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ATTITUTE TOWARDS E-OPINION LEADERSHIP ON THE WAY
CONSUMERS PERCEIVE BRAND RELATED CHARACTERISTICS
WITH THE POTENTIAL INFLUENCE OF BLOGGERS

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Attitude Towards E-Opinion Leadership on The Way Consumers Perceive Brand Related
Characteritics with The Potential Influence of Blooggers

E-Fikir Liderliğine Karşı Tutum ile Müşteriler Tarafından Algılanan Markayla İlişkili
Karakteristik Özelliklerin Arasındaki İlişkinin İncelenmesi ve Bu Süreçte Blog Yazarlarının
Potansiyel Etkisi

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ABSTRACT

The aim of this study is to explore the relationship between e-opinion leadership attributes and brand-related characteristics as perceived by consumers and find out whether e-opinion leadership plays a role in this process or not. In order to explore this relationship, the study mainly focuses on blogs for being influential platforms curated by bloggers, or in other words e-opinion leaders.

In order to explore these potential relationships, 521 Internet-users aged between 18-40 were reached as participants. The age range is chosen as 18-40 since the range is marked for mainly compassing university students, young female professionals, single non-working women, and housewives, who are among users of blogging services as contributors and readers.

Findings revealed attitude towards e-opinion leadership determined brand involvement, brand image, brand loyalty, and brand trust. Regression analysis showed the highest relationship between brand loyalty and attitude towards e-opinion leader (ß=,847, t=20,234, p=,000), followed by brand image (ß= ,715, t=22,423, p=,000) and brand involvement (ß= ,664, t=19,187, p=,000). Additionally, attitude towards e-opinion leader (ß= ,653, t=14.211, p=,000) was significantly determined by brand trust. E-opinion leadership has a decisive role on brand loyalty, brand participation, brand trust, and brand image, and e-idea leadership tendencies should be given importance in marketing and business activities on the Internet.

Key Words: E-opinion leadership, brand image, brand loyalty, brand trust, brand involvement.

ÖZET

Bu araştırmanın amacı, e-fikir liderliği tutumu ile müşteriler tarafından algılanan markayla ilişkili karakteristik özelliklerin arasındaki ilişkinin incelenmesi ve bu süreçte e-fikir liderliğinin rolünün ortaya koyulmasıdır. Bu ilişkiyi incelemek için, araştırma bloggerler ya da diğer ifadeyle e-fikir liderleri tarafından tasarlanan etkili platformlar olan bloglar üzerine odaklanmıştır.

Yaşları 18-40 arasında değişen 521 internet kullanıcısı katılımcı sayısına ulaşıldı. Yaş aralığı 18-40 olarak belirlenmiş olup, bu sayı temel olarak blog hizmetleri kullanan üniversite öğrencileri, genç kadın profesyoneller, çalışmayan bekar kadınlar ve ev hanımları ve okuyucuları içermesi bakımından seçilmiştir.

Araştırma sonuçlarına göre, e-fikir liderliği tutumu marka katılımını, marka imajını, marka sadakatini ve marka güvenini belirlemektedir. Regresyon analizi sonuçlarına göre, e-fikir liderine karşı tutum ile marka bağlılığı arasında en yüksek ilişki (ß =, 847, t = 20,234, p =, 000), bulunmuş olup, bunu marka imajı (ß =, 715, t = 22,423, p =, 000) ve marka katılımı (ß= ,664, t=19,187, p=,000) izlemektedir. Buna ilave olarak, e-fikir liderliği tutumu (ß =, 653, t = 14.211, p =, 000) marka güvenini istatistiksel olarak anlamlı bir şekilde belirlemektedir. E-fikir liderliği marka sadakati, marka katılımı, marka güveni ve marka imajı üzerinde belirleyici bir role sahiptir ve internet üzerinden pazarlama ve işletme faaliyetlerinde e-fikri liderlik eğilimlerine önem verilmelidir.

Anahtar Sözcükler: E-fikir liderliği, marka imajı, marka sadakati, marka güveni, marka katılımı.

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INTRODUCTION

Social media have diversified how individuals communicate with each other and with companies (Hanna, Rohm, & Crittenden, 2011; Kietzmann, Hermkenss, McCarthy, & Silvestre, 2011). The emergence and widespread usage of Web 2.0 technologies has enabled anyone with a smartphone to keep up with companies online (Cormode and Krishnamurthy, 2008; O'Reilly, 2007). These developments have transformed the relationship between companies and consumers, and even made it more complex.

Social media is a communication and publishing tool that enables information sharing and interaction with large masses (Edosomwan et al., 2011). They can be defined as a collection of online services that creates interaction between users and makes possible the common use of information repositories (Chua, & Banerjee, 2012). Social media emerging with Web 2.0 technology are mainly made up of Internet-based applications that are based on the exchange of content created by users (Jung, 2013). They mainly serve as online social networking services that allow users to create their own profiles within a given system and add them to other users' lists (Babin & Harris, 2012). Building relationships among individuals with common interests are among the major benefits of online social networking sites (Edosomwan et al., 2011). They can also create an environment in which users can share common interests and information (Hsiao, 2011). The interaction is provided through wall posts, messages, and comments (Khalil et al., 2013). Facebook and Twitter can be considered among the most widely used online social networks in the world.

Besides Facebook and Twitter – and offline sources (Gruen, Osmonbekov, & Czaplewski, 2006) - consumers also prefer using electronic word of mouth sources (such as blogs, YouTube, Facebook, Instagram, Twitter) in order to hear about customer experiences and product characteristics. As a result, traditional forms of advertising and promotion are using their impressiveness (Sethuraman, Tellis, & Briesch, 2011). The results of a global survey of 28.000 internet users indicate that 92% of participants have a strong trust towards to word-of-mouth

from their friends and family, in other respects only 46% of respondents rely on traditional advertisements (Nielsen, 2012). As a consequence of this digital evolution, the way of communication for companies should be changed. According to Fortune Global 100's, 87% of the companies have an account on social media and they give high importance to consumer engagement in online discussions (Burson-Marsteller, 2012).

The aim of this study is to explore the relationship between e-opinion attributes and brand-related characteristics as perceived by consumers, and find out if e-opinion leadership plays a role in this process. In order to explore this relationship, the study mainly focuses on blogs for being influential platforms created by bloggers, or in other words e-opinion leaders. Results aim to reveal how e-opinion attributes on the way consumers perceive brand related characteristics with the potential influence of online opinion leaders such as bloggers.

CHAPTER I
LITERATURE REVIEW

In this chapter, a brief literature review on related concepts and previous related researches is given.

1.1. Bloggers as opinion leaders

1.1.1. Blogging

A blog may be described as a kind of online journal that has been reported to be a useful tool for language learners for several reasons. Blogs provide authentic writing practices, the ability to recycle the language learned in the classroom, and an alternative way of communicating with teachers and colleagues. Blogs help students sharpen their awareness of audience, create a collaborative classroom environment, and have been reported to be a motivational learning activity (Puschmann, 2016: 1).

The blog is an informal web-based publication with links to tags and other blogs and websites. Reservations are frequently updated and are listed in reverse chronological order, the latest entry is ranked first. This type of communication device helps people to participate, make suggestions, and share their views. Today, blogs are frequently created and updated, and messages from users are retrieved on topics such as entertainment, sports, music, politics, health, and lifestyle, as well as economics and technology. Blogs have grown tremendously in recent years, and more and more people are using this online media. Blog platforms such as Tumblr, Movable Type, TypePad, WordPress, Blogger, Xanga, and LiveJournal are very popular and you can easily create and publish blogs in minutes. In order to attract visitors and encourage discussion, it is desirable that blog content is engaging, innovative, and based on the honest and open minds of bloggers (Pal and Kapur, 2010: 411).

The general description of a blog is a kind of website that consists of regular knowledge arranged in chronological order with reverse. In blogs, the most recent post is shown at the top of the main page. In general, each post is a short text although pictures are often included and entries generally contain links to other websites. It is this feature that distinguishes blogging from traditional journal essays (Camillary et al, 2007: 8).

A blog may be described as an online dairy with a series of updates. These updates are generally in chronological order, and usually informal. A blog offers the opportunity to be heard and share experiences. Blog topics differ based on professionality. Recently, more and more companies are making business blogs in order to provide informal communication with their customers. Most firms have blogs to support an existing business, but in some cases, blogs may be created at a profit (Edilbaeva, 2014: 20).

1.1.2. Bloggers as opinion leaders

Blogging may be seen as a central part of social media marketing for firms. Social media are services on the internet that enable two-tailed communication and knowledge exchange. The social media marketing process has been used to attract online customers via social media platforms where customers are naturally located. A blog is an SM channel. The SM channels may be classified into three groups: platforms, content, and interactions. As mentioned earlier, the first group is social platforms. Social platforms are divided into personal and business networks. The second group is social content, and the blogs refer to this group. This group also includes YouTube, Flickr, Instagram, and related content. The last group includes social interactions like Foursquare, Twitter, and etc. (Edilbaeva, 2014: 20).

Company blogs have the ability to humanize an organization, service or product and blogs also help to improve the ranking of search engines. Blog links to websites and other blogs help attract customers and often result in direct sales of the company's products and services. Corporate blogs provide an excellent

platform to connect with and build relationships with customers. Blogs also help to better understand customers by understanding their preferences for the products and services offered by the company (Pal and Kapur, 2010: 411).

Despite blogging is interpreted as a global phenomenon, it is pointed out that some firms are actively involved when compared to the others. These firms also highlight a variety of parameters, including technology and cultural reasons that have encouraged blogging in some countries and prevented it from being used in other countries. They say that blogging is exploding in the US, Japan, and France but is slowly growing in Russia, Germany, and China (Wright and Hinson, 2008: 3).
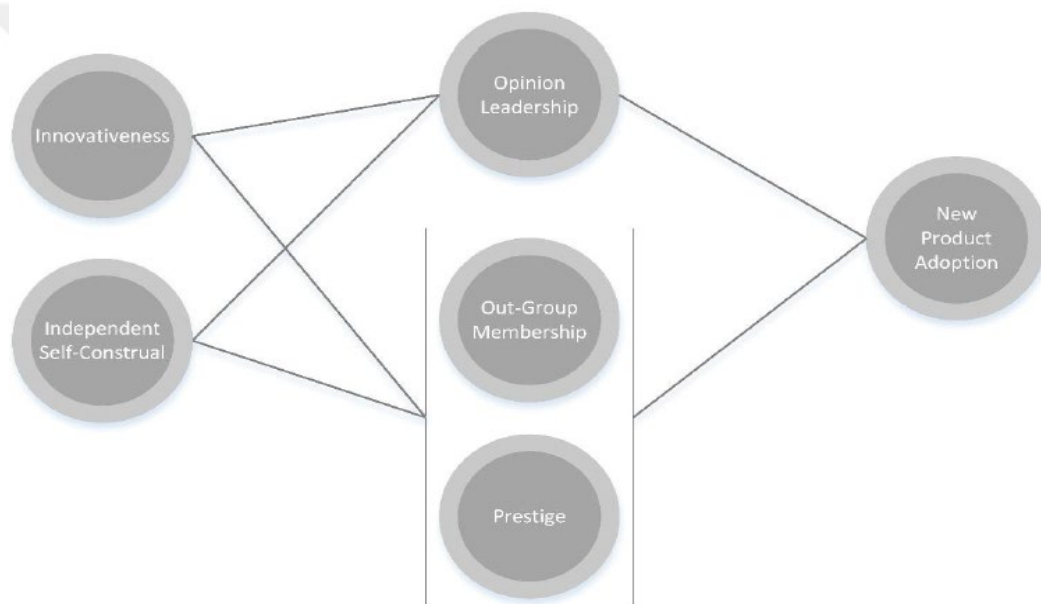
1.1.2.1.   Opinion leadership

The term opinion leadership is to be understood as a continuous parameter, although it is concentrated in a particular topic area on a few people. Although this position is well established, most opinion leadership surveys have used the dichotomy of leaders and non-leaders, as opinion leadership operational measures prevented their treatment as a continuous variable. The earlier literature has dealt in detail with communication and its influence on various disciplines. Concern about the effects of informal or verbal communication has emerged as a strong interest in consumer behavior research (Chaudhry and Irshad, 2012: 16).

Opinion leaders influence the opinions of other people. Opinion leaders earn user's trust and get them to make a purchase decision on the internet. The credibility of a message can depend on the credibility of the opinion maker. In examining opinion leadership, the types of opinion leaders are examined in terms of dissemination of innovations in relation to those with a single subject area or multiple subject areas, the characteristics of opinion leaders, whether opinion leaders are experts in the field of counseling and the role of opinion leaders. There is research on opinion leadership in a general online context. For example, opinion leaders increase the distribution rate of products and services because of their word of mouth. Acquire the trust of web users and help them make a buy-

click online to buy products and services. Influence the determination of purchasing trends and the introduction of innovations, and signal product quality and characteristics to influence potential users online. However, there is limited research on opinion leadership and social networking. With the proliferation of social media on the Internet, it is important to analyze the extent to which opinion leadership through social networking sites contributes to the purchase of consumers on social networks on the Internet (Rghupathi and Fogel, 2015: 19).

Scheme 1. 1. Opinion leadership

Source: Ökten and Özkan, 2015: 8.

Opinion leaders not only have a lot of knowledge but also pass it on to others in their network. Connectivity indicates the extent to which a person is related to others. It is shown that opinion leaders play a fundamental role in connecting the members of a network by managing the information flows and outflows between them. In fact, the term opinion leader emerged from a study of the 1940 US presidential election, focusing on the interconnectedness of individuals (Ökten and Özkan, 2015: 10).

1.1.2.2. Reflections online

Some authors have already studied blogs as a source of information. Morimoto and Trimble wrote an article in 2012 titled "Using Blogs as Product Information Sources for Consumers: From the Cognitive Awareness Perspective," in which they first stated that blogs can be divided into two types as product information sources: creating corporate blogs of consumers. Corporate blogs are owned and maintained by marketers to provide content to their customers. On the other hand, consumer-created blogs are managed by consumers and are a place where they share their opinions and experiences on brands, products, and services. Today, the number of blogs and other online communities that engage in product reviews and are available to consumers during their online search is extremely high. In the context of this study, the authors particularly observed how consumers view blogs created by businesses and consumers as product / brand information sources (Revez, 2016: 17-18).

Scheme 1. 2. Pathway for opinion leadership
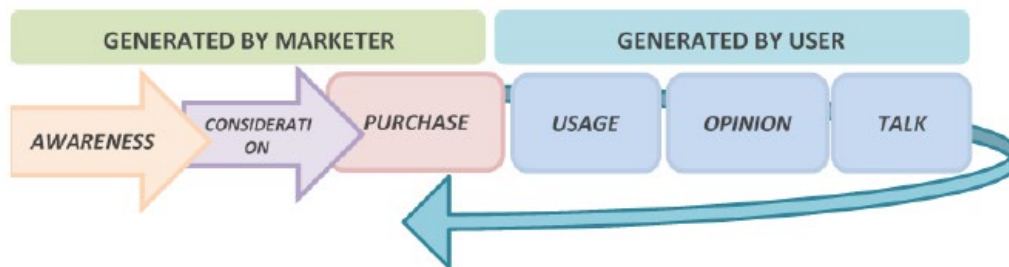
Source: Sjöberg, 2017: 25.

Blogs provide advertisers with the unique opportunity to deliver their news to the audience quickly and in a focused manner. By instantly accessing information on a product or service, consumer reviews on prices help to compare features or performance of related service or product (Pal and Kapur, 2010: 411-412).

1.2. Attitude towards e-opinion leadership

The rapid spread of the Internet has made this environment attractive to people and companies. The network should not only be a form of entertainment, but also a platform for consumers to exchange experiences and preferences regarding consumer brands. Internet user reviews are a kind of electronic word of mouth and important sources of information in the decision-making process of other consumers. This is because the psychological processes of the individual are subject to social influences (Nunes et al., 2017: 58).

In examining opinion leadership, the types of opinion leaders are examined in terms of dissemination of innovations in relation to those with a single subject area or multiple subject areas, the characteristics of opinion leaders, whether opinion leaders are experts in the field of counseling and the role of opinion leaders. There are surveys on opinion leadership in a general online context. For example, opinion leaders increase the distribution rate of products and services because of their word of mouth. Acquire the trust of web users and help them make a buy-click online to buy products and services. Influencing the identification of purchasing trends and the acceptance of innovations, and signal product quality and attributes are influence potential users online. However, there is limited research on opinion leadership and social networking. With the proliferation of social media on the Internet, it is important to analyze the extent to which opinion leadership on social networking sites contributes to consumer purchases of social media on the Internet (Raghupathi and Fogel, 2015: 19).

1.2.1. Definition of E-Opinion

Through the development of online social networks (OSNs) like Facebook, Twitter or even Instagram, the identification of e-Opinion Leaders (E-OL), on which the marketing managers want to base their viral marketing campaigns, has become an important undertaking. Several companies offer tailor-made solutions to identify these influential people, such as Lithium, who created the Klout score.

These tools have the advantage that the companies working with them can easily use them, but to our knowledge, they also have the inconvenience of not being scientifically valid. For this reason, it is difficult to define what influence is: first, it can be valued on many levels; second, it is difficult to isolate the influence of a related phenomenon like homophilia. In accordance with their approach, we define influence as the extent to which received judgments and pieces of advices lead to engaging in a certain behavior. To overcome these difficulties, it is possible to follow an approach based on the theoretical attributes of the E-OL to the OSNs, as has already happened several times with Offline Opinion Leadership or E-OL in the online forums (Thomas et al., 2016: 1).

Opinion leaders have a role in disseminating innovation. This role has recently been scrutinized: however, its central role in giving acceleration to dissemination in industry, science and the popular media has been recognized (Moldovan et al., 2017: 536).

Opinion leaders are people whose opinions are highly respected and used by respondents to make decisions in a variety of situations and to vote in political elections. This person may be someone with whom the respondents have personal contacts (a friend, a priest, a member of a social group, a relative or a public figure whose advice is derived from his public utterances). "Opinion leaders are more opinion brokers who convey information about social boundaries between groups. They are not so much at the forefront of things as people on the edge of things, not leaders within groups, as brokers between groups (Chaudhry and Irshad, 2012: 16).

1.2.2. E-Opinion Leadership

Because of their limited mental processing capacity, people need to find ways to simplify their decision-making. Recommendations help consumers reduce the amount of information they need to process and filter the vast amount of products / services available in virtual shopping environments, and direct them to a smaller set of alternatives that meet their specific needs. Online consumers are

therefore people who are actively seeking information, searching for texts that relate to their interests, interpreting and judging the messages received to understand their content and adapt it to their own problems and situations (Nunes et al., 2017: 58).

Despite the potential of influencing these dedicated individuals with their less-active counterparts, some may wonder if these users who actively engage in the news and act as opinion leaders continue to influence today's media environment. It is proved that a small percentage of people may influence others in internet media (Weeks et al., 2015: 2).

Opinion leaders are consumers who influence the attitude or behavior of other consumers, usually through word of mouth. In network analysis research, opinion leaders are often defined as having a high number of connections. According to the first definition, opinion leaders in market research are most often identified via a self-reporting scale. The in and out grade of each node can be used to determine which people are connected to most others, and therefore may be influenced and influenced only by exposure (Moldovan et al., 2017: 537).

Opinion leadership is based on the premise that opinion leaders seek advice and follow the opinions and recommendations of opinion leaders. The two-stage flow model of communication emphasizes that opinion leaders learn from the mass media and form opinions and then pass them on to other named opinion seekers. The opinion is an aspect of what consumers look for when they seek information to decide if they want to buy a product. It is part of the external information search. Opinion seeking is a way for consumers to reduce the risk of their buying decisions. Consumers seeking product recommendations from online sources choose twice the recommended product than others who do not seek referrals. The study of information seeking behavior is just as important as the study of people's information exchange behavior, as the search for opinions forms the basis for the emergence of opinion leadership (Raghupathi and Fogel, 2015: 20).

Scheme 1. 3. Opinion leadership and media relations
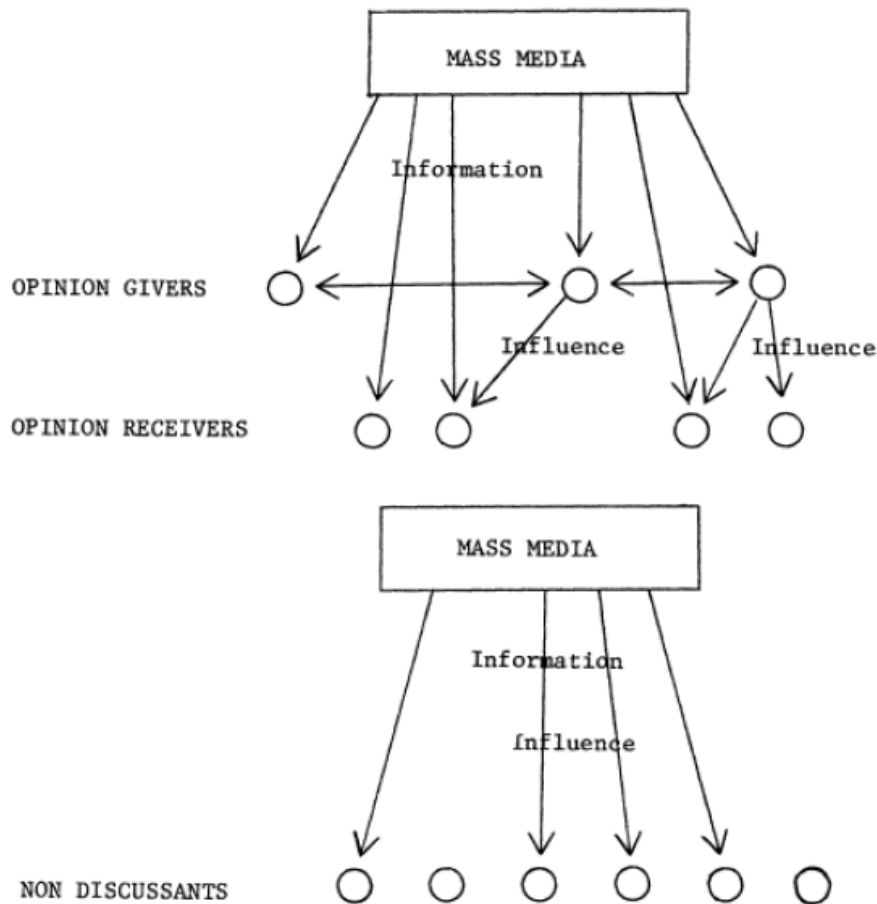
Source: Odefey and Phil, 2012.

Opinion leaders are not necessarily the ones who are most concerned with a specific topic and most often talk about it. Opinion leadership is not a personality trait or common trait, but a type of behavior. This determinative behavior can take the form of active counseling or passive counseling. When influencing, opinion leaders usually choose and submit information (Odefey and Phil, 2012: 53).

Recent developments may change the nature of opinion leadership and require further adjustments to the concept. Of particular importance in this context is the increasing mediatization of the social world is of particular relevance. Mobile communication and social media are anchored in social relationships and

have significantly changed interpersonal communication (Schafer and Taddicken, 2015: 962).

In order to identify opinion leadership literature has mainly a definite approach. It is based on prompting users to explicitly identify personal sources. This approach is suitable in a direct interaction between each receiver and each source (Raghupathi et al., 2018: 2).

Although the effects of pre-internet political opinion leaders have been explored in many studies, some important questions remain as to whether and how citizens politically affect others in social media. Over the last decade, the number of social networking site (SNS) users has grown rapidly, with 74% of adults in the US using SNSs (Weeks et al., 2015: 3).

1.3. Brand related characteristics

Branding is an effective way to gain a competitive advantage. The brand culture concept helps us understand why this is so. Brand cultures are "sticky". If they have accepted it as conventional wisdom, people usually resist the conventions of brand culture. Unless they have product experience or encounter brand stories that are profoundly inconsistent with conventions, people are generally willing to uphold their understanding of the brand. In addition to the stickiness of obviousness, there are two reasons for this resistance (Holt, 2018: 4).

In consumer marketing, brands are often the main distinguishing feature between competitive offerings and can, therefore, be critical to the success of businesses. Therefore, it is important that the management of brands is strategically addressed. However, the lack of an effective dialogue between functions that are different in philosophy and do not use common and compatible terminology can be an obstacle to strategic management within organizations. This is not clearer than between the functions of marketing and accounting (Wood, 2000).

Scheme 1. 4. Brand culture relations


```
The Firm                                      Popular Culture

                        Brand
                        Stories

                    Brand Culture
   Brand       Shared, taken-for-granted brand       Brand
   Stories      stories, images, and associations     Stories

                        Brand
                        Stories

Influencers                                   Customers
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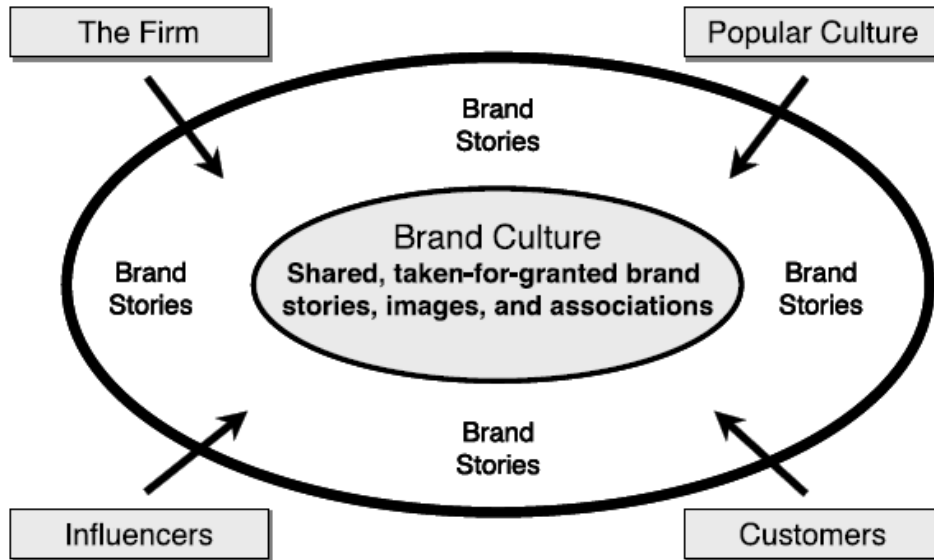
Source: Holt, 2018: 3.

Brands are made up of material and immaterial elements. They include not only physical and visual attributes but also socio-psychological attributes, beliefs, and values. Successful brand management is possible by managing the holistic importance of the brand in the marketplace. At this point, culture plays an important role in the management of this holistic system of meaning (Maden, 2013: 42).

Brand culture refers to the combination of some elements that help to identify and distinguish a seller or seller's products or services, including their names, nouns, logos, symbols and designs, as well as cultural traits resulting from such a combination Elements and all cultural phenomena in the operation of these products or services as well as the totality of interests, emotional attributes, cultural traditions and individual images represented by these cultural characteristics and phenomena. Brand culture is market-driven, aiming to maximize the company's market profit and value by setting common values and standards of behavior based on the merging of the value of consumers and businesses and the goals of cultural merger. There are three issues to be

considered in brand culture: first, brand awareness, i.e. companies have a brand culture orientation and, with certain delivery tools, provide relevant information to consumers based on their analysis of consumer needs, thus creating the social impact of brand culture; Second, brand reputation. That is, consumers have brand culture associations that are based on their experience and ultimately form a comprehensive brand culture assessment and establish brand culture images (Yang, 2010: 223).

1.3.1. Brand Involvement

In recent years, companies have been working to build closer relationships with customers as a relational marketing measure to increase their profitability and growth. Customers, looking at the concept of consumers with an interactive company and consumers to share their experiences in their psychological refers to a situation that highlights the active role in this process. However, the concept of the customer perspective, which consumers from different angles vary, expresses a personal interest in the concept of consumer participation in the brand. The basis of these differences lies in shaping the dynamics of consumer-brand interaction on social media platforms in customer loyalty creation. Company; virtual communities, blogs, and other social networks form together customer loyalty. This allows customers to contact their favorite brands and share with other customers. Companies that consider the experiences of their customers see their clients as the most important authors of their brand stories. In addition, companies that can create such an interactive connection with their customers can provide opportunities for collaborative product innovation (Başar, 2018: 200).

In order to understand consumers for a firm, understanding the perceived personal relevance of consumers becomes important. Understanding the cognitive structures underlying consumer sentiment is particularly important. In the literature on consumer behavior, this construct is referred to as participation (Dahlgren, 2011: 33).

Despite the centrality of product involvement and the brand's commitment to consumer research, relatively little is known about the activation and relationship between these constructs. In particular, it explores the foundations of women's commitment and brand loyalty in Central Europe for cosmetics products on their way from socialism to capitalism. This change has affected the economy and politics, social infrastructure, and the development and activities of cultural agents such as manufacturers, retailers, advertisers, and the media (Coulter et al, 2003: 151).

1.3.2 Brand Image

Brand image is the connotation of the brand, which is accepted and remembered by the consumer. The brand image, whether realistic or emotional, is a subjective and perceptible phenomenon that is mainly determined by the consumer's interpretation. For the brand image, the reality is more important than the truth. In other words, the real perception of the brand, not the reality of the brand, creates the brand image. Brand image is a meaningful organization of associations. In other words, the picture is the totality of connotations. Associations to various abstract areas of the human mind are produced by the experiences of people or by means of communication such as advertising, public relations and form the image (Özüpek and Diker, 2013: 103).

The brand image can be defined as the sum of the emotional and aesthetic impressions the product generates in the target audience. In other words, it is a concept of how the brand identity is perceived by the consumer as defined by the company for its product or service. As a result, it can be considered how the consumer interprets the brand and removed from the comment. Therefore, the brand identity and corporate brand identity that are created must be prepared and designed in parallel with the product and the company. Because the messages given in this way are understood correctly by the consumer. Consumers are aware of the consumer's product experiment, use, comments from experienced people, the brand to which the brand belongs, the name of the packaging, brand name,

logo, advertising, and other promotional activities for creating the brand image of the consumer (Kurtoğlu and Sönmez, 2016: 1129).

One of the main objectives of marketing management is the marketing of the product or service. For this, the purchase decision must be made at the customer. Cognitive and symbolic values are at the forefront of consumer decision-making. In this regard, the brand image takes on a function that adds meaning and value to the brand and enhances the brand from physical size to the cognitive dimension. Brand placement activities performed through brand management communication channels impact the brand image. Factors that influence the brand image at the customer's cognitive level are factors such as names and symbols, packaging, advertising, and promotional activities. Social media, which have an increasing influence on marketing, play an important role in the development of the brand image. In addition, sponsorships effectively contribute to the positive development and establishment of the brand image (Turan, 2017: 654).

Consumer brand information about the brand is the image of the brand. Consumers can retrieve almost all information about a brand in today's information age. This stack of information underpins the claim that the brand image is a multi-dimensional structure. Consumers make purchasing decisions about their multi-dimensional and in-depth surveys. In fact, it is known that the brand image has an impact on consumers' product ratings. Nowadays many brands use different marketing strategies via communication channels. These initiatives are the conscious and conscious initiatives of the brands in the name of the brand image and the strategies they have implemented. On the other hand, brands shape their images without being aware of it. Brand expansion approaches are an initiative that shapes and influences brand image without realizing it. As they create the brand image and shape the brand image, companies develop; one can also benefit from the packaging, colors, and logos of the products (Torlak et al., 2014: 150).

1.3.3 Brand Loyalty

The concept of loyalty in marketing literature is used to express various activities, such as business and consumers, as well as their meanings such as bonding. At the beginning of their widespread use, brand loyalty is in the foreground. Due to the complexity of the concept of brand loyalty, there is still no definition of a consensus. In addition, every researcher who studied the concept wanted to determine the meaning from its own perspective. In terms of marketing, brand loyalty can be defined as the fact that consumers continue to favor a brand despite the presentations of their competitors. Brand loyalty is based on positive experiences in the past to create a behavior to buy a particular brand again. Brand loyalty is defined as the situation that occurs four times before the brand has been successfully tested. Brand loyalty is defined as the degree of consumer friendliness of the brand (Can et al., Telingün, 2016: 1745).

Brand loyalty is a key issue for marketing researchers and practitioners. One main issue is competitive approaches to defining and measuring attitude versus behavioral belief. This view is too simplistic and there are potential benefits in pursuing a holistic approach that embraces both components of loyalty. The authors hold an extended perspective and conceptualizes and measures both the attitudes and the behavioral dimensions of loyalty. In addition, this study examines loyalty in the context of business services, which may differ from consumer attitudes in several important ways (Russell-Bennett et al., 2007: 2).

For a very long time in the summer with great success brand loyalty marketing concept, the intention to buy, the willingness of consumers to pay more, can also be defined as the recommendations that they give to customers' environment. Just when introducing inadequate thoughts to stay in business marketing, a new paradigm came into question again as brand loyalty in the forward direction and relationship marketing began to be explored. It is the brand factor that mediates the building, development, and maintenance of the relationship between the business and the consumer. Consumers generally have no contact with products but can build a relationship with the brand. Loyalty to

brands is also one of the most important structures of the consumer brand relationship. Brand loyalty is a behavioral reaction. It occurs during a certain period of time and is carried out by a decision-making unit. It occurs in environments with multiple alternate brands. Decision-making is a situation that occurs after evaluation processes (Kurtoğlu et al., Sönmez, 2016: 1129).

Building long-term relationships with consumers is seen as an important step for long-term viability and business / brand life. In fact, brand loyalty increases profitability without short and long distinctions. It is assumed that a high-loyalty customer portfolio can make a significant contribution to protecting brands and businesses from short-term economic crises. To overcome the financial crisis, brands may need to raise their prices. In this case, existing customers can accept that they are paying more for the brand's products or changing their brands. This causal cycle is easily understood by taking into account the insight that customers are less price sensitive than unrelated customers (Torlak et al., 2014: 149).

There are some features that are taken into account when defining brand loyalty. These features can be listed as follows: First, brand loyalty is based on attitudes and there are strong beliefs and attitudes toward the brand among the consumer. The other feature is that brand loyalty is a behavioral movement related to shopping. According to the positive attitude of the consumer, the purchase intent leads to buying behavior. Third, brand loyalty is the selection, decision-making and evaluation of a brand from a range of brands. is the function of the psychological process. That is, behaviors such as brand loyalty rating and preference are shown. However, these behaviors are influenced by the psychological characteristics. Fourth, brand loyalty is a behavior that expresses continuity. In order to talk about engagement, the behavior must be repeated and repeated in the future (Ünal et al., 2008: 216).

1.3.4 Brand Trust

Trust is the belief in this brand before buying a brand, and the good intentions of the customer are important. Customers can think of the brand as a personalized entity and always expect long-term, safe responses from this brand. As long as expectations are met, brand loyalty and satisfaction are expected to increase. As the brand continues to live up to its obligations and consumers point out the good intentions of the company, the concept of trust in the brand arises. Companies that want to have confidence in their brands act without neglecting the interests of their customers (Sağlam and Sağlam, 2016: 35).

Companies that want to build brand confidence should not forget that consumers have their needs and desires and want to be satisfied along the way of those desires and needs. However, trust cannot be expected if this satisfaction is achieved at once. In the event that the company meets consumer demands by fulfilling the company's responsibilities during the stable relationship between the company and the consumer, the sense of consumer satisfaction over time becomes the company's trust (Sağlam and Sağlam, 2016: 35).

Confidence in the brand is shaped by past experience between brand and customer. Trust in the brand plays a crucial role in customer loyalty. The creation of a brand trust is a brand value component that enables the acquisition of new customers. Trust in the brand as a brand value component is considered an important phenomenon in order to achieve a positive image. Building trust in the brand has two different dimensions. These dimensions are reliability-oriented trust and performance or satisfaction-oriented trust. Reliability-based trust is based on the image of the brand that has created it from the past to the present. Performance- or satisfaction-oriented trust is characterized by the satisfaction of the customer with a product or service of the respective brand (Torlak et al., 2014: 151).

The easiest way to keep existing customers as important as gaining new customers, and trusting the brand, is to bring products to market that meet the needs and desires of consumers. If consumers believe that they can meet the demands of the brands they trust, consumer confidence in the brand will increase. In addition, consumers turn to branded products that they trust to reduce the risks they take by turning to other products. In line with the needs and needs of consumers, identifying the brands they are looking for, strengthening trust in those brands and strengthening loyalty to the brand are of the utmost importance. It is also important to determine the relationship between consumer trust and brand loyalty to the brand (Gürbüz and Doğan, 2013: 240).

CHAPTER II
MATERIAL AND METHOD

In this chapter, material and method of the study were given.

2.1. Method Components

The subject that arises in this study is how the brand involvement, brand image, brand loyalty and brand trust are influenced by the attitude towards e-opinion leadership. The proposed model of the study is given in Scheme 2.1.

Scheme 2. 1. The proposed model of the study
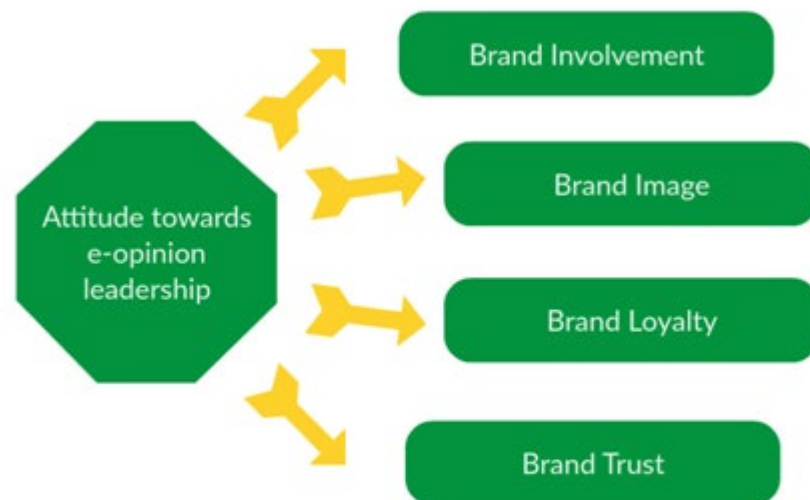
The hypotheses of the study are as follows:

H1: There is a strong relationship between attitude towards e-opinion leadership and brand involvement.

H2: There is a strong relationship between attitude towards e-opinion leadership and brand image.

H3: There is a strong relationship between attitude towards e-opinion leadership and brand loyalty.

H4: There is a strong relationship between attitude towards e-opinion leadership and brand trust.

2.2. Sampling

Sample sizes are obtained for the participants as follows: 95% confidence interval and 5% error margin.

$$n= [Z^2(p.q)] / E^2$$

Here:

n = Sample Size

E2 = Sampling error (value of 0,05 at 95% confidence interval)

p = Population probability ratio (taken 0.50)

q = non-population probability rate (taken 0.50) and

Z = Standard error value (value 2 for Z is taken at 95% confidence interval).

According to this;

$$n=[2^2 \text{ x } (0,5x0,5)]/(0,05)^2$$

$$n=400$$

The minimum sample size is 400 participants. In the research, 521 participants were subjected to the survey.

2.3. Scales

In this study, quantitative research method was used. For this purpose, a survey instrument, composed of 18 questions is designed. The first five questions are composed of questions that aim to address participants' socio-demographic characteristics. The following seven questions focus on participants' media, and specifically blog use. The remaining questions are composed of attitude towards

e-opinion leadership scale (Cardoso et al., 2016), brand involvement scale (Jungsun and La Ferle, 2008; Cho, 2003), brand image scale (Baalbaki, 2012), brand loyalty scale (Baalbaki, 2012) and brand trust scale (Hayoz, 2016., and Jung,2013). 521 number of Internet-user participants, aged between 18-40 were reached. The age range is chosen as 18-40 since the range is marked for mainly compassing university students, young female professionals, single non-working women and housewives, who are among users of blogging services as contributors and readers.

2.4. Collection of Data

Research data were collected by two methods. First of all, individuals who use the Internet and who are in accordance with the research sample were asked to fill the questionnaire with volunteer procedure. Then, clustering was applied to the most densely populated areas in different parts of the city by a sampling method. Then, the data obtained from the research questionnaire were transferred to the computer for further analysis.

2.5. Statistical Methods

In the study, the parametric data were analyzed with mean and standard deviation, and nominal data were analyzed by frequency analysis. Pearson's correlation was used for the relationship between variables. Linear regression analysis was used for the variables. All analyses were performed at 95% confidence interval and SPSS 22.0 for Windows package program.

FINDINGS

The Internet-based survey was pilot tested before the actual online fieldwork. A total of 521 participants responded to the survey. All participants were aged 18 and older the average age of participants is 27 (68.1% female and 31.9% male). The majority of participants are high school graduates (72.9%), while undergraduate degree holders compose 10% and graduate degree holders compose 6.7% of the sample. In terms of marital status, 84.6% participated state they are married, while 15.4% explain their status as single.

In terms of Internet connection areas, the workplace has the highest percentage (55.9%), followed by mobile connection (38%) and home connection (6.1%). In terms of Internet connected devices, mobile devices have the highest ranking (76.6%), followed by laptops (17.3%) and tablet PCs (6.1%). Majority of respondents state they connect to the Internet for 2-3 hours a day (56.8%), who are followed by individuals who connect for 1 hour or less (25.9%), individuals who spend more than 3 hours (11.1%) and individuals who connect once in 2 or 3 days (6.1%).

Table 3. 1. Mean values of participants' Internet usage motivations

Motivations for Internet usage	Mean value
Sending/receiving message	4.91
Entertainment	4.87
Receiving information about education	4.87
Receiving information about services	4.86
Financial consultancy	4.85
Buying services or products	3.91
Reading news or journals	3.81
Receiving information about health	3.79
Video call	3.51

In terms of following fashion influencers online, majority of respondents explain they follow influencers once in 2 or 3 days (51.6%). Among influencers followed, Rachel Araz has the highest popularity (49%), followed by Moda ve Sosyete (22.3%), Maritsanbul (15.2%) and Danla Bilic (5%). In terms of media preferences, majority of respondents state they mainly follow fashion influencers via blogs (34.9%), Facebook (20.9%), Instagram (14%) and YouTube (11.3%).

Table 3. 2. Measures of the study

N=521	Min	Max	μ	SD	Items	α
Attitude towards e-opinion leader	1	5	4,71	,94	3	,978
Brand involvement	1	5	4,61	,725	5	,958
Brand image	1	5	4,55	,675	4	,887
Brand loyalty	1	5	4,21	,665	7	,852
Brand trust	1	5	3,90	,546	4	,743

To assess the relative predictive value of the independent variable, dependent variables; brand related characteristics (involvement, image, loyalty, and trust) were entered into a linear regression analysis with the independent variable, attitude towards the e-opinion leader.

Table 3. 3. Correlations between independent and dependent variables (n=521)

		Brand loyalty	Brand involvement	Brand image	Brand trust	Attitude t/s e-opinion leader
Brand loyalty	Pearson Correlation	1	.257**	.361**	.007	.249**
	Sig. (2-tailed)		.000	.000	.878	.000
	N	521	521	521	521	521
Brand involvement	Pearson Correlation	.257**	1	.437**	-.014	.447**
	Sig. (2-tailed)	.000		.000	.744	.000
	N	521	521	521	521	521
Brand image	Pearson Correlation	.361**	.437**	1	.002	.210**
	Sig. (2-tailed)	.000	.000		.961	.000
	N	521	521	521	521	521
Brand trust	Pearson Correlation	.007	-.014	.002	1	-.013
	Sig. (2-tailed)	.878	.744	.961		.759
	N	521	521	521	521	521
Attitude t/s e-opinion leader	Pearson Correlation	.249**	.447**	.210**	-.013	1
	Sig. (2-tailed)	.000	.000	.000	.759	
	N	521	521	521	521	521

Pearson Product-moment correlations (with pair-wise exclusion of missing cases) revealed that the dependent variable and all independent variables are positively correlated (Table 3).

Table 3. 4. Findings of the regression analyses

Independent variable	Dependent variable	B	SE	t	Sig	F	Adj. R2
Attitude towards e-opinion leader	Brand loyalty	,847	,035	20,234	,000	417,606	,423
	Brand image	,715	,027	22,423	,000	705,501	,574
	Brand involvement	,664	,023	19,187	,000	421,227	,462
	Brand trust	,653	,031	14,211	,000	173,958	,327

The ß coefficients indicate the highest relationship between brand loyalty and attitude towards e-opinion leader (ß=,847, t=20,234, p=,000), followed by brand image (ß= ,715, t=22,423, p=,000) and brand involvement (ß= ,664, t=19,187, p=,000). Additionally, attitude towards e-opinion leader (ß= ,653, t=14.211, p=,000) was significantly determined by brand trust. Thus, **H1**, **H2**, **H3** and **H4** are accepted.

CONCLUSION

In this research, the relationship of e-opinion leadership with brand image, brand loyalty, brand trust and brand involvement was examined. It was aimed to present the effects of the trend on e-opinion leaders by applying questionnaires on the participants using the Internet.

As mentioned in the literature, it is seen that e-opinion leadership has important effects on Internet sales and internet marketing. Nowadays, the concept of e-opinion leadership is becoming increasingly important in the promotion and marketing of products over the Internet in both business management and marketing management. E-opinion leadership trends have an important marketing value since it is possible for individuals to be guided and to make purchasing decisions against products.

Brand loyalty emerges as an important issue in making a purchase decision in the marketing of a product or service. Many elements affecting brand loyalty have been reported in the literature. There was a statistically significant and positive relationship between brand loyalty and brand involvement, brand image and e-opinion leadership trend. When the correlation coefficients were examined, it was seen that the highest relationship in determining brand loyalty was the brand image, followed by e-idea leadership trend and brand involvement.

In addition to being permanent in the minds of consumers, brand participation is an important concept in the sale of products or services. There was a statistically significant and positive relationship between brand involvement and brand loyalty, brand image and e-opinion leadership trend. According to the correlation coefficients, the highest relationship between brand involvement and e-opinion leadership tendency was followed by brand image and brand loyalty.

Brand image is an important business management and marketing tool that consumers use to make a purchase decision when they buy products or services. There was a statistically significant and positive relationship between brand image and brand loyalty, brand involvement and e-opinion leadership trend. According

to the correlation coefficients, the highest relationship was with the brand involvement, followed by brand loyalty and e-idea leadership trend.

There was no statistically significant relationship between brand trust, brand loyalty, brand image, e-opinion leadership trend and brand involvement. However, in the regression analysis, this relationship became meaningful. In addition, there was a statistically significant and positive relationship between e-opinion leadership and brand loyalty, brand involvement and brand image. According to the correlation coefficients, the highest relationship was with brand involvement, followed by brand loyalty and brand image.

As can be seen from the results of the research, e-opinion leadership plays an important role in developing brand loyalty, brand involvement and brand image. Therefore, it is of great importance to develop e-opinion leadership and to evaluate this approach from marketing to management in many different business levels.

Another important finding in this study is that the relationship between brand loyalty and brand image has also had an effect on marketing via the internet. In traditional marketing, brand image is seen as an important concept affecting purchasing and customer loyalty. With the help of the brand image, customers evaluate the brand that a certain product or service has in their minds and make a purchase decision. In this sense, brand image, as well as the product or service of the customer's cognitive minds of their minds and visual memory is the result of their placement. It is seen that the brand image has similar functions in the marketing studies conducted over the Internet. Therefore, it is observed that traditional methods continue their effects on the marketing activities carried out on the internet.

The most interesting result of the research is the findings related to the concept of trust. Brand trust does not appear to be related to any of the concepts examined in the study, but, when considered as a whole, it has a decisive role in the inclination of e-opinion leadership according to the results of regression analysis. Therefore, when talking about brand trust, it is necessary to address and work on concepts such as brand image, brand loyalty and brand involvement.

To summarize the research results in general, e-opinion leadership has a decisive role on brand loyalty, brand involvement, brand trust and brand image, and e-idea leadership tendencies should be given importance in marketing and business activities on the Internet.

According to the findings of this study, it is possible to bring the following suggestions:

— It is seen that e-opinion leadership tendencies are important and have a decisive role in the marketing activities carried out over the Internet. Therefore, in Internet marketing, more focus on e-idea leadership can be suggested.

— The research can be improved by making cross-comparisons in different sample groups and can address larger sampling.

— The research can be examined in more specific areas by focusing on a more specific product or service groups.

— The results of the research can be examined in different time periods and on different cultural characteristics, and the larger sampling can be spread.

— Research findings can also be evaluated in a more pragmatic way to be used in marketing and in-service training of enterprises.

— Differences between the findings obtained from the research and the traditional marketing methods can be compared and the differences can be revealed.

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APPENDIX

SURVEY INSTRUMENT

Mevcut çalışma, bir yüksek lisans tezi çalışması kapsamında yürütülmektedir.

Sorulara vereceğiniz yanıtlar anonim olacak ve gizli tutulacaktır.

Anket yaklaşık 12 dakika sürmektedir.

Tüm sorulara eksiksiz yanıt vermeniz çok önemlidir.

Araştırmaya katkınız için şimdiden teşekkür ederiz.

1. Cinsiyetiniz:

[ ]   Kadın

[ ]   Erkek

2. Gelir durumunuz:

[ ]   0-1500 TL

[ ]   1501-3000 TL

[ ]   3001-5000 TL

[ ]   5001-10000 TL

[ ]   +10000 TL

 3. Eğitim durumunuz:

[ ]   İlkokul mezunu

[ ]   Ortaokul mezunu

[ ]   Lise mezunu

[ ]   Ön lisans mezunu

[ ]   Lisans mezunu

[ ]   Lisansüstü

4. Medeni durumunuz:

[ ]   Evli

[ ]   Bekâr

5. Yaşınız:

[ ]   18-24

[ ]   25-29

[ ]   30-34

[ ]   35-39

[ ]   40-44

[ ]   45 ve üzeri

6. İnternete nereden bağlanmaktasınız?

(Bu soruda birden fazla seçenek işaretleyebilirsiniz).

[ ]   Ev

[ ]   İşyeri

[ ]   Mobil

[ ]   Diğer _____

7. İnternete hangi cihazlardan bağlanmaktasınız?

(Bu soruda birden fazla seçenek işaretleyebilirsiniz).

[ ]   Masaüstü bilgisayar

[ ]   Taşınabilir bilgisayar (dizüstü bilgisayar, vb.)

[ ]   Cep telefonu/akıllı telefon

[ ]   Tablet

[ ]   Diğer _____

8. Ne sıklıkla internet kullanmaktasınız?

[ ]   Günde 3 saatten fazla

[ ]   Günde 2-3 saat

[ ]   Günde 1 saat veya daha az

[ ]   2-3 günde bir

[ ]   Haftada bir

[ ]   Daha nadir

[ ]   Hiçbir zaman

9. İnterneti aşağıdaki eylemlerden hangileri için ve ne sıklıkla kullanmaktasınız?

	Hiçbir zaman	Nadiren	Bazen	Sıklıkla	Her zaman
Mesaj gönderme/alma	1	2	3	4	5
İnternet üzerinden telefonla görüşme/video konferansı	1	2	3	4	5
Hizmetlerle ilgili bilgi almak	1	2	3	4	5
Sağlıkla ilgili konularda bilgi almak	1	2	3	4	5
Eğitimle ilgili konularda bilgi almak	1	2	3	4	5
Eğlence amaçlı (radyo dinlemek, TV izlemek, oyun oynamak, vb.)	1	2	3	4	5
Gazete ya da dergi okumak	1	2	3	4	5
Diğer finansal hizmetler	1	2	3	4	5
Mal ve hizmet almak/satmak	1	2	3	4	5

10. İnternette takip ettiğiniz kanaat önderleri* var mı?

(*Kanaat önderi: Büyük ve etkin çevrimiçi hayran / fan kitlesine sahip kişi. Örnek alınan, özenilen, etkileme gücü olan kişi.)

[ ] Evet

[ ] Hayır

(10. soruya yanıtınız "Hayır" ise ankete katılımınız için teşekkür ederiz.)

11. Takip ettiğiniz kanaat önderlerinin mecralarını ne sıklıkla ziyaret edersiniz?

[ ] Her gün

[ ] 2-3 günde bir

[ ] Haftada bir

[ ] Daha nadir

[ ] Hiçbir zaman

12. Hangi alanda içerik üreten kanaat önderlerini takip edersiniz?

(Birden fazla seçenek işaretleyebilirsiniz)

[ ] Aile

[ ] Moda ve yaşam tarzı

[ ] Kozmetik

[ ] Spor

[ ] Eğitim

[ ] Kültür-sanat

[ ] Hobi

[ ] Gezi

[ ] Politika

[ ] Haber

[ ] Oyun

[ ] Yemek

[ ] Astroloji

[ ] Diğer _____

13. Moda ve yaşam tarzı alanında içerek üreten kanaat önderlerinin mecralarını ne sıklıkla ziyaret edersiniz?

[ ]   Her gün

[ ]   2-3 günde bir

[ ]   Haftada bir

[ ]   Daha nadir

[ ]   Hiçbir zaman

("Hiçbir zaman" seçeneğini işaretlediyseniz anketini sonlandırabilirsiniz.)

14. Moda ve yaşam tarzı alanında içerik üreten 3 kanaat önderinin adını sıralayın.

1. _____

2. _____

3. _____

15. Moda ve yaşam tarzı alanında içerik üreten kanaat önderlerini aşağıdaki mecralardan hangilerinden takip etmektesiniz?

[ ]   Web sitesi

[ ]   Blog portalı (Wordpress, vb.)

[ ]   Instagram

[ ]   YouTube

[ ]   Facebook

[ ]   Pinterest

[ ]   Diğer _____

16. Aşağıda birtakım ifadeler sıralanmıştır. Her birini size hitap ediyormuş gibi okuyunuz. Her ifadenin yanına, ne kadar katılıp katılmadığınızı belirten numarayı yazınız. Lütfen her ifadeyi değerlendiriniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Kısmen katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Moda ve yaşam tarzı alanında içerik üreten kanaat önderlerini takip ederim.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri hakkında genel görüşüm olumludur.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderlerinin önemli olduğunu düşünüyorum.	1	2	3	4	5

17. Aşağıda birtakım ifadeler sıralanmıştır. Her birini size hitap ediyormuş gibi okuyunuz. Her ifadenin yanına, ne kadar katılıp katılmadığınızı belirten numarayı yazınız. Lütfen her ifadeyi değerlendiriniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Kısmen katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markaları önemserim.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalarla ilgilenirim.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalar benim için anlam ifade eder.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markaların ürünlerini	1	2	3	4	5

satın alır ve kullanırım.					
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalar ilgimi çekmez.	1	2	3	4	5

18. Aşağıda birtakım ifadeler sıralanmıştır. Her birini size hitap ediyormuş gibi okuyunuz. Her ifadenin yanına, ne kadar katılıp katılmadığınızı belirten numarayı yazınız. Lütfen her ifadeyi değerlendiriniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Kısmen katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalar yüksek derecede kalitelidir.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markaların işlevselliği oldukça yüksektir.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalar sundukları kalitede tutarlıdır.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markaların güvenilirliği çok yüksektir.	1	2	3	4	5

19. Aşağıda birtakım ifadeler sıralanmıştır. Her birini size hitap ediyormuş gibi okuyunuz. Her ifadenin yanına, ne kadar katılıp katılmadığınızı belirten numarayı yazınız. Lütfen her ifadeyi değerlendiriniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Kısmen katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalara kendimi sadık olarak görüyorum.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalar ilk tercihim olur.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalar mağazada mevcut ise diğer markaları satın almam.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markaların güvenilir olduğunu hissederim.	1	2	3	4	5
Moda ve yaşam tarzı	1	2	3	4	5

alanında içerik üreten kanaat önderleri tarafından tanıtılan markalar bana dürüst gelir.					
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markaları satın aldığımda kendimi rahat hissederim.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markaların ürünlerini almaya eğilimli hissederim.	1	2	3	4	5

20. Aşağıda birtakım ifadeler sıralanmıştır. Her birini size hitap ediyormuş gibi okuyunuz. Her ifadenin yanına, ne kadar katılıp katılmadığınızı belirten numarayı yazınız. Lütfen her ifadeyi değerlendiriniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Kısmen katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalara diğerlerine göre daha bağlı hissederim.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalara güvenirim.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan markalar dürüsttür.	1	2	3	4	5
Moda ve yaşam tarzı alanında içerik üreten kanaat önderleri tarafından tanıtılan	1	2	3	4	5

markaların güvenlidir.					

21. Aşağıda birtakım ifadeler sıralanmıştır. Her birini size hitap ediyormuş gibi okuyunuz. Her ifadenin yanına, ne kadar katılıp katılmadığınızı belirten numarayı yazınız. Lütfen her ifadeyi değerlendiriniz.

Moda ve yaşam tarzı alanında içerik üreten kanaat önderlerini…	Kesinlikle katılmıyorum	Katılmıyorum	Kısmen katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Bilgi almak için takip ederim.	1	2	3	4	5
Modaya dair etkinlikleri ve gelişmeleri öğrenmek için takip ederim.	1	2	3	4	5
Diğer insanlara moda trendleri hakkında bilgi vermek için takip ederim.	1	2	3	4	5
Yeni fikirler edinmek için takip ederim.	1	2	3	4	5
Kampanyalardan faydalanmak için takip ederim.	1	2	3	4	5
Bloggerların ürün deneyimlerini öğrenmek için takip ederim.	1	2	3	4	5
Moda trendlerine dair sorularıma cevap bulmak için takip ederim.	1	2	3	4	5

Tanıtılan ürünler hakkında karara varmak için takip ederim.	1	2	3	4	5
Kendimi daha iyi tanımak için takip ederim.	1	2	3	4	5
Diğer insanlarla paylaşımda bulunmak için takip ederim.	1	2	3	4	5
Diğer insanlarla iletişimde kalmak için takip ederim.	1	2	3	4	5
Kendimi önemli hissetmek için takip ederim.	1	2	3	4	5
Diğer insanları etkilemek için takip ederim.	1	2	3	4	5
Eğlenmek için takip ederim.	1	2	3	4	5
Yarışmalara ve çekilişlere katılmak için takip ederim.	1	2	3	4	5
Dinlenmek için takip ederim.	1	2	3	4	5
Sıkıldığımda zaman öldürmek için takip ederim.	1	2	3	4	5

Katılımınız için teşekkür ederiz.