cheong and Morrison (2008) also indicated that consumers devote more trust to consumer-generated information and find consumer-generated information more credible than marketer-generated information. Cheung et al. (2009) conducted a study on a popular Chinese forum to assess factors affecting the source credibility of EWOM. They have found that review credibility is an essential factor in EWOM adoption and source credibility is found as significantly influence EWOM credibility. Fan and Miao (2012) also found that perceived EWOM credibility affects EWOM acceptance positively and correlates with purchasing intention.

EWOM credibility refers to “the extent to which one perceives the recommendation from certain sources whether person/organizations as believable” (Fogg et al., 2002). EWOM credibility refers to both the online message itself and the source or the message's communicator. As a result, if people believe the information they receive is reliable, they will be more likely to embrace EWOM messages and use

them to make decisions. For online environment behaviors such as EWOM in social media, consumers generally do not touch the product or know the sender of EWOM. Thus, source credibility, as in the purchase behavior, is a significant predictor in the early phases of EWOM when the consumer contributes credibility to messages on a self-chosen website (Dabholkar, 2006). Perceived credibility in EWOM is one of the main determinants in consumer decision-making to reduce uncertainty in the social and business manner. In the case of a message with high credibility source, the influence of EWOM will be more significant on the recipient. Source credibility increases trust in EWOM and positively influences the perceived EWOM credibility (Chih, Wang, Hsu and Huang, 2013).

According to Chu and Kim (2011), Product related information on social networking sites that are shared between acquaintances may be perceived as more credible than any other form of EWOM. Social media is a web and mobile technology-dependent, highly interactive medium where individuals can share, create or discuss various content. Communication between firms, individuals, and communities through social media has a different perspective than traditional media. Social media users have become content generators and reviewed different content so that individuals encounter big data and information that requires credibility or believability (Wathen and Burkell, 2002). This information credibility refers to “the extent to which one perceives information to be believable.” Thus, a consumer’s behavior can be predicted by credibility (McKnight and Kacmar, 2007). Collaborative actions are fundamental ways to present information in social networks where user-generated content is considered “skeptical” due to the availability of excess information resources (Li and Suh, 2015).

Besides the great potential of social media, there are many spams, rumors, fake news, and messages or fake accounts to gain more decisive influence or create chaos that makes this skepticism come true. Therefore, social media users have encountered irrelevant or incorrect content and information such as fake news, spam ads, fraud-phishing, viruses, etc. This leads to the promotion of important but inaccurate content among social media users (Alrubaian et al., 2019). Research on source credibility in online social networks has increased to avoid the adverse effects of social media

content. However, there are still many challenges in determining a user's credibility in social media.

According to the source credibility model of Hovland et al. (1953), they concluded that expertise and credibility are two factors that lead to the perceived credibility of the communicator. Expertise is defined as “the extent to which a communicator is perceived to be a source of valid assertions” (p.21). On the other hand, credibility refers to “the endorser’s positive characteristic, which can increase the level of acceptance and persuasion in the process of advertising” (Li and Yin, 2018). Therefore, the effectiveness of a message depends on how the expertise and credibility of the provider of the message are perceived. Information from a credible source can affect the participant’s beliefs, opinions, attitudes, and behaviors (Paek, Hove and Jeong, 2011). Information obtained from a more credible source may make this information more persuasive.

A particularly credible endorser often has a positive effect on consumer perception. Information from a trusted source (e.g., social media content producers) can influence consumers’ beliefs, opinions, attitudes, and behavior. In addition, content producers who are considered experts tend to be more persuasive and can maintain the purchasing intention of consumers (Lim, Radzol, Cheah ve Wong, 2017).

According to recent research on source credibility in social media, Nathalia and Kristiana (2019) found that source credibility has a positive and significant effect on the motive for maintaining information sharing and intentions, while motivation to seek information has a positive impact on the intention to provide information. Safori, Rahman, and Mohammed (2016) reveal the factors affecting the attitudes toward the credibility of news published on social media, such as the “quality of news’ source” as well as “the interactive media,” “technology acceptance,” and “the exposure of the media.” Householder and LaMarre (2014) investigated the source credibility of politics among Facebook users and found that attitude homophily mediates the source credibility. Westerman, Spence, and van der Heide (2014) show that the “recency of tweets” significantly affects source credibility, which is mediated by cognitive elaboration. Abbasi and Liu (2013) proposed a model to assess credibility using different types of credibility, including message, source, and media. They suggested that a reliable model can be developed by considering behavior, network, and profile

in social media. A systematic review by Keshavarz (2020) indicates that source credibility varies among studies where participants' characteristics, source type, and information type are the most influential factors. From the perspective that the determinant of the parasocial relationship between social media influencers and their followers is based on source credibility, influencers' perceived attractiveness and similarity between followers and influencers are positively related to parasocial relationship strength, which results in interest promotion of influencers' products (Yuan and Lou, 2020). Source credibility is one of the most researched factors in EWOM studies; therefore, it is included in this dissertation.

2.4. ELECTRONIC WORD-OF-MOUTH COMMUNICATION AND PURCHASE INTENTION

There is sizable evidence that EWOM significantly affects consumer decision-making (Fong and Burton, 2006; Fan and Miao, 2012; Mohammad Reza Jalilvand and Samiei, 2012; Signe Tegtmeier Pedersen et al., 2014; Ömer Torlak et al., 2014). Consumers are heavily affected by other consumers' opinions on purchasing decisions and actively seek consumer opinions online before their purchasing decisions (Senecal and Nantel, 2004). WOM has a powerful influence when consumers consider purchasing new products or services with no past personal experience (Engel, Blackwell, and Kegerreis 1969). Early WOM research suggests that it substantially impacts consumers' decision-making processes, particularly when looking for information about products, companies, or services (Fong and Burton, 2006). Park et al. (2007) conducted an experimental study with more than three hundred college students to shed light on the effect of online customer reviews on consumer purchase intention. The study showed that quality and the number of reviews affect customer purchase intention. They also found that while low-involvement consumers are affected by the number of reviews, high-involvement consumers consider both the quantity and quality of online consumer reviews.

Zhu and Zhang (2010) found that online reviews are more influential when consumers have a more significant internet experience. Adjei et al. (2010) studied online brand communities to examine how consumer-to-consumer communications

influence purchasing behavior. They have studied two brand communities; one is a corporate website forum, and the other is an independent website forum. Contrary to some previous studies, they have found that hosted website does not affect the credibility of the information. Their study showed that positive information is more influential than negative information. Finally, they concluded that online communities positively influence purchasing intentions. According to Bataineh (2015), EWOM quality, EWOM quantity, and EWOM credibility significantly affect purchase intention.

Technological developments have led to continuous communication between consumers as well as brands and consumers. Word-of-Mouth (WOM) communication is a source of information that can affect a brand's image among consumers. It has been determined that electronic Word-of-Mouth (EWOM) communication over the internet significantly affects the brand image and purchase intention. It has been found that the brand's image directly affects the product characteristics' satisfaction, and these variables are reflected in general satisfaction. As a result, overall satisfaction and satisfaction with qualifications can have positive and direct effects on brand loyalty (Setiawan, 2014).

The importance of negative WOM communication in marketing can be measured by the amount or impact of this communication on the message recipients. It has been shown that negative word-of-mouth communication is relatively high when consumers experience dissatisfaction. The negativity can be extensive, as most consumers tell others about their dissatisfaction. In terms of the impact of negative WOM communication on consumers, it has been suggested that negative experiences have a more significant effect than positive experiences. Unexpected or lower expected characteristics of negative information cause this information to attract more attention and communication. Therefore, negative EWOM may increasingly have adverse effects on consumer purchase intention.

Positive WOM will likely increase customers' purchase intentions, especially for new products. This is because positive Word-of-Mouth reduces risks in the purchasing process. It has been found that positive word-of-mouth communication can help build a positive image of a business and its brand and, as a result, reduce ad spending. In addition, the unique features of EWOM communication, an essential form

of word-of-mouth communication today, can influence the consumer's decision-making processes. Understanding the factors which motivate consumers to spread positive EWOM communication can increase business managers' skills in a more customer-focused structuring to reveal EWOM communication and thus increase consumers' firm visits (Jeong and Jang, 2011).

If a consumer perceives reviews or comments regarding the products and services as credible, they may benefit from their purchase. Otherwise, consumers will likely ignore the source and continue to seek information. Furthermore, consumer consensus on recommendations or complaints within the posts on social media leads to becoming friends. It provides access to the profiles of each other, which is likely to increase credibility over time and encourage social trust due to the dependence degree of becoming "familiar" (Bataineh, 2015).

2.5. ELECTRONIC WORD-OF-MOUTH COMMUNICATION AND SOCIAL MEDIA

Social media has become an essential venue for consumers to gather information about products online. Because consumers are always connected to these platforms, it is easier and faster for them to reach a vast amount of product-related information. Social media broadly defines various Internet-based social computing technologies, emphasizing social affordances for communication, collaboration, and content co-creation and remixing (Kaplan and Haenlein, 2010). Consumers now have a global platform to exchange information via recommendations and opinions with the touch of a mouse, thanks to social media platforms (Verma and Yadav, 2021). Previous studies have revealed that EWOM on social media impacts consumers' buying intentions (Iyengar, Han, and Gupta, 2009; See-To and Ho, 2014; Wang, Yu, and Wei, 2012; Erkan and Evans, 2016; Tien et al., 2019). Alon (2012) has stated that due to its amplification ability of Word-of-Mouth on social media is vital. Peer-to-peer product communication via social networking sites is closely linked to purchasing decisions (Tien et al., 2019). The ultimate purposes of businesses are building long-term consumer relationships and increasing profits. To achieve this purpose, digital promotional strategies such as content and meaning creation for consumers have

developed, and efforts regarding the adoption of marketing campaigns have been shown to produce EWOM through social media. Marketers can learn about customers' complaints and expectations using official social media accounts (Ismail Erkan, 2015).

Social media is known as the most relevant platform for EWOM (Seo, Park and Choi, 2020). Because consumers develop and disseminate brand-related information to their friends, peers, and other contacts without limits, social media platforms are great instruments for EWOM (Khan, 2018). Nowadays, EWOM in social media has a more critical role in promoting online shopping with the emergence of e-commerce. Consumers are likely to share their thoughts, purchases, and experiences about the characteristics of products or services via social media. This behavior involves posting and commenting on anything they have bought (or planning to buy, etc.) on Facebook, Instagram, and Twitter. EWOM influences consumers purchasing decision-making and provides "impressions, emotion regulation, information acquisition, social bonding, and persuasion" (Berger, 2014).

Firms should consider that the most socially active individuals are more inclined to offer advice and physical intimacy is not the most crucial variable. Therefore, companies need to understand the social networks that consumers use (their connections and how they operate) to expand positive WOM communication and minimize the effects of negative WOM communication—in short, spreading messages from opinion leaders in traditional and modern communication environments (e.g., social networks such as Facebook, Twitter, and LinkedIn) is considered to help buyers with positive WOM communication by increasing their brand purchase behavior (Vazquez-Casielles, Suarez-Alvarez, and Rio-Lanza, 2013).

Although WOM behavior depends on a cost and benefits analysis with a rational perspective, Cheung and Lee (2012) investigated EWOM intention motives of consumers. They found that reputation, belonging, and enjoyment of helping other consumers are significant factors affecting EWOM intention. Tong, Wang and Teo (2007) explains the cost mentioned above as "cognitive cost" and "execution cost" and benefits as enjoyment to help others, to influence firm, self-enhancement, and economic reward. Similarly, Hennig-Thurau et al. (2004) reveal the factors of desire to engage EWOM as the desire to interact socially and financial incentives, to enhance self-worth and concern for others. Pourabedin and Migin (2015) suggest that perceived

convenience, environment, and desire to help others are the main drivers to engaging positive EWOM in the hotel industry. Also, “service quality and satisfaction,” “failure and recovery,” sense of community belonging,” and “dissatisfaction” are found to be the main reasons to write reviews and generate EWOM on social media. Jeong and Jang (2011) highlighted food quality, satisfactory experience with service employees, and ideal environment as contributors to positive EWOM with the desire to help the restaurant. Adapting these findings to online social media experiences can represent product quality, influencer interaction, and content (video, photo, etc.). A recent study by Seo, Park, and Choi (2020) showed that the personality and informational characteristics of social media usage are significant for EWOM, which have been found to affect trust and brand awareness.

Some efforts have suggested that construal-level theory can explain the social ties, temporal distance, and message concreteness regarding EWOM in social media. The construal-level theory involves construals related to abstract or concrete events/objects that constitute psychological distance which is “the subjective perception that events or objects are close or distant in location and time” (Trope and Liberman, 2010). For example, consumers show more positive reactions to transaction-specific EWOM while focusing on perceived quality, creating a concrete low-level construal. On the other hand, they offer abstract high-level construal evaluation while seeking satisfaction, whereas they prefer messages about cumulative evaluations (Wien and Olsen, 2012). In addition, consumers positively respond to EWOM when social and temporal distance are congruent. Recommendations from family, relatives, or close friends have more influence on near-future choices or vice-versa (Zhao and Xie, 2011). In conclusion, the stronger ties between consumers and stimulators represent lower-level construal. The general idea of the theory is that the further an object is from the individual, the more abstract it will be considered, whereas the closer the object is, the more concrete it will be considered.

It is challenging to manage EWOM through social media because an excessive amount of simultaneously produced marketing information has a complex structure and requires sophisticated analysis to obtain valuable data. It is suggested that this data should be measured and expanded at the individual and social levels due to the joint production of social capital in the EWOM process (Chung and Koo, 2015). Lee (2013)

found that bridging and bonding the social capitals of consumers have a significant effect on EWOM for Facebook and Twitter. Therefore, social characteristics, in general, are much more effective in consumers' EWOM process, which makes it more complicated when compared to traditional WOM.



CHATER THREE

METHODOLOGY

The aim and the hypotheses of the study are given in this part and followed by the measurement methods and the conducted analysis.

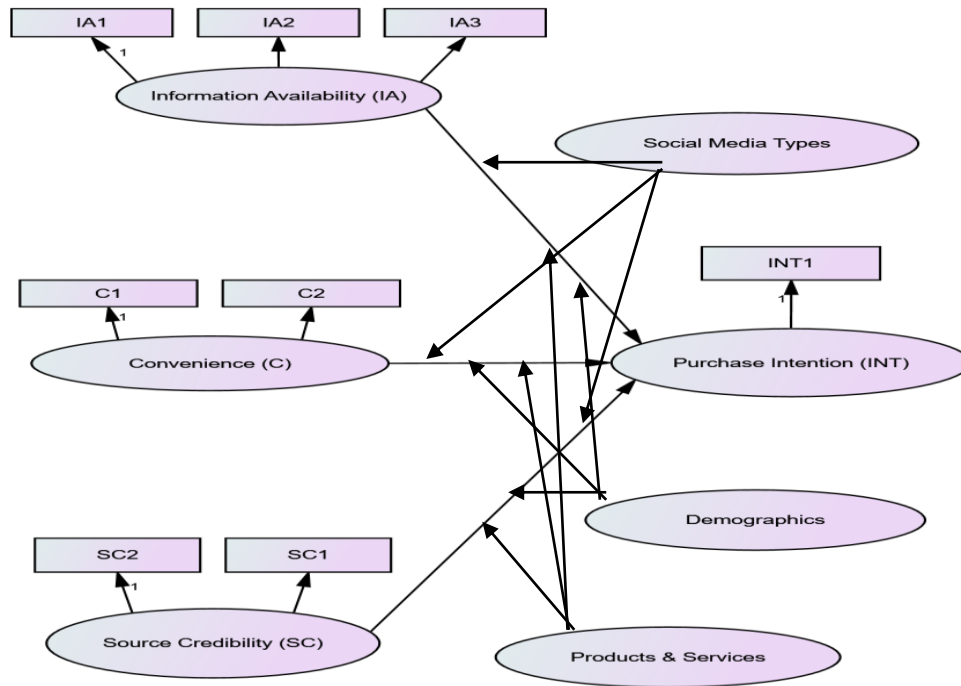
3.1 AIM OF THE STUDY

The study aims to analyze the effect of electronic word-of-mouth communication through social media platforms on consumers' purchase intention. According to Mangold and Faulds (2009), consumers' purchase behavior can be shaped by internet-based messages and social media. This study aims to compare different social media platforms regarding EWOM since there is a gap regarding this comparison in the literature. This research seeks to fill the gap by shedding light on consumers' usage of the most popular social media platforms to retrieve product information before their purchase decision and to understand the influence of this information on their purchase intention. In addition to the previously stated aims, consumers' EWOM behaviors on social media are analyzed to uncover if they differentiate related to demographical factors or product categories. Therefore, this study will enable marketers to compare and contrast the effectiveness of word-of-mouth communication on different social media platforms, considering the effects of information availability, source credibility, and convenience.

3.2 CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Three hypotheses have been developed for each social media platform to measure the effect of electronic word-of-mouth communication on consumers' purchase intention. Within this context, the impact of information availability, source credibility, and convenience is included in the model. Then, to test whether purchase intention differs according to social media types, demographical factors, and products and services multi-group analyses are conducted. The proposed model of this study is exhibited in Figure 1.

Figure 1: The Proposed Model of the Study



Source: Created by the author.

3.2.1. Information Availability of EWOM on Social Media Platforms

An extensive number of studies found that information seeking is one of the primary motivators for users based on the internet and social media (Morris et al., 2010; Whiting and Williams, 2013; Mikalef et al., 2013; Cheong and Morrison, 2008; Papacharissi and Rubin, 2000; Ko et al., 2015). Social media platforms provide a vast amount of information about products and services. Social media might become one of the first places for consumers to get product and service information. Consumers are turning away from the traditional elements of the promotion mix; in particular, they are reducing their reliance on advertising as a source of information to guide their purchase decision-making (Mangold and Faulds, 2009). Thus, information availability is included as an independent factor in this study, and four following hypotheses are developed within this context.

- **H₁:** EWOM information availability on YouTube has a meaningful effect on purchase intention

- H₄: EWOM information availability on Instagram has a meaningful effect on purchase intention
- H₇: EWOM information availability on Facebook has a meaningful effect on purchase intention
- H₁₀: Information availability of EWOM on Twitter has a meaningful effect on purchase intention

3.2.2. Convenience of EWOM on Social Media Platforms

One of the primary motivators of social media usage is the convenience of social media to retrieve and spread information anytime and anywhere consumers. The concept of convenience is extensively profound in social media and electronic word-of-mouth literature (Papacharissi and Rubin, 2000; Ko et al., 2015; Whiting and Williams, 2013; Martinez et al., 2012; Mikalef et al., 2013). The convenience of EWOM on social media platforms enables consumers to easily reach product information and read other consumers' opinions about products and services. Therefore, convenience is included in the study to investigate the effect of EWOM on social media for purchase intention, and four hypotheses are developed within this context.

- H₂: EWOM convenience on YouTube has a meaningful effect on purchase intention
- H₅: EWOM convenience on Instagram has a meaningful effect on purchase intention
- H₈: EWOM convenience on Facebook has a meaningful effect on purchase intention
- H₁₁: EWOM convenience on Twitter has a meaningful effect on purchase intention

3.2.3. Source Credibility of EWOM on Social Media Platforms

According to many researchers, consumers perceive EWOM on social media platforms are more credible than company-initiated marketing communication tools

(Mangold and Faulds, 2009; Gruen et al., 2006). For that, the source credibility of EWOM plays a vital role in social media platforms. Thus, many studies have been conducted on source credibility (Chu and Kim, 2011; Cheung et al., 2014; Wathen and Burkell, 2001). Cheung et al. (2014) defined EWOM credibility as perceiving a recommendation or review as believable, accurate, or factual. Hennig-Thurau et al. (2004) consistently coined that the internet has extended consumers' options for gathering unbiased product information from other consumers. To be able to figure out how consumers assess source credibility on different social media platforms, the following hypotheses are developed.

- H₃: EWOM source credibility on YouTube has a meaningful effect on purchase intention
- H₆: EWOM source credibility on Instagram has a meaningful effect on purchase intention
- H₉: EWOM source credibility on Facebook has a meaningful effect on purchase intention
- H₁₂: EWOM source credibility on Twitter has a meaningful effect on purchase intention

3.3 QUESTIONNAIRE DEVELOPMENT

A survey has been designed for this quantitative research. The survey consists of four parts: two questions that intend to understand social media usage, five demographical questions, and nine questions to uncover the EWOM activities of respondents for each social media platform separately.

The first part is designed to explore consumers' social media usage frequency by using a five-point Likert scale (1-Never to 5-At least three times in a day). Social media platforms are classified based on the classifications of Mangold and Faulds (2009) and Kaplan et al. (2010). Kaplan et al. (2010) clearly distinguished between social media from Web 2.0 and consumer-generated content. They provided a commonly used social media classification consisting of blogs, collaborative projects, social networks, content communities, virtual social worlds, and virtual game worlds. Based on a literature review and social media statistics, social networks, video-sharing

sites, and photo-sharing sites were selected as social media platforms for this research. These three platforms were specifically chosen considering the social media usage in Turkey.

To assess EWOM's effectiveness, Facebook was selected as a social network because it is the most popular social network with 2.91 billion monthly active users (Hootsuite Inc, 2022) and the fourth most visited website in Turkey (Turkey's Top Websites Ranking in 2022, Similarweb, 2022 reached on 04.2022). YouTube was selected as a video-sharing site because it is the most popular video-sharing site in Turkey and the second most visited website after Google, according to Smilarweb (Turkey's Top Websites Ranking in 2022, Similarweb, 2022 reached on 04.2022). Instagram was selected as a photo-sharing site due to its gaining market share at a significant rate and its most common photo-sharing platform and fifth most visited website in Turkey (Turkey: Social Network Penetration 2021, Statista, 2021), reached on 04.2022). However, respondents were also given another alternative as an "other" option since some social media users might prefer other platforms. If a respondent fills in the "other" choice on the survey, the following questions will be altered automatically, according to new selected social media platform. According to participants' preferences, Twitter was added to the analysis as social media platform because of its frequency of usage. This part is essential to understand what consumers are using other social media platforms to get product and service information.

The second part assesses consumers' visit frequencies on particular social media platforms before making purchase decisions. Questions in the second and third sections are repeated for each social media platform. The first question in the second section is, 'Have you ever visited YouTube before purchasing a product and service within the last year?' If consumers answered "No," the questionnaire will automatically skip to the second and third section questions related to YouTube and moves to next social media platform. This question was asked before each platform, so respondents would not lose time by answering questions for social media platforms they are not using for product information purposes. If they answered "Yes," they would continue to the second section. In the second section, the participants' visiting frequency for products and services was asked for this platform. For this purpose,

respondents were asked to choose from one of the eight product and seven service categories. This question was repeated for each social media platform to assess how product-browsing behavior differs in various product categories on different social media platforms.

The third part consists of eight questions planned to measure four different concepts. The first three questions were intended to measure information availability on social media platforms. These questions have been adopted from Mikalef et al. (2012)'s study. The fourth and fifth questions intended to measure the convenience of social media platforms and have also been adopted from Mikalef et al. (2012)'s study. The sixth and seventh questions are intended to measure the source credibility of social media platforms and have been adopted from the general credibility scale of Bambauer and Mangold's (2010)'s study. The last question is intended to measure whether respondents consider comments on social media platforms in their purchase decisions. This question has also been adopted from Bambauer and Mangold (2010)'s study. These questions were asked for every four social media platforms to assess how previously discussed concepts differ for social media platforms.

The final part consists of five demographic questions gender, age, occupation, education, and income. The reason behind demographic questions is to reveal demographical differences among consumer purchase intentions on different social media platforms. Overall, there are ninety-nine questions if respondents choose to answer all questions, and it takes about five minutes to complete.

3.4 SAMPLING AND DATA COLLECTION

The online questionnaire was distributed initially through personal social networks. The study aims to reveal social media usage patterns. Thus, distributing the questionnaire through these networks as convenience sampling was considered reasonable. The first post was shared on Facebook and Twitter on 15.11.2015 and resulted in 114 responses. The second post was shared on 21.11.2015, and 82 additional responses were collected. The questionnaire was also distributed by all employees and faculty members of a small-sized university in western Turkey. Some faculty members distributed this survey to their students additional 204 responses were

collected. As a result, 400 questionnaires were collected in total. Because of missing responses, 97 questionnaires were removed, and 303 surveys were included in the study. Thus, 303 responses were carried out for further analysis.



CHAPTER FOUR

FINDINGS AND RESULTS

4.1. DESCRIPTIVE STATISTICS

Firstly, descriptive statistics of the demographical factors of the participants are presented, and then detailed descriptive statistics of each social media platform are reported in this part. At last, mean levels and standard deviations of the EWOM communication tools and purchase intention statistics are given.

4.1.1. Descriptive Statistics for Demographical Factors

As seen in Table 4, 45.9% of the participants were females, and 54.1% were males, which is statistically acceptable to analyze gender differences. As mentioned in Table 4, age groups were structured to reflect generations to compare generational differences, yet age groups were not distributed evenly. 133 respondents represented Generation Z, the largest age group was Generation Y with 155 participants, Generation X consisted of 14 participants, and lastly, baby boomers were only represented by one respondent.

Another demographic question was intended to measure the participants' education levels, as represented in Table 4. The three largest groups were undergraduate degrees, representing 48.5% of the population. Graduate degrees, 21.1%, and associate degrees, 14.5%.

Employment status was also included in demographic questions. Table 1 shows that while 45.9% of the participants were students, 42.9% were employees. Two groups were statistically acceptable to compare their differences in social media usage and EWOM activities.

Table 4: Descriptive Statistics for Demographical Findings

	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
Female	139	45.9	45.9	45.9
Male	164	54.1	54.1	100.0
Total	303	100.0	100.0	
Age				
Generation Z	133	43.9	43.9	44.2
Generation Y	155	51.2	51.2	95.1
Generation X	14	4.6	4.6	99.7
Baby Boomers	1	.3	.3	100.0
Total	303	100.0	100.0	
Education				
Elementary	1	.3	.3	.3
High School	16	5.3	5.3	5.6
Associate	44	14.5	14.5	20.1
Undergraduate	147	48.5	48.5	68.6
Graduate	64	21.1	21.1	89.8
Doctorate	31	10.2	10.2	100.0
Total	303	100.0	100.0	
Employment				
Student	139	45.9	45.9	45.9
Employee	130	42.9	42.9	88.8
Employer	16	5.3	5.3	94.1
Unemployed	17	5.6	5.6	99.7
Retired	1	.3	.3	100.0
Total	303	100.0	100.0	

Household Income (TRY)				
1000 and under	28	9.2	9.2	9.2
1001 - 2000	39	12.9	12.9	22.1
2001 - 3000	76	25.1	25.1	47.2
3001 - 4000	30	9.9	9.9	57.1
4001 - 5000	49	16.2	16.2	73.3
5001 - 6000	19	6.3	6.3	79.5
6001 - 7000	17	5.6	5.6	85.1
7001 and up	45	14.9	14.9	100.0
Total	303	100.0	100.0	

Source: Created by the author.

The last demographic question was related to the income levels of the respondents. OECD index has reported that household net adjusted disposable annual income is 13471USD in Turkey, which equals 3255TRY per month as of Feb 2016. In addition, 4000TRY is accepted as the average income based on the OECD index, resulting in income levels being categorized as below or above 4000TRY (OECD Better Life Index, 2016). After this adjustment, 57.1% of the respondent's household income was below average and 42.9% above average.

4.1.2. Descriptive Statistics for Social Media Platforms

Descriptive statistics for social media platforms are reported for frequency of usage, usage of information, and usage of product and service categories of the participants.

4.1.2.1. Descriptive Statistics for YouTube

Table 5 reports the usage statistics of YouTube. In this context, frequency of usage, usage of YouTube for information, and usage of product or service categories

are examined. As seen from Table 5, only 1 of the 301 respondents answered never to YouTube usage, making it the YouTube most popular social media among the four social media types. 71.9% of the users stated that they use YouTube at least once a day, 34.8%(112 respondents) used it more than three times a day, and 37.1%(105 respondents) used it at least once a day. Furthermore, 175 of the respondents (58.5%) stated that they occasionally (79 respondents) or often (96 respondents) used YouTube to gather information about products or services. While 62 respondents selected that they seldom use YouTube to collect information about products or services, 62 respondents stated that they never use it for such purposes. As a result, 79% of the respondents use YouTube to gather information related to products or services.

Table 5: Descriptive Statistics for YouTube

	Frequency	Percent	Valid Percent	Cumulative Percent
Frequency of Usage				
Never	1	.3	.3	.7
Seldom	33	10.9	10.9	11.6
At least once in a week	50	16.5	16.6	28.1
At least once in a day	112	37.0	37.1	65.2
More than three times in day	105	34.7	34.8	100.0
Total	302	99.7	100.0	
Missing	1	.3		
Total	303	100.0		
Usage for Information				
Never	62	20.5	20.7	20.7
Seldom	62	20.5	20.7	41.5
Occasionally	79	26.1	26.4	67.9
Often	96	31.7	32.1	100.0
Total	299	98.7	100.0	
Missing	4	1.3		

Total	303	100.0		
Usage of Product/Service Categories				
Automobiles and Automobile Products	19	6.3	7.9	7.9
Home Décor and Furniture	4	1.3	1.7	9.6
Sporting Goods	10	3.3	4.2	13.8
Electronic products	47	15.5	19.6	33.3
Communication Services	7	2.3	2.9	36.3
Banking and Insurance	1	.3	.4	36.7
Home Appliances	1	.3	.4	37.1
Healthcare	2	.7	.8	37.9
Education	37	12.2	15.4	53.3
Beauty and personal care products	42	13.9	17.5	70.8
Clothing and Fashion	9	3.0	3.8	74.6
Travel services	6	2.0	2.5	77.1
Hospitality services	1	.3	.4	77.5
Food and Drink products	6	2.0	2.5	80.0
Restaurant and Cafeterias	1	.3	.4	80.4
Other	47	15.5	19.6	100.0
Total	240	79.2	100.0	
Missing	63	20.8		
Total	303	100.0		

Source: Created by the author.

193 of the 237 respondents indicated using YouTube to gather information. From the list provided, 71.5% of the respondents chose a product category, while 28.5% chose a service category. The top three of the most popular product or service categories selected by the respondents are electronic products with 24.4%, beauty and personal care products with 21.7%, education services with 19.1%, and 18.1% of them

said that they use YouTube for entertainment purposes. Thus, it can be concluded that consumers use YouTube more to search for products than for services.

4.1.2.2. Descriptive Statistics for Instagram

Table 6 provides descriptive statistics of Instagram users. As seen from the table, Instagram has been one of the least popular platforms among studied social media types. 69 of the 301 respondents stated that they had never used this platform. On the contrary, a high rate of 44.6% of the respondents said that they use it more than three times a day. Thus, if we remove 69 non-users from the analysis, it is seen that 58.2% of the respondents use Instagram more than three times a day, making Instagram one of the most actively used social media platforms. 188 Instagram users pointed out that they used the platform at least once a day (53 once a day, 135 more than three times a day), resulting in that 81% of the Instagram users connected daily.

Usage for reaching information statistics are also presented in Table 6. 40.8% of the respondents stated that they never use Instagram to gather information about products or services. However, 46% of the users stated that they use it often to gather information, indicating that Instagram users are very active in using the platform to collect information.

Table 6: Descriptive Statistics for Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Frequency of Usage				
Never	69	22.8	22.9	22.9
Seldom	30	9.9	10.0	32.9
At least once in a week	14	4.6	4.7	37.5
At least once in a day	53	17.5	17.6	55.1
More than three times in day	135	44.6	44.9	100.0
Total	301	99.3	100.0	

Missing	2	.7		
Total	303	100		
Usage for Information				
Never	122	40.3	40.8	40.8
Seldom	52	17.2	17.4	58.2
Occasionally	44	14.5	14.7	72.9
Often	81	26.7	27.1	100.0
Total	299	98.7	100.0	
Missing	4	1.3		
Total	303	100.0		
Usage of Product/Service Categories				
Automobiles and Automobile Products	13	4.3	7.2	7.2
Home Décor and Furniture	10	3.3	5.6	12.8
Sporting Goods	2	.7	1.1	13.9
Electronic products	1	.3	.6	14.4
Communication Services	1	.3	.6	15.0
Education	2	.7	1.1	16.1
Beauty and personal care products	17	5.6	9.4	25.6
Clothing and Fashion	94	31.0	52.2	77.8
Travel services	4	1.3	2.2	80.0
Hospitality services	2	.7	1.1	81.1
Food and Drink products	10	3.3	5.6	86.7
Restaurant and Cafeterias	6	2.0	3.3	90.0
Other	18	5.9	10.0	100.0
Total	180	59.4	100.0	
Missing	123	40.6		

Total	303	100.0
-------	-----	-------

Source: Created by the author.

As shown in Table 6, 162 respondents stated that they use Instagram to gather information about products or services. 90.7% of them have emphasized that they use Instagram to gather information about products, and only 9.3% of them use it for services. 52.2% of the respondents use it to collect information about clothing and fashion products, covering a significant share of product use. Additionally, 9.4% of the user's selected beauty and personal care products, and 7.2% of the user-selected automobiles and automotive products.

4.1.2.3. Descriptive Statistics for Facebook

The descriptive statistics reported in Table 7 show that results related to Facebook usage are similar to Instagram usage. Findings show that 82% of the 301 participants use Facebook, and 8% use it seldom. 12.6% of the respondents stated that they use the platform once a week or less. Like Instagram users, 85% of them log in to Facebook daily at least once (72-once a day, 137 -more than three times a day), supporting the existence of active users on Facebook. On the other hand, Facebook is the least used social media platform to collect information on products or services, 44.2% of the respondents stated that they never use Facebook for this purpose, as presented in Table 7. 55.8% of the users utilize Facebook to gather information and 37.3% of them use this platform, often.

Table 7: Descriptive Statistics for Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Frequency of Usage				
Never	54	17.8	17.9	17.9
Seldom	19	6.3	6.3	24.3

At least once in a week	19	6.3	6.3	30.6
At least once in a day	72	23.8	23.9	54.5
More than three times in day	137	45.2	45.5	100.0
Total	301	99.3	100.0	
Missing	2	.7		
Total	303	100		

Usage for Information

Never	134	44.2	44.7	44.7
Seldom	58	19.1	19.3	64.0
Occasionally	46	15.2	15.3	79.3
Often	62	20.5	20.7	100.0
Total	300	99.0	100.0	
Missing	3	1.0		
Total	303	100.0		

Usage of Product/Service Categories

Automobiles and Automobile Products	11	3.6	6.5	6.5
Home Décor and Furniture	14	4.6	8.3	14.9
Sporting Goods	8	2.6	4.8	19.6
Electronic products	7	2.3	4.2	23.8
Communication Services	11	3.6	6.5	30.4
Banking and Insurance	1	.3	.6	31.0
Healthcare	2	.7	1.2	32.1
Education	25	8.3	14.9	47.0
Beauty and personal care products	4	1.3	2.4	49.4
Clothing and Fashion	17	5.6	10.1	59.5
Travel services	10	3.3	6.0	65.5

Hospitality services	9	3.0	5.4	70.8
Food and Drink products	3	1.0	1.8	72.6
Restaurant and Cafeterias	17	5.6	10.1	82.7
Other	29	9.6	17.3	100.0
Total	168	55.4	100.0	
Missing	135	44.6		
Total	303	100.0		

Source: Created by the author.

Table 7 also provides that 139 respondents using Facebook to gather information have chosen a product or service category from the list provided. Different from YouTube and Instagram, 54% of the participants use Facebook to collect information about services, and 46% use it to find information about products. The most popular categories are; education services (14.9%), restaurant and cafeterias (10.1%), clothing and fashion products (10.1%), and lastly, home décor and furniture (8.3%).

4.1.2.4. Descriptive Statistics for Twitter

As stated earlier, Twitter was added to the analysis because of its frequency of usage, as seen in Table 8. Accordingly, 75.4% of the respondents that have chosen the ‘other’ answer use Twitter, and 84.3% of the Twitter users login to it once a day or more. Interestingly, 86 of the respondents stated that they are using Twitter to gather information about products or services, and 46.5% of these respondents expressed that they use it often, as shown in Table 8. Therefore, Twitter was included in the study for further analysis.

Table 8: Descriptive Statistics for Twitter

	Frequency	Percent	Valid Percent	Cumulative Percent
Frequency of Usage				
Never	7	2.3	5.3	5.3
Seldom	9	3.0	6.9	12.2
At least once in a week	14	4.6	10.7	22.9
At least once in a day	19	6.3	14.5	37.4
More than three times in day	82	27.1	62.6	100.0
Total	131	43.2	100.0	
Missing	172	56.8		
Total	303	100		
Usage for Information				
Never	48	15.8	35.8	35.8
Seldom	22	7.3	16.4	52.2
Occasionally	24	7.9	17.9	70.1
Often	40	13.2	29.9	100.0
Total	134	44.2	100.0	
Missing	169	55.8		
Total	303	100.0		
Usage of Product/Service Categories				
Home Décor and Furniture	1	.3	1.2	1.2
Sporting Goods	3	1.0	3.5	4.7
Electronic products	2	.7	2.3	7.0
Communication Services	11	3.6	12.8	19.8
Banking and Insurance	2	.7	2.3	22.1
Healthcare	1	.3	1.2	23.3
Education	8	2.6	9.3	32.6
Beauty and personal care products	3	1.0	3.5	36.0

Clothing and Fashion	2	.7	2.3	38.4
Travel services	6	2.0	7.0	45.3
Hospitality services	2	.7	2.3	47.7
Food and Drink products	3	1.0	3.5	51.2
Restaurant and Cafeterias	4	1.3	4.7	55.8
Other	38	12.5	44.2	100.0
Total	86	28.4	100.0	
Missing	217	71.6		
Total	303	100.0		

Source: Created by the author.

When Twitter users chose a product or service from the list provided to collect information, 70.8% chose services, and 29.2% chose products. 12.8% of selected communication services, 9.3% selected education services, and 7% indicated travel services. Lastly, 26% of them wrote that they use Twitter for news.

4.1.3. Descriptive Statistics for EWOM Communication

Descriptive statistics of EWOM communication are reported in Table 9. In this context, at first, several respondents that answered the question were given. Then, mean and standard deviation results of usage, information availability, convenience, source credibility, and purchase intention of the respondents are provided for each social media platform.

According to the findings, the most used social media platform is YouTube, with 290 users, and the last one is Twitter, with 86 users. However, the most intensely used social media platform is Twitter, with a mean level of 4.32, as seen in Table 9. YouTube has a mean value of 3.95, following Twitter. The statistics in Table 9 also indicate that participants find Twitter fast and helpful in gathering information, with a mean level of 4.08 compared to other social media platforms. Additionally, the most convenient (3.84) and the most credible (3.58) platform is found to be Twitter again, according to participants. Although the number of participants is fewer (86), most consumers stated that other users' Twitter comments or tweets influence their

purchasing decisions. Instagram follows Twitter with a mean level of 3.53 and Facebook with 3.42 regarding consumers' purchase intention. Consumers' purchase intention from YouTube is less than other social media platforms, with a mean level of 3.39.

Table 9: Descriptive Statistics for EWOM Communication

	Usage			Information Availability		Convenience		Source Credibility		Purchase Intention	
	N	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
YouTube	290	3.95	1.00	3.89	.71	3.71	.83	3.22	.80	3.39	1.05
Instagram	201	3.53	1.64	3.85	.79	3.69	.85	3.49	.84	3.53	1.11
Facebook	184	3.79	1.49	3.75	.83	3.55	.88	3.45	.86	3.42	1.02
Twitter	86	4.32	1.13	4.08	.71	3.84	.72	3.58	.85	3.57	.98

Source: Created by the author.

4.2. RELIABILITY AND FACTOR ANALYSES

To measure the reliability of the questionnaire, Cronbach's Alpha test is conducted on the questions related to social media platforms. Factor analysis is also performed to describe variability among multiple observed variables related to information availability, convenience, and source credibility on different social media platforms.

4.2.1. Reliability and Factor Analysis for YouTube

As seen in Table 10, the Cronbach's Alpha coefficient of the set related to given variables is .823, indicating reliable data in the questionnaire. When Cronbach's Alphas are evaluated for each factor separately, the value is 69.8% for information availability, 65.7% for convenience, and 73.5% for source credibility. As stated earlier, it is expected to be above 0.7 to obtain reliable data (Robinson et al., 1991). However,

values between 50% and 90% can be acceptable for a scale with a small number of items (Bowling, 2005; Stacciarini and Pace, 2017). Thus, it can be concluded from the table that all Cronbach's Alpha values can be acceptable, valid, and reliable.

The coefficients of total variances can also be seen in Table 10. While all factors explain 67.4% of the total variance of items, the items of information availability explain 65.2% of the total variance, the items of convenience explain 74.5% of the total variance, and the items of source credibility explain 79.1% of total items.

Factor analysis was also employed to test the relationships between variables and the influence of each factor on the EWOM communication factors. The factor loading value for each item is expected to be around 70%.

As reported in Table 10, three questions were conducted to test information availability on YouTube. Two questions for convenience and source credibility were included in the analysis to measure the influence of the factors. Under these circumstances, the coefficients of these seven factors are higher than 60%, which is also acceptable, indicating the existence of the influence of the items on the EWOM communication of the consumers. Thus, the factor analysis has shown that none of the items need to be eliminated, leading to an increased value of the scales for the YouTube platform.

Table 10: Reliability and Factor Analysis for YouTube

Factors	Factor Loadings	Total Variances Explained (.674)	Cronbach's Alpha (.823)
Information Availability		.652	.698
Allows me to access to information quickly	.773		
I can find useful information	.723		
Comments helps me to reach information	.642		
Convenience		.745	.657
Allows me to conveniently access information	.763		
I can easily access to information about the product or service I want to buy	.694		

Source Credibility		.791	.735
I think that the posts about the product are realistic	.630		
I trust other users' posts	.661		

Source: Created by the author.

*Kaiser-Meyer-Olkin Measure of Sampling Adequacy; .778, Bartlett's Test of Sphericity Sig.; .000

4.2.2. Reliability and Factor Analysis for Instagram

Cronbach's alpha was also measured for the reliability analysis of Instagram. A pretty high value of 90.1% indicates high reliability, as shown in Table 11. An accepted value has also been reported for each variable related to EWOM communication; 84.5% for information availability, 75.2% for convenience, and 82.3% for source credibility. Thus, it can be concluded that all Cronbach's alpha values from table 11 are acceptable, valid, and reliable.

The coefficients of total variances can also be seen in table 11. While all factors explain 62.9% of the total variance of items, the items of information availability explain 76.8% of the total variance, the items of convenience explain 80.2% of the total variance, and the items of source credibility explain 84.9% of total items.

When factor analysis was conducted to measure the relationships between EWOM communication variables, an accepted value of factor loadings greater than 0.70 was found for each variable to measure information availability, convenience, and source credibility.

Similar to YouTube, while three questions were conducted to test the information availability of Instagram to measure the effect of the factors, two questions for convenience and two for source credibility were included in the analysis. Under these circumstances, the coefficients of these seven factors are higher than 70%, as mentioned earlier. Thus, it can be concluded from the analysis that each item can be added to the research while examining the regression weights for the Instagram platform.

Table 11: Reliability and Factor Analysis for Instagram

Factors	Factor Loadings	Total Variances Explained (.629)	Cronbach's Alpha (.901)
Information Availability		.768	.845
Allows me to access to information quickly	.838		
I can find useful information	.813		
Comments helps me to reach information	.790		
Convenience		.802	.752
Allows me to conveniently access information	.790		
I can easily access to information about the product or service I want to buy	.775		
Source Credibility		.849	.823
I think that the posts about the product are realistic	.793		
I trust other users 'posts	.752		

Source: Created by the author.

*Kaiser-Meyer-Olkin Measure of Sampling Adequacy; .882, Bartlett's Test of Sphericity Sig.; .000

4.2.3. Reliability and Factor Analysis for Facebook

Table 12 provides the results of reliability and factor analysis for Facebook. The Cronbach's Alpha coefficient as an indicator of reliability states that the value of 91.2% of the total set related to given variables is an accepted value to be considered reliable for the questionnaire. If examined for each questionnaire type, 85.0% for information availability, 79.3% for convenience, and 85.6% for source credibility are reported, indicating high reliability.

The coefficients of total variances can also be seen in table 12. While all factors explain 65.6% of the total variance of items, the items of information availability explain 77.0% of the total variance, the items of convenience explain 82.8% of the total variance, and the items of source credibility explain 87.4% of total items.

Table 12 indicates the factor loadings for each item which is expected to be around 70%, as acceptable. As shown, all seven questions measuring EWOM factors are above 70% hence resulting in any of the items are not eliminated, and all of them are included in the analysis for the Facebook platform.

Table 12: Reliability and Factor Analysis for Facebook

Factors	Factor Loadings	Total Variances Explained (.656)	Cronbach's Alpha (.912)
Information Availability		.770	.850
Allows me to access to information quickly	.808		
I can find useful information	.846		
Comments helps me to reach information	.817		
Convenience		.828	.793
Allows me to conveniently access information	.847		
I can easily access to information about the product or service I want to buy	.805		
Source Credibility		.874	.856
I think that the posts about the product are realistic	.781		
I trust other users 'posts	.761		

Source: Created by the author.

*Kaiser-Meyer-Olkin Measure of Sampling Adequacy; .887, Bartlett's Test of Sphericity Sig.; .000

4.2.4. Reliability and Factor Analysis for Twitter

As seen in Table 13, the value of Cronbach's Alpha is reported as 85.8%, indicating reliable data in the questionnaire. Table 13 also provides the coefficients of total variances that all factors explain 74.6% of the total variance of items.

When factor analysis was applied to the variables, it was seen that the value of factor loading for each item which measures the relationships between variables, and the influence of each factor on the EWOM communication factors is around the expected value. Even if the values for source credibility are lower than the expected value of 70.0%, the accepted value of factor loadings greater than 0.30 is considered valid.

In conclusion, three questions were conducted to test information availability on Twitter. Two questions for convenience and source credibility were added to the analysis to test the influence of the factors. Under these circumstances, the coefficients of these seven factors are acceptable, indicating the existence of the influence of the items on the EWOM communication of the consumers. Thus, the factor analysis showed that each item could be added to the path analysis for Twitter.

Table 13: Reliability and Factor Analysis for Twitter

Factors	Factor Loadings	Total Variances Explained (.746)	Cronbach's Alpha (.858)
Information Availability		.767	.838
Allows me to access to information quickly	.788		
I can find useful information	.838		
Comments helps me to reach information	.818		
Convenience		.702	.576
Allows me to conveniently access information	.730		
I can easily access to information about the product or service I want to buy	.732		
Source Credibility		.864	.843

I think that the posts about the product are realistic	.677
I trust other users 'posts	.587

Source: Created by the author.

*Kaiser-Meyer-Olkin Measure of Sampling Adequacy; .803, Bartlett's Test of Sphericity Sig.; .000

4.3. CONFIRMATORY FACTOR ANALYSES

Further factor analysis is needed to examine the variables and achieve more robust results. Based on high Cronbach's Alpha values, confirmatory factor analysis is conducted before removing any variable to test how well the measured variables represent the number of constructs.

Confirmatory factor analyses were applied to all scales. The fit indices were examined, and all scales reached an acceptable fit under the normed Satorra-Bentler chi-square fit index and closed to a good fit according to RMSEA. Fit values of YouTube were $\chi^2=4.81$ and RMSEA=.11, the fit of Instagram was $\chi^2=3.08$ and RMSEA=.10, fit of Facebook was $\chi^2=2.24$ and RMSEA=.08; finally, Twitter's values were $\chi^2=3.62$ and RMSEA=.18.

4.3.1. Confirmatory Factor Analysis for YouTube

It is seen from Table 14 that the initial set of instruments consists of a total of 7 items. As stated before, the acceptable value should be around 70%, and the higher the value, the more reliable the scale. However, the analysis for the scales has examined that only the third question of the scale of the information available, which has a value of 38.6%, could be eliminated, leading to increased reliability of the scales. Factor analysis on the remaining six items revealed that the scales measured the constructs they were supposed to measure. Accordingly, while the expression "allows me to access information quickly" measuring the information availability has the

highest value of .933, the question “allows me to find useful information about the product I want” measures the information availability with the value of .811. Although the second question of convenience has the lowest value among other variables, 63.3% is acceptable to be added to the analysis.

Table 14: Confirmatory Factor Analysis for YouTube

Standardized Regression Weights		
Information Availability	Cronbach's Alpha	Cronbach's Alpha After Item Deletion
Allows me to access to information quickly	.920	.933
I can find useful information	.817	.811
Comments helps me to reach information	.386	-
Convenience		
Allows me to conveniently access information	.778	.775
I can easily access to information about the product or service I want to buy	.631	.633
Source Credibility		
I think that the posts about the product are realistic	.723	.720
I trust other users 'posts	.807	.810

Source: Created by the author.

The statistics reported in table 15 indicate a good-fitting measurement model with a statistically significant *p-value* of .001 for the YouTube platform. The GFI, AGFI, and CFI values have ranged between .90 and 1.00, consistent with the recommended values in table 15. It was then examined that the value of *RMSEA* is acceptable for a good fit.

Table 15: Model Fit Index for Confirmatory Factor Analysis on YouTube

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
290	28.867	6	4.811	.969	.893	.966	.115	***

***p<0.001

Source: Created by the author.

4.3.2. Confirmatory Factor Analysis for Instagram

Table 16 provides the results of the standard regression weights reported by confirmatory factor analysis of the Instagram platform. Accordingly, higher than 70% of standardized regression weights for each item were presented for the Instagram platform, measuring the constructs they were expected to estimate. Because of that, any item has not been dropped from the scale. While the question of 'allows me to access information quickly' measuring the information availability has the highest value of .885, the question of 'I think that the comments about the product are realistic' measuring the source credibility has followed that with the value of .870. Similar to YouTube, although the third question of information availability has the lowest value among other variables, 71.7% is acceptable to be included in the analysis.

Table 16: Confirmatory Factor Analysis for Instagram

Standardized Regression Weights	
Information Availability	Cronbach's Alpha
Allows me to access to information quickly	.885
I can find useful information	.841
Comments helps me to reach information	.717
Convenience	

Allows me to conveniently access information	.778
I can easily access to information about the product or service I want to buy	.777
Source Credibility	
I think that the posts about the product are realistic	.870
I trust other users 'posts	.803

Source: Created by the author.

Model fit indices of the Instagram platform, examined by confirmatory factor analysis, are also presented in Table 17. As seen from the table, while the *p-value* is significant at the 0.001 statistical level, higher *GFI*, *AGFI*, and *CFI* values are found at .952, .878, and .971, respectively, indicating the most superior fit data. Similar to the results of the YouTube platform, the analysis in which 201 Twitter users participated has resulted that the value of *RMSEA* is also acceptable for a good fit.

Table 17: Model Fit Index for Confirmatory Factor Analysis on Instagram

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
201	33.855	11	3.078	.952	.878	.971	.102	***

*** $p < 0.001$

Source: Created by the author.

4.3.3. Confirmatory Factor Analysis for Facebook

Table 18 exhibits Facebook's confirmatory factor analysis results and indicates high regression weights for all questions indicating acceptable measurement variables. While the highest value of .882 is reported for the first question of source credibility,

the lowest value of .779 is reported for the second question of convenience. Thus, all the questions intended to measure EWOM communication are added to the analysis.

Table 18: Confirmatory Factor Analysis for Facebook

Standardized Regression Weights	
Information Availability	Cronbach's Alpha
Allows me to access to information quickly	.809
I can find useful information	.849
Comments helps me to reach information	.781
Convenience	
Allows me to conveniently access information	.843
I can easily access to information about the product or service I want to buy	.779
Source Credibility	
I think that the posts about the product are realistic	.882
I trust other users 'posts	.848

Source: Created by the author.

The results presented in Table 19 provide that the model fits the data well. *GFI*, *AGFI*, and *CFI* values commonly used to measure fit are all above 90%. *RMSEA* is reported as .082, indicating a superior fit of the model.

Table 19: Model Fit Index for Confirmatory Factor Analysis on Facebook

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
184	24.629	11	2.239	.963	.907	.983	.082	.010

***p<0.001

Source: Created by the author.

4.3.4. Confirmatory Factor Analysis for Twitter

Table 20 reports a pattern of similarity between observed variables. The lowest value of the confirmatory factor analysis on Twitter is reported as .600 with the expression “I. can easily access information about the product I want to buy.” On the other hand, the highest one is recorded as .950. The question measures the source credibility of the platform with the expression, “I think that the comments about the product are realistic.” Therefore, all the questions are added to the path analysis to test the hypotheses and examine the relationships between EWOM activities and consumers' purchase intention. It is also seen that the results of confirmatory factor analysis are consistent with the results of factor analysis for Twitter.

Table 20: Confirmatory Factor Analysis for Twitter

Standardized Regression Weights	
Information Availability	Cronbach's Alpha
Allows me to access to information quickly	.865
I can find useful information	.924
Comments helps me to reach information	.666
Convenience	
Allows me to conveniently access information	.674
I can easily access to information about the product or service I want to buy	.600
Source Credibility	
I think that the posts about the product are realistic	.950

I trust other users 'posts	.766
----------------------------	------

Source: Created by the author.

Based on the model fit index, the analysis of the three EWOM communication scales, including information availability, convenience, and source credibility, show that the model fits the data well, as seen in Table 21.

Table 21: Model Fit Index for Confirmatory Factor Analysis on Twitter

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
86	39.851	11	3.623	.887	.712	.910	.176	***

***p<0.001

Source: Created by the author.

4.4. PATH ANALYSES: HYPOTHESIS TESTING

In this part, the impact of three constructions of electronic word-of-mouth communication, convenience, source credibility, and information availability, was evaluated regarding consumers 'purchase intention. Path analysis was conducted to test the hypotheses for each social media platform.

4.4.1. Path Analysis for YouTube

Table 22 reports the model-fitting results of path analysis on YouTube. Accordingly, the path analysis model has shown expected results in model fit: $p = 0.000$, $GFI = .971$, $AGFI = .909$ and $CFI = .972$, and $RMSEA = .095$.

Table 22: Model Fit Index of Path Analysis for YouTube

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
290	32.499	9	3.611	.971	.909	.972	.095	***

*** $p < 0.001$

Source: Created by the author.

The effects of convenience, source credibility, and information availability on YouTube on consumers' purchase intention are presented in Table 23. As exhibited, there is no significance between information availability and purchase intention, rejecting the evidence of H_1 . Thus, it can be concluded that finding information is helpful, but it is not an influencer for them to intend to purchase. Table 23 also reports the *p-value* of convenience as .165, indicating no meaningful relationship between the convenience on YouTube and consumers' purchase intention. It can be said that the convenience of EWOM on YouTube does not affect people on purchase intention, not supporting the evidence of H_2 , consistent with the information availability. Source credibility has the highest impact on consumer behavior, with a coefficient of 1.351, as seen in Table 23. A significant relationship was found between source credibility and purchase intention, accepting the H_3 . Consumers may purchase products or services due to EWOM generated on YouTube because consumers tend to trust sources on YouTube.

Table 23: Regression Weights of Path Analysis for YouTube

	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability - Purchase Intention	.111	.233	.477	.633
Convenience - Purchase Intention	-.503	.362	-1.388	.165
Source Credibility - Purchase Intention	1.351	.202	6.684	***

*** $p < 0.001$

Source: Created by the author.

4.4.2. Path Analysis for Instagram

Path analysis examined the relationship between EWOM communication and purchase intention on Instagram. The model fit index values are given in Table 24. GFI, AGFI, and CFI values are .946, .871, and .967, respectively, supporting the evidence of superior fit data. The estimated *p-value* is also statistically significant at the 0.001 level.

Table 24: Model Fit Index of Path Analysis for Instagram

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
201	44.799	15	2.987	.946	.871	.967	.100	***

*** $p < 0.001$

Source: Created by the author.

The relationships between measured variables on the Instagram platform are reported in Table 25. As seen from the table, while information availability and convenience are significant at 0.05, source credibility indicates significance at the 0.001 level. All the hypotheses (H_4 , H_5 , H_6) related to testing the relationship between EWOM communication and purchase intention on Instagram are accepted. Source credibility has the lowest estimation value of .784, different from YouTube. Additionally, the highest value is reported for convenience (1.403). It can be concluded that consumers found it convenient to gather EWOM information on Instagram, and this convenience has a positive relationship with their purchase intentions. In addition, information availability and trust in social media posts by other users also influence their purchase intention, as seen in Table 25.

Table 25: Regression Weights of Path Analysis for Instagram

	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability - Purchase Intention	1.104	.409	2.696	.007
Convenience - Purchase Intention	1.403	.567	2.473	.013
Source Credibility - Purchase Intention	.784	.215	3.652	***

*** $p < 0.001$

Source: Created by the author.

4.4.3. Path Analysis for Facebook

The structural equation model with purchase intention mediated by convenience, source credibility, and information availability has examined acceptable fit on three measures with the values of CFI (.962), RMSEA (.114), and p -value (.000).

Table 26: Model Fit Index of Path Analysis for Facebook

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
184	50.873	15	3.392	.933	.840	.962	.114	***

*** $p < 0.001$

Source: Created by the author.

The statistics reported in Table 27 indicate the results of the path analysis conducted on Facebook users. Accordingly, the p values of information availability (.555) and convenience (.645) are indicators of no significance hence resulting in no meaningful relationship between purchase intention, rejecting the H_7 and H_8 .

Similar to the path results of YouTube, the significant coefficient is found just for source credibility (.000) on Facebook. Moreover, the parameter estimate of source credibility also has the highest value (.856), as shown in Table 27. Thus, it can be concluded that only H_9 was accepted, indicating a meaningful impact of source

credibility on purchase intention. Respondents also find that other users' comments or posts on Facebook influential on their purchase intention.

Table 27: Regression Weights of Path Analysis for Facebook

	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability - Purchase Intention	.756	1.280	.590	.555
Convenience - Purchase Intention	-.576	1.250	-.461	.645
Source Credibility - Purchase Intention	.856	.175	4.881	***

*** $p < 0.001$

Source: Created by the author.

4.4.4. Path Analysis for Twitter

Based on the model fit index, it can be said that the *p-value* verifies the model's validity at the 0.001 level, as shown in Table 28. Fit values are also observed for GFI (.885) and CFI (.917) values. The value of RMSEA can be considered an indication of a good fit for the Twitter platform.

Table 28: Model Fit Index of Path Analysis for Twitter

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
86	45.933	15	3.062	.885	.724	.917	.156	***

*** $p < 0.001$

Source: Created by the author.

Table 29 provides regression weights of path analysis for Twitter. As stated earlier, significance is expected in the presence of a meaningful relationship between electronic word-of-mouth communication and consumers' purchase intention. The

model implies that information availability on Twitter does not affect consumers' purchase intention meaningfully with the evidence of its *p-value* (.594), as shown in Table 29. Similar to the information availability analysis results, convenience has no impact on purchase intention. Thus H_{10} and H_{11} are rejected.

However, different from the other EWOM items, a statistically significant relationship (.000) is found between source credibility and consumers' purchase intention, supporting a substantial effect of source credibility on purchase intention at a rate of 88.5%. In conclusion, accepting the hypothesis of H_{12} , it can be said that because participants trust other users' posts and find their comments realistic and trustworthy on Twitter, and effecting their purchasing decisions, consistent with all other social media types.

Table 29: Regression Weights of Path Analysis for Twitter

	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability - Purchase Intention	-.425	.797	-.533	.594
Convenience - Purchase Intention	.385	.869	.443	.657
Source Credibility - Purchase Intention	.885	.188	4.697	***

*** $p < 0.001$

Source: Created by the author.

Table 30: Hypothesis Results

	Hypothesis	Result
H1	Information availability of EWOM on YouTube has a meaningful effect on purchase intention	Not Supported
H2	Convenience of EWOM on YouTube has a meaningful effect on purchase intention	Not Supported
H3	Source credibility of EWOM on YouTube has a meaningful effect on purchase intention	Supported

H4	Information availability of EWOM on Instagram has a meaningful effect on purchase intention	Supported
H5	Convenience of EWOM on Instagram has a meaningful effect on purchase intention	Supported
H6	Source credibility of EWOM on Instagram has a meaningful effect on purchase intention	Supported
H7	Information availability of EWOM on Facebook has a meaningful effect on purchase intention	Not Supported
H8	Convenience of EWOM on Facebook has a meaningful effect on purchase intention	Not Supported
H9	Source credibility of EWOM on Facebook has a meaningful effect on purchase intention	Supported
H10	Information availability of EWOM on Twitter has a meaningful effect on purchase intention	Not Supported
H11	Convenience of EWOM on Twitter has a meaningful effect on purchase intention	Not Supported
H12	Source Credibility of EWOM on Twitter has a meaningful effect on purchase intention	Supported

Source: Created by the author.

4.5. MULTI-GROUP ANALYSES

In this part of the study, multi-group analyses were conducted to investigate relationships between different groups for each platform's demographic factors, products, and services. And a cross-comparison of the EWOM factors between social media types.

4.5.1. Multi-group Analyses for Demographic Factors

The first section of multi-group analyses was conducted to cross-comparison each platform's demographical factors separately.

4.5.1.1. Multi-group Analyses for Demographic Factors on YouTube

Table 31: Model Fit Index of Multi-group Analysis for Gender Factor on YouTube

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
290	42.563	18	2.365	.955	.860	.966	.076	.001

*** $p < 0.001$

Source: Created by the author.

Table 32 provides regression results of multi-group analyses based on gender differences on YouTube. The effects of convenience, source credibility, and information availability on consumers' purchase intention based on gender are analyzed, and the results are presented. As exhibited, there is no significant relationship between information availability and purchase intention for both gender types. Thus, it can be said that there is no difference between male and female groups in their purchase intention based on information availability on this platform. To put it another way, accessing information easily and quickly from other users on this platform makes no difference in purchase intention for both gender groups.

Similar to information availability, the *p-value* of convenience indicates no significant difference, with the evidence of the value of .919 for males and .963 for females. Therefore, it can be concluded that there is no meaningful difference between the gender groups' purchase intentions based on the convenience of EWOM on YouTube. However, a meaningful difference has been found in the source credibility for the female group. Females indicated that source credibility on YouTube affects their purchase intention.

Table 32: Regression Weights of Multi-group Analysis for Gender Factor on YouTube

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability - Purchase Intention	Male	4.477	45.168	.099	.921
	Female	.260	.207	1.259	.208

Convenience-Purchase Intention	Male	9.533	93.324	.102	.919
	Female	.011	.231	.046	.963
Source Credibility-Purchase Intention	Male	6.031	48.963	.123	.902
	Female	1.449	.228	6.368	***

***p<0.001

Source: Created by the author.

Table 33: Model Fit Index of Multi-group Analysis for Occupation Factor on YouTube

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
290	69.984	36	1.944	.942	.821	.956	.063	.001

***p<0.001

Source: Created by the author.

Multi-group analysis was conducted to analyze differences in consumers' purchase intention between occupation groups regarding convenience, source credibility, and information availability. The results are presented in Table 34.

The *p* values for all occupational groups indicate no meaningful relationship between EWOM convenience and purchase intention on YouTube. Information availability of EWOM was also found to be insignificant for the before-mentioned items.

Only a statistically significant *p-value* was noted in source credibility for students indicating that while purchasing products or services, they consider the source credibility on YouTube. Significance (.033) is also found for employees on their purchase intention at the 5% level. Therefore, it can be concluded that their purchase decisions are also affected by source credibility on YouTube.

Because retired people have not participated in this study, even though there was a choice of 'retired' in the survey, no value was recorded for them. Therefore, this group was not included in the analyses.

Table 34: Regression Weights of Multi-group Analysis for Occupation Factor on YouTube

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Student	.068	.273	.248	.804
	Employee	.390	.698	.559	.576
	Employer	1.199	2.107	.569	.569
	Unemployed	.057	.141	.405	.685
Convenience-Purchase Intention	Student	.036	.312	.116	.907
	Employee	1.180	1.405	.840	.401
	Employer	1.183	1.852	.639	.523
	Unemployed	.082	.300	.275	.784
Source Credibility-Purchase Intention	Student	1.318	.260	5.067	***
	Employee	1.638	.767	2.134	.033**
	Employer	1.414	1.148	1.231	.218
	Unemployed	.113	.484	.233	.816

***p<0.001; **p<0.05

Source: Created by the author.

Table 35: Model Fit Index of Multi-group Analysis for Age Factor on YouTube

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
290	61.635	27	2.283	.923	.821	.953	.074	***

***p<0.001

Source: Created by the author.

Table 36 shows multiple comparisons of different generations regarding the effect of information availability, convenience, and source credibility on consumers' purchase intention on YouTube.

As it is seen from the table that purchase intention between generations X, Y, and Z do not differ based on the information availability on the platform.

Consistent with information availability, there was no relationship has been found between convenience and purchase intention between the generation groups.

However, Table 36 reports that generation groups differ based on the source credibility on YouTube. Statistical evidence shows Generation Z is affected by source credibility on YouTube in their purchasing decisions. A meaningful relationship (.079) indicates that Gen Y has also been affected by source credibility at the 10% level, which can be considered significant. Therefore, it can be concluded that generations Y and Z differ from other generations based on source credibility on YouTube. It may be because of two reasons. Especially for Generation Z, technology and social media usage are part of their life from birth; therefore, it can be concluded that they put more trust in the content shared by other people. As active participators of online technologies, Generation Y also states that online content posted by other people affects their purchasing decisions.

Even though Generation X is technologically adapted, they are not affected by comments and posts shared on YouTube on their purchasing decisions.

Because baby boomers not participated in this study, they are not included in the analysis for this platform.

Table 36: Regression Weights of Multi-group Analysis for Age Factor on YouTube

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability- Purchase Intention	Generation X	2.265	1.705	1.329	.184
	Generation Y	.290	.497	.583	.560
	Generation Z	.334	.390	.855	.392
	Generation X	.842	.539	1.561	.119
	Generation Y	.129	.955	.135	.893

Convenience-Purchase Intention	Generation Z	.434	.417	1.042	.298
Source Credibility-Purchase Intention	Generation X	1.132	1.891	.599	.549
	Generation Y	.986	.561	1.759	.079*
	Generation Z	1.617	.330	4.892	***

***p<0.001

Source: Created by the author.

Table 37. Model Fit Index of Multi-group Analysis for Education Factor on YouTube

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
290	49.801	27	1.844	.938	.856	.969	.060	.005

***p<0.001

Source: Created by the author.

Regression assumptions are tested to predict the effect of electronic word-of-mouth communication on consumers' purchase intention in terms of their education levels. The results are presented in Table 38.

Nominal *p values* indicate that purchase intention based on information availability and convenience do not differ across groups.

On the other hand, a significant relationship has been found among high school graduates who indicated that source credibility affects their purchase intentions.

Higher education degree participants tend not to be affected by source credibility on YouTube. This may be because they are more conscious consumers even though they use social media more to obtain information about products and services before purchasing.

Table 38: Regression Weights of Multi-group Analysis for Education Factor on YouTube

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	High School	.052	.187	.280	.780
	Undergraduate	.615	1.845	.333	.739
	Graduate	2.707	8.037	.337	.736
Convenience-Purchase Intention	High School	.376	.234	1.606	.108
	Undergraduate	1.389	3.781	.367	.713
	Graduate	2.440	9.196	.265	.791
Source Credibility-Purchase Intention	High School	1.136	.174	6.541	***
	Undergraduate	2.048	2.206	.928	.353
	Graduate	1.336	1.246	1.072	.284

***p<0.001

Source: Created by the author.

4.5.1.2. Multi-group Analyses for Demographical Factors on Instagram

Table 39: Model Fit Index of Multi-group Analysis for Gender Factor on Instagram

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
201	65.902	30	2,197	.918	.803	.959	.082	***

***p<0.001

Source: Created by the author.

Table 40 provides regression results of multi-group analyses between the gender groups on Instagram. The effects of convenience, source credibility, and

information availability on consumers' purchase intention are analyzed, and the results are presented. As exhibited, there is no significance between information availability and purchase intention for both of the groups. Thus, it can be said that there is no meaningful difference between male and female groups in their purchase intention based on information availability. In other words, accessing information easily and quickly from other users on this platform makes no difference in purchase intention for both gender groups.

Similar to information availability, the *p-value* of convenience indicates no significance, with a value of .378 for males and .324 for females. Therefore, it can be concluded that there is no meaningful difference between groups in their purchase intentions based on the convenience of Instagram.

Consistently with YouTube, Table 40 reports a statistical significance in purchase intention for females, based on the source credibility of user posts on Instagram. Female respondents stated that source credibility on this platform affects their purchasing decisions.

Table 40: Regression Weights of Multi-group Analysis for Gender Factor on Instagram

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Male	1.399	1.120	1.249	.212
	Female	.878	.962	.913	.361
Convenience-Purchase Intention	Male	2.637	2.991	.881	.378
	Female	.850	.863	.985	.324
Source Credibility-Purchase Intention	Male	.047	1.499	.031	.975
	Female	1.105	.305	3.623	***

*** $p < 0.001$

Source: Created by the author.

Table 41. Model Fit Index of Multi-group Analysis for Occupation Factor on Instagram

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
201	131.202	60	2.187	.897	.752	.922	.082	***

*** $p < 0.001$

Source: Created by the author.

Multi-group analysis was conducted to analyze respondents' purchase intention differences between different occupation groups on Instagram. The results are examined separately based on convenience, source credibility, and information availability on the platform, and the results are presented in Table 42.

The probability values (*p values*) for employees, employers, and unemployed participants showed that information availability and convenience of EWOM on the platform do not influence purchase intention, indicating no meaningful difference in groups. Apart from the other participants, a significant difference is observed for students for information availability (.004) and convenience (.041) on Instagram on their purchase intention. It can be concluded that EWOM convenience and information availability influence students' purchase intention.

Similar to YouTube, a statistically significant coefficient of the *p-value* of source credibility for students (.003) indicates a meaningful difference for students. It can be concluded that source credibility on Instagram positively impacts their purchasing intention. Significance (.002) is also found for employers supporting evidence of a meaningful difference. Meaning of that employers finds posts on Instagram realistic and trust other users' posts, significantly affecting their purchasing intention.

Because retired people did not participate in this study, even though the survey included a 'retired' option, no value was recorded for them. As a result, this group was excluded from the analyses.

Table 42: Regression Weights of Multi-group Analysis for Occupation Factor on Instagram

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Student	.848	.297	2.852	.004
	Employee	1.905	3.969	.480	.631
	Employer	.377	.336	1.123	.262
	Unemployed	.592	.702	.842	.400
Convenience-Purchase Intention	Student	1.045	.511	2.045	.041
	Employee	2.859	5.187	.551	.582
	Employer	.445	.275	1.614	.106
	Unemployed	.433	1.476	.294	.769
Source Credibility-Purchase Intention	Student	.920	.311	2.955	.003
	Employee	.112	1.647	.068	.946
	Employer	.711	.233	3.053	.002
	Unemployed	.335	.356	.940	.347

***p<0.001;

Source: Created by the author.

Table 43: Model Fit Index of Multi-group Analysis for Age Factor on Instagram

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
201	69.987	30	2.333	.915	.842	.948	.088	***

***p<0.001

Source: Created by the author.

Multi-group analyses of generations in terms of the effect of information availability, convenience, and source credibility on consumers' purchase intention on Instagram are exhibited in Table 44. Because only Generation Y and Generation Z participants stated that they use Instagram for gathering product or service-related information, Generation X participants and baby boomers are excluded from the analysis for this platform.

Table 44 indicates that any EWOM items do not influence purchase intention among the participants in generation Y. However, a significant influence has been observed for generation Z for all three items. P values indicate that source credibility and information availability significantly affect their purchase intention. A meaningful relationship (.027) for Generation Z has also been found significant for convenience at the 5% level. Thus, it can be concluded that the convenience of EWOM on Instagram also influences their purchase intention.

All three items, information availability, convenience, and source credibility, influenced purchase intention; therefore, all hypotheses were accepted, as discussed earlier. Multi-group analyses found only a significant difference for the Generation Z respondents for all three items. The usage frequency of technology and social media of the participants in Generation Z may be the reason for this difference. Even though Generation Y is technologically adapted, their purchase intentions may not be affected by posts and comments on Instagram.

Table 44: Regression Weights of Multi-group Analysis for Age Factor on Instagram

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Generation Y	1.402	2.197	.638	.523
	Generation Z	.941	.283	3.321	***
Convenience-Purchase Intention	Generation Y	2.259	2.919	.774	.439
	Generation Z	1.023	.463	2.209	.027**
Source Credibility-Purchase Intention	Generation Y	.362	.530	.683	.494
	Generation Z	.924	.276	3.346	***

***p<0.001; **p<0.05

Source: Created by the author.

Table 45: Model Fit Index of Multi-group Analysis for Education Factor on Instagram

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
201	85.473	45	1.899	.913	.838	.955	.071	***

*** $p < 0.001$

Source: Created by the author.

Regression weights are measured to analyze whether consumers' purchase intention influenced by the effect of electronic word-of-mouth communication differs according to their education levels. The values are exhibited in Table 46.

The table shows that all the electronic word-of-mouth items on Instagram affected undergraduate degree respondents' purchase intention. The probability values (*p values*) are reported as .007 for information availability, .046 for convenience, and .048 for source credibility. Additionally, when *the estimates* are compared, the convenience of Instagram is the most influential factor for the undergraduate group.

A meaningful relationship between information availability and purchase intention is found only for the undergraduate group. Therefore, undergraduates are the only group influenced by information availability on Instagram.

The *p-value* (.043) for the graduate group reports that EWOM convenience on Instagram influences their purchasing decisions. The only significant *p-value* for the convenience factor for graduate degree participants on Instagram was recorded.

Contrary to information availability and convenience, significance (.018) is observed between source credibility and purchase intention for high school graduates at the 5% level. Therefore, it can be said that the source credibility on Instagram influences them.

Table 46: Regression Weights of Multi-group Analysis for Education Factor on Instagram

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	High School	.017	.668	.025	.980
	Undergraduate	1.270	.472	2.688	.007**
	Graduate	.232	.511	.454	.650
Convenience-Purchase Intention	High School	.170	1.213	.140	.888
	Undergraduate	1.516	.759	1.996	.046**
	Graduate	.935	.463	2.021	.043**
Source Credibility-Purchase Intention	High School	.977	.414	2.362	.018**
	Undergraduate	.856	.432	1.980	.048**
	Graduate	.294	.259	1.139	.255

***p<0.001; **p<0.05

Source: Created by the author.

4.5.1.3. Multi-group Analyses for Demographical Factors on Facebook

Table 47: Model Fit Index of Multi-group Analysis for Gender Factor on Facebook

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
184	60.362	30	2.012	.923	.814	.968	.078	.001

***p<0.001

Table 48 provides regression results of multi-group analyses on Facebook based on gender. The effects of convenience, source credibility, and information availability on consumers' purchase intention are analyzed, and the results are presented.

Accordingly, both groups have recorded no significant relationship between information availability and purchase intention. Thus, it can be said that there is no meaningful difference between male and female groups on this platform.

Similar to information availability, *p values* of convenience for males (.886) and females (.655) indicate no significant relationship. Therefore, it can be said that there is no meaningful difference between groups based on the convenience of EWOM on Facebook.

However, there is a statistical significance between source credibility and purchase intention for the females on Facebook, as reported in Table 48. Female participants stated that they trust other users' comments and posts and find these posts realistic and true, affecting their purchase intention.

Table 48: Regression Weights of Multi-group Analysis for Gender Factor on Facebook

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Male	5.009	35.928	.139	.889
	Female	.203	.818	.248	.804
Convenience-Purchase Intention	Male	5.551	38.809	.143	.886
	Female	.332	.742	.447	.655
Source Credibility-Purchase Intention	Male	2.002	7.259	.276	.783
	Female	.443	.141	3.151	.002

*** $p < 0.001$

Table 49: Model Fit Index of Multi-group Analysis for Occupation Factor on Facebook

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
184	152.173	60	2.536	.856	.655	.899	.097	***

*** $p < 0.001$

Source: Created by the author.

Table 50 represents the results of the multi-group analyses conducted to analyze differences in consumers' purchase intention between the occupation groups regarding convenience, source credibility, and information availability.

The probability values (*p values*) for all participants indicate that information availability and convenience are insignificant, indicating no meaningful difference between groups. Similar to the hypothesis results, these two factors do not influence purchase intention on Facebook.

The statistical coefficient of the p-value (.006) of source credibility for students indicates a meaningful relationship between purchase intention and source credibility on Facebook. There is also significance (.014) found for employees' purchase intention at the 5% level on source credibility. It is also observed that the estimated value of the employee group (.887) is higher than the students (.570). Thus, source credibility is more effective for employees than students.

Despite having the option to select "retired" on the survey, those who are retired did not participate in this study. Hence no value was recorded for them. As a result, this group was left out of the analyses.

Table 50: Regression Weights of Multi-group Analysis for Occupation Factor on Facebook

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Student	.071	.609	.117	.907
	Employee	.512	.657	.780	.436
	Employer	9.171	43.155	.213	.832
	Unemployed	5.800	28.049	.207	.836
Convenience-Purchase Intention	Student	.038	.567	.067	.947
	Employee	.697	.830	.839	.401
	Employer	.961	4.091	.235	.814
	Unemployed	4.602	19.163	.240	.810
	Student	.570	.208	2.736	.006

Source Credibility- Purchase Intention	Employee	.887	.360	2.461	.014
	Employer	4.383	24.888	.176	.860
	Unemployed	3.209	14.873	.216	.829

***p<0.001

Source: Created by the author.

Table 51: Model Fit Index of Multi-group Analysis for Age Factor on Facebook

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
184	74.248	30	2.475	.914	.840	.945	.096	***

***p<0.001

Source: Created by the author.

Multi-group analysis for generations was conducted to test the effect of electronic word-of-mouth factors on purchase intention on Facebook.

Because Generation X participants and baby boomers stated that they do not use Facebook for gathering product or service-related information, they are not included in the analysis for this platform.

According to table 52, the nominal *p values* indicate that all three items do not influence Generation Y and Z. Therefore, it can be concluded that information availability, convenience, and source credibility on Facebook does not affect their purchase intention.

On the other hand, consistent with hypothesis 9, source credibility significantly affects both generations' purchase intention. Generation Y has a higher *estimate* meaning they are more influenced by source credibility than generation Z. Facebook is the only platform where generation Y is more affected by source credibility. In this study, for all other platforms, generation Z is found to be more affected.

Table 52: Regression Weights of Multi-group Analysis for Age Factor on Facebook

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Generation Y	.381	.434	.878	.380
	Generation Z	.536	.438	1.224	.221
Convenience-Purchase Intention	Generation Y	.416	.469	.886	.376
	Generation Z	.202	.356	.569	.569

***p<0.001

Source: Created by the author.

Table 53: Model Fit Index of Multi-group Analysis for Education Factor on Facebook

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
184	103.812	45	2.307	.899	.811	.938	.089	***

***p<0.001

Source: Created by the author.

Table 54 summarizes the findings of a multi-group analysis undertaken to examine differences in respondents' purchase intentions among education groups in terms of convenience, source credibility, and information availability.

Nominal p values suggest that purchase intention do not differ among groups based on information availability and convenience. However, a significant relationship has been observed in the graduate-level group, who reported that source credibility influences their purchasing intentions on Facebook.

To summarize, there is no significant relationship between electronic word-of-mouth communication items and purchase intention for all participants at different education levels, excluding the effect of source credibility on graduate degree holders.

Table 54: Regression Weights of Multi-group Analysis for Education Factor on Facebook

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	High School	2.769	1.835	1.509	.131
	Undergraduate	7.944	30.626	.259	.795
	Graduate	.239	.568	.421	.674
Convenience-Purchase Intention	High School	.620	.497	1.247	.212
	Undergraduate	6.324	25.577	.247	.805
	Graduate	.273	.682	.401	.689
Source Credibility- Purchase Intention	High School	.586	.905	.648	.517
	Undergraduate	1.263	2.347	.538	.591
	Graduate	.978	.263	3.714	***

***p<0.001

Source: Created by the author.

4.5.1.4. Multi-group Analyses for Demographical Factors on Twitter

Table 55: Model Fit Index of Multi-group Analysis for Gender Factor on Twitter

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
86	72.001	30	2.400	.835	.605	.888	.129	***

***p<0.001

Table 56 provides regression results of multi-group analysis based on participants 'gender on Twitter. The effects of convenience, source credibility, and information availability on consumers 'purchase intention are analyzed, and the results

are presented. As exhibited, there is no significance between information availability and purchase intention for both groups. Thus, it can be said that there is no meaningful difference between male and female groups in their purchase intention based on information availability on this platform. Similar to information availability, there is no significant difference between males (.945) and females (.717) on their purchase intention based on convenience on Twitter.

On the other hand, based on source credibility, there is a statistically significant difference in purchase intention for females, as reported in table 56. Male respondents may take into account other effects. On the other hand, females tend to be influenced by other users' comments and posts and find these comments realistic, affecting their purchasing intention.

Table 56: Regression Weights of Multi-group Analysis for Gender Factor on Twitter

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability Purchase Intention	Male	2.303	36.491	.063	.950
	Female	.010	.485	.021	.983
Convenience-Purchase Intention	Male	3.090	44.486	.069	.945
	Female	.141	.387	.363	.717
Source Credibility-Purchase Intention	Male	3.314	3.606	.364	.716
	Female	.698	.217	3.214	.001

***p<0.001

Source: Created by the author.

Table 57: Model Fit Index of Multi-group Analysis for Occupation Factor on Twitter

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
86	62.124	30	2.071	.836	.606	.919	.124	.001

*** $p < 0.001$

Source: Created by the author.

Multi-group analysis was conducted to study occupation groups' differences in purchase intention on Twitter. Within this context, EWOM communication factors were examined, and the results are exhibited in Table 58.

Since not a sufficient number of employers, unemployed, and retired chose Twitter for information gathering, no value was recorded for them. They may never use Twitter, or they use it but may not for information gathering about products or services. As a result, these groups were left out of the analysis.

The probability values (p values) for students and employees imply no meaningful relationship between information availability and purchase intention on this platform, indicating no significant difference in groups. There is also no meaningful relationship recorded for convenience and purchase intention for both groups.

Moreover, a statistically significant coefficient of the p -value of source credibility for students (.002) indicates a meaningful relationship between purchase intention and source credibility on Twitter, consistent with other social media platforms. A significant relationship (.001) is also found for employees, supporting evidence of a meaningful effect on their purchase intentions based on source credibility.

Table 58: Regression Weights of Multi-group Analysis for Occupation Factor on Twitter

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability- Purchase Intention	Student	.072	.913	.079	.937
	Employee	.703	.834	.843	.399
Convenience-Purchase Intention	Student	.269	1.002	.268	.788
	Employee	.468	.736	.637	.524
Source Credibility- Purchase Intention	Student	.861	.281	3.066	.002**
	Employee	.894	.267	3.353	***

***p<0.001; **p<0.05

Source: Created by the author.

Table 59: Model Fit Index of Multi-group Analysis for Age Factor on Twitter

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
86	90.920	30	3.031	.816	.557	.843	.156	***

***p<0.001

Source: Created by the author.

Multi-group analysis was conducted to examine whether the effects of electronic word-of-mouth communication on consumers 'purchase intention differ significantly between generations on Twitter. The regression weights are represented in Table 60.

Accordingly, the nominal *p values* for Generation Y (.634) and Z (.791) indicate that they are not affected by the information availability on Twitter. In other words, information availability does not influence their purchase intention on Twitter. Consistent with information availability, there were no differences between the generation groups based on convenience on the micro-blogging platform. In conclusion, information availability and convenience do not affect their purchase intention.

Moreover, the *p-value* of Generation Y (.283) indicates that the regression weights for source credibility in the prediction of purchase intention are also not significantly different from zero. Thus, it can be said that there is no relationship between purchase intention and source credibility on Twitter for Generation Y. However, Generation Z respondents stated that source credibility influences their purchase intention.

Because insufficient participants in Generation X and baby boomers were recorded, they are not included in the analysis for this platform.

Table 60: Regression Weights of Multi-group Analysis for Age Factor on Twitter

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Generation Y	.881	1.851	.476	.634
	Generation Z	.198	.746	.265	.791
Convenience-Purchase Intention	Generation Y	.949	2.104	.451	.652
	Generation Z	.162	.809	.200	.841
Source Credibility-Purchase Intention	Generation Y	.538	.501	1.074	.283
	Generation Z	1.060	.288	3.682	***

*** $p < 0.001$

Source: Created by the author.

Table 61: Model Fit Index of Multi-group Analysis for Education Factor on Twitter

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
86	130.159	45	2.892	.780	.472	.801	.151	***

*** $p < 0.001$

Source: Created by the author.

Table 62 provides the results of the multi-group analysis for education groups on Twitter. Within this context, the effect of electronic word-of-mouth communication on purchase intention is examined for different education levels.

As presented in Table 62, the nominal *p values* result that none of the educational groups (high school, undergraduates, graduates) are not affected either based on information availability or based on convenience. Therefore, their purchase intentions are not influenced by convenience or information availability.

A meaningful relationship between source credibility and purchase intention is also not observed for graduate participants. On the contrary, the regression weights for source credibility in the prediction of purchase intention are significantly different from zero at the 5% level for high school participants and undergraduates. Therefore, high school participants and undergraduates tend to be affected on their purchase intention by source credibility.

To summarize, there is no significant relationship between electronic word-of-mouth communication items and purchase intention for all participants at different education levels, excluding the effect of source credibility on high school participants and undergraduates.

Table 62: Regression Weights of Multi-group Analysis for Education Factor on Twitter

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability- Purchase Intention	High school	.471	.477	.987	.324
	Undergraduate	2.956	7.223	.409	.682
	Graduate	.742	1.228	.605	.545
Convenience-Purchase Intention	High school	.222	.361	.614	.539
	Undergraduate	3.347	8.641	.387	.698
	Graduate	1.244	1.496	.832	.405
Source Credibility- Purchase Intention	High school	.868	.295	2.939	.003**
	Undergraduate	1.157	.428	2.701	.007**
	Graduate	.292	.379	.772	.440

***p<0.001; **p<0.05

Source: Created by the author.

4.5.2. Multi-Group Analyses for Products and Services

In this section of multi-group analyses, cross-comparison of the products and services was conducted for each platform separately.

4.5.2.1. Multi-group Analysis for Products and Services on YouTube

Table 63: Model Fit Index of Multi-group Analysis for Products and Services on YouTube

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
290	339.146	36	9.4207	.785	.570	.662	.171	.000

***p<0.001

Source: Created by the author.

Table 64 exhibits the regression weights of multi-group analyses for products and services on YouTube. Within this context, whether EWOM communication through YouTube about products and services affects consumers' purchase intention is examined.

As presented in Table 64, YouTube users do not differ between products and services based on information availability and convenience. In other words, they are not influenced in their purchase decisions by information availability and convenience for both products and services.

However, source credibility has a meaningful effect on consumers' purchase intention. The regression weights for source credibility in the prediction of purchase intention are significantly different from zero at the 1% level for both products and services. Thus, it can be said that source credibility on YouTube impacts purchase intentions for both groups. The *estimated value* of services (1.239) is higher than the products (.875). Thus, it can be said that source credibility is more influential for services, in particular.

Table 64: Regression Weights of Multi-group Analysis for Products and Services on YouTube

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Products	-.061	.076	-.800	.424
	Services	-.010	.073	-.138	.890
Convenience-Purchase Intention	Products	.018	.141	.127	.899
	Services	-.005	.144	-.032	.974
Source Credibility-Purchase Intention	Products	.875	.136	6.443	***
	Services	1.239	.184	6.735	***

***p<0.001

Source: Created by the author.

4.5.2.2. Multi-group Analysis for Products and Services on Instagram

Table 65: Model Fit Index of Multi-group Analysis for Products and Services on Instagram

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
303.840	36			.736	.471	.660	.196	.000

*** $p < 0.001$

Source: Created by the author.

Table 66 provides regression results of multi-group analyses based on products and services on Instagram. The effects of convenience, source credibility, and information availability on consumers' purchase intention for products and services are analyzed, and the results are presented.

As exhibited, there is no significant relationship between information availability and purchase intention for services. Similar to information availability, there is also no meaningful relationship between convenience and purchase intention for services on Instagram. Thus, it can be said that there is no significant relationship between convenience and purchase intention for services. However, source credibility has a meaningful impact on purchase intention for services.

On the other hand, respondents who have chosen a product category tend to be affected by all three EWOM items in their purchasing decisions. As seen in Table 66, the *p-value* indicates significance at the 1% level for all items.

To summarize, while only source credibility was affected for service categories, all items significantly affected respondents who chose a product category. It can be said that products related to EWOM are more influential on Instagram.

Table 66: Regression Weights of Multi-group Analysis for Products and Services on Instagram

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Products	-.356	.092	-3.855	***
	Services	.148	.151	.980	.327
Convenience-Purchase Intention	Products	.683	.133	5.146	***
	Services	.708	.374	1.893	.058
Source Credibility-Purchase Intention	Products	.704	.114	6.151	***
	Services	.846	.242	3.501	***

***p<0.001

Source: Created by the author.

4.5.2.3. Multi-group Analysis for Products and Services on Facebook

Table 67: Model Fit Index of Multi-group Analysis for Products and Services on Facebook

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
339.708	36			.721	.441	.673	.216	.000

***p<0.001

Source: Created by the author.

Table 68 exhibits regression weights of multi-group analysis for products and services on Facebook. The effects of EWOM communication on purchase intention are examined for products and services.

The probability values indicate that Facebook users who have chosen a service category stated that they are influenced by information availability on their purchasing

intention. However, information availability is not influential for respondents who have chosen products.

On the other hand, a meaningful effect is not observed between convenience and purchase intention for both groups. Therefore, it can be concluded that the convenience of EWOM on Facebook does not affect consumers' purchase intention for both products and services.

Source credibility, however, is found to be significant for both groups. In other words, source credibility affects consumers' purchasing decisions for products and services.

Thus, we can conclude that EWOM influences Facebook users who choose a service category more in their purchase intention.

Table 68: Regression Weights of Multi-group Analysis for Products and Services on Facebook

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Products	.261	.190	1.373	.170
	Services	.387	.084	4.629	***
Convenience-Purchase Intention	Products	-.006	.174	-.035	.972
	Services	-.006	.091	-.062	.950
Source Credibility-Purchase Intention	Products	.914	.212	4.321	***
	Services	.805	.096	8.403	***

***p<0.001

Source: Created by the author.

4.5.2.4. Multi-group Analysis for Products and Services on Twitter

Table 69: Model Fit Index of Multi-group Analysis for Products and Services on Twitter

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
147.744	36			.751	.503	.671	.195	.000

*** $p < 0.001$

Source: Created by the author.

The regression weights of multi-group analyses for products and services on Twitter are reported in table 70. The effects of convenience, information availability, and source credibility on consumers' purchase intention are examined within this context.

The results are similar to YouTube reports, indicating that the only source credibility affects users purchasing decisions. For both products and services, the regression weights for source credibility in predicting purchase intention significantly differ from zero at the 1% level. As a result, both groups' purchasing intention are influenced by source credibility on Twitter.

As seen from Table 70, consumers are not influenced by information availability and convenience in their purchasing decisions. To summarize, Twitter users state that information availability and convenience do not influence their purchase intention. On the contrary, source credulity was significant for both products and services. In addition, the *estimated values* are reported as 1.566 for products and .888 for services. Thus, it can be concluded that source credibility is more influential on products than services.

Table 70: Regression Weights of Multi-group Analysis for Products and Services on Twitter

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	Products	-.179	.291	-.616	.538
	Services	.091	.176	.516	.606
Convenience-Purchase Intention	Products	-.015	.239	-.064	.949
	Services	-.002	.379	-.006	.995
Source Credibility-Purchase Intention	Products	1.560	.395	3.947	***
	Services	.888	.148	5.997	***

***p<0.001

Source: Created by the author.

4.5.3. Multi-group Analysis for Social Media Types

Table 71: Model Fit Index of Multi-group Analysis for Social Media Types

<i>N</i>	<i>CMIN</i>	<i>DF</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>p value</i>
256	785	60	4.280	.924	.819	.937	.066	***

***p<0.001

Source: Created by the author.

Table 72 provides regression weights of multi-group analyses for different social media types. The effect of electronic word-of-mouth communication on consumers' purchase intention was measured for YouTube, Instagram, Facebook, and Twitter. The table enables us to cross comparison the effects of EWOM items on different platforms on purchase intention.

Accordingly, there is a statistically significant relationship between source credibility and purchase intention for each social media type at the .001 level. Therefore, it can be concluded that consumers' purchase intention are influenced by the source's credibility for all platforms, consistent with the hypothesis testing results. Moreover, when *the estimates* are compared, YouTube (1.346) users consider source credibility more than the other platforms. Twitter follows YouTube with a value of .885. On the other hand, Instagram has the lowest *estimate value* (.784) and thus has the most negligible impact on purchase intentions regarding source credibility.

Table 72 also reports that *p values* are significant for information availability (.007) and convenience (.013) on Instagram, different from other social media types, similar to hypothesis results.

Table 72: Regression Weights of Multi-group Analysis for Social Media Types

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p value</i>
Information Availability-Purchase Intention	YouTube	.122	.247	.495	.620
	Instagram	1.104	.409	2.696	.007**
	Facebook	.698	1.308	.534	.593
	Twitter	.425	.795	.534	.593
Convenience-Purchase Intention	YouTube	.508	.367	1.383	.167
	Instagram	1.403	.567	2.473	.013**
	Facebook	.514	1.258	.408	.683
	Twitter	.385	.866	.445	.656
Source Credibility-Purchase Intention	YouTube	1.346	.195	6.893	***
	Instagram	.784	.215	3.652	***
	Facebook	.843	.172	4.908	***
	Twitter	.885	.188	4.712	***

*** $p < 0.001$; ** $p < 0.05$

Source: Created by the author.

CONCLUSION AND DISCUSSION

The main purposes of this study are to analyze the effect of electronic word-of-mouth communication through social media platforms on consumers' purchase intention, and to identify if this effect varies among different demographic characteristics, and products and services. Social media is not just a digital place where individuals spend their time, consuming online content or sharing pictures. Rather it has become an integral part of our daily routine (Mukherjee and Nagabhushanam, 2016) where 58.4% of the world population are active social media users and 61% of them declared that they use it to find information, (Hootsuite Inc, 2022). Users are not only content consumers but also active creators of content (Kliatchko, 2008). Consumers can actively participate in peer-to-peer product recommendations and community engagement through online networking and collaboration, which improves EWOM activities. As a result, encouraging positive product-related EWOM in social networks has become an essential part of strategy for marketers looking to strengthen relationships and increase customer engagement.

The current thesis makes a number of contributions to studies on social media and EWOM. Although there are vast number studies for both social media and EWOM, there is a gap in the literature for comparing different social media platforms based on EWOM activities. This study aimed to analyze how users respond to EWOM's influence on various social media platforms. The results of this study indicate that social media is actively used for gathering product and service-related information. 79.3% of the respondents stated that they use these platforms to gather information, respectively, 59.2% of Instagram users, 55.3% of Facebook users, and 64.2% of Twitter users stated that they use these platforms to gather information.

Path model built was tested for each media platform separately to test the hypotheses. This study makes a contribution to conceptualization of EWOM in social media. In particular, aligned with the preceding literature characterizes EWOM as a multidimensional concept comprised of reading, posting, and sharing product and services related information. First, YouTube was examined. The only significant path affecting the purchase intention was source credibility for YouTube, supporting the findings of Sokolova and Kefi's (2020) study. However, information availability and

convenience were not found to be significant. Even though respondents stated that, they considered YouTube as a convenient to receive EWOM messages and good EWOM information source, those factors do not influence their purchasing intention.

188 Instagram users pointed out that they used the platform at least once a day (53 once a day, 135 more than three times a day), resulting in that 81% of the Instagram users connected daily. For the path model of Instagram, all path coefficients were significant. It can be concluded that EWOM on Instagram is influential for respondents purchase intention for all items supporting the Sokolova and Kefi's (2020) study. It was determined that the factor that increased the purchase intention the most was convenience. Respondents stated that convenience is the most influential factor for them. As also suggested by the literature, Instagram, with highly visual content and easy-to-navigate functions, is effective on purchase intention (Hautz et al., 2013; Salleh, Hashim and Murphy, 2015).

When the suggested model for Facebook was examined, source credibility was found to be the only significant path affecting the purchase intention. Syn and Kim (2013) also found that source credibility on Facebook is essential. As also found in the literature (Bhattacharyya and Bose, 2020), Facebook likes have a meaningful effect on purchasing decisions because people tend to trust their acquaintance's unbiased posts. Besides that, information availability and convenience were not significant variables.

The final part of the path analysis was for Twitter. The only significant path affecting the purchase intention was also source credibility for Twitter, which is also found to be an essential factor by Swant (2016). Twitter was also found to be an essential information source, according to Philip Ryan Johnson's study (2009). Information availability and convenience were not significant EWOM variables effecting purchase intention on Twitter.

According to the current study, source reliability is the main factor influencing EWOM communication on social media. It has been determined that the intersection variable of all platforms is the source credibility. Which is found to be influential on purchase intention for all studied social media platforms. To reduce their purchasing risks, consumers tend to rely on EWOM, and the most crucial factor is the credibility of the source according to this study. If the EWOM information they found on social media is from a credible source, it will more likely affect their purchase intention.

The last part of the analyses were multi-group analyses that compare differences based on demographics and for products and services. This research also fills an important gap on the literature by comparing EWOM influence on demographic factors. On YouTube, the effect of source credibility on purchase intention showed a significant difference between gender groups, which is only observed influential for females. Feingold's study (1994) shows that women are more trusting than their male counterparts. Also, females have a higher level of trust in EWOM information found on the internet according to Mishra et al. (2018). This could explain why females placed more trust in the source credibility.

Results of multi-group analysis between generations on YouTube revealed that source credibility was found to be affecting purchase intention for generation Y and generation Z. Similar to these results, Harun and Wann (2019) study found that Generation Z's online purchase patterns are positively and significantly impacted by entertainment and perceived trust. According to Sokolova and Kefi's (2020) study, the source credibility on YouTube is also found to be an influential factor affecting purchase intention for generation Y and Generation Z. Technology has been an inseparable part of the life of generation Y and generation Z. Even though generation X is technologically adapted, they have stated that none of the factors influence their purchase intention. This is explained by H. David Strutton et al.'s (2011) study, which discovered that Gen X relies more on e-mail, whereas Gen Y and Gen Z are more engaged in social media.

Multiple-group analysis for gender groups on Instagram resulted in a meaningful relationship of the source credibility only for females. Regression weights for information availability for occupation groups resulted insignificantly except for students. Students stated that information availability on Instagram positively affects their purchase intention. The generational differences can also explain this previously found effective on purchase intention by Sokolova and Kefi's (2020) study. Similar to information availability convenience factor is also found to be significant only for students. It can be interpreted as the convenience of Instagram for reaching EWOM information affects their purchase intention. Source credibility, which has been found to be the most crucial EWOM factor affecting purchase intention for all platforms, is significant for students and employers on Instagram.

Generation X and baby boomers are removed from the analysis for this platform because only Generation Y and Generation Z are using Instagram for purchasing decisions, as also found by Harun and Wann's (2019) study. Regression weights of generations found a significant difference between the two generations. At the same time, all EWOM factors were found to be statistically significant for generation Z in their purchase intention. None of the factors were significant for generation Y. It can be stated that even though generation Y is technologically adapted, EWOM factors are not affecting their purchase intention on Instagram. Different from Sokolova and Kefi's (2020) study, where both generation Y and generation Z purchase intentions are found to be significantly influenced by source credibility on Instagram. Multi-group analysis for educational groups showed undergraduates were affected by all three factors in their purchasing intention. High school students are only affected by the source credibility, and graduate-level respondents revealed that they correlate positively with convenience.

As discussed earlier, according to respondents Facebook is not a widely used platform where respondents consider electronic word-of-mouth recommendations. In this study, it is the least-used social media platform to collect information for products or services, with 44.2% of the respondents stating that they never use Facebook for this purpose. However, Kim and Johnson (2016) has found that a significant number of people are using Facebook to gather information. On Facebook, there was no relationship found between males and females on three EWOM factors, except females stated that they are affected by source credibility in their purchasing decisions. According to Mishra et al. (2018) females tend to show more trust in EWOM information on the internet this is also further proved with this study.

In alliance with previous results, the only significant relationship affecting purchase intention on Twitter for gender groups was found only for females on the source credibility. As conducted for Instagram and Facebook, baby boomers and generation X was excluded from the analysis because of the insufficient number of respondents. For generations, Y and Z had only meaningful relationships found for the source credibility for generation Z.

Another contribution of this research to the literature is the identification of the EWOM influence reading products and services. The last multi-group analysis was

conducted for each platform to determine if EWOM influence on purchase intention differs between products and services. According to respondents, YouTube is the most used social media platform to gather information about products and services, 79% of the respondents said that they use YouTube for this purposes. While 71.5% of the respondents have chosen a product category, 28.5% of the respondents have chosen a service category. 24.4% of the users' stated that they use it to gather information about electronic products, and 21.7% of them use it to collect information about beauty and personal care products. For both products and services, the regression weights for source credibility in predicting purchase intention significantly differ from zero at the 1% level. As a result, both groups' purchasing intentions are influenced by the source credibility on YouTube. On the other hand, services have a higher estimated value (1.239) than products (.875). As a result, consumers attain more value on source credibility for services related information gained through electronic word-of-mouth communication, as Lam et al.'s (2009) study suggested.

Multi-group analysis based on product and service categories has shown that all factors were significant for users who chose a product category on Instagram. This contradicts Lam et al.'s (2009) study, which found that personal sources play a better role in services than goods. 46% of the users stated that they use it often to gather information, indicating that Instagram users are very active in using the platform to gather information. 90.7% of them have emphasized using Instagram to gather information about products, and only 9.3% use it for services. 52.2% of the respondents stated that they use Instagram to gather information about clothing and fashion products. It can be interpreted that users choosing product categories have found that Instagram is a convenient platform to gather information. They have stated that they found this information credible, affecting their purchasing intention on product categories.

Based on the product and service categories, source credibility has been found to be the significant factor for respondents who choose a service category based on purchase intention on Facebook, which aligns with Lam et al.'s (2009) study. The most popular category for Facebook users is education services, with 14.9%. Respondents who chose a service category stated that information availability and source credibility factors positively affect their purchasing decision.

Statistically significant results indicate a positive relationship for only the source credibility for both product and service groups on Twitter. In addition, 26% of users stated that they use it for news, and 12.8% choose communication services from the provided list. Eighty-six of the respondents stated that they use Twitter to gather information about products or services, and 46.5% of them expressed that they use it often, as stated in the literature (Johnson and Yang, 2009). Twitter users chose a product or service from the list provided to collect information; 70.8% chose services, and 29.2% chose products. In addition, the estimated values showed that source credibility is more effective for users who have chosen a product category than respondents who chose a service category.

The final analysis of the research was again a multi-group analysis. The four social media types were analyzed based on EWOM factors. This analysis enabled us to compare the effects of the EWOM factors for different platforms on their purchase intentions. As a result, for each social media type, there is a statistically significant relationship between source credibility and purchase intention, consistent with the initial findings. As a result, consumers' purchase intentions based on electronic word-of-mouth communication are influenced by the source credibility on these social media platforms. Also found in numerous other studies (Mangold and Faulds, 2009; Gruen et al., 2006; Chu and Kim, 2011; Cheung et al., 2014; Harun and Wann, 2019), source credibility plays a vital role in purchasing decisions of consumers. YouTube had the highest coefficient for source credibility, followed by Twitter, Facebook, and Instagram. For the information availability and convenience factors, Instagram was the only platform for all three factors affecting consumers purchasing intentions consistent with the previous analysis. Instagram found to be an important platform for EWOM and has a significant effect on consumers buying intentions.

Managerial Implications

Before making a purchase, more and more people are turning to customer comments and posts. The most prevalent kind of consumer communication today is electronic word-of-mouth, which involves consumers talking about goods and services

online. Social media, where a lot of people communicating about products and services, presents challenges and opportunities for many different practice areas. For instance, the traditional media's position as a mediator between businesses and the public has lessened, as social media has become the main instrument for communication. Companies must continuously watch internet reviews of their goods and services and address them promptly. Marketers have developed various marketing methods to increase positive EWOM, such as referral programs, viral marketing, and seeding campaigns, after realizing that EWOM is a crucial and essential component of the marketing communication mix (Zhou et al., 2021).

First, this study reveals several key influences of EWOM communication which drives purchase intention in social media. Specifically, it shows that overall source credibility is the strongest predictors of purchase intention in social media, being more important than information availability and convenience. Companies managing EWOM communication should focus on encouraging posts and comments from credible users. From a managerial perspective, this study offers marketers a frame of reference to better understand the influence of EWOM in social media on consumers' purchase intentions. First, this study further proved that source credibility is the main factor affecting consumer purchasing intention in the EWOM context on all social media platforms. Therefore, companies must assess the credibility of the sources in their initiated EWOM activities. Furthermore, this study also shed light on the effect of EWOM on purchase intention for demographical factors. While source credibility found significant for all social media types this effect observed only for female participants. Marketing professionals needs to take this into consideration when creating social media marketing campaigns. While creating their social media communication strategies companies must alter their messages accordingly to gender of their target audience. In addition, Generation Z also observed to be more effected from EWOM communication on their purchasing decisions compared to Generation Y and Generation X. But this effect is also differing on each social media platform therefore marketing professional needs to take this in to account on their social media strategies according to their target audience on each platform. They also need to realize that consumers purchasing intention affected differently on each platform. Furthermore, purchase intention based on the product and service groups are also show

variations according to findings. For example, consumers' intent to purchase on product categories was found to be more influential on Instagram and Facebook, while services categories are more effective on YouTube and Twitter. This is an important finding for professionals, while choosing social media channel they need to consider that users are using each platform for different type of products or services while gathering EWOM information.

Furthermore, while source credibility is an important determinant of consumer purchase intention for all social media types, convenience and the information availability on Instagram have also been found effective in consumer purchase intention. Therefore, marketing professionals may also want to consider that EWOM communication on Instagram is ascertained to be more influential on consumer purchase intention. Businesses will have significant competitive benefits if marketers and decision-makers consider the use of such an effective platform in their social media plans. Business strategists and marketers need to learn how to control the EWOM signals that have a direct impact on consumer behavior and buy intention. EWOM is a helpful technique for influencing customers' intentions to make purchases. Business owners who invest in this powerful instrument will gain a competitive edge. Brands that want to develop their ties with their customers should take an active position in social media, encouraging consumer-to-consumer communication and the exchange of product or services related information.

Limitations and Further Research

Even though this study contributes a significant amount of theoretical and practical knowledge, the following drawbacks might be addressed in future research.

Convenience sampling was used to collect data for this study, is a non-probability sampling approach. It is conducted with participants who are predominantly young people aged 16 to 24, accounting for over 80% of the sample. Even though this age group makes up the majority of social media users, they may not accurately represent the whole population. The convenience sampling approach has a restriction in terms of generalizing the results of a small sample to a large population. As a result, juvenile information-sharing behavior and EWOM communication

involvement may differ from adult conduct. Future studies could examine how EWOM behavior differs among generations on social networking sites. Future researchers looking into the use of social networking sites by different age groups and their attitudes toward electronic word-of-mouth in such an environment may run into difficulties reaching this population; as a result, these researchers should find more effective and efficient ways to get this population.

EWOM consists of two fundamental behaviors: opinion-seeking and opinion-giving. This research focuses on EWOM seeking behavior which is found to be an important factor effecting purchase intention. Future research may uncover the opinion-giving behavior on social media which can be helpful for companies wish to motivate positive EWOM about their offerings.

Another drawback of this study is that newly emerging platforms, such as TikTok, Club House, and Discord, constantly appear. This research might potentially be done on these platforms. The outcomes may differ depending on the platform. Future studies might look at effect of EWOM on new social media platforms. Furthermore, in the context of EWOM, comparing different social media platforms and review pages on purchasing websites might provide fresh theoretical and practical insights. According to research, users of shopping websites stated that these platforms are more convenient for EWOM than blogs, consumer review websites, and discussion forums (Erkan, I. and Evans, C., 2016). Additional research might compare EWOM on social media to shopping websites. Correspondents of the social media platforms conducted in this study focus on one main EWOM factor, source credibility. Therefore, a more detailed approach may be undertaken to shed light on what makes source credibility important for their purchasing decisions.

This survey included a variety of goods and service categories. As such, it is probable that some stated motivations and outcomes will be more prominent in specific sorts of product or service categories. This study could be replicated in the future by focusing on a specific topic and comparing different social media platforms.

While this study compares variables due to the unique social nature of social networking sites from an EWOM perspective, other possible contributing factors, such as individual variations and motivational variables, may impact consumers' participation in EWOM communication online. For example, personal characteristics

such as self-concept and self-efficacy may influence consumers' use of social networking sites as a source of product knowledge. As a result, future studies could delve further into these aspects. This will not only add to our theoretical understanding of the significance of social and individual elements in EWOM, but it will also help Internet marketers create effective social networking advertising tactics.

Future studies could also look at EWOM in a cross-cultural context. According to current cross-cultural studies, different cultures have distinct media usage and communication methods, influencing online consumer behavior (Chau et al. 2002; Pfeil, Zaphiris, and Ang 2006). Cultural differences, opinion giving, opinion seeking, and pass-along behavior that influences buying decisions may differ from country to country. A thorough examination of EWOM in many cultural contexts will benefit our knowledge of the universal phenomena. This type of cross-cultural studies focusing on product-focused EWOM on social networking sites, and the role of the culture in social connections and online communication will enable us to better understand the role of social media on global context.

REFERENCES

Abbasi, M.A. and Liu, H. (2013). Measuring User Credibility in Social Media. In: A.M. Greenberg, W.G. Kennedy, and N.D. Bos (Eds.), *Social Computing, Behavioral-Cultural Modeling and Prediction* (pp. 441-448). Springer-Verlag Berlin Heidelberg.

About YouTube - YouTube. (2021). About. Reached on Mar. 2021. <https://about.youtube/>, 12.06.2022.

Abushouk, A. (2016, March). *The Arab Spring: A Fourth Wave of Democratization?: The Arab Spring* ResearchGate; Wiley. https://www.researchgate.net/publication/301672188_The_Arab_Spring_A_Fourth_Wave_of_Democratization_The_Arab_Spring, 12.06.2022.

Acar, A. S. and Polonsky, M. (2007). Online social networks and insights into marketing communications. *Journal of Internet Commerce*, 6(4): 55-72. <http://dx.doi.org/10.1080/15332860802086227>, 12.06.2022.

Adhikari, K. and Panda, R.K (2019). *The Role of Consumer-Brand Engagement Towards Driving Brand Loyalty: Mediating Effect of Relationship Quality*. J. Model. Manag. 14 (4): 987-1005.

Aghaei, S., Nematbakhsh, M. A. and Farsani, H. K. (2012). Evolution of the world wide web: From WEB 1.0 TO WEB 4.0. *International Journal of Web & Semantic Technology*, 3(1): 1-10.

Ahn, Hyerim and Park, Ji-Hong. (2015). The structural effects of sharing function on Twitter networks: Focusing on the retweet function. *Journal of Information Science*. 41. 354-365. 10.1177/0165551515574974.

Ajzen, I. and Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs, NJ: Prentice-Hall.

Alalwan, A.A. (2020). Mobile Food Ordering Apps: An Empirical Study of The Factors Affecting Customer E-Satisfaction and Continued Intention to Reuse. *Int. J. Inf. Manag.* 50, 28-44.

Alalwan, A.A., Algharabat, R.S., Baabdullah, A.M., Rana, N.P., Raman, R., Dwivedi, R. and Aljafari, A. (2019). Examining the impact of social commerce dimensions on customers' value cocreation: the mediating effect of social trust. *J. Consum. Behav.* 18 (6), 431-446.

Alalwan, A.A., Rana, N.P., Dwivedi, Y.K. and Algharabat, R. (2017). Social media in marketing: a review and analysis of the existing literature. *Telematics Inf.* 34(7), 1177-1190.

Alboqami, Hassan, Al-Karaghoul, Wafi, Baeshen, Yasser, Erkan, Ismail, Evans, Chris ve Ghoneim, Ahmad. (2015). Electronic word of mouth in social media: The common characteristics of retweeted and favoured marketer-generated content posted on Twitter. *International Journal of Internet Marketing and Advertising.* 9. 338-358. 10.1504/IJIMA.2015.072886.

Al-Ekam, J.M.E., Mat, N.K.N., Salleh, S.M., Baharom, N.B., The, T.R.B.T., Noh, N.A.B. and Hussain, N.E.B. (2012). The Influence of Trust, Advertising, Family on Intention and Actual Purchase of Local Brand in Yemen. *American Journal of Economics*, Special Issue, pp.64-68.

Alexandrov, A., Lilly, B., Babakus, E., 2013. The effects of social- and self-motives on the intentions to share positive and negative word of mouth. *J. Acad. Market. Sci.* 41, 531–546. <https://doi.org/10.1007/s11747-012-0323-4>.

Allsop, D.T., Bassett, B.R., Hoskins, J.A., (2007). Word-of-Mouth Research: Principles and Applications. *Journal of Advertising Research*, 47(4): 398.

Alrubaiani, M., Al-Qurishi, M., Alamri, A., Al-Rakhami, M., Hassan, M.M. and Fortino, G. (2019). Credibility in Online Social Networks: A Survey. *IEEE Access*, 7, 2828-2850.

Andreas K. (2014). Michael Haenlein, Collaborative projects (social media application): About Wikipedia, the free encyclopedia, *Business Horizons*. 57(5): 2014, Pages 617-626,

Antonakaki, Despoina, Fragopoulou, Paraskevi & Ioannidis, Sotiris. (2021). A survey of Twitter research: Data model, graph structure, sentiment analysis and attacks ☆. *Expert Systems with Applications*. 164. 10.1016/j.eswa.2020.114006.

Aslam, U., Muqadas, F., Muhammad Kashif, I. and Rahman, Ubaid-Ur. (2018). Exploring the sources and role of knowledge sharing to overcome the challenges of organizational change implementation. *Int. J. Organ. Anal.* 26 (3), 567–581

Bae, J., Shim, B., Kim, B., (2010). Simultaneous effect between EWOM and revenues: Korea movie industry. *Asia Mark. J.* 12 (2): 1–25.

Barnes, N. G., and Lescault, A. M. (2014). *The 2014 Fortune 500 and Social Media: LinkedIn Dominates as Use of Newer Tools Explodes*, University of Massachusetts Dartmouth, 2014.

Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p126>, 12.06.2022.

Beauchamp, M.B. and Ponder, N. (2010). Perceptions of retail convenience for in-store and online shoppers. *The Marketing Management Journal*, 20(1), 49-65.

Berger, J., (2014). Word-of-Mouth and Interpersonal Communication: A Review and Directions for Future Research. *Journal of Consumer Psychology*, 24(4): 586-607.

Berry, L.L., Seiders, K. and Grewal, D. (2002). Understanding Service Convenience. *Journal of Marketing*, 66(3): 1-17.

Betsch, C., Brewer, N. T., Paterson, P. and Stryk, M. (2012, February 21). *Opportunities and challenges of Web 2.0 for vaccination decisions*. ResearchGate; Elsevier. https://www.researchgate.net/publication/2218621-48_Opportunities_and_challenges_of_Web_20_for_vaccination_decisions, 12.06.2022.

Bhattacharyya, S. and Bose, I. (2020). S-commerce: Influence of Facebook likes on purchases and recommendations on a linked e-commerce site. *Decision Support Systems*, 138, 113383. <https://doi.org/10.1016/j.dss.2020.113383>.

Bickart, B. and Schindler, R.M. (2001). Internet Forums as Influential Sources of Consumer Information. *Journal of Interactive Marketing*, 15(3), 31-40.

Biggest social media platforms 2021 | Statista. (2021). Statista; Statista. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/> Reached Apr. 2021, 12.06.2022.

Blackwell, R.D., Miniard, P.W. and Engel, J.F. (2001). Consumer Behavior. The Dryden Press, Orlando, FL.

Bonsón, E. and Bednarova, M. (2018, May). The use of YouTube in western European municipalities. ResearchGate; Elsevier. https://www.researchgate.net/publication/325043080_The_use_of_YouTube_in_western_European_municipalities

Boyd D, Golder S and Lotan G. Tweet, Tweet, retweet: Conversational aspects of retweeting on Twitter. In: Proceedings of system sciences (HICSS), 43rd Hawaii international conference, 2010, pp. 1–10.

Boyd, D. M. and Ellison, N. B. (2007, October). Social Network Sites: Definition, History, and Scholarship. ResearchGate; Wiley. https://www.researchgate.net/publication/220438020_Social_Network_Sites_Definition_History_and_Scholarship

Boyd, D.M. and Ellison, N.B., (2008) Social Network Sites: Definition, History, and Scholarship. *Journal of Computer Mediated Communication*, 13: 210-230.

Brown, J., Broderick, A. J. and Lee, N. (2007, December 31). Word of Mouth Communication Within Online Communities: Conceptualizing the Online Social Network. ResearchGate; Elsevier. https://www.researchgate.net/publication/227668688_Word_of_Mouth_Communication_Within_Online_Communities_Conceptualizing_the_Online_Social_Network, 12.06.2022.

Brown, M., Pope, N. and Voges, K. (2003). “Buying or browsing? An exploration of shopping orientations and online purchase intention”. *European Journal of Marketing*, 37(11/12): 1666-1684.

Burgess, J., Green, J. (2009). *YouTube: Online Video and Participatory Culture*. Cambridge, UK: Polity Press.

Burzynski, Michael H. and Dewey J. Bayer (1977), “The Effect of Positive and Negative Prior Information on Motion Picture Appreciation,” *Journal of Social Psychology*, 101, 215-18.

C. Nadine Wathen and Burkell, J. A. (2002, January 15). Believe It or Not: Factors Influencing Credibility on the Web. ResearchGate; Association for Information Science and Technology (ASIS&T).

C.Dellarocas, the digitization of word of mouth: promise and challenges of online feedback mechanisms, *Management Science* 49 (10) (2003) 1407–1424.

Campbell, J. and Cecez-Kecmanovic, D. (2011). Communicative practices in an online financial forum during abnormal stock market behavior. *Information & Management*, 48(1), 37–52. <https://doi.org/10.1016/j.im.2010.12.003>

Carillo, K. and Okoli, C. (2011). Generating Quality Open Content: A Functional Group Perspective Based on the Time, Interaction and Performance Theory, *Inf. Manag.* 48: 208–219.

Caroline Kathleen Muñoz and Towner, T. L. (2017, June 5). The Image is the Message: Instagram Marketing and the 2016 Presidential Primary Season. *ResearchGate; Taylor and Francis* (Routledge). https://www.researchgate.net/publication/317352410_The_Image_is_the_Message_Instagram_Marketing_and_the_2016_Presidential_Primary_Season, 12.06.2022.

Casaló, L. V., Flavián, C. and Guinalíu, M. (2011). Understanding the intention to follow the advice obtained in an online travel community. *Computers in Human Behavior*, 27, 622-633.

Casaló, L. V., Flavián, C. and Ibáñez-Sánchez, S. (2021). Be creative, my friend! Engaging users on Instagram by promoting positive emotions. *Journal of Business Research*, 130, 416–425. <https://doi.org/10.1016/j.jbusres.2020.02.014>

Casteleyn, J., Mottart, A. and Rutten, K. (2009). How to use Facebook in your market research. *International Journal of Market Research*, 51(4), 439-447. Issue 1 Supplement <http://dx.doi.org/10.2501/S1470785309200669>, 12.06.2022.

Chang, H. H. and Wu, L. H. (2014). An examination of negative e-WOM adoption: Brand commitment as a moderator. *Decision Support Systems*, 59, 206–218. <https://doi.org/10.1016/j.dss.2013.11.008>

Chatfield, A. T. and Brajawidagda, U. (2013). Political will and strategic use of YouTube to advancing government transparency: An analysis of Jakarta Government-Generated YouTube Videos. *Electronic Government: 12th IFIP WG 8.5 International Conference*, Koblenz, Germany, September 16–19, 2013. Proceedings.

Chatterjee, P., 2001. Online reviews: do consumers use them? *Advan. Consum. Res.* 28 (1), 129–233.

Chau, Patrick Y. K., Melissa Cole, Anne P. Massey, Mitzi Montoya-Weiss, Robert M. O'Keefe, (2002), “Cultural Differences in the Online Behavior of Consumers,” *Communications of the ACM*, 45 (10), 138-143.

Chen, G.M. (2011). Tweet This: A Uses and Gratifications Perspective on How Active Twitter Use Gratifies A Need to Connect with Others, *Computers in Human Behavior*, 27(2): 755-762,

Chen, P.-Y., Wu, S.-Y., Yoon, J., Wu, S.-Y. and Yoon. (2004). *Association for Information Systems AIS Electronic Library (AISeL) The Impact of Online*

Recommendations and Consumer Feedback on Sales Recommended Citation.
<https://core.ac.uk/download/pdf/301354627.pdf>, 12.06.2022.

Chen, Y. C., Shang, R. A. and Li, M. J. (2014). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior*, 30, 787-799.

Cheung, C.M.K. and Lee, M.K.O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platform. *Decision Support Systems*, 53, 218-225.

Chevalier, J.A., Mayzlin, D., 2006. The effect of word of mouth on sales: online book reviews. *J. Market. Res.* 43 (3), 345–354.

Chi, H-H. (2011). Interactive Digital Advertising VS. Virtual Brand Community: Exploratory Study of User Motivation and Social Media Marketing Responses in Taiwan.” *Journal of Interactive Advertising*, 12: 44-61.

Chih, W.-H., Wang, K.-Y., Hsu, L.-C. and Huang, S.-C. (2013, July 30). Investigating Electronic Word-of-Mouth Effects on Online Discussion Forums: The Role of Perceived Positive... ResearchGate; Mary Ann Liebert.
https://www.researchgate.net/publication/253337545_Investigating_Electronic_WordofMouth_Effects_on_Online_Discussion_Forum_The_Role_of_Perceived_Positive_Electronic_Word-of-Mouth_Review_Credibility, 12.06.2022.

Christy MK Cheung, Matthew and Rabjohn, N. (2008, June 6). The impact of electronic word-of-mouth - The adoption of online opinions in online customer communities. ResearchGate; Emerald. https://www.researchgate.net/publication/220146816_The_impact_of_electronic_wordofmouth_The_adoption_of_online_opinions_in_online_customer_communities, 12.06.2022.

Chuang Wang, Xiao-Ling Jin, Zhongyun Zhou, Yulin Fang, Matthew K.O. Lee, Zhongsheng Hua, Effect of perceived media capability on status updates in microblogs, *Electronic Commerce Research and Applications*, Volume 14, Issue 3, 2015, Pages 181-191, ISSN 1567-4223, 12.06.2022.

Chuang, Y.-F., Liu, C. J. and Wu, P.-J. (2019). Seeking and Sharing Electronic Word-of-mouth in the Context of Accommodation Service. *2019 8th International Congress on Advanced Applied Informatics (IIAI-AAI)*. <https://doi.org/10.1109/iiiai-aai.2019.00019>

Chung, N. and Koo, C. (2015). The Use of Social Media in Travel Information Search. *Telemat. Inform.* 32, 215-229.

Clulow, V. and Reimers, V. (2009). How do consumers define the retail centre convenience? *Australasian Marketing Journal*, 17, 125-132.

Coelho, R.L.F., de Oliveira, D.S. and de Almeida, M.I.S. (2016), “Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics”, *Online Information Review*, 40(4): 458-471.

Constantinides, E., (2014). Foundations of Social Media Marketing, *Procedia - Social and Behavioral Sciences*, (148): 40-57.

Copeland, M.T. (1923). Relation of consumers' buying habits to marketing methods. *Harvard Business Review*, 1(2): 282-289.

Correa, T., Hinsley, A. W. and de Zúñiga, H. G. (2010). Who interacts on the web? The intersection of users' personality and social media use. *Computers in Human Behavior*, 26(2): 247-253.

Dabholkar, P.A. (2006). Factors Influencing Consumer Choice of a "Rating Web Site": An Experimental Investigation of an Online Interactive Decision Aid. *Journal of Marketing Theory and Practice*, 14(4): 259-273.

Dabner, N. (2012). "Breaking Ground" in the use of social media: A case study of a university earthquake response to inform educational design with Facebook. *The Internet and Higher Education*, 15(1): 69–78. <https://doi.org/10.1016/j.iheduc.2011.06.001>

Dachyar, M. & Banjarnahor, L. (2017). Factors Influencing Purchase Intention Towards Consumer-To-Consumer E-Commerce. *Intangible Capital*, 13(5): 946-968.

Dahlgard-Park, S.M., The SAGE Encyclopedia of Quality and the Service Economy, *Sage Publications*, USA, 2015.

Darban, A. and Li, W. (2012). *The impact of online social networks on consumers' purchasing decision: The study of food retailers*. Master's Thesis, Jönköping University, Sweden.

Daugherty, T., Hoffman, E., (2014). EWOM and The Importance Of Capturing Consumer Attention Within Social Media. *Journal of Marketing Communications*, 20(1-2): 82-102.

Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3): 319-340.

Davis, J., Wolff, H.-G., Forret, M. L. and Sullivan, S. E. (2020). Networking via LinkedIn: An examination of usage and career benefits. *Journal of Vocational Behavior*, 118, 103396. <https://doi.org/10.1016/j.jvb.2020.103396>

de Bérail, P., Guillon, M. and Bungener, C. (2019). The relations between YouTube addiction, social anxiety and parasocial relationships with YouTubers: A moderated-mediation model based on a cognitive-behavioral framework. *Computers in Human Behavior*, 99, 190–204. <https://doi.org/10.1016/j.chb.2019.05.007>

Dhaoui, C. and Webster, C. M. (2021). Brand and consumer engagement behaviors on Facebook brand pages: Let's have a (positive) conversation. *International Journal of Research in Marketing*, 38(1): 155–175. <https://doi.org/10.1016/j.ijresmar.2020.06.005>

Djafarova, E., Rushworth, C., (2017). Exploring The Credibility Of Online Celebrities' Instagram Profiles In Influencing The Purchase Decisions Of Young Female Users. *Comput. Hum. Behav.* 68, 1–7.

Doh, S.J., Hwang, J.S., 2009. How Consumers Evaluate Ewom Messages. *Cyber Psychol. Behav.* 12 (2), 193–197.

Dos, B. and Demir, S. (2013). The analysis of the blogs created in a blended course through the reflective thinking perspective. *Educational Sciences: Theory and Practice*, 13(2), 1335e1344.

Du, H. S., Chu, S. K. W., Gorman, G. E. and Siu, F. L. C. (2014). Academic social bookmarking: An empirical analysis of Connotea users. *Library & Information Science Research*, 36(1), 49–58. <https://doi.org/10.1016/j.lisr.2013.06.003>

Duarte, P., Silva, S.C. and Ferreira, M.B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44, 161–169.

E. Kim et al. / *Computers in Human Behavior* 37 (2014) 18–25

Edosomwan, S.O., “The history of social media and its impact on business”, *The Journal of Applied Management and Entrepreneurship*, Vol. 16, No.3, 2011, pp.1-13.

Elliott, N. (2015a). “How Does Your Brand Stack Up on Facebook, Twitter and Instagram?” (blog), Forrester. http://blogs.forrester.com/nate_elliott/15-09-15-how_does_your_brand_stack_up_on_facebook_twitter_and_instagram, 12.06.2022.

Ellison, N. B., Steinfield, C. W. and Lampe, C. (2007, July). The Benefits of Facebook “Friends:” Social Capital and College Students’ Use of Online Social Network Sites. *ResearchGate; Wiley*. https://www.researchgate.net/publication/220438224_The_Benefits_of_Facebook_Friends_Social_Capital_and_College_Students'_Use_of_Online_Social_Network_Sites

Erkan, I. and Evans, C. (2016, May 25). Social media or shopping websites? The influence of EWOM on consumers’ online purchase intentions. *ResearchGate; Taylor & Francis (Routledge)*. https://www.researchgate.net/publication/303537640_Social_media_or_shopping_websites_The_influence_of_EWOM_on_consumers'_online_purchase_intentions

Facebook MAU worldwide 2022, Statista. (2022). Statista; Statista. Reached on May 2022. <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>, 12.06.2022.

Facebook to Acquire Instagram | Meta. (2012, April 9). Meta. <https://about.fb.com/news/2012/04/facebook-to-acquire-instagram/>, 12.06.2022.

Fan, Y.-W. and Miao, Y. (2012). Effect of Electronic Word-of-Mouth on Consumer Purchase Intention: The Perspective of Gender Differences. Undefined; <https://www.semanticscholar.org/paper/Effect-of-Electronic-WordofMouthonConsumerTheFanMiao/ec4edbaf0303f25cd0ea1f23a85cebe1891f6e0b>, 12.06.2022.

Feingold, A. (1994). Gender differences in variability in intellectual abilities: A cross-cultural perspective. *Sex Roles*, 30(1e2): 81e92.

Felix, R., Rauschnabel, P.A., Hinsch, C., (2017). “Elements of strategic social media marketing: A holistic framework”, *Journal of Business Research*, 70(1): 118-126.

Ferchaud, A., Grzeslo, J., Orme, S. and LaGroue, J. (2018). Parasocial attributes and YouTube personalities: Exploring content trends across the most subscribed YouTube channels. *Computers in Human Behavior*, 80, 88–96. <https://doi.org/10.1016/j.chb.2017.10.041>

Fink, M., Koller, M., Gartner, J., Floh, A. and Harms, R. (2020). Effective entrepreneurial marketing on Facebook – A longitudinal study. *Journal of Business Research*, 113, 149–157. <https://doi.org/10.1016/j.jbusres.2018.10.005>

Fischer, T. (2014). “Makeup, YouTube, and Amateur Media in the Twenty First Century”, *Crash/Cut Journal*, 3(1): 1-9.

Fogg, B. J., Kameda, T., Boyd, J., Marshall, J., Sethi, R., Sockol, M. and Trowbridge, T. (2002). *Stanford Makovsky Web Credibility Study 2002: Investigating What Makes Web Sites Credible Today*. A Research Report by the Stanford Persuasive Technology Lab & Makovsky & Company, Stanford University.

Forsey, C. (2021, May 21). The Ultimate List of Instagram Stats [2021]. Hubspot.com. <https://blog.hubspot.com/marketing/instagramstats>, 12.06.202.

Freeman, B. and Chapman, S. (2007, July). Is “YouTube” Telling or Selling You Something? Tobacco Content on the YouTube Video-Sharing Website. ResearchGate; BMJ Publishing Group. https://www.researchgate.net/publication/6272193_Is_YouTube_Telling_or_Selling_You_Something_Tobacco_Content_on_the_YouTube_Video-Sharing_Website, 12.06.2022.

Fu, J-R., Ju, P-H. and Hsu, C-W. (2015). Understanding why consumers engage in electronic word-of-mouth communication: Perspectives from theory of planned behavior and justice theory. *Electronic Commerce Research and Applications*, 14, 616-630.

Giles, J. (2015). *Internet encyclopaedias go head to head*. *Nature* 438, 900–901 (2005).

Giving you more characters to express yourself. (2017). Twitter.com. https://blog.twitter.com/en_us/topics/product/2017/Giving-you-more-characters-to-express-yourself, 12.06.2022.

Global top websites by monthly visits 2021 Statista. (2021). Statista; Statista. Reached on Apr. 2021 <https://www.statista.com/statistics/1201880/most-visited-websites-worldwide/>, 12.06.2022.

Gogoi, B. (2013), Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel, *International Journal of Sales & Marketing*, 3(2), pp.73-78.

Golder, S. and Yardi, S. (2010). Structural Predictors of Tie Formation in Twitter: Transitivity and Mutuality. 88-95.

Goldsmith, R. E. and Horowitz, D. (2006, March). Measuring Motivation for Online Opinion Seeking. ResearchGate; unknown. https://www.researchgate.net/publication/258846997_Measuring_Motivation_for_Online_Opinion_Seeking, 12.06.2022.

Grant, R., Clarke, R. J. and Kyriazis, E. (2008). A review of factors affecting online consumer search behaviour from an information value perspective. *Journal of Marketing Management*, 23(5–6): 519–533.

Gray, J. and Rumpe, B. (2015) Models for Digitalization. *Software & Systems Modeling*, 4, 1319-1320.

Grazia Antonacci, Andrea Fronzetti Colladon, Alessandro Stefanini and Gloor, P. (2017, July 18). It is Rotating Leaders Who Build the Swarm: Social Network Determinants of Growth for Healthcare Virtual... ResearchGate; Emerald. https://www.researchgate.net/publication/317946484_It_is_Rotating_Leaders_Who_Build_the_Swarm_Social_Network_Determinants_of_Growth_for_Healthcare_Virtual_Communities_of_Practice, 12.06.2022.

Gupta, P. and Harris, J. (2010). How e-WOM recommendations influence product consideration and quality of choice: A motivation to process information perspective. *Journal of Business Research*, 63, 1041-1049.

H. David Strutton, Taylor, D. G. and Thompson, K. (2011, November). *Investigating generational differences in e-WOM behaviours*. ResearchGate; unknown. https://www.researchgate.net/publication/258847073_Investigating_generational_differences_in_e-WOM_behaviours

Hagberg, J., Sundstrom, M., & Egels-Zandén, N. (2016). The Digitalization Of Retailing: An Exploratory Framework. *International Journal of Retail & Distribution Management*.

Hagberg, Johan, Malin Sundstrom, Niklas Egels-Zandén, “The digitalization of retailing: an exploratory framework”, *International Journal of Retail & Distribution Management*, 44(7): 694-712.

Hajli, M.N. (2014). A study of the Impact Of Social Media On Consumers. *International Journal of Market Research*, 56(3): 387-404.

Harun, A. and Husin, W.H.R. (2019). Is the Purchasing Behavior of Suburban Millennials Affected by Social Media Marketing? Empirical Evidence from Malaysia. *KOME – An International Journal of Pure Communication Inquiry*, 7(2), 104-127.

Hautz, J., Füller, J., Hutter, K. and Thürridl, C. (2013). Let Users Generate Your Video Ads? The Impact of Video Source and Quality on Consumers' Perceptions and Intended Behaviors. *Journal of Interactive Marketing*, 28, 1-15.

He, H. and Harris, L. (2020). The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of Business Research*, 116: 176-182.

Heimbach, O. Hinz, (2018). The impact of sharing mechanism design on content sharing in online social networks, *Inf. Syst. Res.* 29: (2018) 592–611.

Herold, K. (2015). Impact of Word-of-Mouth On Consumer Decision-Making: An Information Processing Perspective in The Context of a High-Involvement Service. Doctoral Dissertation, Lappeenranta University of Technology, Finland.

Herr, P.M., Kardes, F.R., Kim, J., (1991). Effects of word-of-mouth and product-attribute information on persuasion: an accessibility diagnosticity perspective. *Journal of Consumer Research* 17 (4): 454–462.

Ho JYC, Dempsey M. (2010). Viral marketing: Motivations to Forward Online Content. *Journal of Business Research* 2010;63(9–10):1000–6.

Holman Rector, L. (2008). Comparison of Wikipedia and other encyclopedias for accuracy, breadth, and depth in historical articles. *Reference Services Review*. 36(1): - 22

Hootsuite Inc. (2022). *Digital 2022 Report*. Hootsuite; Hootsuite. Reached on May 2022. <https://www.hootsuite.com/resources/blog/digital-2020-report>

Housholder, E.E. and LaMarre, H.L. (2014) Facebook Politics: Toward a Process Model for Achieving Political Source Credibility Through Social Media, *Journal of Information Technology & Politics*, 11(4), 368-382.

Hovland, C. I. and Weiss, W. (1951). The Influence of Source Credibility on Communication Effectiveness. *The Public Opinion Quarterly*, 15(4), 635–650. <https://www.jstor.org/stable/2745952>, 12.06.2022.

Hovland, C. I., Janis, I. L. And Kelley, H. H. Communication and persuasion; psychological studies of opinion change. New Haven: Yale University Press, 1953.

How Many Blogs Are There? (And 141 Other Blogging Stats). (2022, January 2). GrowthBadger. <https://growthbadger.com/blog-stats/> Reached on June 2022.

Hsiao, C.H. (2011). Predicting online consumer complaints in Northern Taiwan. *African Journal of Business Management*, 5, 5281-5291. https://www.researchgate.net/publication/220433004_Believe_It_or_Not_Factors_Influencing_Credibility_on_the_Web, 12.06.2022.

Hu, N., Liu, L., Tripathy, A. AND Yao, L. J. (2011). Value relevance of blog visibility. *Journal of Business Research*, 64(12): 1361-1368.

Hyuk Jun Cheong & Margaret A. Morrison (2008) Consumers' Reliance on Product Information and Recommendations Found in UGC, *Journal of Interactive Advertising*, 8:2, 38-49, DOI: 10.1080/15252019.2008.10722141

Icoz, O., Kucuk, A. and Icoz, O. (2018). Social media and consumer buying decisions in tourism: The case of Turkey. *Revista de Turismo y Patrimonio Cultural*, 16(4): 1051-1066.

Internet Live Stats- Internet Usage & Social Media Statistics. (2021). Internetlivestats.com. <https://www.internetlivestats.com/> Reached on Mar. 2021.

Ismail Erkan. (2015, December). Electronic Word of Mouth on Instagram: Customers' Engagements with Brands in Different Sectors. ResearchGate; unknown. https://www.researchgate.net/publication/292991785_Electronic_Word_of_Mouth_on_Instagram_Customers'_Engagements_with_Brands_in_Different_Sectors, 12.06.2022.

J. Hautz et al. / *Journal of Interactive Marketing* 28 (2014) 1–15

Jang, Y. (2015). Convenience matters: A qualitative study on the impact of use of social media and collaboration technologies on learning experience and performance in higher education. *Education for Information*, 31, 73-98.

Jansen, B.J., Zhang, M., Sobel, K., Chowdury, A., 2009. Twitter power: tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*. 60 (11): 2169–2188.

Java, A., Finin, T., Song, X. and Tseng, B. (2007). Why we Twitter: Understanding microblogging usage and communities. *Proceedings of the 9th WebKDD and 1st SNA-KDD 2007 Workshop on Web Mining and Social Network Analysis*. 56-65.

Jeong, E., Jang, S.C., (2011). Restaurant experiences triggering positive electronic word-of-mouth (EWOM) motivations. *International Journal of Hospitality Management*, 30(1): 356-366.

Jiang, L. (Alice), Yang, Z., Jun, M., 2013. Measuring consumer perceptions of online shopping convenience. *J. Serv. Manag. Emerald* 24(2): 191–214.

Jiang, L., Jiang, N. and Liu, S. (2011, December 31). Consumer Perceptions of E-Service Convenience: An Exploratory Study. *ResearchGate*; Elsevier. https://www.researchgate.net/publication/257728144_Consumer_Perceptions_of_E-Service_Convenience_An_Exploratory_Study, 12.06.2022.

Jin, S. V. and Ryu, E. (2020). “I’ll buy what she’s #wearing”: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55, 102121. <https://doi.org/10.1016/j.jretconser.2020.102121>, 12.06.2022.

John Hagel III and John Seely Brown. (2012, January 18). *Why Most Online Communities Are Failures*. Fortune; Fortune. <https://fortune.com/2012/01/18/why-most-online-communities-are-failures/>, 12.06.2022.

Johnson, P. R. and Yang, S. (2009). *Uses And Gratifications Of Twitter: An Examination Of User Motives And Satisfaction Of Twitter Use*. Paper presented at the Communication Technology Division of the annual convention of the Association for Education in Journalism and Mass Communication in Boston, MA.

Johnson, Philip. (2009). *Uses and gratifications of Twitter: An examination of user motives and satisfaction of Twitter use*.

Johnson, T. J., Kaye, B. K., Bichard, S. L. and Wong, W. J. (2008). Every blog has its day: Politically-interested internet users’ perceptions of blog credibility. *Journal of Computer-Mediated Communication*, 13, 100–122.

Kalk, K., Luik, P. and Taimalu, M. (2019). The characteristics of students, blog groups and blogging that predict reflection in blogs during teaching practice and induction year. *Teaching and Teacher Education*, 86, 102900. <https://doi.org/10.1016/j.tate.2019.102900>.

Kaplan, A.M. and Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53: 59-68.

Kaplan, A.M., Haenlein, M., 2011. The early bird catches the news: nine things you should know about micro-blogging. *Bus. Horiz.* 54 (2): 105–113.

Karabacak, G. ve Genç, M. (2018). The Use of Blogs as an Example of Internet Entrepreneurship: Turkish Travel Blogs, *Procedia Computer Science*, 158: 869-876

Katona, George and Eva Mueller. (1954). A Study of Purchasing Decisions. In *Consumer Behavior: The Dynamics of Consumer Reaction*. Ed. L. H. Clark. New York: New York University Press, 30-87.

Kelley, E.J. (1958). The Importance of Convenience in Consumer Purchasing. *Journal of Marketing*, 23(1): 32-38. JSTOR. <https://doi.org/10.2307/1248014>

Kelman, H., 1958. Compliance, identification, and internalization: three processes of attitude change. *J. Confl. Resolut.* 2 (1), 51–60.

Keshavarz, H. (2020). Evaluating Credibility of Social Media Information: Current Challenges, Research Directions and Practical Criteria. *Information Discovery and Delivery*.

Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube? *Computers in Human Behavior*, 66, 236–247. <https://doi.org/10.1016/j.chb.2016.09.024>

Khan, S. (2018). Instagram as a Marketing Tool for Luxury Brands. *Int. J. Manag. Bus. Res.*, 8(2): 120-126.

Khang, H., Ki, E.-J. and Ye, L. (2012, May 15). *Social Media Research in Advertising, Communication, Marketing, and Public Relations, 1997–2010*. ResearchGate; SAGE Publications. https://www.researchgate.net/publication/254120644_Social_Media_Research_in_Advertising_Communication_Marketing_and_Public_Relations_1997-2010

Khare, A., Labrecque, L.I., Asare, A.K., 2011. The assimilative and contrastive effects of word-of-mouth volume: an experimental examination of online consumer ratings. *J. Retail.* 87 (1): 111–126.

Kim, A. J. and Johnson, K. K. P. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 58, 98–108. <https://doi.org/10.1016/j.chb.2015.12.047>

Kim, B. and Kim, Y. (2019). Facebook versus Instagram: How perceived gratifications and technological attributes are related to the change in social media usage. *The Social Science Journal*, 56(2): 156–167. <https://doi.org/10.1016/j.soscij.2018.10.002>

Kim, M. and Yoo, S. (2020). The 4th V? The effect of word of mouth volatility on product performance. *Electronic Commerce Research and Applications*, 44, 101016. <https://doi.org/10.1016/j.elerap.2020.101016>

Kim, W.G., Han, J.S., Lee, E., (2001) Effects of Relationship Marketing on Repeat Purchase and Word of Mouth. *Journal of Hospitality & Tourism Research*. 25(3): 272-288.

Ko, H., Cho, C.H. and Roberts, M.S. (2005). Internet uses and gratifications: a structural equation model of interactive advertising. *Journal of Advertising*, 34(2): 57-70.

Kollmann, T., Kuckertz, A., Kayser, I., 2012. Cannibalization or synergy? Consumers' channel selection in online-offline multichannel systems. *J. Retail. Consum. Serv. Elsevier* 19 (2): 186–194.

Korgaonkar, P.K. and Wolin, L.D. (1999). A multivariate analysis of web uses. *Journal of Advertising Research*, 39(1), 53-68.

Krallman, A., Pelletier, M.J. and Adams, F.G. (2016). '@Size vs. #impact: social media engagement differences amongst Facebook, Twitter, and Instagram', in Kim, K.K. (Ed.), *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing, Proceedings of the 2015 Academy of Marketing Science (AMS) Annual Conference*, Springer International Publishing, Cham, pp. 557-561.

Kumar, V., Askoy, L., Donkers, B., Venkatesan, R., Wiesel, T. and Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297—310.

Kwon, E.S., Sung, Y., 2011. Follow me! Global marketers' Twitter use. *Journal of Interactive Advertising* 12 (1), 4–16.

Ladhari, R., Massa, E. and Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54, 102027. <https://doi.org/10.1016/j.jretconser.2019.102027>

Ladhari, R., Rioux, M. C., Souiden, N. and Chiadmi, N.-E. (2019). Consumers' motives for visiting a food retailer's Facebook page. *Journal of Retailing and Consumer Services*, 50, 379–385. <https://doi.org/10.1016/j.jretconser.2018.07.013>

Lam, D., Lee, A. and Mizerski, R. (2009, September). The Effects of Cultural Values in Word-of-Mouth Communication. ResearchGate; American Marketing Association.

https://www.researchgate.net/publication/233894729_The_Effects_of_Cultural_Values_in_Word-of-Mouth_Communication, 12.06.2022.

Lee, J., Park, D.-H. and Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, 7: 341-352.

Lee, J.E. and Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69: 5753-5760

Lee, S.N. (2013). *The Study on the Effect of Personal Characteristics, Interpersonal Influence and Social Capital on Online Word of Mouth on SNS: Mainly about Comparison between Facebook and Twitter. Master's Thesis*, Hanyang University, Seoul, Korea.

Lees-Marshment, J. (2014). *Political marketing: Principles and applications (2nd Edition)*. New York: Routledge.

Li Xin Teo, Ho Keat Leng and Yi, P. (2019, May 10). Marketing on Instagram: Social influence and image quality on perception of quality and purchase intention. ResearchGate; unknown. https://www.researchgate.net/publication/329816078_Marketing_on_Instagram_Social_influence_and_image_quality_on_perception_of_quality_and_purchase_intention, 12.06.2022.

Li, H., Daugherty, T. and Biocca, F. (2002). Impact of 3-D Advertising on Product Knowledge, Brand Attitude, and Purchase Intention: The Mediating Role of Presence. *Journal of Advertising*, 31(3): 43-58.

Li, N. and Wu, D. D. (2010). Using text mining and sentiment analysis for online forums hotspot detection and forecast. *Decision Support Systems*, 48(2): 354-368. <https://doi.org/10.1016/j.dss.2009.09.003>

Li, R. and Suh, A. (2015). Factors Influencing Information credibility on Social Media Platforms: Evidence from Facebook Pages. The Third Information Systems International Conference, *Procedia Computer Science*, 72:314-328.

Li, X., Wang, M. and Chen, Y. (2014). The Impact of Product Photo On Online Consumer Purchase Intention: An Image-Processing Enabled Empirical Study. PACIS 2014 Proceedings. 325.

Lim, X. J., Radzol, A. M., Cheah, J. and Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2): 19-36.

Lin, C.-C. and Tsai, C.-C. (2011). Applying social bookmarking to collective information searching (CIS): An analysis of behavioral pattern and peer interaction for co-exploring quality online resources. *Computers in Human Behavior*, 27(3), 1249–1257. <https://doi.org/10.1016/j.chb.2011.01.005>

Liu, Y., 2006. Word of mouth for movies: Its dynamics and impact on box office revenue. *J. Marketing* 70 (3): 74–89.

López, M. and Sicilia, M. (2014). Determinants of E-WOM Influence: The Role of Consumers' Internet Experience. *Journal of Theoretical and Applied Electronic Commerce Research*, 9(1), 7–8. <https://doi.org/10.4067/s0718-18762014000100004>

López, M. and Sicilia, M. (2014). *EWOM as Source of Influence: The Impact of Participation in EWOM and Perceived Source Trustworthiness on...* ResearchGate; Informa UK (Taylor & Francis). https://www.researchgate.net/publication/264860233_EWOM_as_Source_of_Influence_The_Impact_of_Participation_in_EWOM_and_Perceived_Source_Trustworthiness_on_Decision_Making, 12.06.2022.

Lovett, M. J., Peres, R. and Xu, L. (2017). There's no free lunch conversation: The effect of brand advertising on word of mouth. MSI Report, [http://www. msi. org/reports/theres-no-free-lunch-conversation-the-effect-of-brand-advertising-on-word-o-](http://www.msi.org/reports/theres-no-free-lunch-conversation-the-effect-of-brand-advertising-on-word-o-), 12.06.2022.

Mangold, G.W. and Faulds, D.J. (2009). Social Media: The New Hybrid Element of the Promotion Mix. *Business Horizons*, 52: 357-365.

Marchand, A., Hennig-Thurau, T. and Wiertz, C. (2017). Not all digital word of mouth is created equal: Understanding the respective impact of consumer reviews and microblogs on new product success. *International Journal of Research in Marketing*, 34(2), 336-354.

Marcia, Distaso, & Marcus, M. (2010). Forced Transparency: Corporate Image on Wikipedia and What it Means for Public Relations. *Public Relations Journal*. 4. 1-23.

Matat, N.Z.D. and Hanafiah, M.H. (2020). Help Me TripAdvisor! Examining the Relationship between TripAdvisor e-WOM Attributes, *Trusts towards Online Reviews and Travellers Behavioural Intentions*. JIOS, 44(1), 83-112.

McCrindle, M. (2018). *The ABC of XYZ: Understanding the Global Generations*. ResearchGate; McCrindle Research.

McKnight, D. H. and Kacmar, C. J. (2007). Factors and effects of information credibility. In *Proceedings of the 9th International Conference on Electronic Commerce* (pp. 423-432). ACM.

McLachlan, S. (2022, February 14). 23 YouTube Stats That Matter to Marketers in 2022. Social Media Marketing & Management Dashboard. <https://blog.hootsuite.com/youtube-stats-marketers/>

McNely, B. J. (2012). Shaping organizational image-power through images: Case histories of Instagram. In 2012 IEEE International Professional Communication Conference (pp. 1–8). <https://doi.org/10.1109/IPCC.2012.6408624>.

Miles, J.G. (2014), *Instagram Power: Build your Brand and Reach More Customers with the Power of Pictures*, McGraw-Hill Education, New York, NY.

Miller, K. W. and Mills, M. K. (2012). Contributing clarity by examining brand luxury in the fashion market. *Journal of Business Research*, 65(10), 1471–1479.

Mirabi, V., Akbariyeh, H. and Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 3159–3199. <https://www.jmest.org/wp-content/uploads/JMEST-N42350395.pdf>, 12.06.2022.

Mishra, A., Maheswarappa, S. S., Maity, M. and Samu, S. (2018). Adolescent's EWOM intentions: An investigation into the roles of peers, the Internet and gender. *Journal of Business Research*, 86, 394–405. <https://doi.org/10.1016/j.jbusres.2017.04.005>

Mizelle, E. and Beck, M. S. (2018). Engaging Millennials: Best Practice for Using Pinterest. *Teaching and Learning in Nursing*, 13(1), 58–62. <https://doi.org/10.1016/j.teln.2017.09.006>

Mohammad Reza Jalilvand and Samiei, N. (2012, June 15). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the... *ResearchGate; Emerald*. https://www.researchgate.net/publication/235297089_The_effect_of_electronic_word_of_mouth_on_brand_image_and_purchase_intention_An_empirical_study_in_the_automobile_industry_in_Iran

Molina, A., Gómez, M., Lyon, A., Aranda, E. and Loibl, W. (2020). What content to post? Evaluating the effectiveness of Facebook communications in destinations. *Journal of Destination Marketing & Management*, 18, 100498. <https://doi.org/10.1016/j.jdmm.2020.100498>

Moon, S., Bergey, P.K., Iacobucci, D., 2010. Dynamic effects among movie ratings, movie revenues, and viewer satisfaction. *J. Market.* 74 (1): 108–121.

Mora-Cantallops, M., Muñoz, E., Santamaría, R. and Sánchez-Alonso, S. (2021). Identifying communities and fan practices in online retro gaming forums. *Entertainment Computing*, 38, 100410. <https://doi.org/10.1016/j.entcom.2021.100410>

Moran, M., Seaman, J. and Tinti-Kane, H. (2011). Teaching, learning, and sharing: How today's higher education faculty use social media. *Pearson Learning Solutions and Babson Research Group* <http://www.pearsonlearningsolutions.com/educators/pearson-social-media-survey-2011-bw.pdf>, 12.06.2022.

Morris, J. J. and Alam, P. (2012). Value relevance and the dot-com bubble of the 1990s. *The Quarterly Review of Economics and Finance*, 52(2), 243–255. <https://doi.org/10.1016/j.qref.2012.04.001>

Morrison, D. G. (1979). Purchase intentions and purchase behavior. *Journal of Marketing*, 43(2): 65–74.

Mpinganjira, M., 2015. Online store service convenience, customer satisfaction and behavioural intentions: a focus on utilitarian oriented shoppers. *J. Econ. Behav. Stud.* 7 (1), 36–49.

Mudambi, S. M. and Schuff, D. (2010). What makes a helpful review? A study of customer reviews on Amazon.Com. *MIS Quarterly*, 34(1), 185–200.

Mukherjee, A. & Nagabhushanam M.2016. Role of Social Media in Tourism Marketing, *International Journal of Science and Research*. 5 (6): 2026-2033.

Muñoz, C.L. and Towner, T.L. (2017) The Image is the Message: Instagram Marketing and the 2016 Presidential Primary Season. *Journal of Political Marketing*, 16(3-4), 290-318.

Muntinga, D.G., Moorman, M. & Smit, E.G. (2011) Introducing COBRAs: exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13 46.

Nabity-Grover, T., Cheung, C.M.K. and Thatcher, J.B. (2020). Inside out and outside in: How the COVID-19 pandemic affects self-disclosure on social media. *International Journal of Information Management*, 55, 102188.

Nadeem, W., Andreini, D., Salo, J. and Laukkonen, T. (2015). Engaging consumers online through websites and social media: A gender study of Italian Generation Y clothing consumers. *International Journal of Information Management*, 35: 432-442.

Nathalia, T.C. and Kristiana, Y. (2019). The Source Credibility in Social Media. ICEMAB 2018, October 08-09, Medan, Indonesia.

Nedeva, V. and Nedev, D. (2010). A new approach of e-learning education using blogging. Petroleum - Gas University of Ploiesti Bulletin, *Educational Sciences Series*, 62(1B), 162e169.

Noa Aharony, (2012). Twitter Use by three Political Leaders: An Exploratory Analysis. *Online Information Review*, 36(4): 1-5.

O'Reilly, T. (2007). What Is Web 2.0: Design Patterns and Business Models for the Next Generation of Software - Munich Personal RePEc Archive. Uni-Muenchen.de.

https://doi.org/https://mpa.ub.unimuenchen.de/4580/1/MPRA_paper_4580.pdf,
12.06.2022.

OECD Better Life Index. (2016). [Oecdbetterlifeindex.org](https://www.oecdbetterlifeindex.org).
<https://www.oecdbetterlifeindex.org/topics/income/> Reached on Feb. 2016

On Brazilian Aardvarks, Wikipedia, and Digital Populism. (2014). Stanford University Press Blog. https://stanfordpress.typepad.com/blog_2014/05/on-brazilian-aardvarks-wikipedia-and-digital-populism.html, 12.06.2022.

Ozdemir, S.S., Ozdemir, M., Polat, E., Aksoy, R. (2014). Sosyal Medya Kavramı ve Sosyal Ağ Sitelerinde Yer Alan Online Reklam Uygulamalarının İncelenmesi. *Electronic Journal of Vocational Colleges*, 58-64.

Paek H-J., Hove T., Jeong H.J., (2011). Peer or Expert? The Persuasive Impact of YouTube Public Service Announcement Producers. *International Journal of Advertising*, 30(1): 161-188.

Pandır, Berker & Enginkaya, Ebru. (2018). Customer engagement s role over positive word-of-mouth intention: a study on smartphones sector. *Pressacademia*. 7. 150-154. 10.17261/Pressacademia.2018.871.

Papacharissi, Z. and Rubin, A.M. (2000). “Predictors of internet use”, *Journal of Broadcasting & Electronic Media*, 44(2), 175-196.

Park N and Jeong J. Who retweet and why? Retweeting motivation factors and socio-demographic variables’ influence on retweeting. *Journal of Media Economics and Culture* 2011; 9(3): 95–132.

Park, D.-H., Lee, J. and Han, I. (2007, July). *The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement*.

ResearchGate; Taylor & Francis (Routledge).
https://www.researchgate.net/publication/247887168_The_Effect_of_OnLine_Consumer_Reviews_on_Consumer_Purchasing_Intention_The_Moderating_Role_of_Involvement, 12.06.2022.

Park, D-H. and Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. *Electronic Commerce Research and Applications*, 7: 399-410.

Park, J. and Stoel, L. (2005). Effect of brand familiarity, experience and information on online apparel purchase. *International Journal of Retail & Distribution Management*, 33(2): 148-160.

Park, J., Stoel, L. and Lennon, S.J. (2008). Cognitive, affective and conative responses to visual simulation: The effects of rotation in online product presentation. *Journal of Consumer Behaviour*, 7(1): 72-87.

Patrali Chatterjee. (2001). Online Reviews: Do Consumers Use Them? ResearchGate; unknown. https://www.researchgate.net/publication/228191390_Online_Reviews_Do_Consumers_Use_Them, 12.06.2022.

Paül i Agustí, D. (2021). The clustering of city images on Instagram: A comparison between projected and perceived images. *Journal of Destination Marketing & Management*, 20, 100608. <https://doi.org/10.1016/j.jdmm.2021.100608>

Paulo Duarte, Costa, S. and Margarida Bernardo Ferreira. (2018, June 26). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and... ResearchGate; Elsevier. https://www.researchgate.net/publication/325999121_How_convenient_is_it_Delivering_online_shopping_convenience_to_enhance_customer_satisfaction_and_encourage_e-WOM, 12.06.2022.

Payne A, Storbacka K, Frow P, Knox S., (2009). Co-creating brands: diagnosing and designing the relationship experience. *Journal of Business Research*. 62(3):379–89.

Payne, N.J., Campbell, C., Bal, A.S. and Piercy, N., (2011). Placing a Hand in the Fire: Assessing the Impact of a YouTube Experiential Learning Project on Viral Marketing Knowledge Acquisition. *Journal of Marketing Education*, 33(2): 204-216.

Perea, D., Bonsón, E. and Bednárová, M. (2021). Citizen reactions to municipalities' Instagram communication. *Government Information Quarterly*, 101579. <https://doi.org/10.1016/j.giq.2021.101579>

Perez, S. (2016, May 31). *Instagram officially announces its new business tools*. TechCrunch; TechCrunch. <https://techcrunch.com/2016/05/31/instagram-officially-announces-its-new-business-tools/>, 12.06.2022.

Pfeil, Ulrike, Panayiotis Zaphiris, and Chee Siang Ang (2006), “Cultural Differences in Collaborative Authoring of Wikipedia,” *Journal of Computer-Mediated Communication*, 12(1):5. <http://jcmc.indiana.edu/vol12/issue1/pfeil.html>, 12.06.2022.

Philip Ryan Johnson. (2009, September). *Uses and gratifications of Twitter: An examination of user motives and satisfaction of Twitter use*. ResearchGate; unknown. https://www.researchgate.net/publication/228959109_Uses_and_gratifications_of_Twitter_An_examination_of_user_motives_and_satisfaction_of_Twitter_use, 12.06.2022.

Phua, J., Jin, S.V. and Kim, J. (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: the moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. *Telematics and Informatics*, 34(1): 412-424.

Pourabedin, Z. and Migin, M.W. (2015). Hotel Experience and Positive Word of Mouth. *International Business Management*, 9(4): 596-600.

Qualman, E. (2013). *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. Wiley. <https://www.wiley.com/en-us/Socialnomics%3A+How+Social+Media+Transforms+the+Way+We+Live+and+Do+Business%2C+2nd+Edition-p-9781118232651>, 12.06.2022.

Quan-Haase, A. and Young, A. L. (2010). Uses and gratifications of social media: A comparison of Facebook and instant messaging. *Bulletin of Science, Technology & Society*, 30, 350- 361. doi:10.1177/0270467610380009

Ramsaran-Fowdar, R.R. and Fowdar, S. (2013). The Implications of Facebook Marketing for Organizations. *Contemporary Management Research*, 9(1): 73-84.

Randall, E. (2014, May 19). How a Raccoon Became an Aardvark. *The New Yorker*; *The New Yorker*. <https://www.newyorker.com/tech/annals-of-technology/how-a-raccoon-became-an-aardvark>, 12.06.2022.

Rector, Comparison of Wikipedia and other encyclopedias for accuracy, breadth, and depth in historical articles | Emerald Insight. (2013). Reference Services Review. <https://doi.org/10.1108/vrsr>

Rezvani, S. Dehkordi, G.J., Rahman, M.S., Fouladivanda, F., Habibi, M. and Eghtebasi, S. (2012). A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention. *Asian Social Science*, 8(12): 205-215.

Richins, M. L. and Root-Shaffer, T. (1988). The role of involvement and opinion leadership in consumer word-of-mouth: An implicit model made explicit. ResearchGate; unknown. https://www.researchgate.net/publication/284039736_The_

role_of_involvement_and_opinion_leadership_in_consumer_wordofmouth_An_implicit_model_made_explicit, 12.06.2022.

Rogers, E. M. and Bhowmik, D. K. (1970). Homophily-Heterophily: Relational Concepts for Communication Research. *Public Opinion Quarterly*, 34(4): 523. <https://doi.org/10.1086/267838>

Rooma Roshnee Ramsaran. (2013, March 31). *The Implications of Facebook Marketing for Organizations*. ResearchGate; Academy of Taiwan Information Systems Research. https://www.researchgate.net/publication/269956759_The_Implications_of_Facebook_Marketing_for_Organizations, 12.06.2022.

Safori, A.O., Rahman, N.A.A. and Mohammed, R. (2016). Perspectives and Attitudes on the Credibility of News On Social Networking (SNSS) Sites: Urgent Need of Research Work. *Journal of New Media and Mass Communication*, 3(1): 25-33.

Salleh, S., Hashim, N.H. and Murphy, J. (2015). Instagram Marketing: A Content Analysis of Top Malaysian Restaurant Brands. *E-Review of Tourism Research*, 6:1-5.

Sánchez-Villar, J., Bigné, E. and Aldás-Manzano, J. (2017). Blog influence and political activism: An emerging and integrative model. *Spanish Journal of Marketing-ESIC*, 21(2): 102-116.

Sankaranarayanan, J., Samety, H., Teitlery, B., Lieberman, M. and Sperlingz, J. (2009), "TwitterStand: news in tweets", [online], available at: <http://www.cs.umd.edu/users/hjs/pubs/twitter-gis2009.pdf>, 12.06.2022.

Scherer Bassani, P. B. (2011). Interpersonal exchanges in discussion forums: A study of learning communities in distance learning settings. *Computers & Education*, 56(4), 931–938. <https://doi.org/10.1016/j.compedu.2010.11.009>

Seiders, Kathleen, Glenn B. Voss, Andrea L. Godfrey and Druv Grewal (2007), —SERVCON: Development and Validation of a Multidimensional Service Convenience Scale, *Journal of the Academy of Marketing Science*, 35 (1): 144-156.

Seo, J.E, Park, J-W. and Choi, Y.J. (2020). The Effect of Social Media Usage Characteristics on e-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media. *Sustainability*, 12, 1691. doi:10.3390/su12041691.

Setiawan, P.Y. The Effect of e-WOM on Destination Image, Satisfaction and Loyalty. *International Journal of Business and Management Invention*, 3(1): 22-29.

Settle, R.B. and Alreck, P.L. (1989). Reducing Buyers' sense of risk. *Marketing communications*, 14(1): 34-40.

Shah, A.M., Zahoor, S.Z. and Qureshi, I.H. (2019) Social Media and Purchasing Behavior: A Study of the Mediating Effect of Customer Relationships. *Journal of Global Marketing*, 32(2): 93-115.

Shao, G. (2009). Understanding the appeal of user-generated media: A uses and gratification perspective. *Internet Research*, 19(1): 7e25.

Signe Tegtmeier Pedersen, Razmerita, L. and Colleoni, E. (2014). Electronic Word-of-Mouth Communication and Consumer Behaviour: A Study of Danish Social Media... ResearchGate; unknown. https://www.researchgate.net/publication/269696867_Electronic_WordofMouth_Communication_and_Consumer_Behaviour_A_Study_of_Danish_Social_Media_Communication_Influence, 12.06.2022.

Silverman G., *The Secrets of Word-of-Mouth Marketing How to Trigger Exponential Sales Through Runaway Word of Mouth*, Library of Congress Cataloging-in-Publication Data, 2007.

Simonsen, T.M., Identity-formation on YouTube: investigating audiovisual presentations of the self (Doctoral dissertation). Aalborg University the Faculty of Humanities, Aalborg, 2012.

Singh, T., Veron-Jackson, L. and Cullinane, J. (2008). Blogging: A new play in your marketing game plan. *Business Horizons*, 51, 281–292

Smith, A. N., Fischer, E. and Yongjian, C. (2012). How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2), 102–113. <https://doi.org/10.1016/j.intmar.2012.01.002>

Smith, K. (2020). 48 fascinating and incredible YouTube statistics. Date Retrieved June 5, 2019. Retrieved from <https://www.brandwatch.com/blog/youtube-stats/>. 12.06.2022.

Social Media Fact Sheet. (2021, April 7). Pew Research Center: Internet, Science & Tech; Pew Research Center: Internet, Science & Tech. Reached on Apr. 2021. <https://www.pewresearch.org/internet/fact-sheet/social-media/> , 12.06.2022.

Sogari, G., Pucci, T., Aquilani, B. and Zanni, L. (2017). Millennial Generation and Environmental Sustainability: The Role of Social Media in the Consumer Purchasing Behavior for Wine. *Sustainability*, 9, 1911. doi:10.3390/su9101911.

Sokolova, K. and Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>

Statista. (2020c, October). Distribution of Instagram users worldwide as of October 2020, by age group. Available at: <https://www.statista.com/statistics/32558-7/instagram-global-age-group/>, 12.06.2022.

Statista. (2020d, October). Distribution of Facebook users worldwide as of October 2020, by age and gender. Available at: <https://www.statista.com/statistics/3761-28/facebook-global-user-age-distribution/>, 12.06.2022.

Stefano Tardini and Cantoni, L. (2019). A Semiotic Approach to Online Communities: Belonging, Interest and Identity in Websites' and Videogames' Communities. Undefined; <https://www.semanticscholar.org/paper/asemioticaapproachtoonlinecommunities%3ainteresttardinicantoni/03d96abfe912a49bb2211b9d2c4f013261a215e1>, 12.06.2022.

Stephen, A.T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17-21.

Ström, R., Vendel, M., & Bredican, J. (2014). Mobile marketing: A literature review on its value for consumers and retailers. *Journal of Retailing and Consumer Services*, 21(6): 1001-1012.

Sven Van Kerckhoven and O'Dubhghaill, S. (2021, May 6). *Gamestop: How online "degenerates" took on hedge funds*. ResearchGate; University of Warwick. https://www.researchgate.net/publication/351390370_Gamestop_How_online_%27degenerates%27_took_on_hedge_funds

Swant, Marty (2016), "Twitter Says Users Now Trust Influencers Nearly As Much As Their Friends," *Adweek*, May 10, <http://www.adweek.com/digital/twitter-says-users-now-trust-influencers-nearly-much-their-friends-171367/>, 12.06.2022.

Sweeney, J.C., Soutar, G.N., Mazzarol, T., Factors influencing word of mouth effectiveness: receiver perspectives. *European Journal of Marketing*, 42: 3/4, 2008, pp.344-364.

Syn, S.Y. and Kim, S.U. (2013). The impact of source credibility on young adults' health information activities on Facebook: preliminary findings. *Proceedings of the America Society of Information Science and Technology*, 50(1): 1-4.

Teo, L.X., Leng, H.K. and Phua, Y.X.P. (2018). Marketing on Instagram Social influence and image quality on perception of quality and purchase intention. *International Journal of Sports Marketing and Sponsorship*, 20(2): 321-332.

The 20 Most-Retweeted Tweets of All Time. (2019). Brandwatch.
<https://www.brandwatch.com/blog/most-retweeted-tweets/>

Threatt, R. S. (2009). Facebook and the Ideal Social Market Place: A Study of The Marketing Benefits of Social Media Practices. Masters Thesis, *University of Southern California*, U.S.A.

Tiago, M. T. P. M. B. and Verissimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business horizons*, 57(6), 703-708.

Tien, D. H., Amaya Rivas, A. A. and Liao, Y.-K. (2019). Examining the Influence Of Customer-To-Customer Electronic Word-Of-Mouth On Purchase Intention In Social Networking sites. *Asia Pacific Management Review*, 24(3), 238-249.
<https://doi.org/10.1016/j.apmr.2018.06.003>

Tolkach, D., Pratt, S. (2021). Travel Professors: A YouTube channel about tourism education & research, *Journal of Hospitality, Leisure, Sport & Tourism Education*, Volume 28, 2021, 100307, ISSN 1473-8376,
<https://doi.org/10.1016/j.jhlste.2021.100307>.

Tong, Y., Wang, X. and Teo, H.H. (2007). *Understanding the intention of information contribution to online feedback systems from social exchange and motivation*

crowding perspectives, Proceedings of Hawaii International Conference on System Sciences, Hilton Waikoloa Village, Big Island.

Topic: Twitter. (2022). Statista; Statista. <https://www.statista.com/topics/73-7/twitter/#dossierKeyfigures>, 12.06.2022.

Torlak, Ö., Özkara, B., Tiltay, M. A. and Dülger, M. F. (2014, June 8). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning... ResearchGate; unknown. https://www.researchgate.net/publication/283723484_The_Effect_of_Electronic_Word_of_Mouth_on_Brand_Image_and_Purchase_Intention_An_Application_Concerning_Cell_Phone_Brands_for_Youth_Consumers_in_Turkey

Torres, L. and Pina, V. (2001). Public-private partnership and private finance initiatives in the EU and Spanish local governments. *The European Accounting Review*, 10(3): 601–619.

Tran, G.A. and Strutton, D. (2020). Comparing Email and SNS Users: Investigating Online Servicescape, Customer Reviews, Trust, Loyalty, and E-WOM. *Journal of Retailing and Consumer Services*, 53.

Treadaway, C. and Smith, M. (2010). Facebook Marketing an Hour a Day. Indianapolis: Wiley Publishing.

Trope, Y. and Liberman, N. (2010). Construal-level theory of psychological distance. *Psychological Review*, 117(2): 440-363.

Turkey: social network penetration 2021, Statista. (2021). Statista; Statista. Reached on Apr. 2022. <https://www.statista.com/statistics/284503/turkey-social-network-penetration/>, 12.06.2022.

Turkey's Top Websites Ranking in October 2022 Similarweb. (2022). Similarweb. Reached on 04.2022 <https://www.similarweb.com/top-websites/turkey/>, 12.06.2022.

Tybout, A.M., Sternthal, B., Calder, B.J. (1983). Information Availability as a Determinant of Multiple Request Effectiveness. *Journal of Marketing Research*, 20, 280-290.

Ugurlu, H. and Ozutku, F. (2014). An Evaluation on the Use of Social Media in Turkey. *Procedia - Social and Behavioral Sciences*, 147: 453-457.

Valenzuela, S., Park, N. and Kee, K. F. (2008). *Lessons from Facebook: The effect of social network sites on college students' social capital*. In Proceedings of the 9th International Symposium on Online Journalism, April 4–5, Austin, Texas.

van der Schyff, K., Flowerday, S. and Furnell, S. (2020). Privacy risk and the use of Facebook Apps: A gender-focused vulnerability assessment. *Computers & Security*, 96, 101866. <https://doi.org/10.1016/j.cose.2020.101866>

Van Dijck, J (2013) *The Culture of Connectivity. A Critical History of Social Media*. New York: Oxford University Press.

Vazquez-Casielles, R., Suarez-Alvarez, L., Rio-Lanza, A.B., The Word of Mouth Dynamic: How Positive (and Negative) WOM Drives Purchase Probability: An Analysis of Interpersonal and No-Interpersonal Factors. *Journal of Advertising Research*, 53(1): 43-60.

Verma, S. and Yadav, N. (2021). Past, Present, and Future of Electronic Word of Mouth (EWOM). *Journal of Interactive Marketing*, 53, 111–128. <https://doi.org/10.1016/j.intmar.2020.07.001>

Virtanen, H., Peter Björk and Elin Sjöström. (2017). Follow for follow: marketing of a start-up company on Instagram. *Journal of Small Business and Enterprise Development*, 24(3): 468-484.

Vogt, C. A. and Fesenmaier, D. R. (1998). Expanding the functional information search model. *Annals of Tourism Research*, 25(3), 551–578. [https://doi.org/10.1016/s0160-7383\(98\)00010-3](https://doi.org/10.1016/s0160-7383(98)00010-3)

W. Duan et al. / *Decision Support Systems* 45 (2008) 1007–1016

Wang, D., D'Aquila, J. M. and Mattia, A. (2019, July 20). Are Instructor Generated YouTube Videos Effective in Accounting Classes? A Study of Student Performance, ResearchGate; Elsevier. https://www.researchgate.net/publication/343080251_Are_Instructor_Generated_YouTube_Videos_Effective_in_Accounting_Classes_A_Study_of_Student_Performance_Engagement_Motivation_Perception_and_Perception

Wang, X., Yu, C. and Wei, Y. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26, 198-208.

Wathen, C. N. and Burkell, J. (2002). Believe it or not: Factors influencing credibility on the Web. *Journal of the American society for information science and technology*, 53(2): 134-144.

Wells, J.D., Valacich, J.S. and Hess, T.J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS Quarterly*, 35(2): 373-396.

Wen-Hai Chih, Kai-Yu Wang, Li-Chun Hsu and Su-Chen Huang. (2013, July 30). Investigating Electronic Word-of-Mouth Effects on Online Discussion Forums:

The Role of Perceived Positive... ResearchGate; Mary Ann Liebert.
https://www.researchgate.net/publication/253337545_Investigating_Electronic_Word-of-Mouth_Effects_on_Online_Discussion_Forums_The_Role_of_Perceived_Positive_Electronic_Word-of-Mouth_Review_Credibility, 12.06.2022.

Westerman, D., Spence, P.R. and Van Der Heide, B. (2014). Social Media as Information Source: Recency of Updates and Credibility of Information. *Journal of Computer-Mediated Communication*, 19: 171-183.

Wien, A. and Olsen, W. (2012). Evaluation context's role in driving positive word-of-mouth intentions. *Journal of Consumer Behaviour*, 11(6): 504-513.

Wikipedia Contributors. (2021). *Wikipedia: Size of Wikipedia*. Wikipedia; Wikimedia Foundation. Reached Apr 2021 https://en.wikipedia.org/wiki/Wikipedia:Size_of_Wikipedia, 12.06.2022.

World Internet Users Statistics and 2021 World Population Stats. (2021). Internetworldstats.com. <https://www.internetworldstats.com/stats.htm> Reached on June 2021.

Wright, J. (2006). *Blog marketing*. New York: McGraw-Hill.

Xu, B. and Li, D. (2015). An empirical study of the motivations for content contribution and community participation in Wikipedia. *Information & Management*, 52(3), 275–286. <https://doi.org/10.1016/j.im.2014.12.003>

Xu, W. and Zhang, X. (2021). Online expression as Well-being: a study of travel blogs on Nepal by Chinese female tourists. *Tourism Management*, 83, 104224.

Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H. and Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt. *Electronic Commerce Research and Applications*, 17, 62-73.

Yeona Jang. (2015, June). Convenience matters: A qualitative study on the impact of use of social media and collaboration... ResearchGate; IOS Press. https://www.researchgate.net/publication/278667670_Convenience_matters_A_qualitative_study_on_the_impact_of_use_of_social_media_and_collaboration_technologies_on_learning_experience_and_performance_in_higher_education, 12.06.2022.

Yin, C., Zhang, X., Liu, L. (2020). Reposting negative information on microblogs: Do personality traits matter?, *Information Processing & Management*. 57(1): 102106, ISSN 0306-4573

Yoo, C. W., Sanders, G. L. and Moon, J. (2013). Exploring the effect of e-WOM participation on e-Loyalty in e-commerce. *Decision Support Systems*, 55(3): 669-678.

Yuan, S. and Lou, C. (2020) How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest, *Journal of Interactive Advertising*, 20(2): 133-147.

Zendejdel, M., Paim, L.H. and Osman, S.B. (2015) Students' online purchasing behavior in Malaysia: Understanding online shopping attitude. *Cogent Business & Management*, 2(1), 1078428.

Zhang, M., Fan, B., Zhang, N., Wang, W. and Fan, W. (2021). Mining product innovation ideas from online reviews. *Information Processing & Management*, 58(1), 102389. <https://doi.org/10.1016/j.ipm.2020.102389>

Zhao, M. and Xie, J. (2011). Effects of social and temporal distance on consumers' responses to peer recommendations. *Journal of Marketing Research*, 48(3), 486-496.

Zhou, S., Barnes, L., McCormick, H. and Blazquez Cano, M. (2021). Social media influencers' narrative strategies to create EWOM: A theoretical contribution. *International Journal of Information Management*, 59, 102293. <https://doi.org/10.1016/j.ijinfomgt.2020.102293>.

22 Essential Twitter Statistics You Need to Know in 2022. (2022). The Social Shepherd; craftcms-tailwind. <https://thesocialshepherd.com/blog/twitter-statistics> Reached on Sep. 2022.





APPENDICES

APPENDIX 1: Questionnaire (in Turkish)

Questionnaire (Turkish)

Sayın katılımcı, bu anket çalışması kişilerin sosyal medya kullanım alışkanlıklarını belirlemeye ve sosyal medyada yer alan kullanıcı paylaşımlarının satın alma niyetine etkisini ölçmeye yönelik bir doktora tezinin uygulamasıdır. Anket çalışmamızda isim bilginiz sorulmamaktadır, vereceğiniz cevaplar bizim için çok önemli olup gizli tutulacaktır. Katılımınız için şimdiden çok teşekkür ederiz.

Yunus Özsu

DEÜ İşletme Fakültesi Doktora Öğrencisi

yunusozsu@gmail.com

Tez Danışmanı Prof. Dr. Burcu İlter

DEÜ İşletme Fakültesi

burcu.ilter@deu.edu.tr

S2 Lütfen aşağıdaki sosyal medya platformlarını ne sıklıkla kullandığınızı belirtiniz.

	Hiçbir zaman	Nadiren	Haftada en az 1 defa	Günde en az 1 defa	Günde 3 defadan fazla
YouTube	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
Facebook	☐	☐	☐	☐	☐
Diğer (Lütfen Belirtiniz)	☐	☐	☐	☐	☐

S3 Lütfen aşağıdaki sosyal medya platformlarını ürün veya hizmetler hakkında bilgi edinmek için ne sıklıkla kullandığınızı belirtiniz.

	Hiçbir zaman	Nadiren	Ara sıra	Sıklıkla
YouTube	☐	☐	☐	☐
Instagram	☐	☐	☐	☐
Facebook	☐	☐	☐	☐
Diğer (Lütfen Belirtiniz)	☐	☐	☐	☐

S4 Lütfen aşağıdaki listeden YouTube‘da en sık incelediğiniz ürün veya hizmet kategorisini seçiniz.

- Otomobil ve Otomobil Ürünleri
- Ev Dekor ve Mobilya Ürünleri
- Spor Ürünleri
- Elektronik Ürünler
- İletişim Hizmetleri (GSM, İnternet, Kablo TV vb.)
- Bankacılık ve Sigortacılık Hizmetleri
- Beyaz Eşyalar
- Sağlık Hizmetleri
- Eğitim Hizmetleri
- Güzellik ve Kişisel Bakım Ürünleri
- Giyim ve Moda Ürünleri
- Seyahat Hizmetleri
- Konaklama Hizmetleri
- Yiyecek ve İçecek Ürünleri
- Restoran ve Kafeteryalar
- Diğer (Lütfen Belirtiniz)

S5 YouTube’da incelediğiniz (S4 seçimi) ile ilgili olarak aşağıda belirtilen yargılara katılma derecenizi belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
1. YouTube’da yapılan paylaşımlar, (S4 seçimi) ile ilgili birçok bilgiye hızlıca ulaşmamı sağlar.	o	o	o	o	o
2. YouTube’da yapılan paylaşımlar sayesinde (S4 seçimi) ile ilgili faydalı bilgilere ulaşabilirim.	o	o	o	o	o
3. YouTube’da yapılan yorumlar (S4 seçimi) ile ilgili bilgilere ulaşmama yardımcı olur.	o	o	o	o	o
4. YouTube’da yapılan paylaşımlar, (S4 seçimi) ile ilgili bilgilere rahatça ulaşmamı sağlar.	o	o	o	o	o
5. Satın almak istediğim (S4 seçimi) ile ilgili bilgilere YouTube’da yapılan paylaşımlar sayesinde kolaylıkla ulaşabiliyorum.	o	o	o	o	o
6. YouTube’da (S4 seçimi) ile ilgili yapılan paylaşımların gerçekçi olduğunu düşünüyorum.	o	o	o	o	o

7. Diğer kullanıcıların (S4 seçimi) ile ilgili YouTube'da yaptıkları paylaşımlara güvenirim.	o	o	o	o	o
8. YouTube'da (S4 seçimi) ile ilgili yapılan paylaşımlar satın alma kararlarımı etkiler.	o	o	o	o	o

S6 Lütfen aşağıdaki listeden Instagram'da en sık incelediğiniz ürün veya hizmet kategorisini seçiniz.

- ☐ Otomobil ve Otomobil Ürünleri
- ☐ Ev Dekor ve Mobilya Ürünleri
- ☐ Spor Ürünleri
- ☐ Elektronik Ürünler
- ☐ İletişim Hizmetleri (GSM, İnternet, Kablo TV vb.)
- ☐ Bankacılık ve Sigortacılık Hizmetleri
- ☐ Beyaz Eşyalar
- ☐ Sağlık Hizmetleri
- ☐ Eğitim Hizmetleri
- ☐ Güzellik ve Kişisel Bakım Ürünleri
- ☐ Giyim ve Moda Ürünleri
- ☐ Seyahat Hizmetleri
- ☐ Konaklama Hizmetleri
- ☐ Yiyecek ve İçecek Ürünleri
- ☐ Restoran ve Kafeteryalar
- ☐ Diğer (Lütfen Belirtiniz)

S7 Instagram’da incelediğiniz (S6 seçimi) ile ilgili olarak aşağıda belirtilen yargılara katılma derecenizi belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
1. Instagram’da yapılan paylaşımlar, (S6 seçimi) ile ilgili birçok bilgiye hızlıca ulaşmamı sağlar.	o	o	o	o	o
2. Instagram’da yapılan paylaşımlar sayesinde (S6 seçimi) ile ilgili faydalı bilgilere ulaşabilirim.	o	o	o	o	o
3. Instagram’da yapılan yorumlar, (S6 seçimi) ile ilgili bilgilere ulaşmama yardımcı olur.	o	o	o	o	o
4. Instagram’da yapılan paylaşımlar, (S6 seçimi) ile ilgili bilgilere rahatça ulaşmamı sağlar.	o	o	o	o	o
5. Satın almak istediğim (S6 seçimi) ile ilgili bilgilere Instagram’da yapılan paylaşımlar sayesinde kolaylıkla ulaşabiliyorum.	o	o	o	o	o
6. Instagram’da (S6 seçimi) ile ilgili yapılan paylaşımların gerçekçi olduğunu düşünüyorum.	o	o	o	o	o
7. Diğer kullanıcıların (S6 seçimi) ile ilgili Instagram’da yaptıkları paylaşımlara güvenirim.	o	o	o	o	o
8. (Instagram’da S6 seçimi) ile ilgili yapılan paylaşımlar satın alma kararlarımı etkiler.	o	o	o	o	o

S8 Lütfen aşağıdaki listeden Facebook'ta en sık incelediğiniz ürün veya hizmet kategorisini seçiniz.

- Otomobil ve Otomobil Ürünleri
- Ev Dekor ve Mobilya Ürünleri
- Spor Ürünleri
- Elektronik Ürünler
- İletişim Hizmetleri (GSM, İnternet, Kablo TV vb.)
- Bankacılık ve Sigortacılık Hizmetleri
- Beyaz Eşyalar
- Sağlık Hizmetleri
- Eğitim Hizmetleri
- Güzellik ve Kişisel Bakım Ürünleri
- Giyim ve Moda Ürünleri
- Seyahat Hizmetleri
- Konaklama Hizmetleri
- Yiyecek ve İçecek Ürünleri
- Restoran ve Kafeteryalar
- Diğer (Lütfen Belirtiniz)

S9 Facebook’da incelediğiniz (S8 seçimi) ile ilgili olarak aşağıda belirtilen yargılara katılma derecenizi belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
1. Facebook’da yapılan paylaşımlar, (S8 seçimi) ile ilgili birçok bilgiye hızlıca ulaşmamı sağlar.	o	o	o	o	o
2. Facebook’da yapılan paylaşımlar sayesinde (S8 seçimi) ile ilgili faydalı bilgilere ulaşabilirim.	o	o	o	o	o
3. Facebook’da yapılan yorumlar, (S8 seçimi) ile ilgili bilgilere ulaşmama yardımcı olur.	o	o	o	o	o
4. Facebook’da yapılan paylaşımlar, (S8 seçimi) ile ilgili bilgilere rahatça ulaşmamı sağlar.	o	o	o	o	o
5. Satın almak istediğim (S8 seçimi) ile ilgili bilgilere Facebook’da yapılan paylaşımlar sayesinde kolaylıkla ulaşabiliyorum.	o	o	o	o	o
6. Facebook’da (S8 seçimi) ile ilgili yapılan paylaşımların gerçekçi olduğunu düşünüyorum.	o	o	o	o	o
7. Diğer kullanıcıların (S8 seçimi) ile ilgili Facebook’da yaptıkları paylaşımlara güvenirim.	o	o	o	o	o
8. Facebook’da (S8 seçimi) ile ilgili yapılan paylaşımlar satın alma kararlarımı etkiler.	o	o	o	o	o

S10 Lütfen aşağıdaki listeden (S3 seçimi) platformunda en sık incelediğiniz ürün veya hizmet kategorisini seçiniz.

- Otomobil ve Otomobil Ürünleri
- Ev Dekor ve Mobilya Ürünleri
- Spor Ürünleri
- Elektronik Ürünler
- İletişim Hizmetleri (GSM, İnternet, Kablo TV vb.)
- Bankacılık ve Sigortacılık Hizmetleri
- Beyaz Eşyalar
- Sağlık Hizmetleri
- Eğitim Hizmetleri
- Güzellik ve Kişisel Bakım Ürünleri
- Giyim ve Moda Ürünleri
- Seyahat Hizmetleri
- Konaklama Hizmetleri
- Yiyecek ve İçecek Ürünleri
- Restoran ve Kafeteryalar
- Diğer (Lütfen Belirtiniz)

S11 (S3 seçimi) platformunda incelediğiniz (S10 seçimi) ile ilgili olarak aşağıda belirtilen yargılara katılma derecenizi belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
1. (S3 seçimi) üzerinde yapılan paylaşımlar, (S10 seçimi) ile ilgili birçok bilgiye hızlıca ulaşmamı sağlar.	☐	☐	☐	☐	☐
2. (S3 seçimi) üzerinde yapılan paylaşımlar sayesinde (S10 seçimi) ile ilgili faydalı bilgilere ulaşabilirim.	☐	☐	☐	☐	☐
3. (S3 seçimi) üzerinde yapılan yorumlar, (S10 seçimi) ile ilgili bilgilere ulaşmama yardımcı olur.	☐	☐	☐	☐	☐
4. (S3 seçimi) üzerinde yapılan paylaşımlar, (S10 seçimi) ile ilgili bilgilere rahatça ulaşmamı sağlar.	☐	☐	☐	☐	☐
5. Satın almak istediğim (S10 seçimi) ile ilgili bilgilere (S3 seçimi) üzerinde yapılan paylaşımlar sayesinde kolaylıkla ulaşabiliyorum.	☐	☐	☐	☐	☐
6. (S3 seçimi) üzerinde (S10 seçimi) ile ilgili yapılan paylaşımların gerçekçi olduğunu düşünüyorum.	☐	☐	☐	☐	☐
7. Diğer kullanıcıların (S10 seçimi) ile ilgili (S3 seçimi) üzerinde yaptıkları paylaşımlara güvenirim.	☐	☐	☐	☐	☐

8. (S3 seçimi) üzerinde (S10 seçimi) ile ilgili yapılan paylaşımlar satın alma kararlarımı etkiler.	o	o	o	o	o
---	---	---	---	---	---

S12 Cinsiyetiniz

- Kadın
- Erkek

S13 Yaşınız

- 15 yaş ve altı
- 16-24
- 25-34
- 35-43
- 44-50
- 51-60
- 61-69
- 70 ve üstü

S14 Eğitim Durumunuz

- İlköğretim
- Lise
- Ön lisans
- Lisans
- Yüksek lisans
- Doktora

S15 Çalışma durumunuz

- Öğrenci
- Çalışan
- İşveren
- Çalışmıyorum
- Emekli

S16 Ailenizin aylık gelir durumu (TL)

- 1000 TL ve altı
- 1001- 2000 TL
- 2001- 3000 TL
- 3001- 4000 TL
- 4001- 5000 TL
- 5001- 6000 TL
- 6001- 7000 TL
- 7001 TL ve üstü

APPENDIX 2: Questionnaire (in English)

Questionnaire (English)

Dear participant, this survey study is the application of a doctoral thesis to determine social media usage habits and to measure the effect of posts on social media on purchase intention. Your name and personal information are not asked in this survey. Your answers are very important to us and will be kept confidential.

Thank you very much in advance for your participation.

Yunus Ozsu

DEU Faculty of Business, Ph.D

yunusozsu@gmail.com

Thesis Advisor Prof. Dr. Burcu Ilter

DEU Faculty of Business

burcu.ilter@deu.edu.tr

Q2 Please indicate how often you use the following social media platforms.

	Never	Seldom	At least once in a week	More than once in a day	More than three times in a day
YouTube	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
Facebook	☐	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐	☐

Q3 Please indicate how often you use the following social media platforms to obtain information about products or services.

	Never	Seldom	Occasionally	Often
YouTube	☐	☐	☐	☐
Instagram	☐	☐	☐	☐
Facebook	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐

Q4 Please select the product or service category you view the most on YouTube from the list below.

- ☐ Automobile and Automobile Products
- ☐ Home Decor and Furniture Products
- ☐ Sporting Goods
- ☐ Electronic Products
- ☐ Communication Services (GSM, Internet, Cable TV, etc.)
- ☐ Banking and Insurance Services
- ☐ Kitchen Appliances
- ☐ Health Services
- ☐ Education Services
- ☐ Beauty and Personal Care Products
- ☐ Clothing and Fashion Products
- ☐ Travel Services
- ☐ Accommodation Services
- ☐ Food and Beverage Products
- ☐ Restaurants and Cafeterias
- ☐ Other (Please Specify)

Q5 Please indicate the extent to which you agree with the following judgments regarding the (Q4 selection) you have reviewed on YouTube.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Posts on YouTube allows me to quickly access a lot of information about (Q4 selection).	o	o	o	o	o
2. Thanks to the posts made on YouTube, I can find useful information about (Q4 selection).	o	o	o	o	o
3. Comments on YouTube, helps me to reach information about (Q4 selection).	o	o	o	o	o
4. Posts on YouTube allows me to conveniently access information about (Q4 selection).	o	o	o	o	o
5. I can easily access information about the (Q4 selection) that I want to buy, thanks to the posts made on YouTube.	o	o	o	o	o
6. I think that the posts about (Q4 selection) on YouTube are realistic.	o	o	o	o	o

7. I trust other users' posts on YouTube about (Q4 selection).	o	o	o	o	o
8. Posts made on YouTube about (Q4 selection) affects my purchasing decisions.	o	o	o	o	o

Q6 Please select the product or service category you review the most on Instagram from the list below.

- ☐ Automobile and Automobile Products
- ☐ Home Decor and Furniture Products
- ☐ Sporting Goods
- ☐ Electronic Products
- ☐ Communication Services (GSM, Internet, Cable TV, etc.)
- ☐ Banking and Insurance Services
- ☐ Kitchen Appliances
- ☐ Health Services
- ☐ Education Services
- ☐ Beauty and Personal Care Products
- ☐ Clothing and Fashion Products
- ☐ Travel Services
- ☐ Accommodation Services
- ☐ Food and Beverage Products
- ☐ Restaurants and Cafeterias
- ☐ Other (Please Specify)

Q7 Please indicate the extent you agree with the following judgments regarding the (Q6 selection) you have reviewed on YouTube.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Posts on Instagram allows me to quickly access a lot of information about (Q6 selection).	☐	☐	☐	☐	☐
2. Thanks to the posts made on Instagram, I can find useful information about (Q6 selection).	☐	☐	☐	☐	☐
3. Comments on Instagram, helps me to reach information about (Q6 selection).	☐	☐	☐	☐	☐
4. Posts on Instagram allows me to conveniently access information about (Q6 selection).	☐	☐	☐	☐	☐
5. I can easily access information about the (Q6 selection) that I want to buy, thanks to the posts made on Instagram.	☐	☐	☐	☐	☐
6. I think that the posts about (Q6 selection) on Instagram are realistic.	☐	☐	☐	☐	☐
7. I trust other users' posts on Instagram about (Q6 selection).	☐	☐	☐	☐	☐
8. Posts made on Instagram about (Q6 selection) affects my purchasing decisions.	☐	☐	☐	☐	☐

Q8 Please select the product or service category you review the most on Facebook from the list below.

- ☐ Automobile and Automobile Products
- ☐ Home Decor and Furniture Products
- ☐ Sporting Goods
- ☐ Electronic Products
- ☐ Communication Services (GSM, Internet, Cable TV, etc.)
- ☐ Banking and Insurance Services
- ☐ Kitchen Appliances
- ☐ Health Services
- ☐ Education Services
- ☐ Beauty and Personal Care Products
- ☐ Clothing and Fashion Products
- ☐ Travel Services
- ☐ Accommodation Services
- ☐ Food and Beverage Products
- ☐ Restaurants and Cafeterias
- ☐ Other (Please Specify)

Q9 Please indicate the extent you agree with the following judgments regarding the (Q8 selection) you have reviewed on YouTube.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Posts on Facebook allows me to quickly access a lot of information about (Q8 selection).	o	o	o	o	o
2. Thanks to the posts made on Facebook, I can find useful information about (Q8 selection).	o	o	o	o	o
3. Comments on Facebook, helps me to reach information about (Q8 selection).	o	o	o	o	o
4. Posts on Facebook allows me to conveniently access information about (Q8 selection).	o	o	o	o	o
5. I can easily access information about the (Q8 selection) that I want to buy, thanks to the posts made on Facebook.	o	o	o	o	o
6. I think that the posts about (Q8 selection) on	o	o	o	o	o

Facebook are realistic.					
7. I trust other users' posts on Facebook about (Q8 selection).	0	0	0	0	0
8. Posts made on Facebook about (Q8 selection) affects my purchasing decisions.	0	0	0	0	0

Q10 Please select the product or service category that you review the most on (Q3 selection) from the list below

- Automobile and Automobile Products
- Home Decor and Furniture Products
- Sporting Goods
- Electronic Products
- Communication Services (GSM, Internet, Cable TV, etc.)
- Banking and Insurance Services
- Kitchen Appliances
- Health Services
- Education Services
- Beauty and Personal Care Products
- Clothing and Fashion Products
- Travel Services
- Accommodation Services
- Food and Beverage Products

- Restaurants and Cafeterias
- Other (Please Specify)

Q11 Please indicate the extent to which you agree with the following judgments regarding the (Q10 selection) you have reviewed on (Q3 selection)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Posts on (Q3 selection) allows me to quickly access a lot of information about (Q10 selection).	o	o	o	o	o
2. Thanks to the posts made on (Q3 selection), I can find useful information about (Q10 selection).	o	o	o	o	o
3. Comments on (Q3 selection), helps me to reach information about (Q10 selection).	o	o	o	o	o
4. Posts on (Q3 selection) allows me to conveniently access information about (Q10 selection).	o	o	o	o	o
5. I can easily access information about the (Q10 selection) that I want to buy, thanks to the posts made on (Q3 selection).	o	o	o	o	o
6. I think that the posts about (Q10 selection) on (Q3 selection) are realistic.	o	o	o	o	o
7. I trust other users' posts on (Q3 selection) about (Q10 selection).	o	o	o	o	o
8. Posts made on (Q3 selection) about (Q10 selection) affects my purchasing decisions.	o	o	o	o	o

Q12 Gender

- ☐ Female
- ☐ Male

Q13 Age

- ☐ 15 and below
- ☐ 16-24
- ☐ 25-34
- ☐ 35-43
- ☐ 44-50
- ☐ 51-60
- ☐ 61-69
- ☐ 70 and over

Q14 Education

- ☐ Primary Education
- ☐ High School
- ☐ Associate Degree
- ☐ Bachelors Degree
- ☐ Post Graduate
- ☐ Ph.D

Q15 Employment Status

- ☐ Student
- ☐ Employee
- ☐ Employer

☐ Unemployed

☐ Retired

Q16 Monthly Family Income (TRY)

☐ 1000 TRY and below

☐ 1001- 2000 TRY

☐ 2001- 3000 TRY

☐ 3001- 4000 TRY

☐ 4001- 5000 TRY

☐ 5001- 6000 TRY

☐ 6001- 7000 TRY

☐ 7001 TRY and over

Citations