

**T.C.
BAHÇEŞEHİR ÜNİVERSİTESİ**

**EFFECT OF DIGITAL BRAND EXPERIENCE ON
CONSUMERS' ATTITUDE IN AUTOMOBILE SECTOR:
A RESEARCH ABOUT AUTO PARTS**

Master's Thesis

CENK ÇORLU

İSTANBUL, 2019

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**GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF BUSINESS ADMINISTRATION**

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Supervisor: Assoc. Prof. Gözde Öymen

İSTANBUL, 2019

T.C. BAHCESEHIR UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

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ABSTRACT

EFFECT OF DIGITAL BRAND EXPERIENCE ON CONSUMERS' ATTITUDE IN AUTOMOBILE SECTOR: A RESEARCH ABOUT AUTO PARTS

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Globalization has affected many sectors but especially the trade sector in the world. This has led to a change in consumer behavior in relation to the globalizing world. Recently, digital marketing, also called e-commerce (electronic commerce), allows trade and advertising through the internet network and facilitates the consumer to establish a one-to-one relationship with the producer. With digitization, companies have a chance to use visuals, voices or even online communication channels to promote their products on their websites. This lets the consumer to analyze and buy the product at any time. Therewithal, this innovation allows users to make a product comparison over the internet and buy the product that best suits his/her desires and demands.

The seller and buyer of e-commerce are various. Government agencies, businesses and consumers can be both sellers and buyers. Even a single institution can be both a seller and a buyer at the same time. As its name implies, B2C, which is the main subject of this research, refers to end user (consumer). B2C is a term which is frequently used to describe the trade link between the manufacturer who is selling industrial products and the consumer. At every stage of the trade, the customer relationship is important, but in B2C this relationship becomes more important. Therefore, B2C-type businesses should have good relations with the customer.

Since B2C focuses more on the purchase and sale of industrial products, the sales organization should know its target audience very well. The sales of car spare parts, which are the subject of this research, can be sold both in B2B (business-to-business trade) and on the internet in the form of B2C. However, the high level of labor especially in the vehicle sector and the presence of information videos of all kinds of transactions on digital platforms have enabled consumers to turn to B2C.

At the same time; consumers' interest in online car spare parts selling companies and the follow-up rate on the online pages where this service is provided has started to increase day by day. The performances of these companies on digital platforms have enabled many different brand experiences on the consumer side and revealed some changes in user behavior.

The aim of this thesis is to examine these consumer behaviors. Since the changes in consumer behavior can reach an infinite number of assumptions, the content of the thesis

is limited according to certain scales. Qualitatively, the trends in consumer behavior were analyzed in demographic details and a questionnaire consisting of various vehicle users was conducted. The data obtained from the survey were evaluated in statistically reliable programs and the results of the study were tried to be put in real terms with the aim of leading and supporting the future's detailed researches.

At this point, it is determined that today's people tend to digital solutions from traditional solutions in the supply of automobile spare parts and it is suggested that the value coefficients of the studies to be performed in this field will increase day by day.

Keywords: E-commerce, Business to Consumer, B2C, Turkey, Autoparts



ÖZET

OTOMOBİL SEKTÖRÜNDE DİJİTAL MARKA DENEYİMLERİNİN MÜŞTERİ DAVRANIŞLARI ÜZERİNDEKİ ETKİLERİ: OTOMOBİL YEDEK PARÇALARI ÜZERİNE BİR ARAŞTIRMA

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Globalleşen dünya, birçok konuda olduğu gibi tüketici davranışını da etkilemiştir. Günümüzde e-ticaret (elektronik ticaret) adıyla da anılan dijital pazarlama, internet ağı üzerinden ticaret ve reklam yapılmasına, tüketicinin üretici ile birebir ilişki kurmasına olanak tanımaktadır. Şirketler, kendilerine ait internet sitelerinde ürünlerini tanıtmak için görseller, sesler hatta çevrimiçi iletişim kanalları kullanabilmektedir. Bu da tüketicinin istediği gün ve zamanda istediği ürünü incelemesine ve satın almasına olanak sağlarken, aynı zamanda internet üzerinden ürün karşılaştırması yapmasına ve isteklerine en uygun ürünü satın almasına olanak sağlamaktadır.

E-ticaretin satıcısı ve alıcısı çeşitlidir. Devlet kurumları, işletmeler ve tüketiciler hem satıcı hem alıcı olabilmektedir. Hatta tek bir kurum aynı anda hem satıcı hem alıcı da olabilmektedir. Bu araştırmanın konusu olan B2C yani işletmeden tüketiciye yapılan elektronik satış, adından da anlaşılacağı üzere son kullanıcıya yani tüketiciye hitap etmektedir. B2C, genelde endüstriyel ürünler satan üretici ile tüketici arasındaki ticaret bağına anlatmak için kullanılan bir terimdir. Ticaretin yapıldığı her safhada müşteri ilişkisi önemlidir fakat B2C’de bu ilişki daha büyük önem kazanmaktadır. Dolayısıyla, B2C tipinde ticaret yapan işletmelerin, müşteri ile iyi ilişkiler içinde bulunması gerekmektedir.

B2C, daha çok endüstriyel ürün alım satımına yoğunlaştığı için, satış yapan kurumun hedef kitlesini çok iyi tanınması gerekmektedir. Bu araştırmanın konusu olan araba yedek parça satışı, hem B2B yani (işletmeden işletmeye ticaret) hem de B2C şeklinde internet üzerinden satılabilmektedir. Ancak, özellikle araç sektöründe işçiliğin yüksek olması ve dijital platformlarda her türlü işlemin bilgilendirme videolarının bulunması, tüketicilerin B2C’ye yönelmesini sağlamıştır.

Bununla birlikte; tüketicilerin, çevrimiçi otomobil yedek parça satış hizmeti veren firmalara karşı ilgisi ve bu hizmetin verildiği çevrimiçi sayfalara olan takip oranı günden güne artmaya başlamıştır. Bu firmaların dijital platformlarda sergilemiş oldukları performanslar, tüketici tarafında birbirinden farklı birçok marka deneyimi elde edilmesine olanak sağlamış ve kullanıcı davranışlarında bazı değişimler ortaya koymuştur.

Tezde amaçlanan ve fikir olarak ortaya konulmak istenen hususlar ise bu tüketici davranışlarını incelemektir. Tüketici davranışlarındaki değişimler sonsuz sayıda varsayıma ulaşabileceğinden dolayı tezin içeriği belli ölçeklere göre sınırlandırılmıştır. Niteliksel olarak tüketici davranışlarındaki eğilimler demografik detaylarla incelenmek istenmiş, bunun için çeşitli araç kullanıcılarından oluşan bir anket çalışması yapılmıştır. Anket sonucunda ortaya çıkarılan veriler istatistiksel olarak güvenilir programlarda değerlendirmelere tabii tutulmuş ve çalışmanın sonuçları bir sonraki detay araştırmalara öncülük edebilme ve destek olabilme gayesiyle reel ifadelerle ortaya konmaya çalışılmıştır.

Varılan noktada günümüz insanının otomobil yedek parçaları temini konusunda geleneksel çözümlerden dijital çözümlere eğilim gösterdiği saptanmış ve gelecek zamanda bu alanda yapılacak olan çalışmaların değer katsayılarının gün geçtikçe artacağı düşüncesi ortaya konmuştur.

Anahtar Kelimeler: E-ticaret, İşletmeden tüketiciye, Türkiye, Yedek Parça

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1. INTRODUCTION

In the globalized business world, besides the traditional marketing methods that have been going on for centuries, new virtual marketing phenomenon has emerged under the concept of digitalization especially in the first quarter of the 21st century. In many sectors, product marketing methods are rapidly evolving into the digital world. Especially as a result of the power of social media and effective directing ability on people, many companies operating in different sectors quickly went to marketing their products in digital environment.

The effective use of digital marketing techniques has clearly demonstrated its success for many products in recent years. Another important point in the emergence of this digital success is the innovations taking place in the software field, which make business world more practical than ever before. As a well-known interactive program called as B2C and its other derivative softwares, which are directly related to automotive spare parts marketing and sales activities, has brought the communication of consumers and marketers to a very strong level within the recent years.

Apart from indicating the importance of the digital marketing roles in the sector, the experiences that the consumers live with the brands in the digital platforms and its effects on the consumers' attitudes upon their decision of buying online started to draw the attentions of the communities.

In this thesis, automobile spare parts are considered as main products and the effects of emerging and developing digital brand experience of consumers are examined to discover whether their attitudes are inclined to keep buying or to cease buying online.

The second part, which begins with the literature review, will describe the digital marketing and its evolution in the process to date. This section will also highlight the history of the Web, the new economic model and the new consumer of the globalizing world will be discussed, besides the internet-based forms of trade will be introduced. In the 3rd chapter, the meaning and the contributors of the brand experience as well as the auto spare parts sector which forms the backbone of this research will be mentioned.

The aim of this research is to determine the use of spare parts sales in the B2C model and how consumers react as they experience the brands serving as auto part selling websites in digital platform. In auto parts, Turkey is still a country that can not break away completely from the traditional methods. On the other hand, emerging brands and their websites started to provide internet based e-commerce models called as B2C to their consumers. In this sense, it will be investigated what these web sites awaken to the Turkish consumer as a whole, what kind of experiences do they give and what kind of other aspects come up with for the consumers who have tendency to shop online or keep shopping online for thier own car. To do so it is also required to get knowledge more about the meaning of brand and the expression of digital brand experience for this digitalized century.

In order to give meaning to this theis' research aim and due to the lack of similar researches about digital brand experience upon auto parts in Turkey, it is given a closer look to the findings of 'Muhammad Sabbir Rahman, Mahafuz Mannan, (2018) "Consumer online purchase behavior of local fashion clothing brands: Information adoption, e-WOM, online brand familiarity and online brand experience", Journal of Fashion Marketing and Management' which results in the fact that online brand experience positively influences consumer online purchase behavior of local fashion clothing brands.

Going with the aim of this research which is to investigate the current position of electronic commerce in our country in terms of auto parts which will almost replace the traditional trade model, it will be needed also to consider the current economic conditions and instability of the dollar against Turkish Lira which then affects the automotive sector as well as other sectors. This case is getting more and more important compared to other business realities as the autoparts sector in Turkey is significantly dependent on importing parts either in finished condition or its components to assemble the final assembly. In this perspective, people looks more and more for another cheaper and qualified sourcing alternatives to save their budget as well as to feel themselves much more safe about the parts that they decide to replace in their cars. In an other saying, people's expectation becomes strickly closer to the lowest price with the best performance. Similar to this case, it can be easily found out that the exchange rate fluctuation had also affected labor

costs which even push the consumers learn more about replacing the products by their own and their usage purpose by the help of internet. This helps end users eliminate the costs incurred due to the intermediate traders. In this sense, today's perspective to brand names owning websites that sell auto parts to car users will be questioned and analyzed including in the eye of consumers who had ever experienced his/her moments with the relevant brand.

Considering the fact that today's people are rapidly adapting to technological developments day by day, it is easily understood that the usage of digital media is in a continuous increase. In line with this, consumer trends and behaviors vary in different geographies around the world. This is also very easy to expose itself on digital platforms. However, in the digital environment, people's relationship with brands and experiences can go through a very different evolutionary process than traditional models. This situation may reveal serious differences in consumer tendencies, behaviors and expectations. Due to these innovative developments, many companies engaged in marketing activities have entered into a strict competition in digital environments. The main target of this thesis is to investigate the effects of brand experiences on consumer in digital media in automobile spare parts. For this purpose, the questionnaire, whose content was specially prepared, was subjected to scientific tests. As a result of the analytical results, it was aimed to shed light on the consumer profile of the future period and to present an insightful scientific study content to the companies aiming to sell in the automotive spare parts sector.

2. LITERATURE REVIEW

Looking at the history of humanity, it is possible to see milestones such as the Agricultural Revolution, Industrial Revolution and World Wars. The fact that the Internet is part of social life is just as important as these revolutionary events. Nowadays, technology is developing even faster than it was 20 years ago. The early Internet was devised and implemented in American research units, universities, and telecommunication companies that had vision and interest in cutting-edge research.

Internet history can be divided into three parts. The first part came from the US ARPA (Advanced Research Projects Agency). The ARPANET system, which was used as an uninterrupted communication tool against a possible nuclear war, enabled the internet to be launched in 1969. The organization, which was later called DARPA (Defense Advanced Research Project Agency), made its first connection in 1971 consisting of 15 connections between 23 computers (Abbate 2000).

The Internet then entered into the commercial phase (1984-1989). It was facilitated by the upgrading of back-bone links, the writing of new software programs, and the growing number of interconnected international networks. Abbate (2000) states the massive expansion of the Internet into a global network during the 1990s when business and personal computers with different operating systems joined the universal network. In the 90s, computers were sold at low costs. With the development of service providers, after this date, individuals can easily surf the Internet. The instant and growing success of social networking-sites that enable Net users to share information, photos, private journals, hobbies, and personal as well as commercial interests with networks of mutual friends and colleagues is discussed the biological kingdom (Abbate 2000).

The third phase reflects the current process. Nowadays, internet has become an essential issue for businesses. The development of the Internet started in the 2000s and accelerated in the next 10 years. In the literature review, it is seen that the internet is examined in three groups as Web 1.0, Web 2.0 and Web 3.0.

Web 1.0: Web applications, which have been progressing since the 1990s, started with Web 1.0. With the introduction of the Internet into the daily life, the Web 1.0 era began. Web 1.0 consists of few content producers and many readers. Web 1.0 enables people to go directly to the source to get information. Web 1.0 consists of HTML-based sites. This type of internet is more focused on receiving information and provides connection to cable broadcast (Naik & Shivalingaiah 2009). The content publisher of this period was creating its own systematic. The web world, which has become more complex today, was quite simple at that time. Web 1.0 was a completely unilateral systematic (Naik & Shivalingaiah 2009)

In Web 1.0, institutions' websites are linked to search engines. At the same time, the user who was given the right to create content today was very passive at that time.

Web 2.0: As the Internet evolved, the web also developed. Web 2.0, which is an advanced version of Web 1.0, has been developed and modified by meeting the requirements of computer users. Web 2.0 is a period in which social media emerged. With the development of social media, users have started to create their own content. While users create their own profiles, companies design their corporate identities (Naik & Shivalingaiah 2009).

Table 2.1: Differences between Web 1.0 and Web 2.0

Web 1.0	Web 2.0
Static ads	Content-appropriate ad on the website
The user cannot share their photos on social media. But they can store them.	Flickr has appeared. Photo sharing web address on social media
Songs are downloaded from mp3.com addresses.	song listening site called fizy.com has been revealed.
Encyclopedic information content	Wikipedia has emerged. This website contains encyclopedic information.
HTML-coded personal websites	Personal blogs
Catchy internet address links	Search engine optimization for the user to keep in mind.
Page clicks.	Page clicks have started to make money.
Content is not user-generated	Wikipedia is now available to users. Now the user has started creating content.
Taxonomy	Tagging

Source: O'Reilly, T. (2005). What is Web 2.0: Design Patterns and Business Models for the Next

The transition from Web 1.0 to Web 2.0 has hosted a platform where internet users create content by creating content. The chain effect of web 1.0 and 2.0, with complementarity rather than a clear difference, is shown in table 2.1.

Web 3.0: 3.0 is the current point in internet. Web 3.0 is capable of changing the life of the internet user. Tasner (2011) described this situation as following sentence:

"In the past, the Internet was just about web sites, clicks, and viewers, while the new Internet is more about engaging in communities. As users and computing power grows and easy-to-use devices multiply, the internet becomes a single computer that anyone who lives and has a network can program.

Fuchs et al (2010) stated different versions of Web with various denotations. While Web 1.0 symbolizes cognition and Web 2.0 delineates communication, Web 3.0 is all about co-operation. The main philosophy of Web 3.0 is, easy access in any time through technological utensil diversity. While in Web 1.0 and 2.0 periods, the number of clicks and viewers were important, with the advent of Web 3.0, participation in communities on the new web began to gain importance (Table 2.2). As the technological tools that are easy to use increase and the internet becomes more and more accessible, the power of information and content increases and Web 3.0 gets stronger. The fact that the Internet has reached this point is beneficial for both users and organization owners (Tasner 2011).

Table 2.2: Differences of Web 2.0 and Web 3.0 2018

WEB 2.0	WEB 3.0
Internet based on writing and reading	Personal and portable internet
Based on community	Based on individual
Content sharing	Dynamic content production
Major examples: Google, blogs, Wikipedia	Major examples: iGoogle, RDF

Source: Ciasullo, M. V., Troisi, O., & Cosimato, S. (2018).

Digitalization has affected most sectors, but especially the marketing sector. In the digitalizing world, marketing methods have become more technical and measurable than ever before. As the speed of the information produced increases, the consumer's active

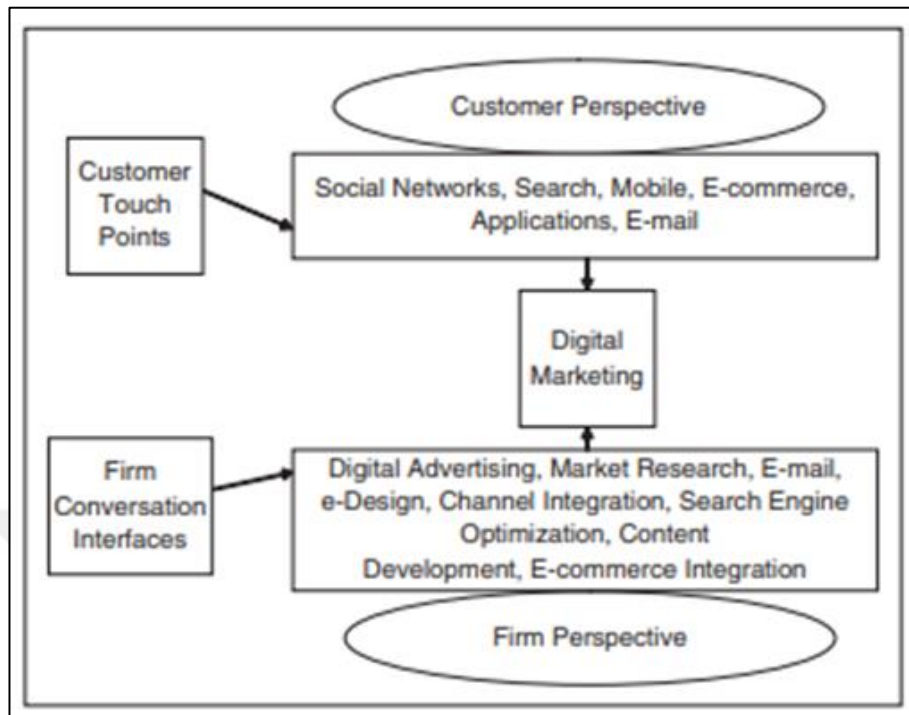
attention has become more narrow in time and more valuable. This required the salesperson to produce many ideas in order to attract consumer attention. In the 21st century, where users' experience is one of the priorities of holding the market, the primary goal of marketers is to ensure consumer satisfaction. (Ertemel 2016)

2.1 DIGITAL MARKETING

Digital Marketing Institute defined digital marketing as "using targeted and measurable communication, using digital technology to fulfill its marketing objectives" (Chaffey & Ellis-Chadwick 2019). Merisavo (2006) defined digital marketing as a form of marketing delivered to the masses with the use of internet or technology.

Digital marketing is a technique in which the customer is understood as an individual. This marketing type offers a multi-channel purchasing experience; uses digital applications such as internet, e-mail, databases, mobile devices, wireless technologies to support marketing activities (Chaffey & Ellis-Chadwick 2019) Digital marketing has a simple logic with two steps. Marketers provide access to customers with various platforms. Then, they plan to establish good relations with customers. The main objective of modern marketing is to bring new customers to the business and to satisfy the existing customer. Digital marketing is a messenger that provides all kinds of communication between the target group and the business (Wymbs 2011). This relationship is shown in Figure 2.1.

Figure 2.1: Digital marketing scheme

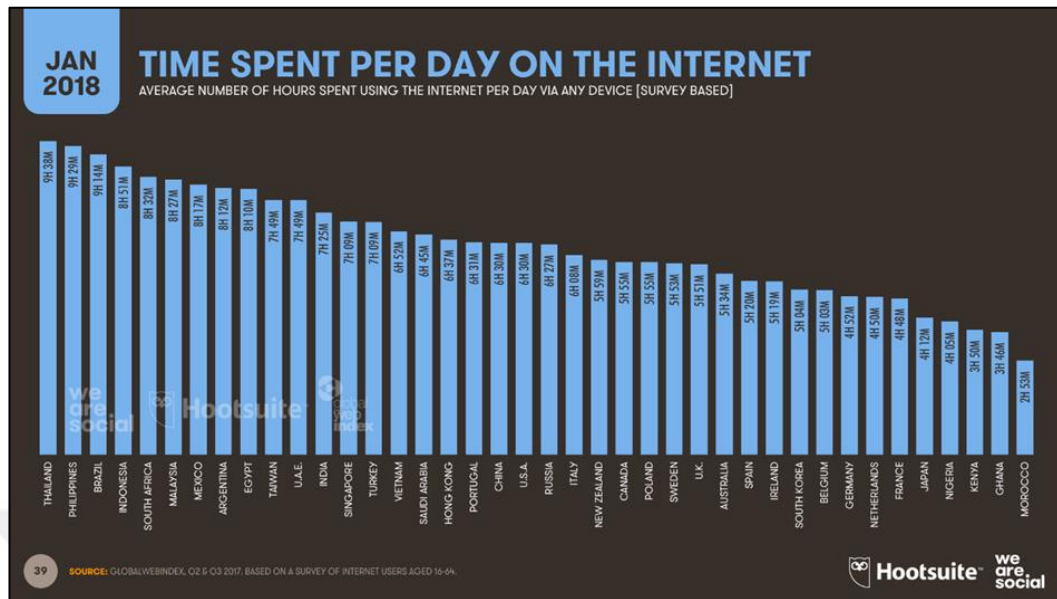


Source: Wymbbs 2011

The consumer has been digitalized just like the market. Therefore, in order to achieve successful digital marketing, it is necessary to learn or manage the digital consumer's thoughts and desires, which is quite difficult. New generation consumers can obtain all the information that companies want to give to the consumer, and even more, through social networks, which is the most important element of digital marketing. (Leeflang, Verhoef, Dahlström, & Freundt 2014). According to a study, 4 billion people in the world are actively using the Internet. More than 3 billion of them use social media. These figures are increasing exponentially each year. (Kemp 2018).

Moreover, as can be seen in Figure 2.2, all of these people spend almost half of the day on the Internet. With an average of 9 hours and 38 minutes, Thailand is the leading country of internet usage. The last country-Morocco- lasts an average of 3 hours per day on the internet. It is possible to understand the change in people's everyday life by just look at Morocco. This research shows that the use of the Internet has become one of the priority needs of modern people.

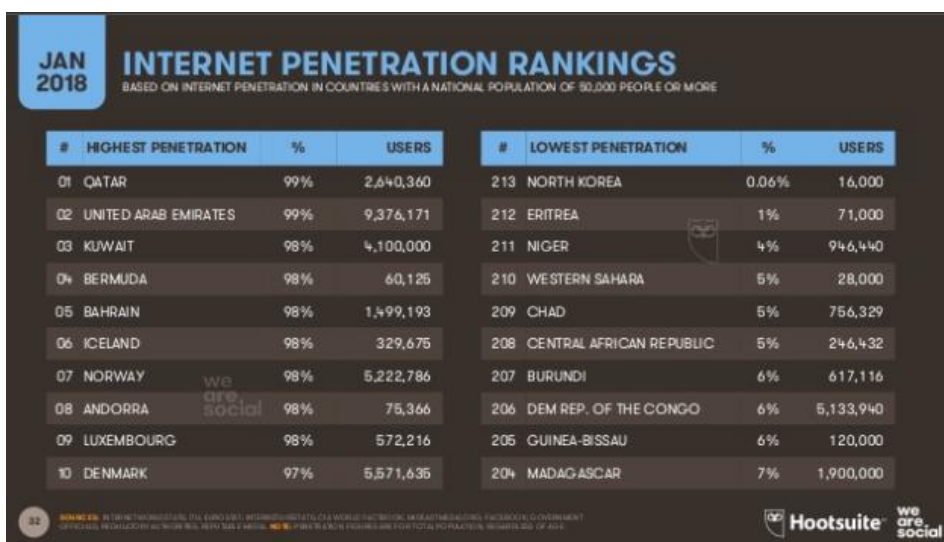
Figure 2.2: One-day internet usage percentages of countries



Source: (Kemp, 2018)

On the other hand, 4 of the top 5 countries are in the Arabian Peninsula. This shows that internet use has started to become independent from culture. Because the countries of the Arabian Peninsula are known for having a more closed culture than the Western countries. (Figure 2.3)

Figure 2.3: Internet penetration rankings of 2018



Source: (Kemp, 2018)

In the past, while marketing was done by traditional methods, digital marketing is revolutionized by the technology it uses. The most important element that provides this revolution is that the internet is a cheap platform that can reach a wide audience.(Chaffey & Ellis-Chadwick 2019).

In a study conducted by Facebook for the first half of 2019 while, in 2019 the internet most users in 20 countries of China, India, the United States, Brazil, Indonesia, Japan, Nigeria, Russia, Bangladesh, Mexico, Germany, Turkey, the Philippines, Vietnam, England, Iran, France, Thailand, Italy and Egypt. Turkey rose up to 12th line with a population of 82,961. It is clear that there has been a significant increase in the internet usage of citizens around the country since the year 2000. (Table 2.3).

Table 2.3: Top 20 countries with the highest number of internet users in first half of 2019

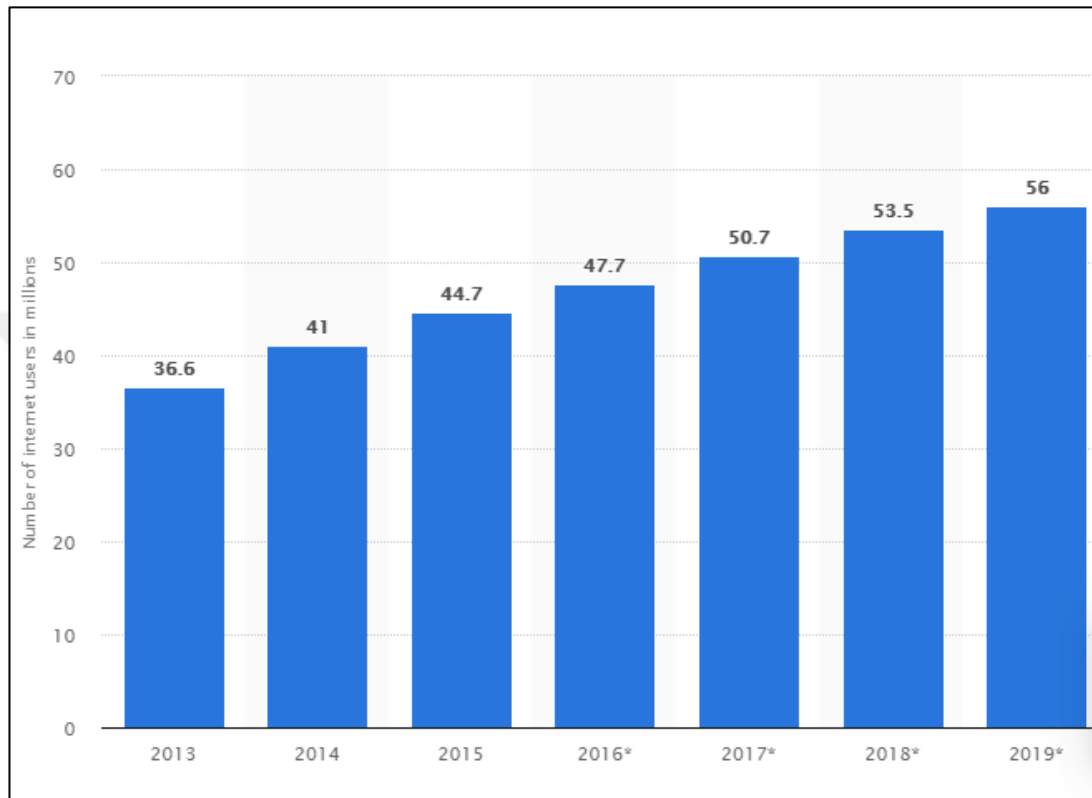
#	Country or Region	Population, 2019 Est.	Population 2000 Est.	Internet Users 31 Mar 2019	Internet Users 31 Dec 2000	Internet Growth 2000 - 2019
1	China	1,420,062,022	1,283,198,970	829,000,000	22,500,000	3,584 %
2	India	1,368,737,513	1,053,050,912	560,000,000	5,000,000	11,100 %
3	United States	329,093,110	281,982,778	292,892,868	95,354,000	207 %
4	Brazil	212,392,717	175,287,587	149,057,635	5,000,000	2,881 %
5	Indonesia	269,536,482	211,540,429	143,260,000	2,000,000	7,063 %
6	Japan	126,854,745	127,533,934	118,626,672	47,080,000	152 %
7	Nigeria	200,962,417	122,352,009	111,632,516	200,000	55,716 %
8	Russia	143,964,709	146,396,514	109,552,842	3,100,000	3,434 %
9	Bangladesh	168,065,920	131,581,243	92,061,000	100,000	91,961 %
10	Mexico	132,328,035	101,719,673	85,000,000	2,712,400	3,033 %
11	Germany	82,438,639	81,487,757	79,127,551	24,000,000	229 %
12	Turkey	82,961,805	63,240,121	69,107,183	2,000,000	3,355 %
13	Philippines	108,106,310	77,991,569	67,000,000	2,000,000	3,250 %
14	Vietnam	97,429,061	80,285,562	64,000,000	200,000	31,900 %
15	United Kingdom	66,959,016	58,950,848	63,061,419	15,400,000	309 %
16	Iran	82,503,583	66,131,854	62,702,731	250,000	24,981 %
17	France	65,480,710	59,608,201	60,421,689	8,500,000	610 %
18	Thailand	69,306,160	62,958,021	57,000,000	2,300,000	2,378 %
19	Italy	59,216,525	57,293,721	54,798,299	13,200,000	315 %
20	Egypt	101,168,745	69,905,988	49,231,493	450,000	10,613 %
TOP 20 Countries		5,187,499,066	4,312,497,691	3,117,533,898	251,346,400	1,140 %
Rest of the World		2,565,984,143	1,832,509,298	1,229,027,955	109,639,092	1,021 %
Total World		7,716,223,209	6,145,006,989	4,383,810,342	360,985,492	1,104 %

Source: Internet World Statistics 2019

This study is associated with B2C experience of Turkish consumers in Turkey at this point it is useful to look at the rate of Internet use.

Turkey in 2014, it was learned that 41 million Internet users. Today, this number has increased to 56 million. While there were 36.6 million Internet users in 2013, the population of 2013 was recorded as 75.63 million by TUIK.

Table 2.4: Turkey's internet usage from 2013 to 2019



Source: Statista Research Department, 2019

Digital marketing is a technique that uses traditional marketing tools, but rather utilizes high-tech capabilities. Nevertheless, digital marketing has not completely replaced traditional marketing techniques. Nowadays, traditional marketing techniques still retain their value for some products and services.

2.2 DIGITAL MARKETING VERSUS TRADITIONAL MARKETING

If a timetable was made for marketing, it will be revealed that traditional marketing techniques were used in the first three quarters and in the last quarter, digitalization started step by step. The 19th century seems to be a century of focus on the product. During this period, the enterprises expect the customer to purchase after producing the product. There were no parameters such as who the customer is, what expectations they have, whether they are satisfied with the product or not. Because, although customer satisfaction,

products can be sold in some way. The reason for this was that people were not aware of this issue and that alternative products were not produced (Varinli 2006).

Table 2.5: Development of marketing

Production	Sales	Marketing	Modern Marketing
*This period lasted until 1930	*Period after 1930	* Supply is larger than demand	*The period after 1990s
*Supply is smaller than demand	Supply is equal to demand.	*Advertising and sales power, product alone to sell is not enough	*Supply is too large
*What is important is the amount of production	*Efforts to increase sales through printed sales and misleading advertising	*Marketing departments are emerging	*Customer's wishes on the market have started to gain value
*No importance is attached to the consumer's needs	*Instead of production, sales capacity gained importance	*Competition is rising	*All units of the business are working in coordination
*There is no marketing department			*Integrated marketing is emerging
*No competition			*Consumer oriented studies are started
*What is important is to produce products. Not for sale			*Long term profitability has become a goal
			*Market-oriented management approach

Source: Varinli 2006

2.3 BENEFITS OF DIGITAL MARKETING

Thanks to the developing technology, digital marketing is widely preferred. The customer needs various incentives to enter the internet and make purchases. Watson et al (2002) linked the increase of digital marketing to social media networks such as Facebook and

Twitter. Today, the majority of digital marketing is carried out through social media. In this sense, it is necessary to mention the advantages of social media, which is an important part of digital marketing. The major advantage of social media marketing is the reduction of costs and the identification and acceleration of the customer's product. In general, digital marketing has fewer salespeople, fewer distributors, and fewer intermediaries than normal sales. This provides a more cost-effective business option for the employer (Stehth & Sharma 2005).

Information provides very high added value both for itself and for the production of a physical product or service. Production on the Internet focuses on knowledge rather than physical products. Another factor in the preference of the Internet is the elimination of transaction costs due to distances. The location of the consumer, ie the distance between the product and the customer, is not as important as the traditional market (Chaffey & Ellis-Chadwick 2019).

2.4 DISADVANTAGES OF DIGITAL MARKETING

Although digital marketing has many advantages, it has disadvantages too. Digital marketing, as the name suggests, is done over the internet. This makes it a platform which allow imitating ideas by competing firms. Not only the product range, but also the brand name and logo can be copied by competing companies. At this point, although there are various legal processes regarding copyright, this is a disadvantage (Barefoot & Szabo 2010). According to Steinman and Hawkins (2010), companies should constantly monitor competing firms and take immediate action in case of a possible violation.

Social media is not a medium that can be controlled too much. For this reason, companies cannot control commentaries when users share product or brand name. At the same time, competing companies or internet users can share inaccurate information about the brand on the internet. Although inaccurate content can be deleted by court order, as a result it is a situation that seriously affects marketing (Ghose, Panagiotis, & Li 2009) .

Although digital marketing provides convenience for the consumer compared to traditional marketing, it does not see the product exactly. On the other hand, companies involved in digital marketing need to make consumers feel safe. This can sometimes

become difficult to manage (Leeflang et al. 2014). According to a study by Ratnasingham (1998), the biggest problem that existing customers are worried about when shopping online is credit card fraud (Ratnasingham 1998). In internet-based marketing, discontinuities or problems in the internet network directly affect marketing (Leeflang et al. 2014).

2.5 DIGITAL MARKETING MIX

Since the beginning of 2000s, digital marketing has started to develop and this has enabled companies to give importance to digital marketing mix. Especially with the introduction of electronic commerce websites, the need for a different marketing mix emerged. Because the current marketing mix is not enough for electronic marketing after a certain point.

Expectations, needs and demands of the consumers are differentiated every year due to the social changes. This affects the homogeneity of the target audience. Therefore, it is important for companies to create a marketing mix tailored to the needs of individuals rather than mass marketing practices with homogeneous structure (Dalgıç 2000).

In order to sell a product, marketing mix issues has to be in the framework of sales act. Constantinides (2006) discussed the marketing mix with its industrial market content. Research has shown that industrial marketing is different from standard marketing.

Market orientation is thought to be a factor in the brand's new product launch. According to Cooper and Kleinschmidt (1987), the success of the new entry to the market depends on how well it is compatible with the market. However, innovation alone cannot provide the basis for competitive advantage. The time required for brands to produce me-too¹ products has also been shortened. In this sense, brands need to focus on providing superior benefits with the product in order to surpass their competitors. At the same time, the ratio of this superior benefit to the price is also important (Cooper & Kleinschmidt 1987).

With the digitization, the dimensions of the purchase have changed. Buyers can instantly share their positive or negative experiences with the product on the Internet. This

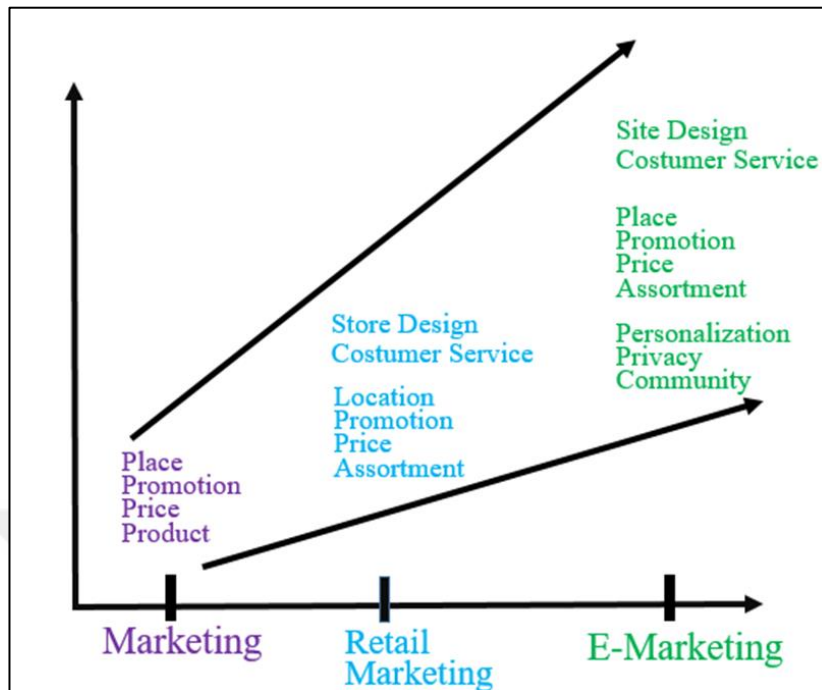
¹ Me too product: a product introduced by a company after it has seen that other companies are successful with the same type of product (Longman Dictionary)

increased consumer expectations about the service or product they received. According to Kotler and Armstrong (2014), increasing the satisfaction of existing customers and gaining new customers by offering high value are the main objectives of marketing.

One of the marketing mixes in digital markets is activity. The event is to enable the buyer to access the website and obtain information about the product he / she wants to buy. Information about the product to be purchased increases satisfaction (Bozbay, Yaman, & Özkan 2016). Another e-marketing mix is trading. Performing a transaction means that the promised goods and services are in stock and delivered on time. This means that the desired goods and services are received and delivered to the consumer at the desired time (Bozbay et al. 2016). The confidentiality dimension, which is not a part of the standard marketing mix but an important factor in digital marketing, is to ensure the security of credit card and address information about the buyer. Web sites that provide privacy are more preferred (Kalyanam & McIntyre 2002).

Likewise, the design of the website is an important issue for the marketing mix. It is very important that the website is easy to use and even has a fun design that includes gamification elements (Kim & Eom 2002). Another mix of digital marketing is customer relations. What businesses design for their brands on their website are activities to increase customer loyalty (Kalyanam & McIntyre 2002). Increasing interest in one-to-one marketing increased the importance of personalization. The purpose of personalization is to provide better service by anticipating the needs of the buyer, increase interaction and increase customer loyalty (JungKook & Lehto 2009). As the markets diversify, so does the marketing mix (Figure 2.4).

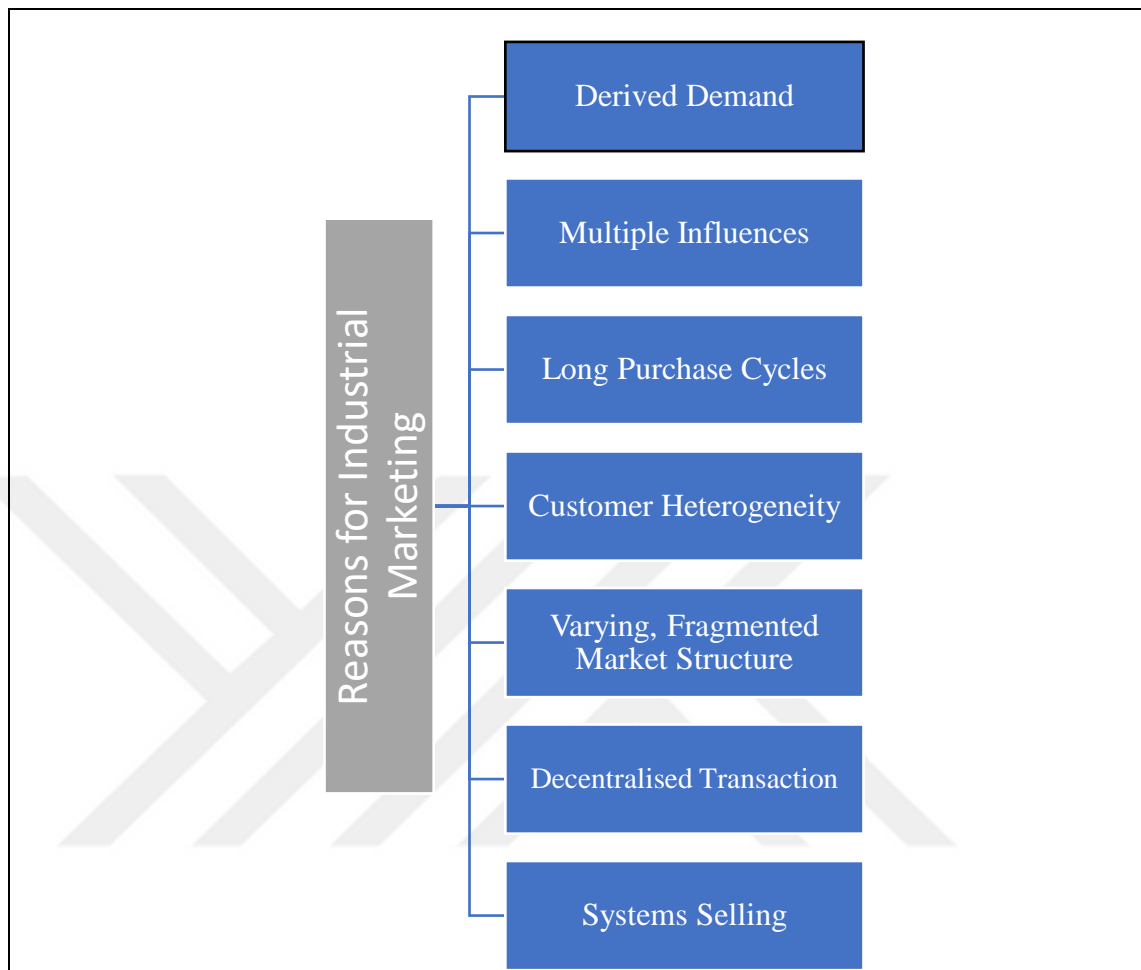
Figure 2.4: Difference between marketing, retail marketing and e-marketing



Source: Kalyanam & McIntyre 2002

The industrial marketing mix works differently from the elements of the standard marketing mix. This is because, as noted above, the industrial marketing mix varies according to the customer profile. The differences between these two areas are given in Figure 2.5.

Figure 2.5: Reasons for industrial marketing and its differences from standart marketing



Source: Lilien 1987

Derived Demand: The industrial market is different from the standard market. The industrial product market does not address the endproduct consumer. For example, the increase in the price of steel cord in the radial tire market does not allow motor manufacturers to buy more tires. However, manufacturers of replacement materials may be interested in this pricing (Lilien 1987).

Multiple Influences: More than one person is involved in industrial procurement (Lilien 1987).

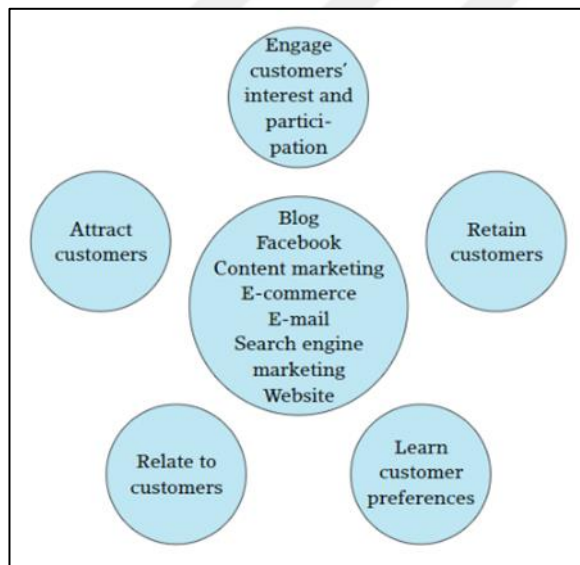
Long Purchase Cycles: Industrial products are more expensive than standard marketing products. At the same time, the purchase takes place between two people and not more than one person. The products sold are purchased longer than standard marketing due to

their technical characteristics. This allows the purchase process to be extended.(Lilien 1987)

2.6 DIGITAL MARKETING TOOLS

Along with the digital marketing, especially small companies found a chance to develop rapidly, which was not a case for traditional marketing. This velocity helps businesses to enter the market for both business-to-business and business-to-consumer purposes (Leeflang et al. 2014) Since the beginning of digital marketing, many companies gained favor on digital marketing, but according to literature it availed specially small businesses (Taiminen & Karjaluo 2015). Gilmore, Gallagher and Henry (2007) embodied that companies which uses digital marketing effective and has a limited capital gathers speed in the path of success. In order to comprehend their success, it is necessary to understand digital marketing tools (Figure 2.6).

Figure 2.6: Digital marketing tools for building costumer relationship



Source: Nikunen, Saarela, Oikarinen, Muhos, & Isohella 2017

There are various tools for using digital marketing to both earn more money and recognition. In this purposes, digital marketing tools helps companies to build relationship with consumers.

2.6.1 Search Engine Optimization (SEO)

The increasing use of the Internet every day allows people to spend most of their time in virtual environment. 90% of Internet users use search engines to find information online. Being one of the top 20 results in the search engine is important in terms of availability (Pérez-Montoro & Codina 2017). According to a study based on American internet users,

- i. 93% of Internet traffic is provided by search engines.
- ii. The number of monthly searches from Google is around 100 Billion.
- iii. The average of 4.99 words is used in the searches.
- iv. 59% of adults in the United States access information from search engines on a daily basis (reachlocal.com, n.d.).
- v. Successful site optimization brings quality customers and customer potential to the site. For this reason, it is very important to make site optimization for the search engines. You can see the figure 2.7 showing the keypoints of SEO process

Figure 2.7: SEO process



Source: Yalçın & Köse, 2010

2.6.2 Search Engine Marketing (SEM)

Search engine marketing can be defined as the whole work that enables the products or services to be delivered to consumers in the shortest and most appropriate way on the

internet. A search engine is a mechanism that compares output information and records and ensures that the final data is of high performance. It consists of three parts: web robot, search index and user interface (Rowley 2000).

Besides the general search engines, there are also customized search engines. Search engines focused on a specific area is called vertical search. Each search engine has its own algorithm. Search engine marketing is the way marketing is done to increase the chance of websites to stand out on the search engine results page.

Search engine optimization is a method used in search engine marketing. In this sense, two of them are used together, although the title is mentioned in the title. Search engine optimization is done to optimize a website according to search engines. After optimization, the website will appear at the top of the searches. Thus, the ground is prepared for Search Engine Marketing (Enge 2009).

2.6.3 Content Creation

Increasing competition among the companies in the market has made the consumer the decision-maker with easy access to the information they want. This situation has pushed companies to think about the content they will offer to their customers. The content that provides quality and fast service to meet the expectations and requests of the consumers has been passed to the literature as content marketing. Thanks to this marketing system, it has passed power from producer to consumer (Handley & Chapman 2012)

Content marketing is the whole of the stories told in order to reach the consumers and attract their attention. However, these stories need to be the kind of stories the consumer wants to hear. Otherwise, because the content created is not suitable for the target audience, it cannot be sold or sold very hard. The effect created by the stories is important not only for the existing customer but also for attracting the potential customer. Reaching customers by producing suitable content is much more budget-friendly than reaching customers through advertising (Penpeçe 2014).

In this sense, the consumer needs to be well understood. Li and Bernoff (2008) classified social media users into six groups such as; creators, critics, collectors, joiners, spectators and in-actives. Creators and Critics form the content of social media. Creators creates

content, blogs, social media videos that can be of interest to people. Critics contribute to the contents by the positive or negative responses. Collectors organizes the content of the website that guides the user. Joiners supports the content by opening their own social media profiles. The audience is the most out of the group and the consumer. The content produced by all these people is intended for the audience (Huatori, Ulkuniemi, Saraniemi, & Malaska 2013).

Content creation provides companies many advantages. These are as follows; (Handley & Chapman, 2012)

- i. Attracting customers: Good content brings in new customers.
- ii. Informing customers about the products / services they are considering: Information, which is the number one reason for using the Internet for purchasing, is a situation that is accessed through proper content. The more clearly and properly the content of a website, the better for the consumer.
- iii. Overcoming resistance to purchasing products / services from customers and addressing objections: Although there are no difficulties about the consumers who are familiar with the company or who are focusing on purchasing the product, it is a serious and difficult task to present the brand to people who have no knowledge of the product and the company. The content indicates to the consumer why he / she should choose the brand.
- iv. Creating brand reliability in the sector and increasing the reputation: Brand recognition is a subject that requires meticulous work. In the internet environment, this sensitive subject can be successfully fulfilled with proper content.
- v. To tell the story about the brand: The main purpose and concept of the company is important for the consumer.
- vi. Providing WOM through social networks: Looking at the history of marketing, WOM, which has a very important place, is also important for content production.

Brands should produce content that will be subject to effective and bilateral conversations to attract new customers.

- vii. Creating a fan base: Consumers want to comply with the product or brand they buy. Appropriate content allows the brand to be spoken continuously and to create a fan base.
- viii. Triggering a sudden purchase decision: The main purpose of marketing is to persuade the consumer to buy the product instantly, then to become a constant customer by letting him/her enjoy the brand.

The main purpose in content marketing is attracting visitors to the website or business and converting them as customers. Therefore, it is possible to say that the basis of the content is human. In this context, the main purpose of content marketing should be to influence people. The content that suits the consumers and encourages them to buy makes success for the brand (Einstein 2016).

2.6.4 Social Media Marketing (SMM)

Social media is the primary tool for digital marketing. Social media marketing can be defined as using social media channels to display products and constitute a better communication with consumers. It simply works like a digitized WOM². Social media allows companies to achieve extensive masses in a very short time. By courtesy of these features, social media encourages users to spread companies messages to their acquaintances (Barefoot & Szabo 2010).

Miller (2016) pictured social media as:

“those websites, services, and platforms that people use to share experience and opinions with each other. They cover everything from social networks (users share details of their own lives) to social bookmarking (users share sites and articles they like) and include blogs and other forms of online communities”(Hoang 2017)

² WOM is an abbreviation for Word of Mouth which is achieving marketing by recommendation of an experienced consumer.

Social media is indeed a content- rich technique for marketing. Together with social media, the consumer has started to produce content. In other words, the consumer has begun to produce his own media. Thus, if a general definition is made, it is possible to define media users as opportunities that can provide support for the production of content for social media (Järvinen, Tollinen, Karjaluo & Jayawardhena 2012).

Social media enables digital communication and collaboration through easy-to-access virtual media tools. In this way, economic, cultural and geographical restrictions between the users who have the chance to make instant comments about the issues on the agenda will be eliminated. In today's social media; Internet users contribute to the content, opinions and experiences they share, business contacts. Virtual media tools and platforms are available. These virtual environments are called Web 2.0, Social Informatics, Living Web, Hypernet, Active Web (Manzoor 2010)

Social media has encouraged the user to broadcast and produce content so in a sense it can be said that the roles in the media have changed. Social media has influenced not only consumers, but also businesses. In the traditional media, only the creative advertisements are able to make businesses stand out between their rivals. Whereas, social media offers the opportunity to spread to large masses with very little fee.

Michael Fruchter, the researcher who contributed to the literature about social media, explains this term with the "5C" model. According to Fruchter, social media; is composed of Conversation, Community, Commenting, Collaboration, and Contribution factors (Askeroğlu 2010).

As the essence of social media is communication, being in contact with people with common interests proves one's existence in social media. In other words, a profile without interpersonal interaction is not exactly the use of social media. Thanks to social media, it is of great importance to make comments. Social media does not give the user the right to comment only. The user is encouraged to state what they think about the topic / brand / event etc. People begins to feel involved in a group.

According to Mayfield (2008), social media is a new type of online media as the following basic features including;

Participation: Social media encourages users to give feedback.

Transparency: Social media services are user-friendly services. Users can share their ideas vote and transfer information by using social media.

Communication: In comparison with traditional media, social media is a more versatile one in terms of communication.

Community: Social media allows users to quickly and effectively create communities. Communities also share what they are interested in, such as their favorite photos, political values, favorite TV shows.

Connectedness: The general run of social media allows links to use other websites. By this means, people can easily make researches and connect with people about a specific content (Mayfield 2008) .

The fundamental objective of social media is to provide interaction between users, content and data. Likewise traditional marketing, social media needs some vehicles including blogs, social networks, content networks, channels which enables video sharing, podcast and forums (İyiler 2009). These vehicles allow users to post their pictures, share their ideas etc. They also give an opportunity to companies to advertise their products or services.

While the concern shown to social media has increased, advertisement sector had found an efficient field besides traditional media to reach consumers. Both small and big companies started to use this kind of marketing (Mayfield 2008)

2.6.5 Digital Display Advertising-Banner

It is seen that some of the numerous websites on the internet are visited more. Moving messages placed on sites such as shopping sites, search engine ads, electronic newspapers provide links to their main sites. The person who visits this site can access the site by clicking on the banner. Banners are moving or motionless ads that take up little space in site design but are successful in attracting the attention of the Internet user (Kırçova 2012).

2.6.6 Mobile Marketing

Mobile phones, which have been created in order to communicate with other people in a mobile way, have turned into an entertainment and communication tool that incorporates many devices with the advancement of technology. Mobile phones have become an important tool in the marketing sector because they are popular, easy to use and can be bought by people from every budget.

The aims of mobile marketing, which has the same goal as traditional marketing, include customer engagement, increasing customer satisfaction, gaining new customers and doing market research. The only difference between mobile marketing and traditional marketing is, mobile marketing tries to reach the same targets with mobile technologies (Pousttchi & Wiedemann n.d.)

2.6.7 Viral Marketing

Viral marketing emerged as the sub-branch of WOM with the intense use of social media. This marketing technique, which is carried out electronically, consists of informing the internet user without notice about the product and the company. In this way, the information about the product and the company is spreading rapidly with the effect of social media (Gülsünler 2014) Compared to other marketing techniques, the tools used are cheaper and effortless, and most advertising and marketing activities involve viral marketing. However, in viral marketing, once the message has spread to the Internet, its progress is left entirely to the internet users. Therefore, although there are advantages, there is also a single but effective disadvantage.

Therefore, companies need to consider this risk before starting their viral marketing campaign. Although viral marketing first started with photos that were funny and encouraging people to share, it is also used in video today. The best-known example of viral marketing in Turkey belongs to a web-site called gittigidiyor.com. Gittigidiyor, which is a subsidiary of the internet site E-bay, reached 4.7 million internet users in a month with the video taken for the promotion of the website (Başusta 2009) Video basically contains a girl who has been cheated by her boyfriend. She appears in the video with a desire to take revenge and sell her boyfriend's belongings for a small price. This

had been considered as a funny video by millions of people and encouraged them to share it. So, the video brought success to the company with its funny but also convincing way.

2.6.8 E-Mail Marketing

Advertising via e-mail is another one of the promotions that can be made by the internet. Considering that everyone has at least one e-mail address, it may be noticeable how large the size of this type of advertising is. Companies identifying the appropriate message for their target audience, buys e-mail address lists and sends e-mail's about the services they offer to their Internet users. Internet users who receive information about services or products also have the option of purchasing the products or services by going to the sites linked to them if necessary (Kırçova 2012).

Electronic mail marketing has more benefits than regular mail marketing. In e-mail marketing, the customer's response to written text is higher than in traditional mail. This ratio is 30% to 3%. Researches underline that 99% of the text sent for e-mail marketing is read by customers and 65% of these people click on the link in the mail (Merisavo 2006).

2.6.9 Affiliate Marketing

Affiliate marketing is the sale of someone else's product in return for a profit partnership. The affiliate marketer receives commissions on every product that they sell. For this, it is necessary to realize the openings in the market and to find a product with the potential to bring a commission after the sale (Bala & Verma 2018) The success of this marketing technique lies in the establishment of the win-win relationship between the advertiser and the affiliate (Duffy 2005)

2.6.10 Online Public Relations

With the emergence and expansion of the Internet, public relations have also been transferred to digital media. Digital public relations, which emerged in the Web 2.0 era, is an important marketing tool. The concept of public relations is the whole of the relations with the close environment of the enterprise and various segments of the society. This concept helps to create positive opinions about the company or product (Mirze 2010).

According to a study published by Facebook in January 2018, 53% of the world's population is internet users. At the same time, 42% of social media users were identified before 2018. Majority of the people using social media - 68% - use smartphones. A year ago, in 2017, 3.2 billion social media users were identified. In 2018, this figure increased to 3.4 billion. In the future projection, it is seen that this level will increase. The same research revealed that Facebook is the most widely used social media platform. Facebook had 2 billion users in 2017 and 2.1 billion users in 2018. In both 2017 and 2018, Facebook ranked first in terms of social media use. The second social media platform is Youtube. Youtube's video sharing platform is followed by Instagram, a popular photo sharing platform. It was observed that social media users increased in both platforms compared to 2017C (Kemp 2018).

2.7 DIGITALIZED TRADE AS A NEW ECONOMY MODEL (E-COMMERCE)

In the 1990s, the increase in information and communication technologies and changes in the economies of the countries investing in these technologies have been experienced. Especially in America, after 1990, economic performance increased significantly. Along with the effect of globalization, the world has turned to a new economic model. This new system had offered change of business systems and in this alteration, the share of Internet is substantially great. (Li, Cao, Castro-Lacouture, & Skibniewski 2003). These developments in information and information technologies consist of computers, software, hardware and telecommunications related goods and services. With the rapid expansion of the Internet, international borders have been eliminated.

The entrance of Internet to daily lives, companies started to market their goods and services through web. This system, which is called e-commerce, is quite new, but has received much attention. (Leeflang et al. 2014). This phenomenon- e-commerce-, which emerged with the Internet and referred to as the "new economy" in the literature, is the most emphasized concept of recent years (Zagler 2002).

According to the definition of OECD (2002), electronic commerce is the trading of computer networks. Even if the delivery by payment is in the traditional system (payment at the door or at the checkout), placing the order over the internet is an indication that shopping is digital (OECD 2002). Electronic commerce is the sharing of information

between producers, consumers, public institutions and all other organizations and authorities through electronic means in order to carry out all activities in the trade process (Canpolat 2001)

Electronic commerce can be done with all kinds of technological devices with internet connection. In addition, the computer network called Electronic Data Interchange (EDI) is the most important electronic commerce tool. This system, which allows data to be transferred between computers in a predetermined format between the buyer and the seller, ensures the security of the user as it is a system open only to the user (Canpolat 2001). When it comes to the trade of goods and services in the electronic environment, large number of users emerge. These are; producers, buyers, sellers, brokers, insurance companies, transport companies, non-governmental organizations, universities, approval institutions, electronic notary, Undersecretariat of Foreign Trade, Ministry of Customs and public institutions that undertake public duties (Bozkurt 2000). Electronic commerce can be made from business to business (B2B), from business to consumer (B2C), from consumer to consumer (C2C), between government and government (G2G), between transmission and government agency (B2G) (Canpolat 2001).

E-commerce is widely used today. In the 2018 Cross-Border Consumer Survey conducted by PayPal, the rates of consumers shopping decisions were determined. Nearly 34,000 consumers over 18 years of age from 31 countries participated in this research. The results are given below;

In addition to local markets, the consumer profile that purchases from abroad is the highest in the Middle East. These countries are followed by African and European countries. Tax and legislation facilities in customs regulations have a large share in this. Another reason for this is that customers cannot access the products they demand in the local markets.

An analysis of the European continent shows that 19% of Irish consumers make purchases only from overseas markets and 65% from both overseas and local markets. Ireland has an interestingly high rate of 65% in this report for 2018.

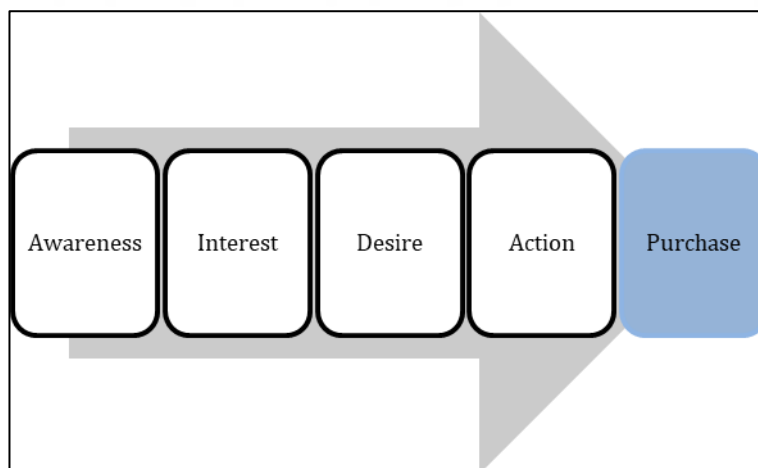
In North America and Pacific Asia, local and cross-border market exchanges are relatively small compared to other countries. These regions, which make purchases from both markets, only participate at a rate of 40%.

It was observed that Austria, Belgium and Russia made purchases from abroad and this ratio was quite high. Among these countries Austria makes digital purchases from other countries in Europe and China in particular (TÜSIAD 2019). As can be seen from the report, e-commerce has brought a new consumer understanding.

2.8 NEW CONSUMER

In the literature, most researchers named the traditional buying decision process as “buyer decision process”, “consumer decision making stage”, and “consumer acquisition process”. Most of the researchers had decided on Awareness-Interest-Desire-Action (AIDA) model (Scott et al. 2017b) as shown in Figure 2.8. This chart, which is important to rank, is shown by an inverse pyramid by some researchers (Charlesworth 2015) (Figure 2.9).

Figure 2.8: The traditional buyer decision-making model (AIDA Model)

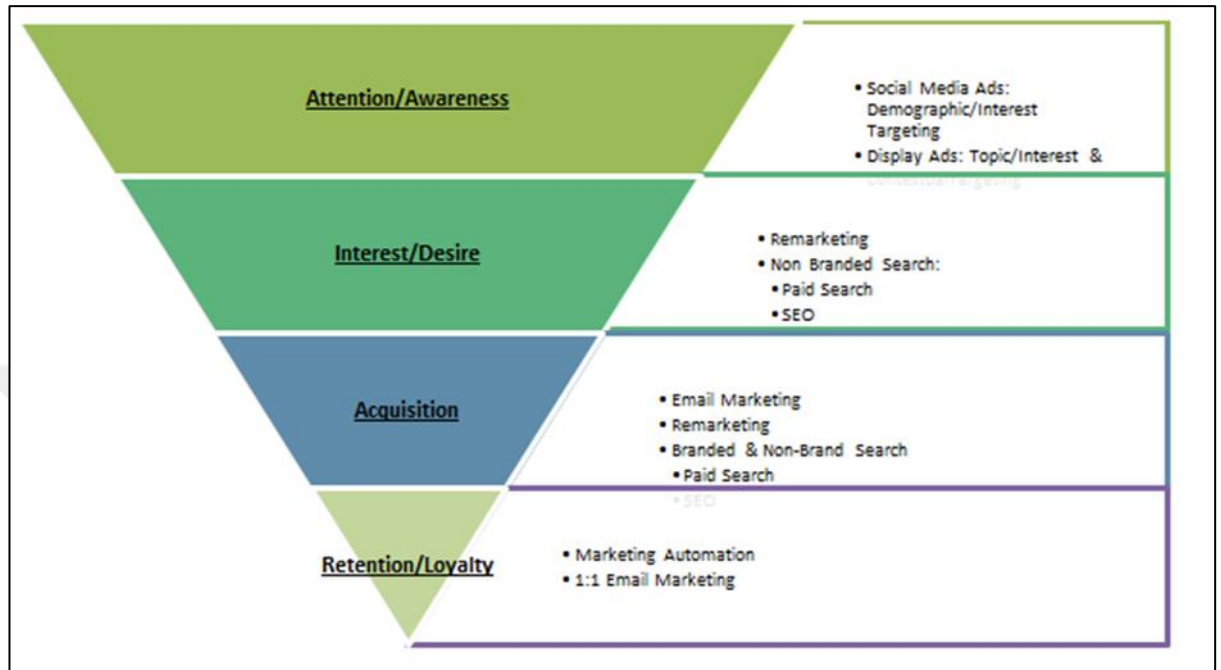


Source: Scott et al. 2017a

Regardless of the styling, the main idea in these charts begins with the consumer's increasingly demanding information about the product. Some of the consumers who are familiar with the product features become more interested in the product after receiving its properties. To reverse this, less consumers are really interested in the product after they hear it. Fewer of these people decide to buy the product, and much less of the

decision-makers buy it. This is why the buying process, illustrated by Charlesworth in a pyramid (Scott et al. 2017)

Figure 2.9: AIDA Model



Source: Charlesworth 2015

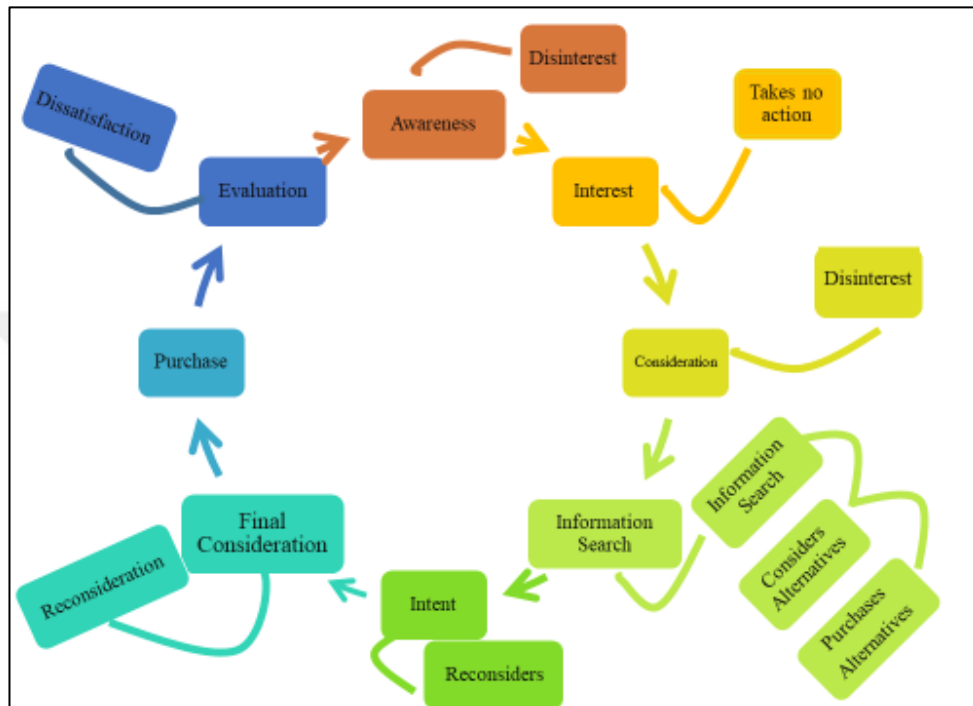
This model (Figure 2.9) clearly illustrates the consumer's purchasing process in the digital age.

The active use of the internet in the 21st century has reached a whole new level with the subsequent use of social media. The 21st century, also known as the information age is essentially a period of active digitalization. This has led to the emergence of digitalization in all sectors, but especially banking, advertising, sales and marketing sectors (Bozkurt 2000).

In this age, where everything is consumed quickly, the demands of the consumers have started to differentiate. This resulted in different responses to the same product. (Figure 2.10). Some consumers quickly like what they see in the traditional consumer profile and want to buy it immediately. For some consumers, for others, new products and services mean uncertainty and risk. (Bhatnagar & Dieter 2015). Consumers adopting innovations faster than other consumers are called “new consumers. (Varma-Citrin, Sprott, Silverman, & Stem 2000) Consumer innovation has been a concept that is dealt with in different

dimensions in the literature. Innovative consumers, who are willing to pay higher prices in order to have new products before everyone else and provide feedback on the products, also play an important role in spreading innovations.

Figure 2.10: Customer journey for digital age



Source: Scott et al. 2017

In traditional sales marketing, the customer is usually introduced to the product in the store environment. Thanks to the opportunities offered by digitalization, sales can be realized through social media profiles or via the web.

The digital age is an era that encourages the innovative consumer to become more innovative and supports innovative approaches to marketing. Innovative consumers see the opportunities they have gained in the digital age as a saving way to solve consumer problems (Varma-Citrin et al. 2000).

Another benefit of the digital age for the consumer is the monitoring of consumer movements and suggesting possible demands. This method, which is called metatag, is the purpose of putting the website on the web, and to promote the internet on the web in order to enable Google and similar search engines to read the metatags and to access the web site they are passing through. As a result of the determination of the words related to

the field of activity by the brand-company as metatags, each time these phrases are searched as keywords in the search engines, the company's site will appear among the search results. In this way, this feature of the search engines that have an extremely large referral capability in the internet environment will be utilized to the maximum extent for the promotion of the company. Metatags also enable companies to rank high in the search results of their websites. This provides faster and easier access to the company's website (Akın 2008).

Another marketing method that addresses the innovative consumer is “native advertising”. Native Advertising is a method aimed at establishing a long-term relationship between the target audience and the brand. (Pike 2017). Content published through the Native Advertising method is not only published on the business's own website. Sponsored advertising in another web address provides more awareness to the target audience. Sharing the seen content and commenting the content is seen as a success Because it is very important for the internet user to have a feature that it can be expressed as a real content, in terms of achieving the purpose of that content (Couldry & Turow 2014).

2.9 INFLUENCES OF INTERNET USAGE ON MARKETING

Prior to the Internet, the biggest challenge for small and medium businesses was to access the international market. This problem has been solved by the Internet and local companies can also conduct business through intermediary firms abroad The growth and increase in the use of the Internet has accelerated and facilitated marketing efforts, such as supplying products and providing information to potential customers.It also provides an advantage in competition with other brands (Yannopoulos 2011).

2.10 TYPES OF E-COMMERCE MODELS

Depending on what kind of e-commerce models are aimed to execute between parties, it appears different types of trading models in digital platform as described shortly below.

Table 2.6: Type of e-commerce models

	Business	Consumer	Government
Business	B2B	B2C	B2G
Consumer	C2B	C2C	C2G
Government	G2B	G2C	G2G

Source: Andam, Z. R. (2003). E-Commerce and E-Business.

2.10.1 B2B

B2B is an e-commerce model in which the companies in the industrial market can supply their goods or services needs from a different company over the internet. In this model, which stands for “business to business”, it enables buyers and sellers to view product catalogs from a single database, to receive offers and to place orders. In general, the B2B e-Commerce model is a network structure that provides services to small and medium-sized enterprises called SMEs. The most prominent feature of the model is that it can bring buyers and sellers online as a commercial community, from multi-point to multi-point via the e-marketplace (Lücking 2001).

B2B is not actually a new concept. Prior to the spread of the Internet, companies with international strength were using the EDI system to trade with their suppliers over special software and connection networks over electronic media. They did this through programs that conformed to the EDI format. However, the cost of these systems prevented them from being widely used by many people and companies. The spread of Internet technologies has greatly reduced EDI costs. This has led buyer companies to do their work at a lower cost and shorten their lead times. (Ferreira dos Santos, Sabino, Morais, & Goncalves 2017).

The factors that guide B2B trading are diverse.

- i. Governments
- ii. Consumer trend
- iii. Globalization trends of different markets
- iv. The integration of the partnerships with the companies in the market. Intertwined markets.

- v. Technological conveniences (Sardarov 2012)

A clear security must be established between the parties (buyer and seller) in electronic commerce. This is because the buyer and seller do not see each other as they do in traditional trade. The fact that the parties see each other's identities makes them feel safe. For this purpose, digital signature and digital certificate are used (Söylemez 2006).

2.10.1.1 Advantages of B2B

Exports can be difficult in large markets where competition is intense. In this case, companies need to apply different tactics in order to stand out from others and reach the customer. Once the customer is found, the values of the products of the company must be proved. After the sale, the product must be delivered to the customer (Thompson & Ranganathan, 2004). B2B is a method used by companies who want to work on both sides. This method is addressed to a wide audience. In addition, B2B has many features.

B2B, which is a trade between industrial companies, has several advantages.

- i. Buyers and sellers can easily reach each other without any physical restrictions.
- ii. Standard and frequently repeated business transactions are automated in electronic B2B trading model
- iii. Since there is no shop in this method, users can receive services on B2B 24/7.
- iv. Archive is easy and data can be reported immediately
- v. A competitive environment is formed. This allows development of the market.
- vi. Thanks to the internet environment, companies can quickly and easily reach customers who are difficult to reach under normal conditions.
- vii. Reduces inventory level and cost.
- viii. Companies can update their websites quickly. For example, changes to new product entry or discounts can be updated immediately.
- ix. Reduces communication costs

- x. the company may have the opportunity to enter the supply chain of large companies. At the same time, companies enter the market more easily
- xi. Thanks to the digital environment, paper and administrative costs can be reduced.
- xii. Business savings and cost are very important. By integrating logistics and insurance side services, labor savings and costs are kept stable or reduced (Söylemez 2006).

2.10.1.2. Disadvantages of B2B

Although there are advantages, B2B also has disadvantages.

- i. In some cases, the benefits of B2B cannot be measured.
- ii. Although the B2B portal can be updated quickly, not having enough time to develop the website,
- iii. B2B is a bilateral trade. Therefore, it may change the company culture.
- iv. Difficulty in integrating existing systems and applications into the Web
- v. There may be several limitations to the existing database.
- vi. Lack of internal communication
- vii. Insufficient staff
- viii. Lack of infrastructure for data privacy (Thompson & Ranganathan 2004)

2.10.2 Internet Based B2G-Business to Government- Model

In this type of e-commerce method, the public administration-state institution is the seller and the companies are the buyers. B2G hosts such situations as public procurement publication on the internet, the ability of companies to submit offers to public institutions and government agencies on the internet, institutions and value added tax, customs transactions(Manzoor 2010).

2.10.3 Internet Base C2G: Customer to Government Model

C2G is the model where the consumer is the seller and the government is the buyer. Transactions made under this model are to pay taxes on the internet, passport transactions, transactions related to population information, and purchase of a health certificate. C2G includes e-information by sharing the necessary information on all matters that the citizen will contact with the state (Manzoor 2010).

2.10.4 Internet Base C2C- Consumer to Consumer Model

In this type of model, the consumer is both a buyer and a seller. The best example of this model is ebay (Jones & Leonard 2007).

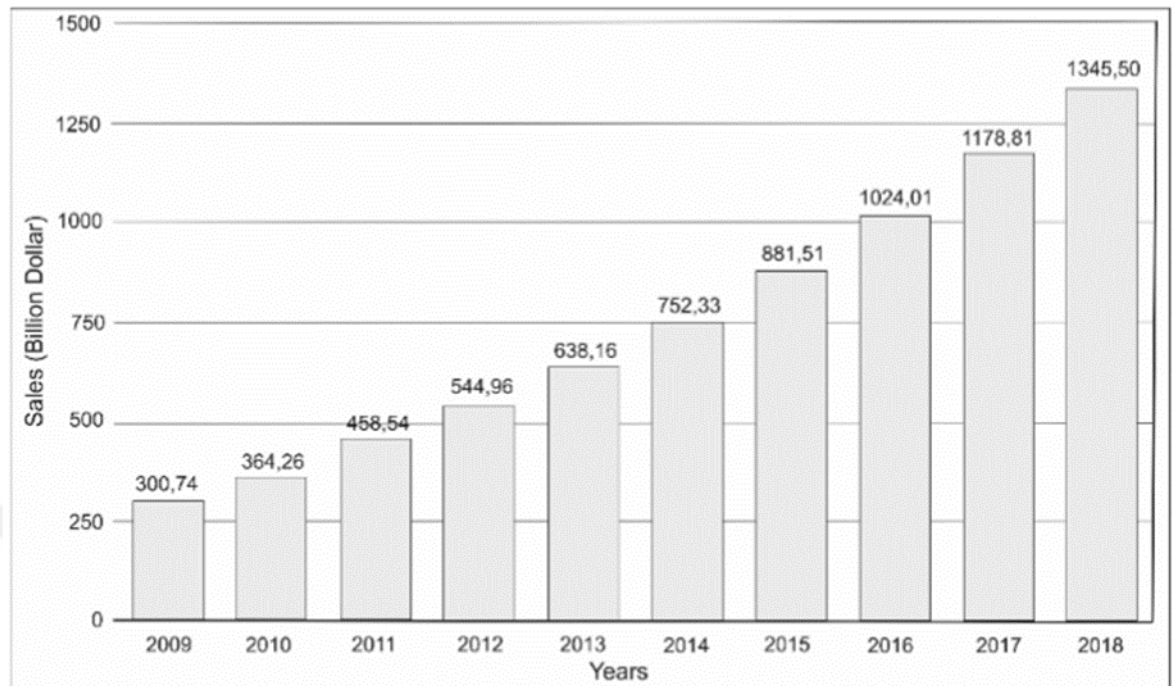
2.10.5 Internet Based C2B- Consumer To Business Model

In the C2B model, consumers are offering businesses specific goods or services. The process continues as the seller evaluates this offer and responds. C2B is generally executed through agents (Andam, 2003). For example, online holiday companies or sites like AirBnb are C2B.

2.10.6 Internet Based B2C- Business to Consumer- Model

The abbreviation B2C is used for Business to Customer e-commerce, which is a form of e-marketing in which companies try to sell to consumers through computer networks. Since B2C shopping is directly affected by the development of the internet, this type of business volume is increasing day by day. The 2015 report published by Goldman Sachs also shows the development of B2C (Figure 2.11).

Figure 2.11: Evaluation of B2C



Source: Goldman Sachs 2015

B2C addresses the final buyer. In short, all consumer goods that address the end consumer are in the content of B2C. This sales cycle is quite short and easy for the consumer. In B2C, the customer is encouraged to buy the product immediately (Talar 2017). Since the mid-1990s, many companies have started to operate B2C by transferring some of their sales channels to the internet. The first action in this sense was made by the global pizza restaurant called Pizza Hut. Pizza Hut is the first company to sell products online (Becker, Becker, & Watts 2006).

With the establishment of Amazon.com in 1995, B2C began to globalize (Day 2015). Today, B2C e-commerce is also considered as direct marketing because there is a trio of orders, delivery and payment, such as songs or software. The B2C e-commerce model has become the most widely known e-commerce type today, primarily through web stores and suppliers known as e-retailers (Gündüz 2008).

Web sites are the major sales channel of B2C and are important for examining customers shopping behavior. A B2C trade has a wide range of products and services, from books to automobiles. B2C is divided into two categories in terms of trade relations between the

buyer and the seller such as sellers and personal buyers. seller (businesses) x personal buyers and buyers (businesses) x personal sellers (Bucaklı 2007).

The seller opens a website and publishes information about the company. The customer can order and pay. The entity receiving the payment ensures the distribution.

2.10.6.1 Advantages of B2C

- i. Provides the opportunity to place orders 24/7 for sales over the Internet
- ii. B2C enables the company to reach the customer without any intermediarie
- iii. The company's websites usually have a notification system, which makes it easier for the firm to learn about the customer's demand.
- iv. Small companies can also benefit from the export opportunities of large and international firms.
- v. Reduction of the costs needed to make sales.
- vi. Customers can shop from anywhere on the internet at any time. This eliminates problems such as time and space (Bucaklı 2007)

2.10.6.2. Management and business performance on B2C websites

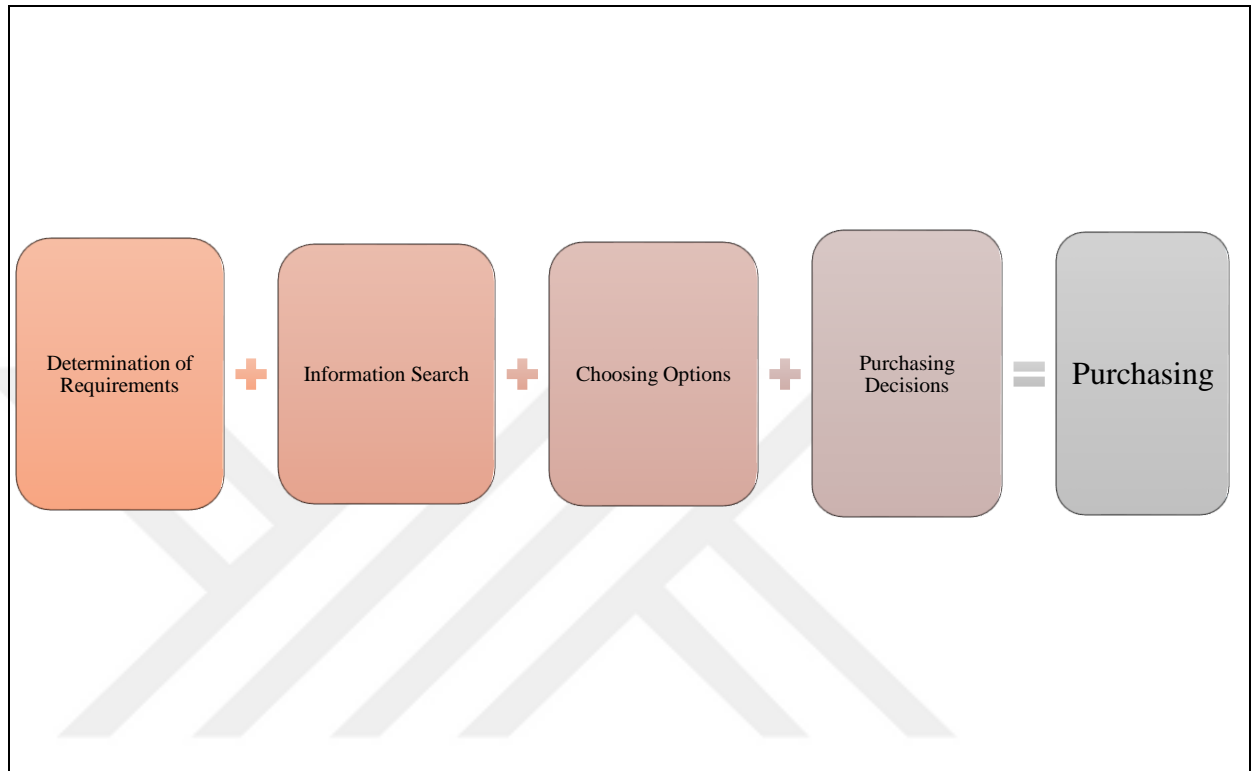
As with every company, the companies that implement the B2C trading model set various strategies. The important thing is to increase the performance of the company and reflect it to sales. In order to make comparisons between businesses, their performance is measured, in other words, their sales efficiency. Short-term objectives of enterprises; to increase productivity, reduce stock levels and shorten the turnover, and long-term goals are to increase market share and profitability (Neely 2004).

2.10.6.3. Purchasing with the B2C model

The decision-making process of the consumer is in fact dependent on the seller's persuasion of the consumer. The decision to buy through various stages can become a shorter process in the digital environment (Kotler 1991). If it is necessary to adapt this situation to the spare parts sector, tire example can be given. A consumer who wants to

buy tires, can buy the product of the tire company that she or he used before without research.

Figure 2.12: Purchasing decisions



Source: Kotler 1991

Consumers follow a traditional and digital exchange as shown in Figure 2.12. Just like in the traditional purchasing process, digital purchasing comes out of determining the requirements. The consumer realizes that he – she needs or wants a product. In a sense, this part is the part where the problem is detected (Kotler 1991).

In the online market, the needs of consumers are estimated or it is thought that they need a consumer-specific product. When the consumer realizes that he-she needs that specific product, he-she starts the purchasing process (Marshall 2013). The consumer does not buy the product he or she does not need or want. Therefore, it is very important that B2C websites care about consumer needs. The interface design of the website gains great importance in this sense. The web site should have an interface that will reach the desired information immediately (Hammond 2003).

After the needs are determined, the options are designated. At this point, the consumer is not aware of which product is most suitable to meet his-her needs. This section is slower than the others because more alternatives and longer periods are considered in the products with high risk return. This becomes the most important risk factor for skipping this part. While the consumer can buy low-priced products that he would not risk without looking for an alternative, he needs time to think about the high-priced product (Kotler 1991).

In the selection of the options part, the consumer pursues the product that will meet his-her needs in two ways, whether it be the traditional way or online shopping.

The decision to purchase can be made as a result of previous stable steps or unexpected situations. Here, as written in the previous information, if the consumer is familiar with the product, purchasing decision can be easily given. The situations that affect the consumer's purchasing decision can be listed as product performance & appearance, brand, deadline time and payment method. Whether the next purchase of the consumer is from the same brand or the same supplier depends on the after-sales experience (Kotler 1991).

Since B2C trading is online, it is important to ensure customer continuity. B2C merchant websites are required to promote the product to the customer in a descriptive manner and to complete the delivery within the promised time to ensure customer loyalty. It is also important that the customer is satisfied with the performance of the product (Hammond 2003).

Customer loyalty gains great importance in a period when competition is increased and businesses are trying to grab customers from their competitors. Gaining new customers is both difficult and costly. Instead, it is much more effortless to make the person loyal to the brand who has purchased at least once. There are many benefits of consumer loyalty.

- i. When the customer who connects to the brand needs the product or service, he- she usually does not bring any other brand to his-her mind.
- ii. The loyal customer is more easily able to adopt other products or services offered by the brand.

- iii. The customer with brand loyalty does not care about competing firms trying to attract them. Because people with brand loyalty know that the product or service of the brand they like will be the way they want it.
- iv. Persons with brand loyalty do not usually react to the price increase in the products of the company.
- v. People with brand loyalty tend to share their favorite brand with others.

It has become difficult for competitors to attract customers to their ranks in the brands where customer loyalty occurs. This has enabled enterprises to give more importance to after-sales satisfaction (Oliver 1999).

Customer loyalty is divided into several groups. One of them is brand loyalty. A consumer who is satisfied with the service of a specific brand tends to re-purchase from the brand. After one or a few purchases, brand loyalty occurs. As the brand loyalty increases, the customer is not in danger of slipping to competitors (Oliver 1999).

Another element of customer loyalty is service loyalty. The customer who is committed to the service uses a specific service provider when he-she needs a specific service. Service is an abstract concept and it is difficult to create customer loyalty (Tanyeri & Barutçu 2005).

Store- website loyalty is another form of loyalty. When the relationship between store and brand loyalty is examined, it is seen that consumers with store-website addiction are more in number and they frequently make purchases (Zhang, Zhuang, Yang, & Zhang 2017).

2.10.6.4 Differences between B2B and B2C

The demographic characteristics and cultures of buyers and businesses have an impact on purchasing procedures. In addition, Johnson (2016) mentions that the reason for this is the generation that was born in the 2000s, “The Millennials”. According to Johnson, the biggest reason for online shopping is this generation. Companies that market their products or services over the internet are an important factor in creating brand loyalty for Millennials. Smart phones also have a great effect on this. Nowadays, people using the smartphone to enter the Internet, often referred to as millennial people. (Johnson

2016).Wieczerzycki (2013) stated that there are four groups of differences between B2B and B2C. These are;

- i. the timing of the interaction of marketing
- ii. the subject of interactions of marketing
- iii. comprehended role and behavior of the customer
- iv. B2C vs. B2B market structure of marketing

Table 2.7: Differences between B2B and B2C

	B2B	B2C
Transaction Quantity	Average 75,000 S	Average \$ 75
Purpose	Production	Consumption
Target Group	Manufacturer	Consumer
Participants	Several businesses and employees	Customer faces the company directly
Order Amount	High Cost	Much lower cost than B2B
Pricing	Agreement procedure, long-term contracts, auction and catalog purchases	Catalog purchases mostly
Purchase	Bank transfer	Credit card, bank transfer
Deciding	Company management, decision-making mechanisms in which commercial rules apply	Single customer
The process of buying	Direct purchase is driven by the demand chain; filling in indirect purchases Random purchase	Random purchase; rumor and advertising effect
Purchase Time	Long	Short
e-Marketplace or Portal Selection	Production value of the firm in the production process	Brand, rumor, price, advertising is decisive

	partnership and share are decisiv	
Risk	Higher	Lower
Promotion	E-Catalog, Marketing Employee	Advertisements
Payment	Other forms of payment associated with credit cards and bank loans	All credit cards
Background	Local, company-specific catalog, workflow rules	Local, company-specific catalog, workflow rules

Source: Witter,2000 and Tossavainen & Turta 2013

2.11 FACTORS AFFECTING ONLINE BUYING BEHAVIOR

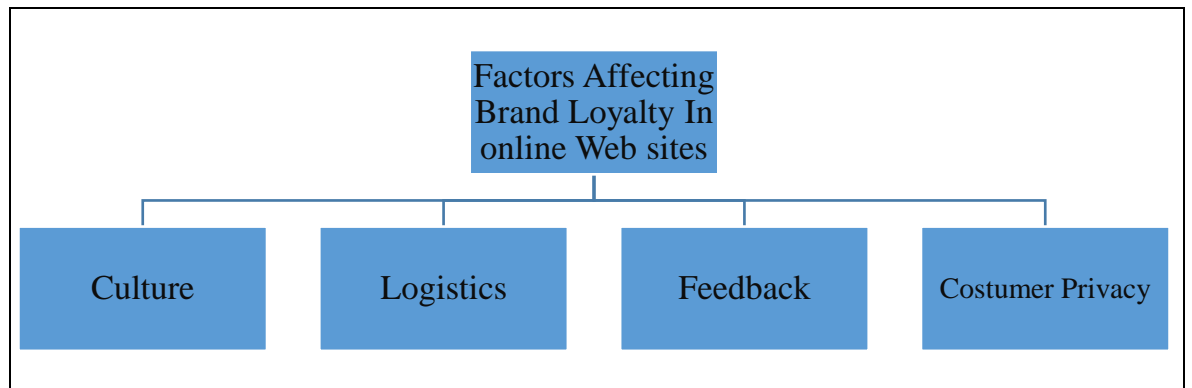
There are many factors that affect consumers' digital buying behavior. However, the e-commerce experience of the business or consumer is also important (Zhang et al. 2017). To be able to connect to a brand or service, a customer must first purchase at least once (Kotler 1998).

The B2C trading application is a difficult area to build brand loyalty. This is because the consumer tries to access the product without going to the store. In a sense, it is worth stating that the factor that pushes the consumer to B2C is changed consumption habits. At the same time, the B2C trade type over the internet can cause users to make drawbacks about security issues (Civelek & Sözer, 2003).

Security is a matter of importance in all online shopping sites in general. Secure payment terms become more important for the customer than for availability of prices or short deadlines (Intyaswati & Komunikasi-Upn, 2016).

Alswaiy and Çağıltay (2018) mentioned that there are 4 reasons why consumers feel safe. These are shown in Figure 2.13. According to a study, cultures of individuals affect B2C activities. According to this research, it is revealed that B2C sites should design web sites that are appropriate to the culture of their target audience. A study between America and Korea revealed that Koreans did not trust the websites that American people trust (Alswaiy & Çağıltay 2018).

Figure 2.13: Factors affecting brand loyalty in online web sites



Source: Alswiay & Çağltay 2018

3. BRAND EXPERIENCE AND AUTO PARTS

In this chapter, one of our main focus is to get knowledge about auto parts sector in the world, including the idea of getting more details about Turkish auto part industry with respect to the end-user consumers' attitudes in the domestic digital platform over the past years. The other main focus is to analyse the meaning of the 'Brand' expression as well as its effects on the consumers once they become experienced more and more with the digitalizing media.

3.1 BRAND EXPERIENCE

Most of the research on experiences to date has focused on utilitarian product attributes and category experiences, not on experiences provided by brands. When consumers search for, shop for, and consume brands, they are exposed to utilitarian product attributes. However, they are also exposed to various specific brand-related stimuli, such as brand-identifying colors (Bellizzi and Hite 1992; Gorn et al. 1997; Meyers-Levy and Peracchio 1995), shapes (Veryzer and Hutchinson 1998), typefaces, background design elements (Mandel and Johnson 2002), slogans, mascots, and brand characters (Keller 1987). These brand-related stimuli appear as part of a brand's design and identity (e.g., name, logo, signage), packaging, and marketing communications (e.g., advertisements, brochures, Web sites) and in environments in which the brand is marketed or sold (e.g., stores, events). These brand-related stimuli constitute the major source of subjective, internal consumer responses, which we refer to as "brand experience." (Brakus, J.J., Schmitt, B.H. and Zarantonello, L. 2009)

3.1.1 The Meaning of The Brand

A brand is a product or service or organization, considered in combination with its name, its identity and its reputation. It's also important to distinguish between four different aspects of the brand itself: brand identity, brand image, brand purpose and brand equity.

The brand identity is the core concept of the product, clearly and distinctively expressed. For commercial products and services, it is what we see in front of us as consumers: a logo, a slogan, packaging, the design of the product itself.

The brand image is the perception of the brand that exists in the mind of the consumer or audience – it's virtually the same thing as reputation – and it may or may not match the brand identity. It includes a range of associations, memories, expectations and other feelings that are bound up with the product, the service, or the company. These feelings are important drivers of people's behaviour, so brand image is a critical concept when we're talking about nations, cities and regions. Brand image is the context in which messages are received: it's not the message itself.

Another important concept is what is called brand purpose, an idea that is similar to corporate culture; it can be considered as the internal equivalent of brand image. Corporations, and especially the ones with powerful brands, often talk about this internal aspect of brand as "the spirit of the organization", "living the brand", "shared values" or "common purpose".

Finally, the concept of brand equity. This phrase sums up the idea that if a company, product or service acquires a positive, powerful and solid reputation, this becomes an asset of enormous value: probably more valuable, in fact, than all the tangible assets of the organization itself, because it represents the company's ability to continue to trade at a healthy margin for as long as its brand image stays intact. Brand equity also represents the "permission" given by the company's loyal consumer base for it to continue producing and developing its product range, innovating, communicating and selling to them. (S. Anholt 2007)

3.1.1.1 Brand Familiarity

Consumers become familiar with a brand through exposure to advertising, shopping experiences, and product usage (MacInnis & Jaworski, 1989). Brand familiarity – defined as "the number of brand-related direct or indirect experiences that have been accrued by the consumer" (Park & Stoel 2005, p. 150)

3.1.1.2 Brand Satisfaction

Satisfaction is a complex concept, and the consumer's background, characteristics, expectations as well as other stimuli such as convenience, sales people, selection, atmosphere, locations and promotional activities all affect it (Anselmsson 2006; Devesa,

Laguna, & Palacios 2010). It is also the psychological and emotional result of individual experiences, regardless of whether it matches initial expectations (Baker & Crompton 2000), and will influence the success of a firm (Nam et al. 2011).

Brand experience contributes positively to the customers' brand satisfaction level (Brakus, Schmitt, & Zarantonello 2009; Iglesias, Singh, & Batista-Foguet 2011; Şahin et al. 2011).

3.1.1.3 Brand Trust

Consumers' experiences with a brand provide them with a greater understanding of the brand, and this knowledge of the brand enhances their trust in the brand (Lau & Lee 1999). Sharifi and Esfidani (2014) assert that past experiences provide relevance and importance to the consumer as a source of trust. A positive experience with a brand has a significant relationship with brand trust (Weisberg, Te'eni, & Arman 2011).

3.1.2 Brand Experience

Consumer and marketing research has shown that experiences occur when consumers search for products, when they shop for them and receive service, and when they consume them (Arnould, Price, and Zinkhan 2002; Brakus, Schmitt, and Zhang 2008; Holbrook 2000).

In traditional brand experience processes, product experiences occur when consumers interact with products—for example, when consumers search for products and examine and evaluate them (Hoch 2002). The product experience can be direct when there is physical Brand Experience / contact with the product (Hoch and Ha 1986) or indirect when a product is presented virtually or in an advertisement (Hoch and Ha 1986; Kempf and Smith 1998).

Again, during traditional brand experience processes, shopping and service experiences occur when a consumer interacts with a store's physical environment, its personnel, and its policies and practices (Hui and Bateson 1991; Kerin, Jain, and Howard 2002). Thus, research in this area investigates how atmospheric variables and salespeople affect the experience (Arnold et al. 2005; Boulding et al. 1993; Jones 1999; Ofir and Simonson 2007). Several articles have investigated customers' interaction with salespeople and how

that experience affects customers' feelings, brand attitudes, and satisfaction (Grace and O'Cass 2004).

In contrast to the traditional brand experience, as to digital brand experience, consumers lack of interacting the product and and lack of satisfying themselves during their contact to salespersons an recieving adequate information instantly and enjoying the time as they are in the shopping mall with its fascinating atmosphere.

One of the most important traditional marketing tools which is experiential marketing is a growing trend worldwide, evident in most sectors of the global economy. It creates memorial experiences for the brands in all the sectors worldwide. To emphasize the main difference of both traditional and digital concepts, an exemple can be given from experiential marketing like a visit to the SEB Bank in Frankfurt (Germany) which does not feel like walking into an ordinary bank. Customers are greeted personally in an area of open space, dark wooden floors and subtle lighting. Against a backdrop of easy-listening music, customers can sip cappuccinos in a Starbucks-feel café, surf at one of the Internet terminals or simply catch the latest news headlines from one of the TV monitors. (Atwal, G., & Williams, A. (2017). *Luxury Brand Marketing – The Experience Is Everything! Advances in Luxury Brand Management*, 43–57). However, once only the online banking is preffered, the customers would lack of these real-time opportunities and would stick to and believe in what is shown and offert in digital areas of the bank.

3.1.2.1 Experience Economy

While prior economic offerings are external to the buyer, experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level. Thus, no two people can have the same experience, because each experience derives from the interaction between the staged event (like a theatrical play) and the individual's state of mind. But today the concept of selling an entertainment experience is taking root in businesses far removed from theaters and amusement parks. New technologies, in particular, encourage whole new genres of experience, such as interactive games, Internet chat rooms and multiplayer games, motion-based simulators, and virtual reality. The growing processing power required to render ever-more immersive experiences now drives demand for the goods

and services of the computer industry. (Welcome to the Experience Economy By B. Joseph Pine II and James H. Gilmore, Harvard Business 1998).

3.1.2.2 Digital Brand Experience

Consumers experience the brands more and more in the digital platforms over the last years and then the brand experience of the consumers actually turns into the digital brand experience rather than the traditional brand experience.

One of the significant changes that digital technology brings to a brand's marketing activities is consumers' active participation in communications and transactions with the brand. Consumers control their exposure to commercial messages and actively experience with the brand due to the interactive features of the website. Interactivity is the key quality of a website, which enables consumers to experience the brand in engaging ways, including user-friendly navigational tools, advergames, and virtual experiences of the product. Thus, the interactive function of a brand website enriches and facilitates consumers' direct and indirect brand experience in the e-marketplace (Morgan-Thomas and Veloutsou 2013; Van Noort, Voorveld, and Van Reijmersdal 2012). Interactivity is explained by how site users navigate and whether they actually use potential features that stimulate interactivity (Tremayne 2005).

Consequently, consumers' perceptions of website interactivity are more likely to trigger stronger brand experience on the website in sensory, emotional, cognitive, and behavioral ways. Thus, referring to the study of 'Doyle Yoon & Seounmi Youn 2016' sit has been developed the following research hypotheses: (Doyle Yoon & Seounmi Youn 2016)

- i. H1a: A higher level of perceived control associates with a more positive brand experience on the website.
- ii. H1b: A higher level of perceived two-way communication associates with a more positive brand experience on the website.
- iii. H1c: A higher level of perceived synchronicity associates with a more positive brand experience on the website.

Two-way communication refers to reciprocal or bidirectional flow of the information on the website. This dimension is well explained with two concepts: personal relevance of

information and recognition by the website (Sohn 2011). Users perceive the website more interactive when they find information personally relevant or when the website recognizes users by sending customized messages (Song and Zinkhan 2008). Two-way communication is considered to be more like text-based interactivity, which requires cognitive efforts to process information (Sohn 2011).

Active control refers to users' perception of their ability to voluntarily decide where to go, with whom to converse, what to use, and how to use contents of the website (Liu 2003).

Synchronicity represents users' perception of the website speed which quickly responds to users' requests (Liu 2003).

Study of 'Doyle Yoon & Seounmi Youn 2016' asked participants to choose and evaluate the website they most frequently visit. This data collection method relies on participants' memory of website experience. Thus, the different types of websites (e.g., web portals, e-commerce sites, and brick-and-mortar sites) and the frequency of visiting the website were measured and controlled in all regression analyses. For this, the website type was converted to dummy variables. Regression analyses revealed that the frequency of visiting the website, but not the type of the website, was significantly related to all dependent variables. Yet including these two covariates did not affect the major results of the study. H1a to H1c were examined by using regression model 1 ($A \Rightarrow B$). All three independent variables accounted for 15.1% of the variance in brand experience on the website. Among three sub-constructs of perceived interactivity, active control and two-way communication appeared to be significant predictors of brand experience, with regression coefficients of .202 ($p < .01$) and .307 ($p < .001$), respectively. Unexpectedly, synchronicity did not show a significant impact on brand experience ($\beta = -.129$, ns). Thus, the findings provided support for H1a and H1b, but not for H1c (Doyle Yoon & Seounmi Youn 2016).

All above researches and hypothesis results of 'Doyle Yoon & Seounmi Youn 2016' indicate how the digitally well-designed and stronger websites with content can reach to the positive brand experiences successfully. In parallel, it would be wise decision to get inspiration for this thesis from 'Doyle Yoon & Seounmi Youn 2016' findings where it is

claimed that the existence of two-way communication and actively controlled web sites lead to positive brand experience.

3.2 AUTO PART SALES

Globalization, which has affected the world since the 1980s, has enabled developing countries to begin to open their economic and commercial structures to foreign countries. The automotive sector, which has strategic importance especially for the economies of developing countries, has become a sector dependent on auto parts especially in recent years due to technological developments (İnançlı & Konak 2011).

The automotive sector is generally defined as an industry in which passenger vehicles such as passenger cars, buses and minibuses are manufactured and the parts used in the production of these vehicles (Görener & Görener 2008). The automotive parts industry cannot be considered separate from the automotive industry, nor should it be considered that the parts industry is an industry that serves only automotive manufacturers (Bedir, 1999). Automotive sector of Turkey has a great importance because of the factors that directly affect the national economy such as the added value it creates, its contribution to employment and tax revenues (Görener & Görener 2008). The employment created in the automotive industry is very important from a holistic point of view. It is assumed that one-person employment created in the automotive industry constitutes employment for 5 people in the spare parts market (Bedir 1999).

A standard car consists of approximately 10,000 parts. Considering that not all parts can be obtained from a single manufacturer and considering the criteria such as plant size, design team and production team for the production of the parts, it is remarkable that this sector is a big sector (Bedir 1999).

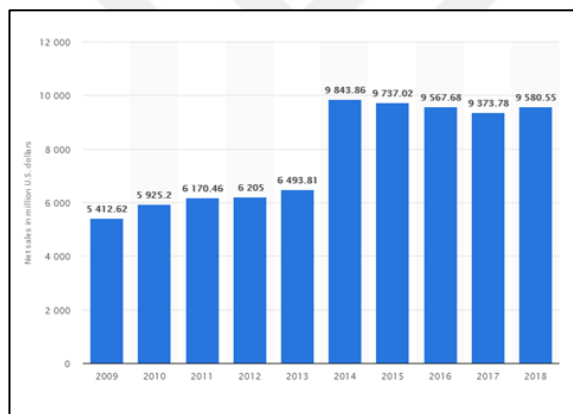
The spare parts industry, which has a very small scale history in terms of the world average, has been transformed since the 90s. Thanks to globalization, outward expansions began and foreign purchases increased. This shows that an important part of the world automobile system is the share of spare parts (Frigant 2009). Apart from globalization, the most important event that affected the auto parts sector so much and make this sector became a star is the successful performance of Japanese automotive companies towards the end of 1980s Western automotive manufacturers, influenced by the Japanese model,

have undergone a comprehensive change in outsourcing (Lecler 1993; Frigant 2009). This is the main reason for the change after the 90s.

3.3 AUTOMOTIVE SECTOR IN THE WORLD

Hedges and Company, which is interested in the aftermarket of automotive market, said that in 2018 a budget of \$ 10 billion will be reached for online retail automotive parts(Aftermarket Business World Wire Reports, 2018). The company, Advance Auto Parts, which sells spare parts retail in the USA, has published net sales between 2009-2018. Accordingly, the company's net spare parts sales reached US \$ 9.6 billion in 2018 (Wagner 2019). In this sense, it is possible to see that the future projection is almost complete. It can be seen US market trend in figure 3.1.

Figure 3.1: US auto spare parts



Source: Wagner 2019

The 20th century is a prominent century in which the automotive industry was born. Previously, vehicles only available to the rich were produced in small ateliers. Afterwards, Ford developed an engine called Model T and the vehicle production became widespread (Holweg 2008). The production of special vehicles for the rich began in Germany and France and became widespread in the early 20th century thanks to America (Bedir 1999). In addition to Ford, another important producer in the history scene is Overland. In 1907, when this company was founded, brands such as Renault and Citroen produced cheap cars. As production increased, all producers understood that they needed to be organized. The start of the First World War accelerated the developing automotive sector due to the need for tanks and passenger cars (Odası 2003).

When the First World War ended, there was an intense demand for the automobile sector. Immediately after the war, the economic crisis that affected the whole world economy caused the sector producing goods that were in line with the rapidly increasing demand after the war. This crisis had affected not only automotive sector but auto part manufacturers too (Tassinari 2018).

Thanks to the war that broke out again, the automotive sector has not started to show the expected performance again. First Germany, then England, France and Italy, Asia and Japan and South Korea benefited from the demand created by the war (S. Yılmaz, Taşkın, Ecek, & Çınar 2017).

By the 1980s, the supply-demand balance of markets in developed countries in North America and Europe declined. After these years, the main purpose of the consumer was not to have a car, but to have the specific model of brands with product variety. In addition, due to the oil crisis in the 70's, European countries faced oil restriction for a long time, which led to a decrease in sales in these countries. In these years when the impact of globalization was felt, when developed countries were satisfied with the market, brands turned to developing countries (Baskak & Mihçioğlu 2004)

In 2008, the European market had a spare part market size of 165 billion Euros. A large part of Europe's spare parts market belongs to Western Europe. Although the Eastern European market is relatively stagnant compared to the West, it is developing today (Yılmaz 2019).

The most important event affecting the European market in general is the so-called scrap price. Unused or perturbed vehicles are scraped, and both governments and the main industries pay a certain premium for this. In Germany, for example, this premium amounts to 5,000 euros. As scrap becomes more demanding, spare parts demand is negatively affected (Yılmaz 2019).

Another important factor affecting the trend in the market is the link between product technologies and automotive production. The market is adversely affected by the increasing number of electronic components due to the technology in automotive industry and the prolongation of spare parts life thanks to new technologies (Yılmaz 2019)

Although the spare parts market is mentioned within the automotive sector, it is large enough to be considered as a stand-alone sector (Roland Berger Consultancy 2014). In a study conducted in 2015 and gathering the data of 2013 and 2014, the first 5 countries that were successful in auto trade in the world were England, France, Italy, Germany and Belgium. In 2015, automotive main industry exports decreased by 1.7% compared to the previous year and were realized as 12.8 billion dollars (Table 5).

Table 3.1: Top 20 countries in auto main industry exports

COUNTRY	2013	2014	2015
ENGLAND	1.504.528	1.899.289	2.141.199
FRANCE	1.647.555	1.698.467	1.450.021
ITALY	1.242.491	1.281.413	1.377.708
GERMANY	693.076	697.257	1.202.253
BELGIUM	479.587	639.384.	659.868
SPAIN	477.538.	515.890	752.923
SLOVENIA	363.869	481.397	586.144
ISRAEL	503.614	339.714	431.457
RUSSIA	373.260	328.458	333.011
HOLLAND	275.869	283.876	344.653
POLLAND	551.128	267.658	268.392
AMERICA	203.250	256.526	533.646
SWEEDEN	373.257	233.100	225.025
ALGERIA	153.743	206.337	209.222
AUSTRIA	166.746	203.708	166.276
DENMARK	177.124	170.796	208.073
EYGPT	77.560	156.986	176.202
SWITZERLAND	113.632	147.296	118.661
OTHERS	1.808.050	1.749.779	1.540.729
TOTAL	12.231.580	12.993.279	12.774.776

Source: İhracat Genel Müdürlüğü Otomotiv Makina Elektrik ve Elektronik Ürünler Daire Başkanlığı 2016.

According to OICA (2017), global production increased by 2 percent in 2017 compared to the previous year and reached 97 million 303 thousand units.

Table 3.2: Spare parts' sector growth worldwide from 2015 to 2017

Sector	2015	2016	2017	2017-2016 (%)
Total Component Exports	8.641.977.425	8.946.472.202	9.838.541.337	10%
Tyres	960.550.807	978.124.241.	1.131.881.119	16%
Safety Glasses	124.564.841.	119.553.098	136.486.808	14%
Engine	221.897.271	370.418.066	486.426.738	31%
Batteries	220.462.827	224.588.995	296.139.813	32%
Spare Parts	71.145.016.790	7.253.787.802	7.787.606.860	7%

Source: Otomotiv Sanayii Derneği 2018

The worldwide spare parts sector grew by 7% from 2015 to 2017. (Table 7). After this point, it began to take place in the automotive sector in Turkey. Therefore, the remaining information will continue in the next heading.

3.4 AUTOMOTIVE SECTOR IN TURKEY

Passenger vehicle production has started in Turkey in 50 gained momentum in the 60s. In 1955, the first commercial truck was produced and in 63 the first domestic bus was produced. In 1966, the production of vehicles called Anadol started. After Anadol production, Fiat-Tofaş and Oyak-Renault factories were established. (Bedir 1999).

Production capacity in Turkey has attracted the attention of other countries. Thus Western automotive manufacturers had started to produce more affordable priceD products in Turkey For example, the Honda production in Gebze, manufactures passenger cars in Turkey. The popular truck brand B.M.C takes part in İzmir, while M.A.N truck factory exists in Ankara. Renault, the famous French brand, manufactures passenger cars in Bursa (Sönmez 2010).

Automotive in having diversity in Turkey, has developed the spare parts sector. In the 1960s, all parts were produced within the main industrial manufacturer companies, and with the increase in capacities and the development of investments in the sub-industry, the spare parts industry, which has an important and weight in the sector, was formed. (Sönmez 2010)

3.5 AUTOPART SECTOR IN TURKEY

More than half of the companies operating in the automotive spare parts industry in Turkey in the years 65-70, 70-80 and 26% during the period has been established. Until the 90s, Turkey produces almost all of the autoparts according to the days technology investments. The contribution rate of auto parts in millions of vehicles produced exceeded 90% and the sub-industry of the country has successfully completed the import substitution duty in this way (Karadeniz 2009).

The main institutions of the sector are generally located at the point that connects Asia and Europe continent, Istanbul and its vicinity. There are also factories in Bursa and Ankara. The industrial zone in Bursa enabled Bursa to become a production facility (Bedir 1999). According to 2018 data, the January, February and March periods increased by 15 percent in the automotive industry exports and 23 percent in the spare parts-sub-industry compared to the same months in 2017 (OSD 2018).

Automotive manufacturers are distributed to various regions of Turkey. TAYSAD, which is one of the most important spare parts manufacturer, is an association formed by the institutions that produce sub-industry products for vehicles. This association has 210 members. 40 members came together to form a joint venture group to find solutions to the problems in the sector and called TOSB. TOSB, is an important center for foreign companies who want to make investments in Turkey. The reason why foreign investors chose TOSB is that TOSB members are successful in their fields and the product range is varied. (İhracat Genel Müdürlüğü Otomotiv Makina Elektrik ve Elektronik Ürünler Daire Başkanlığı 2016).

3.6 AUTOPART ITEMS

With the development of technology, sub-industry-spare parts used in the automotive sector also diversify.

Spare parts that are produced in Turkey are given below;

Table 3.3: Spare parts that are produced in Turkey

Armchair	Suspension parts	Engines	Pull spring
Battery	Rubber	Car license plate holder	Buffer
Pine	Tires	Mechanism Reel	Door related profiles
Electrical equipment	Safety elements	Rail shoe and slide	Vehicle cabin components
Hydraulic components	Brake systems	Emergency lock	

Source: İstanbul Ticaret Odası 2018

The automotive sector and therefore the spare parts sector are among the sectors that closely follow the technology. This sector has begun to use the Internet of things, robotics technologies and 3D (layered) production possibilities which can be considered as a revolution especially in the production of spare parts (KPMG 2018).

In this sense, spare parts can be examined in two groups.

3.6.1 Original Parts And Accessories

These are products manufactured under the name of the vehicle manufacturer or brand and are usually marketed directly to the vehicle manufacturer, for use in the assembly line or by using distribution channels of the main industry.

3.6.2 Non-Original Parts and Accessories

These are products manufactured by independent manufacturers and are generally unbranded or distributed by channels independent of the manufacturer's brand.

The division of spare parts product groups into two groups in this way is due to issues such as distribution channel and pricing (Kahraman 2003).

Genuine parts are accepted as quality but expensive under the name of the main industry. In addition, the products in the automotive sub-industry market are divided into three groups according to their functions and usage places.

The first of these parts is the basic engine parts. These parts are used by the main industry. The engine block, such as cylinders, are parts with a low rate of change of parts.

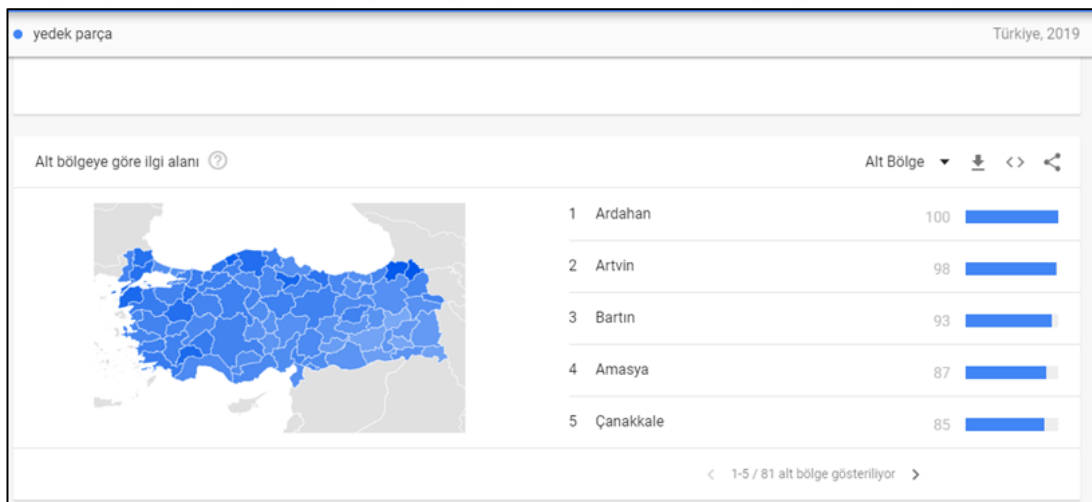
The second group is frequently changing parts. Filter, tire, battery are included in this group.

The third group includes accessories. Accessories vary according to need or request. They also vary according to the brand and model. Some brands may have many accessories. In some models, accessories are limited. These accessories, which are also described as modified parts, are items such as rear view mirror and windbreaker (Göral 2009)

3.7 GOOGLE TRENDS' OUTCOMES IN TURKEY

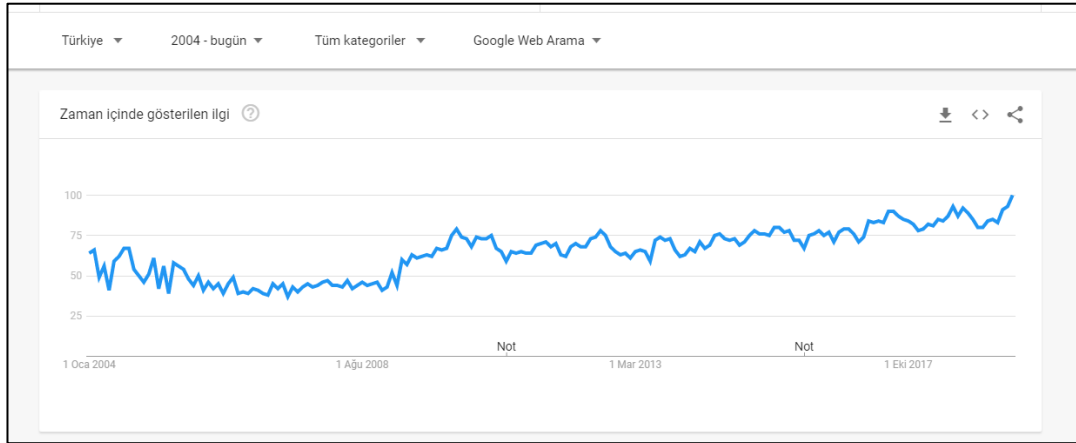
When “autopart” word search in GoogleTrends important findings about Turkey are obtained. Accordingly, in the first 7 months of 2019, Ardahan was the first province that has the highest number of research. Ardahan is followed by Artvin, Bartın, Amasya and Çanakkale respectively. In the first 7 months of 2019, Ankara became the 6th city to search for spare parts. Bursa, which has an important place in the automotive sector, ranks 9th in the ranking. Another highlight of this chart was that in May and June, people searched for the most spare parts for a BMW brand.

Figure 3.2: "Autopart" search in 2019 in Turkey



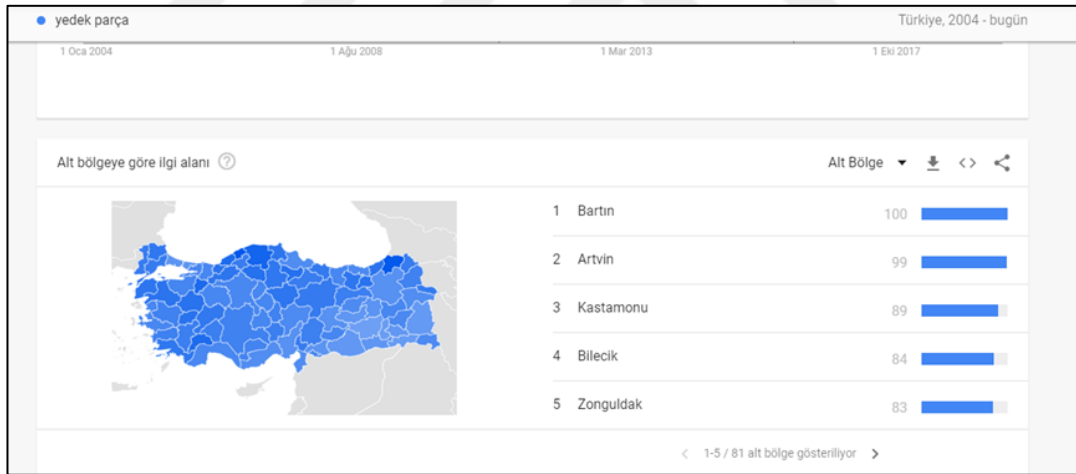
Looking at Google Trends from 2004 to 2019, the word spare parts has increased steadily over the years.

Figure 3.3: Spare parts rankings in Google trends



The word “spare parts” was searched in most of Bartın in Turkey over the years. Bartın is followed by Artvin, Kastamonu, Bileceik and Zonguldak. The word has increased after 2008.

Figure 3.4: Spare parts rankings in Google trends from 2004 to 2019



4. RESEARCH METHODOLOGY

This chapter is about the methodology and strategies of thesis and is divided into seven sections. Section one presents the philosophy behind the conceptual model. The scales of the research are presented in section two. Third section focuses on hypotheses development. Fourth section determines the aim of the study and the limitations. Research population is mentioned in the fifth section and the findings are presented in the sixth and seventh sections.

4.1 RESEARCH SUBJECT AND OBJECTIVES

Consumers' purchase intention online is currently growing at a rapid speed and eclipsing the traditional buying process (Ha and Perks, 2005; Turban et al 2017). This condition is leading to the rapid market entry of the online sellers with new online brand experience for their customers by developing through the innovative use of web technology and online brand familiarity (Brakus et al. 2009; Park and Stoel 2005). Experience is defined as a demonstration of a particular subject area with a comparatively high degree of familiarity that is obtained through exposure (Braunsberger and Munch 1998). (Muhammad Sabbir Rahman, Mahafuz Mannan 2018).

Based on the above opinions, the design and the methodology of the research questions is based on a specially designed questionnaire which intends to sort out the changing attitudes and the tendencies of the participants who experienced the auto part selling websites and who are exposed to digital activities of those brand at least once in their life. In order to be able to express clearly the changes of the customer attitudes after their digital brand experience, attitudes are identified and classified as three different concepts; brand familiarity, brand satisfaction, brand trust.

4.2 RESEARCH MODELS

Present research investigates the question of whether digital brand experience in autopart websites increase brand familiarity, brand satisfaction and brand trust. To this extent, three hypotheses are formulated. Before finding out hypotheses, it is required to investigate more about these scales and their specific survey questions which would help out to execute consumers' attitudes towards their digital brand experience.

4.2.1 Positive Brand Experience

With these scales below, it is intended to find out how successful the websites that sell online auto spare parts are thanks to their digital activities and what kind of impact do they make to consumers in general.

- i. I feel safe while using these websites.
- ii. I am attracted by the special offerings and promotions in these websites.
- iii. I think design and interfaces of this website are interesting.
- iv. I think visual displays in these websites are good representatives of the products.
- v. Reaching reasonable prices in these websites is an important criterion for me.

4.2.2 Positive Brand Familiarity

With these 4 scales below, it is intended to find out how much the consumers feel themselves tied up to the brand directly and they feel familiar with the brand name.

- i. I perceive products sold in these websites as high-quality products.
- ii. Autopart products usually grab my attention while I am surfing on the web.
- iii. I think these websites are reliable and have a good reputation.
- iv. Navigation at these websites makes me feel comfortable.

4.2.3 Positive Brand Satisfaction

With these 4 scales below, it is intended to find out how much the consumers are content with respect to all the services that these websites' brands present to them.

- i. I am satisfied by my purchase decision from these websites.
- ii. I enjoy visiting these websites.

- iii. I would recommend these websites and their services to other people.
- iv. Getting high quality service from these websites impresses me deeply.

4.2.4 Positive Brand Trust

With these 4 scales below, it is intended to find out how much the consumers rely on these websites based on their digital commitments.

- i. I usually purchase autoparts from these websites.
- ii. I believe that the privacy of my information is secure on these websites.
- iii. I trust more to the brands that are offered whenever I visit these websites.
- iv. I will keep an ongoing relationship with these brands.

4.3 HYPOTHESIS

Referring to the above scale items referenced from 'Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust' (John Wiley & Sons 2005), participants rated how much they agree with each statement, over a Likert scale from 1 to 5. Here, "1" corresponds to a total disagreement, while "5" corresponds to a total agreement. So, high scores mean more positive brand experience, higher brand familiarity, higher satisfaction and higher brand trust. To this extent, three hypotheses are formulated. The hypotheses are illustrated below.

H₁: Positive digital brand experience has a positive relationship with brand familiarity.

H₂: Positive digital brand experience has a positive relationship with brand satisfaction.

H₃: Positive digital brand experience has a positive relationship with brand trust.

4.4 RESEARCH DESIGN

In the current study, positive brand experience is defined by spending satisfying and high-quality time in websites that are selling autoparts.

All the below scale items have been inspired from the academic paper called ‘Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust’ (John Wiley & Sons 2005)

4.4.1 Aim of the Study

The aim of this research is to determine the use of spare parts sales in the B2C model and how consumers react as they experience auto part selling websites in digital platform. In auto parts, Turkey is still a country that can not break away completely from the traditional methods. On the other hand, emerging brands and their websites started to provide internet based e-commerce models called as B2C to their consumers. In this sense, it will be investigated what these web sites awaken to the Turkish consumer as a whole, what kind of experiences do they give and what kind of other aspects come up with for the consumers who have tendency to shop online or keep shopping online for thier own car. The changes on their attitudes towards the digitalized world are analyzed.

4.4.2 Limitations

The survey is limited to 83 participants. It has been sent to the participants from online mediums only. In the scope of the survey, participants are asked to report whether they own a car or not, the way they repair their car, their frequency of using internet for autopart purchases, and their demographics which would limit the participants’ thoughts and comments within a specific range of answers. Then, they filled out for different scales, which are positive brand experience, brand familiarity, satisfaction and brand trust.

4.5 INSTRUMENTS

A survey is applied to 83 participants. This sample size has been evaluated as appropriate, using GPower, at .95 power. Sampling has been applied to two company workers in automobile sector. Participants from these two companies are selected on a first-come-first-served basis. Stated otherwise, an online survey link is distributed to participants and first 83 participants who filled the survey have been chosen as the sample group.

In the scope of the current study, first descriptive analyses are conducted. Then, the differences between different demographic groups are analyzed by t-tests and ANOVA.

Finally, to test the hypotheses, correlation between positive brand experience and brand familiarity, satisfaction and brand trust are measured.

4.5.1 Reliability Analyses

First of all, before going on with processing the survey, it is required to make sure whether the scale items identified would lead the survey to the reliable results or not. Because of this reason, the reliability of four scales are measured using Cronbach's alpha reliability tests.

Table 4.1: Cronbach's Alpha values

Scale	Cronbach's Alpha	N of Items
Positive Brand Experience	0,9	5
Positive Brand Familiarity	0,836	4
Positive Brand Satisfaction	0,857	4
Positive Brand Trust	0,849	4

By looking at all above statistical results of each scale item, since all Cronbach alpha values are greater than .70, all the scales are found to be reliable.

4.5.2 Descriptive Analyses

As another distinctive point to discover regarding the survey, it is needed to find out the demographical position of the participants.

Table 4.2 Statistics of the participants' answers

	Car	Repair	Internet	Age	Gender	Education
Valid	83	83	83	83	83	83
Missing	0	0	0	0	0	0
Mean	1,37	1,45	3,08	45,63	1,47	2,64
Std. Deviation	0,49	0,50	1,44	14,13	0,50	1,15
Minimum	1	1	1	18	1	1
Maximum	2	2	5	69	2	4

When the demographical distribution has been investigated, it may be seen their answer frequencies from the table above which shows what the participants rated indeed.

Table 4.3: Car ownership statistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	62,7	62,7	62,7
	2	31	37,3	37,3	100
	Total	83	100	100	

Here, it may be seen that majority of the participants own a car. This makes sense, given that the questions are mostly for people who have cars.

Table 4.4: Choosing car services for repair statistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	46	55,4	55,4	55,4
	2	37	44,6	44,6	100
	Total	83	100	100	

Above chart shows the statistical result of how often people choose to go to car services for repair.

55% of participants go to car service to repair their cars, while 45% repair their car by themselves. These 45% are usually people who purchase autoparts online from websites, which constitutes our target consumer profile. Given that repairing own car is less common, 45% might be accepted as a good percentage. Here, people who go to car service for car repair are also included within the analyses, to be able to also capture their perspective.

Table 4.5: Buying auto parts from internet statistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	19,3	19,3	19,3
	2	13	15,7	15,7	34,9
	3	23	27,7	27,7	62,7
	4	10	12	12	74,7
	5	21	25,3	25,3	100
	Total	83	100	100	

Here, 25% of the participants declared that they always purchase autoparts from online websites, which is a considerable percentage.

Table 4.6: Age distribution statistics

Age range	Number of participants	Mean average	Valid percent	Cumulative percent
18-35	21	4,1	33,6	21,7
36-52	34	3,35	44,5	45,8
53-69	28	2,02	21,9	100
Total	83	3,08	100	100

It may be claimed that age groups have been distributed evenly. Here, it is important to find a balance between relatively younger and relatively older participants. As young participants are usually more inclined to purchase online while older participants usually have a higher interest in car and they have a greater tendency to repair their own cars but there can be no claim to a correlation between repairing by own and buying online.

Table 4.7: Gender distribution statistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	44	53	53	53
	2	39	47	47	100
	Total	83	100	100	

Most of the participants are male. Given that males are more interested in cars. These percentages might be accepted as reasonable.

Table 4.8: Education level statistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	22,9	22,9	22,9
	2	18	21,7	21,7	44,6
	3	20	24,1	24,1	68,7
	4	26	31,3	31,3	100
	Total	83	100	100	

Most of the participants have a high education status, which might be considered as a strength of the study.

4.6 COMPARING DEMOGRAPHIC GROUPS

When all the scales are analyzed in terms of differences in demographic groups, it is found out that only gender and owning a car creates a difference in terms of all the scales. There exists no significant difference in any of the scales, for other demographic variables.

ANOVA Table: The value in the significance column of the ANOVA table indicates that the relationship between the variables is statistically significant at the level of p (probability). According to Ronald Fisher (1925), if the p value is above 0, 05, we can make a comment that the relationship is meaningless (coincidental). P values and meanings are shown at Figure 4.9 (Kul 2014).

Figure 4.9: Meanings of p value

P value Significance
$p \geq 0.1$ Not significant (Coincidental)
$0.05 \leq p < 0.1$ Marginal significance (close to cutoff)
$0.01 \leq p < 0.05$ Statistical significance
$0.001 \leq p < 0.01$ High significance
$p < 0.001$ Strong significance

Source: Kul, S. 2014.

Figure 4.10: P value results of the investigation

Demographic variable	p-value
Age	0.582
Gender	<.001
Education	0.078
Owning a car	<.001
Repair type	0.239
Internet usage	0.092

By looking at the above p value results (Figure 4.10), it can be easily said that other than gender and owning a car scales, there is no significant demographical indicator that is meaningful for the investigation.

4.7 HYPOTHESIS TESTING

In order to verify each hypotheses, it is investigated the correlation between the brand experience item and the other brand scales one by one. To do this, Pearson correlation analysis has been conducted by using SPSS program. To understand whether the correlation is meaningful, it is needed to check the significance (2-tailed) value which should be numerically below '0,05'. As a second parameter to check, Pearson correlation value should be as close as possible to '1' to understand well how strong the correlation is. If the Pearson correlation value for both scales moves to the same direction, it means that there is positive effect between the scales, in case the scales move to the reverse direction, one scale effect the other one in a negative way.

Table 4.11: Descriptive statistics of the brand experience and familiarity

	Mean	Std. Deviation	N
Brand Experience	2,96	1,15	83
Brand Familiarity	3,05	1,08	83

From the table 4.11, it appears that both scales have closer descriptive results.

Table 4.12: Correlation analysis of the brand experience and familiarity

		Brand Experience	Brand Familiarity
Brand Experience	Pearson Correlation	1	,879**
	Sig. (2-tailed)		0
	Sum of Squares and Cross-products	108,652	89,413
	Covariance	1,325	1,09
	N	83	83
Brand Familiarity	Pearson Correlation	,879**	1
	Sig. (2-tailed)	0	
	Sum of Squares and Cross-products	89,413	95,256
	Covariance	1,09	1,162
	N	83	83

Here, it may be seen that significance (2-tailed) value is below '0,05' and the scales' Pearson values are closer to '1' in the same direction which means that there exists a significant correlation between positive brand experience and brand familiarity, so H1 is verified.

Table 4.13: Descriptive Statistics of the brand experience and satisfaction

	Mean	Std. Deviation	N
Brand Experience	2,96	1,15	83
Satisfaction	3,05	1,10	83

From the table 4.13, it appears that both scales have closer descriptive results.

Table 4.14: Correlation analysis of the brand experience and satisfaction

		Brand Experience	Satisfaction
Brand Experience	Pearson Correlation	1	,876**
	Sig. (2-tailed)		0
	Sum of Squares and Cross-products	108,652	90,854
	Covariance	1,325	1,108
	N	83	83
Satisfaction	Pearson Correlation	,876**	1
	Sig. (2-tailed)	0	
	Sum of Squares and Cross-products	90,854	99,095
	Covariance	1,108	1,208
	N	83	83

Here, it may be seen that significance (2-tailed) value is below '0,05' and the scales' Pearson values are closer to '1' in the same direction which means that there exists a significant correlation between positive brand experience and satisfaction, so H2 is verified.

Table 4.15: Descriptive Statistics of the brand experience and the trust

	Mean	Std. Deviation	N
Brand Experience	2,96	1,15	83
Brand Trust	3,04	1,08	83

From the table 4.15, it appears that both scales have closer descriptive results.

Table 4.16: Correlation analysis of the brand experience and trust

		Brand Experience	Brand Trust
Brand Experience	Pearson Correlation	1	,861**
	Sig. (2-tailed)		0
	Sum of Squares and Cross-products	108,652	87,358
	Covariance	1,325	1,065
	N	83	83
Brand Trust	Pearson Correlation	,861**	1
	Sig. (2-tailed)	0	
	Sum of Squares and Cross-products	87,358	94,767
	Covariance	1,065	1,156
	N	83	83

Finally, it may be seen that significance (2-tailed) value is below '0,05' and the scales' Pearson values are closer to '1' in the same direction which means that there exists a significant correlation between positive brand experience and brand trust, so H3 is verified.

5. CONCLUSION

In sum, according to the results of the analyses, it is found out that once users have more positive brand experience, their familiarity towards the brand, their satisfaction with the brand and their trust towards the brand increases.

These results could be considered to be aligned to the findings of ‘Muhammad Sabbir Rahman, Mahafuz Mannan, (2018) "Consumer online purchase behavior of local fashion clothing brands: Information adoption, e-WOM, online brand familiarity and online brand experience", Journal of Fashion Marketing and Management’ which results in the fact that online brand experience positively influences consumer online purchase behavior of local fashion clothing brands.

In regard of the correlation between the brand experience and brand familiarity, not directly saying but implications show that the brand satisfaction and the brand trust are correlated positively with brand experience. (Muhammad Sabbir Rahman, Mahafuz Mannan 2018)

Hence, online local fashion clothing brand consumers expect the websites of the sellers to offer them a positive experience through the quality of website that delivers relevant and well-structured information in an interactive manner (Ha and Perks 2005). Furthermore, the results indicate that online brand familiarity mediates the relationship between online brand experience and consumer online purchase behavior of local fashion clothing brand products. Thus, online brand experience, combined with online familiarity, influences consumer online purchase behavior (Kenny and Marshall 2000; McWilliam 2000) (Muhammad Sabbir Rahman, Mahafuz Mannan 2018)

It should be noted that the majority of prior studies on brand experience have examined the consequences of brand experience in the offline context. (Doyle Yoon & Seounmi Youn 2016). Taking into consideration the fact of the research gap in this field, there would be the first investigation results upon the effects of digital brand experience on consumers’ attitude. Since there has not been found out any prior study based specifically on auto part sales in the digital platform, it has been taken the investigation result of

‘Muhammad Sabbir Rahman, Mahafuz Mannan, 2018’ as reference which specialized in sales of local fashion clothing brands. The findings point the equivalent result which have been also discovered in this study. Due to the lack of similar researches about auto part sales in the literature, the effects of digital brand experience on consumers' attitudes for the fashion clothes has been taken as reference to justify the findings of this thesis, which means the path that the both products follow from the information research until the purchasing activity of the consumer could be considered as the same. The only considerable difference of both products' digital marketing activities would be the content creation whereas their digital brand experience concepts basically are the same.

In this research, it was revealed that there is a direct proportional relationship between brand experience and the specified scales that are brand familiarity in a positive, brand satisfaction and brand trust. This has been also confirmed with the statistical results of the questionnaire applied to various participants during the thesis studies. Along with this conclusion, other remarkable conclusions have been reached too. For example, the experience, familiarity, satisfaction and the trust of the participants are affected by gender and by whether they own a car. However, positive brand experience, brand familiarity, satisfaction and brand trust do not exhibit a significant difference between different age groups, different education levels, whether based on internet usage and whether based on people repair their own car or bring their car to the car service. This shows that digital marketing activities and online promotions have the power to effect consumers from different demographics.

The difference coming from different genders are reasonable by thinking that men are usually more interested in cars and car repair. In today's world, women also own cars but women usually prefers to go to car service areas or ask help from a man whenever they need car repair or whenever they need to purchase autoparts. Thus, they have a low tendency to buy autoparts from websites, especially by their own. The fact that there exists a difference of purchasing behaviour between men and women in this context, the positive relationship between online purchasing experience and brand familiarity, satisfaction and trust is affected from the interest of the users towards online autoparts purchasing. The fact that these variables show difference based on whether consumers

own a car or not is also a reasonable finding, simply saying when people have no car they usually have no interest either in purchasing online autoparts.

The positive relationship between positive brand experience and brand familiarity indicates that having a positive and high quality service in the website cause individuals to become familiar with the brand, which would increase brand loyalty in the long term. The positive relationship between online brand experience and brand satisfaction shows that the positive purchasing experience in online mediums is transferred to consumer's relationship with the brand and cause the consumer to have a high brand satisfaction. Finally, the positive correlation between online brand experience and brand trust illustrates that positive online purchasing experience have a longer term effect of creating trust towards the brand, which would affect the lifelong relationship of the consumers with the brand.

From there, it may be commented that it would be a wise decision for the companies to invest on online marketing activities, online purchasing infrastructure and mediums because the total manufacturing and the distribution costs of the product from all aspects are getting increased continuously besides, the competitiveness among the players in the same business area becomes tougher than previous times. Additionally, well designed and trustworthy digital brand experience activities by the companies would ease and accelerate the process for consumers to gain brand familiarities, satisfaction and trust about the brand, at the same time, the sales performances of the products would come to a satisfactory level for these brands in their auto spare part activities in digital platforms.

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APPENDICES



Appendix 1- Survey

Arabanız var mı?

Evet

Hayır

Arabanızı nasıl tamir ediyorsunuz?

1-Servise
götürüp tamir
ettiririm.

2-Kendim tamir
ederim.

Arabanıza internette parça alırsınız mı?

1-Hiç almam

2

3

4

5-Hep alırım

Lütfen aşağıdaki ifadeleri dikkatlice okuyup bu ifadelere ne ölçüde katıldığınızı belirtin.

	1-Kesinlikle katılmıyorum	2	3	4	5- Kesinlikle katılıyorum
Bu web sitelerini kullanırken kendimi güvende hissediyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu web sitelerinde önerilen kampanyalı ürünler ve indirimler ilgimi çekiyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu web sitelerinin arayüz ve tasarımlarını ilgi çekici buluyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu web sitelerinde kullanılan ürün fotoğraflarının ürünleri iyi tanıttığını ve açıklayıcı olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu web sitelerinde uygun fiyatlar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1-Kesinlikle katılmıyorum	2	3	4	5-Kesinlikle katılıyorum
önerilmesi benim için çok önemli bir kriter oluşturuyor.					

Lütfen aşağıdaki ifadeleri dikkatlice okuyup bu ifadelere ne ölçüde katıldığınızı belirtin.

	1-Kesinlikle katılmıyorum	2	3	4	5-Kesinlikle katılıyorum
Bu web sitelerinde satılan ürünleri kaliteli ürünler olarak algılıyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
İnternette gezinirken yedek parça ürünleri sıklıkla dikkatimi çekiyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1-Kesinlikle katılmıyorum	2	3	4	5- Kesinlikle katılıyorum
Bu web sitelerinin itibarlı ve güvenilir siteler olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu web sitelerinde dolaşmanın konforlu ve rahat olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lütfen aşağıdaki ifadeleri dikkatlice okuyup bu ifadelere ne ölçüde katıldığınızı belirtin.

	1-Kesinlikle katılmıyorum	2	3	4	5- Kesinlikle katılıyorum
Bu web sitelerinden satın alma kararım beni tatmin ediyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1-Kesinlikle katılmıyorum	2	3	4	5- Kesinlikle katılıyorum
Bu web sitelerini ziyaret etmekten keyif aldım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu tip websitelerini ve sunduğu hizmetleri başkalarına tavsiye ederim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu web sitelerinden iyi bir hizmet almış olmak beni oldukça tatmin ediyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lütfen aşağıdaki ifadeleri dikkatlice okuyup bu ifadelere ne ölçüde katıldığınızı belirtin.

	1-Kesinlikle katılmıyorum	2	3	4	5- Kesinlikle katılıyorum
Yedek parçaları genellikle bu tip web sitelerinden satın almayı tercih ediyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu web sitelerinde bilgilerimin gizliliğinin güvende olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu web sitelerini ne zaman ziyaret etsem sunulan markalara olan güvenim artıyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markalarla olan ilişkiyi sürdürmeye kararlıyım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yaşınız

Cinsiyetiniz

Kadın

Erkek

Eđitim durumunuz

- Lise
- Önlisans
- Lisans
- Yüksek lisans/Doktora

Appendix 2- Survey in English

Do you own a car?

Yes

No

How do you repair your car?

1-I go to the car service.

2-I repair it by myself.

Do you purchase autoparts from internet/websites?

1-Never

2

3

4

5-Always

Please rate to the extent that you agree with the following statements.

	1-Kesinlikle katılmıyorum	2	3	4	5- Kesinlikle katılıyorum
I feel safe while using these websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am attracted by the special offerings and promotions in these websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think design and interfaces of this website are interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think visual displays in these websites are good representatives of the products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reaching reasonable prices in these websites is an important criterion for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate to the extent that you agree with the following statements.

	1-Totally disagree	2	3	4	5-Totally agree
I perceive products sold in these websites as high quality products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Autopart products usually grab my attention while I am surfing on the web.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think these websites are reliable and have a good reputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1-Totally disagree	2	3	4	5-Totally agree
Navigation at these websites makes me feel comfortable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate to the extent that you agree with the following statements.

	1-Totally disagree	2	3	4	5-Totally agree
I am satisfied by my purchase decision from these websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy visiting these websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend these websites and their	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1-Totally disagree	2	3	4	5-Totally agree
services to other people.					
Getting high quality service from these websites impresses me deeply.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate to the extent that you agree with the following statements.

	1-Totally disagree	2	3	4	5-Totally agree
I usually purchase autoparts from these websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the privacy of my information is secure on these websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust more to the brands that are offered whenever I visit these websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will keep an ongoing relationship with these brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Age

Gender

Female

Male

Education status

- High school
- Associate degree
- Bachelor's degree
- Master's degree/PhD

RESUME

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