

**T.C.
İSTANBUL KÜLTÜR UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**

**THE EFFECTS OF MARKETING
BRAND COMMUNITIES ON THE CUSTOMER SATISFACTION-LOYALTY:
LIGHTING UTILITIES BRANDS IN JORDAN AS CASE STUDY**

Masters of Applied Science Thesis

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Department: Industrial Engineering

Programme: Engineering Management

Supervisor: Assist. Prof Dr. Ethem TARHAN

AUGUST 2020

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LIST OF SYMBOLS

BC	Brand Community
BS	Brand Satisfaction
BT	Brand Trust
BL	Brand Loyalty
DM	Digital Marketing
BCE	Brand community engagement
OBC	Online brand community
PLB	private label brand
ABI	Ability, Benevolence, Integrity
FiVBC	firm initiated virtual brand community
ECM	expectation confirmation model
OTG	on the go
VBCs	virtual brand communities
CBE	consumer brand engagement
C's	clients, collaborators, competitors, context, and company
ALT	accelerated life testing
ADT	accelerated degradation testing
PC	Pearson Correlation
S	Sig. (2-tailed)

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ÖZET

PAZARLAMA MARKA TOPLULUKLARININ MÜŞTERİ MEMNUNİYETİ- SADAKATI ÜZERİNE ETKİLERİ: ÜRDÜN'DEKİ AYDINLATMA HİZMETLERİ MARKALARIN ÜZERİNE VAKA ANALİZİ

Ziad ABU GHANIMH

İnternet ve sayısal ağ kullanımı günümüzde oldukça hızlı bir şekilde artmaktadır. İşbu, sayısal ağ platformlarında engelli olan çeşitli araçlar kullanarak markaları ve markaların ürünlerini değerlendirme gücüne sahip çevrimiçi toplulukların formüle edilmesine yardımcı olmuştur. Bundan dolayı, şirketlerin markalarını güçlendirmek ve müşterileri arasında marka sadakatini artırmak amacıyla dijital platformları hayati bir pazarlama kanalı olarak uyarlamasına yol açmaktadır.

Bu çalışma, dijital pazarlamanın müşteri memnuniyetini etkileyen marka toplulukları üzerindeki etkisini, ve bir marka güveni yaratan marka sadakatini araştırmayı amaçlamaktadır. Ayrıca bu çalışma, marka toplulukları arasındaki ilişkileri dijital platformlar ile, müşteri memnuniyetini ve marka güvenini test etmektedir. İlaveten, müşteri sadakatini yaratan müşteri güveni üzerindeki dijital platformların etkisini de incelemeyi amaçlamaktadır.

Veriler Ürdün'deki elektrik mühendislerinden kolay örnekleme yöntemini kullanarak çevrimiçi toplanmıştır. Aydınlatma üretim firmaları dijital platformlar bağlamında kullanılmıştır. Anketi 105 katılımcı yanıtlamıştır. Araştırma sonuçları araştırılan yapılar arasında oldukça önemli bir ilişki olduğunu göstermiştir. Örneğin, araştırma, marka toplulukları tarafından dijital platformların kullanılmasının ve müşteri memnuniyetinin marka güveni üzerinde önemli etkisi olduğunu vurgulamaktadır. Ayrıca, sonuçlar marka güveninin marka sadakati üzerinde olumlu bir etkisi olduğunu göstermektedir.

Anahtar Kelimeler: Dijital Pazarlama, Marka Güveni, Memnuniyet, Aydınlatma firmaları, Ürdün.

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ABSTRACT

THE EFFECTS OF MARKETING

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Internet and digital networking use are rapidly increasing nowadays, and this helped in formulating online communities that have the power in evaluating brands and its products using different tools that are impeded in digital networking platforms. This led companies to adapt digital platforms as a vital marketing channel to empower their brands and increasing brand loyalty among their customers.

This research aims to investigate the impact of digital marketing on brand communities which affects customer satisfaction which leads to build a brand trust which in turn impact brand loyalty. Furthermore, the current research tests the relationships among brand communities with digital platforms, customer satisfaction and brand trust. Moreover, the research investigates the impact of digital platforms on customer trust which leads to customer loyalty.

Data were collected online using a convenience sample from electrical engineers in Jordan, lighting production companies were used within the context of digital platforms. 105 respondents answered the questionnaire. The research results showed a significant relationship between the constructs under investigation. For instance, the research confirmed the significant impact of using digital platforms by brand communities and customer satisfaction on brand trust. Furthermore, results showed a positive impact of brand trust on brand loyalty.

Keywords: Digital Marketing, Brand Trust, Satisfaction, Lighting brands, Jordan.

1. INTRODUCTION

1.1. Chapter Outline

The first chapter gives an outline of the current study in general, it describes the field of the research topic, which focuses on the intersection between digital marketing and branding as a marketing activity, focusing on the effect that brand communities, in digital platforms, play to strength brand loyalty through building brand trust.

In section 1.2 a general overview of the research background is explained, while 1.3 presents the problem presented by the study, followed by sections 1.4 and 1.5 that investigates objectives of the study and the research significance. Following sections 1.6 and 1.7 presents the research questions and the research hypothesis, respectively, while the research methodology was introduced in section 1.8, finally section 1.9 defines the structure of the research.

1.2. Research Background

The last decade witnessed an increasing rate in using digital platforms in many countries worldwide. For instance, Facebook ® users reached over 2.50 billion as of January 2020 (Facebook, 2020), and with this wide use of it, many lighting production companies get involved in theses platforms by establishing accounts for its brands and products, like Philips ®, Zumtoble ®, Targetti ®, Trilux ® and too many others.

With the fast progress for marketing capabilities of digital platforms, a lot of companies need to adapt specific strategies and plans to take advantage of these digital platforms, lighting production companies is one kind of these companies that need to increase implementing digital marketing within its activities.

Digital platforms utilize around the world has extended the scope of marketing online in many aspects, one of them is the online brand communities which gets to be presently more associated and have different tools enables them to evaluate brands and make them promoters or advertisers for the branded products, thus, lead to change the brands position in general.

This research investigates the relationships that are related to digital marketing, brand communities, customer satisfaction, brand trust, and brand loyalty in the context of lighting industry brands.

The Hashemite Kingdom of Jordan is considered from the advanced countries in the Middle East in using internet and digital platforms (Ghazal, 2017), and having a developing economy and a growing industrial sector (WorldBank, 2017c), and thus the importance of this research comes to surface to discover the relationships that affects building and increasing brand loyalty within Jordanian digital marketing context.

Thus, the current study investigates the impact of brand communities and satisfaction on brand trust, The impact of trust on brand loyalty. Furthermore, this research tests the relationships among brand trust.

For the author's information, the current research could be considered as the first of its kind in the field of lighting industry brands that links between brand communities, loyalty and trust within the Jordanian context of using Digital platforms.

1.3. Research Problem

The current study tries to answer the questions below that are within the context of using digital marketing resources by lighting industry brands:

- Are European brands been affected by digital marketing?
- How does digital marketing affect Turkish brands?
- How does brand trust impact brand loyalty?
- How does satisfaction impact brand trust?

- Is the brand trust affected by brand community?

1.4. Research Objectives

This research aims:

- To investigate the role that digital platforms show in enhancing brand Trust for lighting industry brands.
- To investigate an empirical model based on the proposed conceptual framework.
- To discover the relations among brand communities, brand trust, brand loyalty and satisfaction.
- To test a general framework for improving brand loyalty by increasing brand trust through digital branded communities.

1.5. Research Significance

1- To find the effect of using digital marketing for brand communities on improving brand trust and impacting attitudinal and behavioral brand loyalty for lighting industry brands.

2- To improve studies that investigates the use of digital platforms in marketing Turkish lighting brands in Jordan.

3- To investigate the effect of using digital platforms for marketing European lighting brands on building a brand trust and increasing customer satisfaction in Jordan.

1.6. Research Question

This study attempts to answer the questions below

1.6.1. Primary Questions

Within the context of Jordanian digital platforms, in particular, using social media for marketing:

- Does digital marketing platforms impact brand trust for lighting industry brands in Jordan?

1.6.2. Secondary Questions

- Is there any relation between building trust for brands on the loyalty of costumers?
- Does customer satisfaction increase brand trust?
- What is the effect of brand trust on customer satisfaction?
- What is the impact of using digital platforms on customers behaviour?
- Do digital platforms build brand community?

1.7. Hypotheses

1.7.1. Main hypothesis

H0: Brand community when using digital marketing platforms has a strongly positive effect on building brand trust for lighting industry brands in Jordan.

1.7.2. Secondary Hypothesis

H1: Brand communities has a strongly effect on building trust for customers.

H2: Brand trust has a strong relation with brand loyalty

H3: Customer Satisfaction has a strongly effect on building trust.

1.8. Research Methodology

The research utilizes the quantitative approach in investigating the relationships between the proposed constructs in the conceptual framework. The research model operated 5 constructs that were defined based on previous literature.

The research populations were Jordanian electrical engineers who deal with lighting industry products, a convenient sample was selected to be studied and analyzed in the research.

Data collection process were implemented by conducting a structured survey that was designed online through Google forms, and it was then distributed to a Convenience sample of Jordanian electrical engineers through the researcher's personal network besides publishing it on social media platforms. The questionnaire consisted of 38 questions all of them were gathered into 5 sections, the response rate for the questionnaire were above 85%.

Data were tested, validated, and analyzed using SPSS 24.0 and a simple and multiple regression analysis were implemented to investigate the relationship between the proposed constructs.

1.9. Structure of the Thesis

Introduction: It gives an outline of the current study in general, it describes the field of the research topic. It gives a general knowledge and broad understanding to emphasize the importance of the topic clearly through demonstrating the aims of the study, main and secondary questions and presenting the main hypothesis in the research as well as secondary hypothesis.

Literature Review: The main idea of this chapter is to present previous researches and studies and to give an overview about the history of the study constructs. It also shows the significance of the research by making comparisons amongst several other publications revolving around the same area of interest, an idea of the framework is represented in this section too.

Research Methodologies: the third chapter discusses the methods that were used to conduct the research, with more details about the survey and how it was conducted beside presenting the way of taking the sample of targeted people and explaining the validity of the survey.

Implementation and Results: Data analysis and all numerical findings have been conducted using SPSS statistical software to report numerical results in an accurate way and address all the relevant information to all the objectives of the study.

Conclusion and Recommendations: The main purpose of this section is to reflect on all the results and findings that have been found in relation to the

theoretical framework of the literature review as well as their possible contribution to the industry and academic field. In addition, in the recommendation section several suggestions have been given for potential further investigation and implementation. research. Every viable suggestion would not be missed. It would be welcomed here in this portion of the research. In this way the study proceeds to its ending.



2. LITERATURE REVIEW

2.1. Branding

In the last four decades, marketing was expanded from being just a transaction to be a relation and it starts to be more associated to relationships (Sheth & Parvatlyar, 1995), which implies to "all marketing exercises coordinated toward establishing, developing, and maintaining effective relational trades" (Morgan & Hunt, 1994). While for a good amount of time productions especially concentrated upon the significant job of consumer loyalty to become a center relationship driver (Palmatier *et al.*, 2006), all the more as of late consumers' relationship with an organization has been presented as driver of connections (Ahearne *et al.*, 2005; Haumann *et al.*, 2014).

Homburg *et al.* (2009) contend that recognizable proof picks up in significance in the midst of high consumer loyalty levels which make it progressively hard to beat client desires and to separate from contenders based on consumer loyalty. In addition, Haumann *et al.* (2014) exhibit that it is all together the consumer loyalty plus the client organization ID decidedly impact client's devotion and eagerness to pay, whereby the impacts of client organization distinguishing proof were essentially progressively tenacious and especially supportive to remunerate lower levels of consumer loyalty. As anyone might expect, analysts and professionals progressively stress the estimation of identity motivated promoting methodologies (Lam, 2012).

2.1.1. Brand Community

Muniz & O'guinn (2001) characterized brand community on the idea of distinguishing proof has especially been done upon and defined it as a "specific, non-topographically bound community dependent on an organized arrangement of social relations among admirers of a brand". Customer ID is recognized as both with the brand and the relations of social network establishes a basic quality of BC (Marzocchi *et al.*, 2013). Along these lines, the achievement of brand communities and their constructive outcomes on an assortment of brand targets, consisting of consumer loyalty, brand loyalty, input and item development were viewed as a vital driver and considered as a distinguishing proof (Bagozzi & Dholakia, 2006;

Algesheimer et al., 2005). Shockingly, regardless of this noteworthy effect on purchaser's associations with organizations, a mix of brand community research and relationship promoting is as yet absent (Popp & Woratschek, 2017). Brand community one of the research gap of marketing and branding field that presents that customers may at the same time recognize the brand and its clients (Marzocchi et al., 2013). Be that as it may, existing relationship showcasing considers on distinguishing proof are restricted to a particular objective of recognizable proof (e.g., brand, organization) (Haumann et al., 2014; Homburg et al., 2009). Hence, they don't represent the unpredictability of customer brand connections which normally embroils the significance of various focuses of distinguishing proof consisting of the organization, the brand, and different shoppers (Ambler et al., 2002).

Habibi et al. (2014) mention that two expanding difficulties that looked by marketers lead to create the idea of the brand community. The trouble of staying aware of one-on-one associations with clients was the first one, which was one principle thought behind relationship showcasing (Berry, 1995). In spite of the fact that keeping long haul customized one-on-one associations with clients would carry numerous advantages to firms (Sheth & Parvatiyar, 2000), it will lead to expanding its expenses and the amount of time spent on creating connections. Therefore, it will make relationship promoting less proficient practically speaking (Muniz & O'guinn, 2001). Subsequently, trademark networks which could perform numerous significant capacities for the benefit of the brand, for example, furnishing help or mingling the client with brand components, can assume a significant job in understanding the estimations of relationship marketing with higher proficiency (Habibi et al., 2014). Buyers in a brand community assume the job of the brands' specialists inside the network (Muniz & O'guinn, 2001). Regarding to (Habibi et al., 2014), the absence of having an incredible investigative classification to think about purchaser conduct is the second challenge brand communities. Shoppers' relational exercises and ways of life have increasingly illustrative influence in seeing how purchasers invest their energy and cash than traditional classifications advertisers used to section buyers, for example, age and sexual orientation (Schouten et al., 2007). Accordingly, brand communities give a dependable scientific class for expert marketers which encourage a method to understand purchaser conduct (McAlexander et al., 2002).

Henceforth, there are three markers for brand community which lead communities to be conspicuous. These markers are shared cognizance, shared customs and conventions, and commitments to society (Habibi et al., 2014). Common cognizance is a touched feeling of association amongst individuals inside a community of any brand. Individuals have been led by all those emotions to feel an undetectable hand associates individuals to another and isolates individuals from outcasts (Bagozzi & Dholakia, 2006; Muniz & O'guinn, 2001). Ceremonies and customs are representative acts or signals that are created since the commencement of the brand and intend to sustain and impart culture and the emblematic implications of the community of the brand (Muniz & O'guinn, 2001). For instance, inside the community customers utilize a particular language which is a social component of the community that hardens individuals' ties. Last marker is society commitments which is the feeling of responsibility individuals have toward the welfare of their kindred individuals and the community (Muniz & O'guinn, 2001). This dedication is the primary driver in taking an interest in brand use rehearses through which individuals help each other upgrade their image use (Schau et al., 2009).

Notwithstanding, as mentioned above, regarding the three points, a brand community is basically built on a lot of connections that network individuals create with the brand, the item, marketers, and different clients (Habibi et al., 2014). Also, the client driven model of brand network thinks about the connections among every included component in a brand community replacing the introductory models of brand communities which accepts only the connections between shoppers. (McAlexander et al., 2002). Thusly, there are four connections presents the structure squares of a brand community the first is client item, client Company, client brand, and client other clients. This gives a helpful structure to breaking down brand networks just as brand network building rehearses (Habibi et al., 2014).

2.1.1.1 Brand community roles

Comparable to inquire different exercises related to marketing (Heikkinen et al., 2007) present assessments of the jobs attempted when drawing in with a brand community displays no broadly acknowledged job framework which is summed up crosswise over settings. Inquiry on brand community individuals' jobs may anyway

be sorted into standards. The initial spotlights on the power of individuals' general association inside a community, the other spotlights on the kind of inclusion and on individuals' commitments to the gathering (counting the exercises with which they are included). At last, the final stream distinguishes explicit jobs that rely upon specific brand community qualities and exercises that individuals are intrigued.

The initial and biggest stream (Malinen, 2015) slants the jobs that individuals take role in straightforwardly by ordering brand community individuals to one of the following choices inactive individuals who take part sporadically or connected with individuals who eagerly take an interest normally. These jobs are most normally distinguished as 'prowlers' or dynamic individuals/blurbs i.e., (Mousavi et al., 2017; Schneider et al., 2013; Lai & Chen, 2014; Sun et al., 2014; Walker et al., 2010) or individuals with discontinuous versus ordinary cooperation (Gambetti & Graffigna, 2015). A great part of the ongoing exploration inspects dynamic individuals' exercises inside the brand community, for example, posting content i.e., (Walker et al., 2010; Sun et al., 2014; Lai & Chen, 2014) or readiness to spread informal (Mousavi et al., 2017). Dynamic individuals turn into associated with the brand and community in a varied assortment of methods including full of feeling, social and intellectual commitment (Dessart et al., 2015, 2016) of a negative or positive nature (Bowden et al., 2017). While they may behave to meet the desires for different individuals and show in job conduct tying down having a place with the community, they may likewise go past desires and display extra-job conduct (He et al., 2017). Publications can either start or react to posts and prowlers might be detached or dynamic (Walker et al., 2010).

Brand communities have force and status structures was proposed by the second stream of research (Kozinets, 1999) and that individuals assume different jobs that can be grouped far beyond the degree of their general support as indicated by explicit exercises, interests or contribution. In the second stream there is no understanding concerning the idea of performed jobs. Calculated work recommends that, contingent upon the degree of self-centrality of customer action and social connections to mark network, individuals can be portrayed as, enthusiasts, visitors, insiders or blends (Kozinets, 1999). In any case, the jobs might be progressively mind boggling since they connect with one another, including through companion instruction, to enhance

other individuals' encounters (Veloutsou & Black, 2019). Incompletely mirroring this, Pongsakornrungrungsilp (2010) portrays community jobs as outsiders, appearances, occupants and players, contingent upon the degree of commitment and force of assets contributed.

Pongsakornrungrungsilp and Schroeder (2011) proceed to group jobs as indicated by whether individuals give or get assets. Contingent upon the members' association with the organization, item and brand, they are assembled as devotees, off camera, clients and network individuals (Ouwersloot & Odekerken-Schröder, 2008). In an ongoing quantitative examination, individuals' degrees of connection with the brand, their reaction to the brand's challenge to communicate and the quantity of 'likes', remarks and offers, drove them to be delegated brand disengaged, profiteers, associates or reliant (Azar et al., 2016). Fillis and Mackay (2014) watched brand community of football individuals and considering the nature of social joining, connection to the group and to the community, arranged them as social enthusiasts, submitted supporters, easygoing devotees and fans. At long last, contingent upon their advantage and responsibility to the brand and the network, the individuals' gatherings shaped are students, logical thinkers, activists, assessment pioneers and evangelists (Özbölük & Dursun, 2017).

The third and the last stream of research suggests that these jobs might be progressively perplexing differed still and cannot be grouped utilizing few measurements (Veloutsou & Black, 2019). Fournier and Lee (2009) represents this stream and conceptualize the most complex arrangement of jobs to date, characterizing eighteen of the most widely recognized, in particular: tutors, learners, back-ups, accomplices, storyteller, antiquarians, legends, famous people, chiefs, suppliers, greeters, guides, impetuses, entertainers, supporters, ministers, bookkeepers and headhunters. These jobs are not sorted out in a specific way, yet are considered as basic for the capacity, conservation and development of the community (Veloutsou & Black, 2019). The majority of these jobs are identified with association with forthcoming, new and existing individuals and the accomplishment of individual goals of individuals. Despite the fact that this conceptualization may speak to those embraced in mind boggling and dynamic brand networks, it has not, up 'til now, been bolstered experimentally (Dessart et al., 2015).

2.1.1.2 Brand community engagement

Habibi et al. (2014) characterized and defined BCE as the blessed grail of internet based life. BCE is defined as the customer's characteristic inspiration to collaborate and help out network individuals (Algesheimer et al., 2005). "Community engagement thinks about clients' philanthropic practices towards different individuals, dynamic cooperation in joint exercises, and deliberate activities in the help of the activities supported by the network to upgrade network an incentive for oneself just as for other people" (Kumar & Nayak, 2018). Wirtz et al. (2013) argued that social measurement expands to the current definition of BCE, basically individuals could imagine BCE as an evidence of the online brand community that outcomes in instinctive interest in the OBC. This is on the grounds that the individuals' dynamic cooperation in the OBCs truly implies establishment and sharing of substance all the time which prompts their connections with different individuals, brands, or potentially the proprietor firm, symbolizing commitment practices (Zheng et al., 2015). BCE conduct measurement was likewise caught by Porter et al. (2011) to be reflected by a lot of practices as a volunteer interest and participation making an incentive for oneself, different individuals, and the community maker. Recently, the BCE was portrayed as a result of both the interior (client) just as outside (social) powers (Simon et al., 2016). Baldus et al. (2015) portrayed brand community engagement as the intuitive inspiration to move foreword with associations dealing with OBC by keeping updated the basic job of collaborations in brand commitment as presented by Brodie et al. (2013) in their vision of customer engagement to a brand in OBCs.

BCE is significant for the supportability of the network and deliberately enhancing an incentive for the clients (Zheng et al., 2015; Ray et al., 2014) as BCE emphatically impacts brand utilization expectations (Hollebeek et al., 2014; Hennig-Thurau et al., 2004), upgrades individuals' cooperation in OBCs (Martínez-López et al., 2017), and brings about network incorporation and more grounded brand connections (Casaló et al., 2007; Habibi et al., 2014). In perspective on every one of these results, scholarly consideration is required to lead more research and study on BCE (Kumar & Kumar, 2019). It has gotten basic to distinguish drivers of BCE that

can help the administration in settling on the factors to invigorate commitment, e.g., Wirtz et al. (2013) have distinguished in their theoretical framework brand related, social and utilitarian drivers of BCE. Chan et al. (2014) depicted community qualities as precursors of BCE. Affection with the network persuades OBC individuals to perform commitment practices, for example, enjoying, remarking, sharing, and so forth (Loureiro & Kaufmann, 2018).

2.2. Brand Trust

Research on trust has gone on for quite a long time and numerous researchers have well-characterized trust in a few distinct manners (Song et al., 2019). Trust has as a rule been viewed as a characteristic component of significant social communication which originates from individual connections in social brain research (Song et al., 2019). Rempel et al. (1985) stated that trust is a feeling of comfy towards the brand identity. Meaning that costumer review is especially important in building the brand trust and recognition in the market. Moorman et al. (1992) stated that brand trust is closely related to the trade-off and the relationship amongst all stakeholders involved in the branding business. Lien et al. (2015) asserted that brand trust speaks to the level of certainty that another gathering would go about true to form. Development of brand trust is becoming more interesting in marketing industry due to the technical advancement in advertising techniques, (Alhaddad, 2015; Upamannyu et al., 2014). The establishment of brand trust is necessary based on the fact that you cannot control the client's response towards the brand, therefore, building trust during the initiating and planning phases is the backbone in any human to human relationships as well as it can be considered as a powerful way which can be used in mitigation strategies to overcome any weaknesses or unwanted behaviors that may occur in the future (Pavlou et al., 2007).

The idea of trust is one of the most thought about develops in clarifying customers' conduct goals (Konuk, 2019). Rubio et al. (2017) characterized trust as "a gathering of convictions held by an individual got from their observations about specific characteristics; in marketing this includes the items or administrations, and the foundation where they are purchased and sold." Trust is additionally portrayed as "existing when one gathering believes in a trade accomplice's dependability and

honesty" (Morgan & Hunt, 1994). Trust has been viewed as a key idea in leading effective long haul relationship direction between organizations (Wang et al., 2008). Moreover, Hartmann et al. (2015) expressed that trust assumes a significant job in vulnerability and dangerous circumstances.

The idea of brand trust is referred to as "the eagerness of the normal customer to depend on the capacity of the brand to play out its expressed capacity" (Chaudhuri & Holbrook, 2001). Looking from buyer's perspective, the relation between saw quality and trust in maker brand (Aurier & de Lanauze, 2011; Xie et al., 2015) and private label brand (PLB) (Konuk, 2018) had been experimentally confirmed. Along these lines, it is normal that the higher the level of apparent nature of maker brand, the more prominent the trust in producer brand (Konuk, 2019). At the point when shoppers are not sure about the quality of the private mark, they may allude to the apparent quality of the maker brands (Konuk, 2019). Furthermore, the level of apparent quality is relied upon to impact customers' trust in PLB (Konuk, 2019).

The three main pillars of trust are ability, benevolence, and integrity which can be referred as (ABI) model (Mayer et al., 1995), Organizations must have the ability and a high level of competence and skills to implement the digital online work in the most efficient way (McKnight et al., 2002). As needs be, this investigation thinks about trust as dependent on the view of the capability, uprightness, and consideration of the firm initiated virtual brand community (Akroun & Nagy, 2018). Online trust is not in a general sense not quite the same as disconnected trust (Brun et al., 2014; Urban et al., 2009). Due to the absence of direct communication physically, the mysterious idea of the individual dealing with the FiVBC (Ching & Ellis, 2006), and the risk of private information being hacked create trust between the follower and the FiVBC significantly increasingly mind boggling (Akroun & Nagy, 2018). With regards to a brand fan page, fixated on a particular common concern (e.g., the brand) (Ridings et al., 2002), the FiVBC might be surveyed dependent on its ability to furnish fans with suitable reactions (Akroun & Nagy, 2018). Moreover, honesty alludes to the conviction that the FiVBC will regard brand followers by satisfying its guarantees and being genuine (Doney & Cannon, 1997) with no artful practices. At long last, kindheartedness, as sincere goals, backing, and caring appeared toward followers, might be communicated by considering their security and wellbeing (Ba & Pavlou, 2002).

2.3. Satisfaction

In Recent Times, a very important topic or concept in marketing called customer satisfaction which currently it has been under the spotlight (Song et al., 2019). Customers care about the core product or services provide by the company, but at the same time they see a value in all the details that come around the product. These details may include the manufacturing, administration and management procedures in general in order to get the most smooth and enjoyable experience (Saleem & Raja, 2014; Mohammed & Rashid, 2018; Giebelhausen et al., 2016). Consequently, Tse and Wilton (1988) noticed that satisfaction is directly correlated with the costumer's reaction towards the product or the services delivered by the company. Getting an explicit expression of satisfaction by the clients after purchasing the items is fundamental and has to be taken into consideration. Accordingly, Satisfaction can be defined as the positive response and expressions surrounded by passion for all the effective solutions and products which are being supplied (Oliver, 1997).

Branded applications open channel to brand marketing in convenient and effective way when there are unique and creative strategies that have been established with continues monitoring and feedback (Junghyun Kim & Ah Yu, 2016). styudy with respect to whether connection is an indicator of satisfaction (or the other way around) stays opposing and vague. For instance, Prayag and Ryan (2012) affirmed the connection between place connection and satisfaction. Levy and Hino (2016) demonstrated that clients' passionate connection decidedly impacts their satisfaction level.

Desire verification hypothesis proposed by Oliver (1980) emphasizes the idea of post- purchasing satisfaction, which motivate the clients to do more purchasing operations. Bhattacharjee (2001) contended that repurchase choice is like duration aim; in this manner, Bhattacharjee (2001) stretched out the ECM as indicated by the desire affirmation hypothesis. As indicated by the expectation confirmation model (ECM), three factors, to be specific satisfaction, expectation confirmation, and perceived usefulness, decide duration aim toward a data framework (Li & Fang, 2019). Satisfaction alludes to the ex post assessment of utilizing a data framework

(Mouakket, 2015). It showed how the client respond either positively, adversely or neutral and disinterested (Li & Fang, 2019).

Satisfaction and perceived usefulness legitimately impact continuation aim (Bhattacharjee, 2001). Generally, the (ECM) theory focuses on creating ways to enhance the satisfaction, the perceived usefulness, and the motivation levels of customers for more re-purchase intentions and processes based on amplifying of the perceived usefulness, thus increase the customer's desire and satisfaction towards the items, for instance, those by Ayanso et al. (2015), Lee (2010) and Oghuma et al. (2016) have suggested that affirmation impacts understood worth in different data framework use settings, for example, e-learning innovations, electronic restorative records and portable or online administrations. ECM validity has been affirmed over a wide scope of data innovation items and administrations (Hsu & Lin, 2015), and its expansion with regards to marked applications is suitable.

Nascimento et al. (2018) states that when the first impression is like clients' genuine desire, clients display more elevated levels of fulfillment with smartwatches. Moreover, Stone and Baker-Eveleth (2013) noticed that satisfaction and the perceived usefulness are closely correlated with regards to e-writings. Physicians' perceived usefulness is related with satisfaction with regards to electronic restorative records frameworks was demonstrated by (Ayanso et al. 2015). Zheng et al. (2015) proposed the effect of customer satisfaction in a virtual network on customers' duration expectation to devour and contribute in the virtual network. Ramkissoon and Mavondo (2015) suggested that guests' satisfaction with a spot is decidedly identified with their ace ecological conduct expectation. Nascimento et al. (2018) observe that clients may expect to keep utilizing a smartwatch when they get satisfaction from the smartwatch. In view of the above, branded application can be viewed as a very useful technique if it is linked with effective and practical ECM approach to achieve the overall aim of improving users' satisfaction (Li & Fang, 2019). At the point when purchasers are satisfied with the administrations given by the marked applications, they will in general keep utilizing them (Li & Fang, 2019).

2.4. Brand Loyalty

Brand loyalty has been important to analysts for a long time (Trinh & Dawes, 2020). Loyalty is commonly perceived as a brand resource (Aaker, 2008) that organizations put resources into to secure and create. Thus, marketers need to comprehend factors that are identified with sequential degrees of brand reliability (Trinh & Dawes, 2020). Right now operationalize brand loyalty as continue buying conduct, as have noticeable past investigations, for example, Bhattacharya et al. (1996). A large portion of the past research on brand loyalty, explicitly continue buying of brands in shopper items classes, for example, nourishment and drink has concentrated on acquiring for bring home utilization for example (Dawes et al., 2015; Trinh et al., 2016). Notwithstanding, shoppers do not just buy nourishment and beverages for bring home utilization, they additionally buy these items for on the go (OTG) utilization. OTG acquiring has been characterized as items bought at a store to devour promptly while the customer is experiencing significant change starting with one spot then onto the next (Heider & Moeller, 2012).

Brand loyalty is by all accounts interrelated to a guarantee to rehash buy or advance which favored certain items or administration later on (Fatema et al., 2013; Rahi et al., 2017; Sasmita & Suki, 2015). Brand loyalty is closely related to satisfying the customer needs and perceptions towards the services being delivered. The concept of loyalty can be described as a permit which opens the purchasing channels into specific brand (Palazon & Delgado, 2009), despite the strength of promotions offered by another brands (Rahi et al., 2017). Keller (2009) expressed the concept of brand advocacy despite any external influences can be implemented by competitors in the business. Moreover, brand loyalty which establishes shoppers have a superior connection of a specific brand than different contenders (Hanzaee & Andervazh, 2012) can influence the customers' basic leadership procedure to buy a similar item (Nyadzayo & Khajehzadeh, 2016). previous study revealed that satisfying customer needs and managing them well is a very important piece in the conservation of brand loyalty (Song et al., 2019). Moreover, Moorman et al. (1992) expressed that creating a valuable item or service with high efficiency and meaningful to customers develop trust in the brand, which in turn reflects positively on the brand loyalty (Alhaddad, 2015; Upamannu et al., 2014).

Higher brand loyalty infers higher customer fulfillment, expanded brand decision, and higher buyer spending (Kim et al., 2014). Examining how M&As impact brand loyalty is subsequently significant (Chung & Kim, 2019). Past examinations show that brand loyalty is firmly identified with shoppers' view of brand quality, trust, and maintainability (Chen-Yu et al., 2016; Laroche et al., 2013). Similarly, past research on extravagance brands recommends that the one of a kind buyer esteems related with extravagance brands, for example, their financial, emblematic, and experiential qualities improve brand loyalty (Choo et al., 2012).

A key method to trigger, form, or encourage brand loyalty is by drawing in clients in virtual brand communities (VBCs) (Islam & Rahman, 2017). In spite of the fact that earlier research shows brand loyalty as a significant result of consumer brand engagement (CBE) (Hollebeek, 2011), experimental examination concerning this affiliation is missing (Bolton, 2011; Brodie et al., 2013). In VBCs, the experience offered by shopper commitment helps in building up a passionate association with buyers that makes them brand loyal (Coulter et al., 2012; De Vries & Carlson, 2014). We place that clients' brand loyalty can be reinforced by drawing in shoppers in brand-related virtual networks (De Valck et al., 2009). For instance, shopper commitment can help create enthusiastic ties with purchasers, accordingly cultivating their loyalty (Coulter et al., 2012; De Vries & Carlson, 2014; Hollebeek et al., 2014; So et al., 2016).

Reward are intended to spur purchasers to take an interest in VBC-based movement and upgrade their brand association, brand, along these lines adding to their brand loyalty and network sustenance (Meyer-Waarden, 2013; Verma et al., 2012). An innovative, exceptionally intuitive, and pleasant VBC can offer utilitarian, gluttonous, and social advantages, in this way encouraging clients' brand and network related intuitiveness and interest and thus advancing brand loyalty (Chan et al., 2014).

2.5. Digital Marketing

recent reviews of the literature regarding to digital marketing observe a fracture within the arrange (Lamberton & Stephen, 2016; Yadav & Pavlou, 2014). it is not an amazing fracture when the Internet is considered as a phenomenally mind boggling

framework (Hewett et al., 2016). This intricacy become the common result of a mind boggling history, and fracture is the result of the nonappearance of an exhaustive perspective on the Internet (Busca & Bertrandias, 2020). A few scholastics will in general neglect the way that the Internet did not develop out of nowhere and consistently, and keeping in mind that a few creators recognize that the specialized design of stages contains an effect on the connection between marketing activities and shopper practices (Yadav et al., 2013), these possibility impacts are as yet viewed as exogenous in most research work (Busca & Bertrandias, 2020). Nonetheless, while receiving an authentic viewpoint, possibility impacts are considered less to be free factors than as social highlights: practices and stages are reliant, and the Internet is both a result and a determinant of the conduct of purchasers and firms (Busca & Bertrandias, 2020). Right now, plan to research this issue by reproducing the social history of the Internet and its association with marketing (Busca & Bertrandias, 2020).

The idea of Digital marketing was first recognized during the 1990s, basically with respect to publicizing to clients (Fierro et al., 2017). As a result, a huge technological advancement in mobile industry and social media applications has been occurred in the last two decades (Fierro et al., 2017). Thus, there has been a change in outlook in digital marketing, from publicizing to everlasting client situated commitment, bolstered by the improvement of various instruments essential for business capability (Behera et al., 2019). Since nearly everyone is accidentally charmed inside the computerized age, this has become the most effective approach to arrive at imminent clients (Kannan, 2017). Over late decades, organizations, for example Alibaba, eBay, Amazon, Netflix and Best Buy have taken place as prime drivers of the cutting edge economy (Kannan, 2017). Such partnerships have featured the noteworthiness of building computerized availability with their clients (Behera et al., 2019). Thus, the change of clients' percipience towards business techniques because of the computerized uprising (Ghotbifar et al., 2017). Subsequently, to prevail in the digital medium, such enterprise have executed methodologies to offer engaged and quantifiable methods for arriving at clients, named "digital marketing" (Lamberton & Stephen, 2016). Actually, digital marketing alludes to imparting the estimation of things, for example, merchandise, items or administrations to clients, utilizing on the

web and disconnected computerized channels, for the most part on the Internet. Fundamental business choices like item advancement, item creation, promoting correspondence, purchasing and selling for benefit, client relationship management and brand management both of them have seen noteworthy improvement through the utilization of computerized innovations (Behera et al., 2019). Customized digital marketing or balanced digital marketing is one technique by which e businesses influence information examination to convey singular marketing messages to existing and imminent clients. From a hypothetical point of view, the suggestion of customized substance to the individual client mirrors the main advance in online relationship marketing (Schubert & Ginsburg, 2000).

Digital marketing encompasses several strategies and techniques aiming mainly to deliver a service and connect values to the client (Kim et al., 2019). It does this effectively and along these lines, digital marketing is relied upon to stay at the bleeding edge of the innovative transformation (Ko, 2019; Lamberton & Stephen, 2016; Martín-Consuegra et al., 2018). Marketing using digital tools and options is becoming very popular in today's lifestyle based upon the shifting of individuals and consumers towards digital marketing contents (Fujita et al., 2017; Han et al., 2016; Kim, 2018; Woodside & Bernal Mir, 2019). Social commitment, dissemination, as well as connection are considered as the main factors for digital marketing development. Subsequently, the capability and the competence of the firm have improved and it is able to reach into clients more effectively through giving information that could expand their knowledge about administration services and all the items provided (Ko, 2019; Lamberton & Stephen, 2016; Martín-Consuegra et al., 2018).

There are several effects that may a significant role in the domain of digital marketing such as changes in legislation with regards to advertising (Hemsley, 2018; Sposit, 2019). Furthermore, look into via web-based networking media advertising began focusing on developing markets, where the reception pace of web based life marketing is with comparison to created nations (Christino et al., 2019; Liu et al., 2019). A few organizations in these nations despite everything are highly dependent on social media marketing which in turn has encouraged organizations to share their products into clients allocated anywhere worldwide at any time. Thus, social media

can be considered and used as a very powerful customer service tools (Olanrewaju et al., 2020).

The versatile procedure empowered by the digital advances makes an incentive in new manners in new digital situations (Kannan, 2017). Establishments empowered by digital advances construct central capacities to make such esteem together for their clients and for themselves (Kannan, 2017). Procedures empowered by digital innovations make an incentive through new client encounters and through communications among clients (Kannan, 2017). Undoubtedly, Digital tools is giving a new face to the marketing because it involves a variety of advanced interacting channels (i.e. touchpoint) which surround the marketing business, strategies in addition to organizational procedures and costumer's experience (Kannan, 2017). Fundamentally, the quantity of touchpoints is expanding by over 20% yearly as more disconnected clients move to digital advances and "more youthful, carefully arranged customers enter the positions of purchasers" (Bughin, 2015).

Kannan (2017) noticed that the key touchpoints and the connection to clients is affected by influenced by the technological advancement (i.e. digital tools in marketing) and proposed an examination structure that is propelled by the marketing procedure just as by the marketing methodology process. The main idea of marketing revolves around creating a value for your customers by meeting and sustaining their needs and perceptions. The implementation of this marketing strategy can be performed through examining the internal and external environment by the five C's of marketing involving knowing the customers, competitors, collaborators, the operating environment (i.e. the context) and the company (Kannan, 2017). While these components are displayed in Figure 2.1, clients rise as the focal center (in the left box) with different components, for example, setting, contenders and colleagues making up the condition that the organization works in. The key goal is to see how digital advances (at the base in Figure 2.1) associate with the five C's just as the interface among these components (Kannan, 2017).

Kannan (2017) explicitly recognized the thoughts, structures and foundations that rise up out of these collaborations – stages and web indexes, two sided markets, social media and rising purchaser conduct, client produced content and logical associations. This test shapes the activities that will be contributed by the firm,

enveloping all contents of the marketing mix– advancement, item, spot, and value – just as collecting information by investigations and searching in order to get more clear marketing strategy of the organization (Kannan, 2017). Kannan (2017) concentrated again on how digital advances are forming these activities, data securing and examination, and marketing methodology. At long last, the general impact of digital advancements in respect creation – making a motivation for customers (through the value of brand, worth, relationship and consumer loyalty), was a result of the marketing activities and systems, making client value (through techniques for maintenance, procurement and higher edge), and making firm worth (as a benefits, elements of offers and development rate). The framework, in this way, recognized the marketing systems key touch points, where digital innovations are having or prone to have noteworthy effect (Kannan, 2017). It not just envelops the components distinguished in Figure 2.1 yet in addition the interfaces among those components, as appeared by the bolts in Figure 2.1 The framework likewise featured the accentuation on revealing issues related to using digital strategies for marketing that will influence the firm straightforwardly or in a roundabout way (Kannan, 2017).

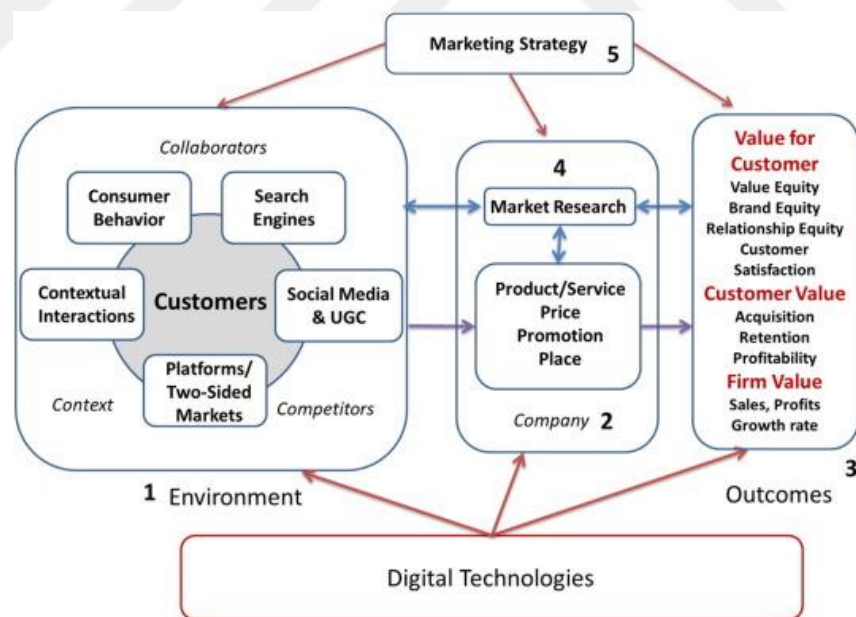


Figure 2.1: Framework in Digital Marketing Source: (Kannan, 2017)

2.6. Reliability of data

Reliability testing is a vital apparatus for assessing the lifetime of an item. In any case, for a profoundly solid item, it is exceptionally typical that a tremendous degree of test units will be altered in a standard life test or even in accelerated life testing (ALT) when the whole time for test is brief. Another alternative is accelerated degradation testing (ADT) which might be directed to assemble corruption information of a profoundly solid item under quickened conditions (Ma et al., 2020). For experts in reliability, it is exceptionally vital to utilize the information of ADT and ALT for dependability estimation (Ma et al., 2020). By and by, debasement information are regularly tainted by estimation mistake, which may influence the precision of dependability estimation (Ma et al., 2020). Accordingly, a factual system is required when utilizing both ALT information and ADT information with estimation mistake for assessing the dependability of an exceptionally reliable item (Ma et al., 2020).

The dismissal of utilizing quantitative techniques for surveying the dependability of subjective discoveries by some subjective specialists is both disappointing and puzzling from the vantage purpose of quantitative and mixed strategy analysts (Davey et al., 2010). While the need to recognize one methodological methodology from another is justifiable, the thinking now and again used to legitimize the discount dismissal of all ideas related with quantitative investigation are packed with mischaracterizations, exceeding contentions, and lacking substitutions (Davey et al., 2010).

2.7. Conceptual framework

In this research, a quantitative approach was used to investigate the relationship between variables as shown in Figure 2.2.

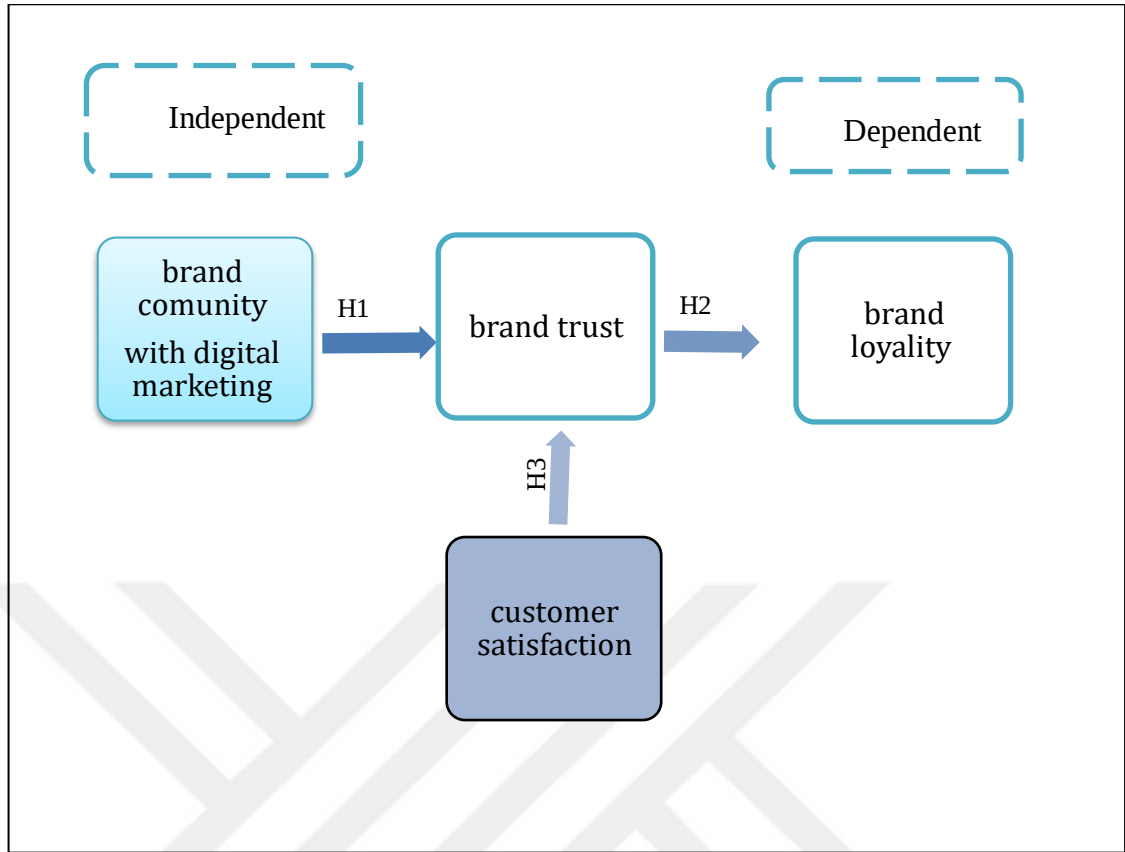


Figure 2.2: Conceptual framework

The research framework showed in Figure 2.2 was adapted from (Kannan, 2017) who investigate the relation between customer satisfaction and build a brand trust for them (Song et al., 2019). Other than that, Moorman et al. (1992) stated that brand trust must take place and be considered as the main condition to accomplish brand loyalty. Likewise, the impact of digitally marketed brand communities on brand trust and brand loyalty that was investigated by (Kannan, 2017).

3. METHODOLOGY

The research utilizes the quantitative approach of data gathering by conducting a structured survey that was distributed on a sample of Jordanian electrical engineers who deals with lighting industry products. It can be strongly argued that this approach of research gives the needed in-depth of points-of-view from the people who are interacting with branded digital channels.

3.1. Chapter Outline

The research aims to find out the impact of digital marketing on brand communities and satisfaction that will affect brand trust which relate to brand loyalty within the context of lighting industry brands in Jordan.

This chapter goes through the research approach to test the suggested framework and the hypothesis that results from it, the chapter gives deep insight about the population of the study, the sample and sampling approach, the survey of the study, survey analysis, and main results.

The chapter throughout its sections shows an investigation of the methodology that was used to validate the proposed theoretical framework described in chapter two, starting by defining the research population in section 3.2 describing the selected country followed by describing the research sample and how it was selected and defining its size.

Then the chapter describe research methodology in section 3.3 showing how the questionnaire was designed theoretically and electronically, how it was validated, and the method used for analysis.

The end of this chapter in section 3.4 defines the operational definition of research framework variables besides scale measures.

3.2. Research Population

Data gathering process were implemented by conducting a structured survey that was designed online through google forms, and it was then distributed to a

convenience sample of Jordanian electrical engineers through the researcher's personal network besides publishing it on social media platforms. The questionnaire contained 38 questions which were grouped into 5 sections, the response rate for the questionnaire were above 85%.

3.2.1. Country Selection

This study focuses on the lighting industrial companies' context in Jordan; which belongs to the Arab countries located in the Middle east area.

Jordan is considered a developing country from the upper-middle-income economies, with a population in 2019 of around 9.6 million.

3.2.2. Sample Selection

The research studies the case of lighting production companies in Jordan, one of the largest industrial sectors in Jordan, this kind of industry relates to electrical engineering firms, lighting suppliers, contractors and others.

The sample of this research study where a convenience sample consisted of electrical engineers which deal with lighting industry products for their projects.

3.2.3. Sample Size

For large populations it is difficult to study, the need arises for using sampling techniques to represent the population and being able to generalize a result of research to it, thus, researchers use sampling as a procedure to choose a representative quantity of elements from the population of the study (Davey et al., 2010).

In this study, the convenient method of sampling were implemented due to its suitability with our population, which is Jordanian electrical engineers, where they are contractors, consultants, suppliers and others who use lighting fixtures products for their projects, and because of population availability this sampling technique were used.

3.3. Research Methodology

This research implemented a quantitative research methodology using survey to test its conceptual framework, the survey targeted electrical engineers from different disciplines who consists the population of this study.

To reach the target of this research, surveys are considered to be a well-established technique for gathering and obtaining data, Furthermore, surveys were proven as an efficient tool in the context of business research for several reasons, these reasons include, but not limited to:

- Cost efficient tools in comparison with interviews and focus group, so surveys do not need a high budget to conduct.
- Minimizes the probability of respondent bias that could arise in interviews or focus groups.
- Time saving method that could reach more respondents in less time compared to other methods of data collection.

3.3.1. Questionnaire Design

In this research, the researcher implemented questionnaire as the data gathering method, this questionnaire was designed based on a deep review for previous literature and research resources, which helped in increasing the validity of the implemented questions for measuring the main constructs of the proposed model.

Davey et al., (2010) define questionnaire as a method in which sequential questions are presented to the target sample to respond to it and choosing the most suitable answers that describe their opinion in the context of the asked question.

When using the questionnaire as a primary data collection method, the importance increase to build it in a well-designed way that maximize the benefits of it, three main aspect should be kept in mind to design a good questionnaire: Content, measurement principles, and appearance (Davey et al., 2010).

The first aspect, content, should results in an easy-understanding questionnaire, using clear wording, direct to the point questions in the context of the research, and

in a logical sequence that does make sense when answering the questionnaire in whole.

After making sure that the questionnaire content is good, the researcher should look to functional goodness of the questionnaire that should results in what it is expected to, therefore, using the appropriate scaling technique, testing the validity of the questions as a measure for the related constructs under study, and testing it reliability.

As a third step, to increase the response interaction from respondents with the questionnaire, the researcher should encourage respondents to fill out the questionnaire by making it not too long, present it in a smooth visual way, testing it via different devices – like PC's and mobile devices, and put any necessary helpful content that may increase the understanding of the research purpose and goals.

This research's questionnaire followed the process mentioned above; choosing an appropriate questions that were tested by previous researchers, then translated to the most used language of the population of study – English language-, testing it on a pilot sample to measure its content validity and face validity, and finally by presenting it in a smooth way.

The questionnaire were designed into one form, consisted of 6 sections that includes demographics and a section for each construct, which results in 38 questions.

Demographics section was the first section in the questionnaire after the introduction, it consists of 5 questions that shows whether the respondent is an electrical engineer , define their gender, age group, field of work, job description and define how many experience years do they have in the electrical field.

3.3.2. Questionnaire Face Validity

To increase the validity of the questionnaire, where it's the primary data collection method, the questionnaire passed through three test stages to ensure its face validity.

First, the questionnaire was distributed to a professional group of engineers who works in the largest engineering firms in Jordan, besides group of professional

suppliers who works in largest agencies, this step aimed to test the goodness of the used questions in measuring the related constructs (face validity).

Second, the translation of the questionnaire questions were proofed to make sure that the meaning in Arabic is the same as it is in English, thus to ensure that the translated questions still measures the related constructs (Back translation).

Third, the questionnaire was distributed to pilot sample of the target population to assess the level of understanding for the questions for each construct.

Each step above results in a notable adjustment that were made for the final questionnaire that were distributed online.

3.3.3. Electronic Questionnaire Design

A continuous increase of internet usage worldwide specially in the last years was noticed, which shows with around 3.9 billion users in the end of 2018, this increased use of internet helped in an increase use of digital sites, which is the context of this research.

Besides that, this wide use of internet makes it easier to reach sample respondents through the low cost of mobile devices increased its usage, for example 64% of mobile holders have smartphones, this helped increasing the use of it for accessing internet, and so accessing social media platforms, where around 84% of Jordanian people use digital networking sites.

Due to this spread of using internet and mobile worldwide in general and in Jordan as our case of study, this makes it easier for users to access internet to complete research surveys which made the choice for the researchers to use the online method for collecting data.

After designing and validating a paper questionnaire for the purpose of this research, an online version were designed using one of the famous survey online tools google forms, which is a web-based platform used for designing professional surveys and used widely by large organizations, the survey were opened for a month during January and February 2020 as shown in Figure 3.1.

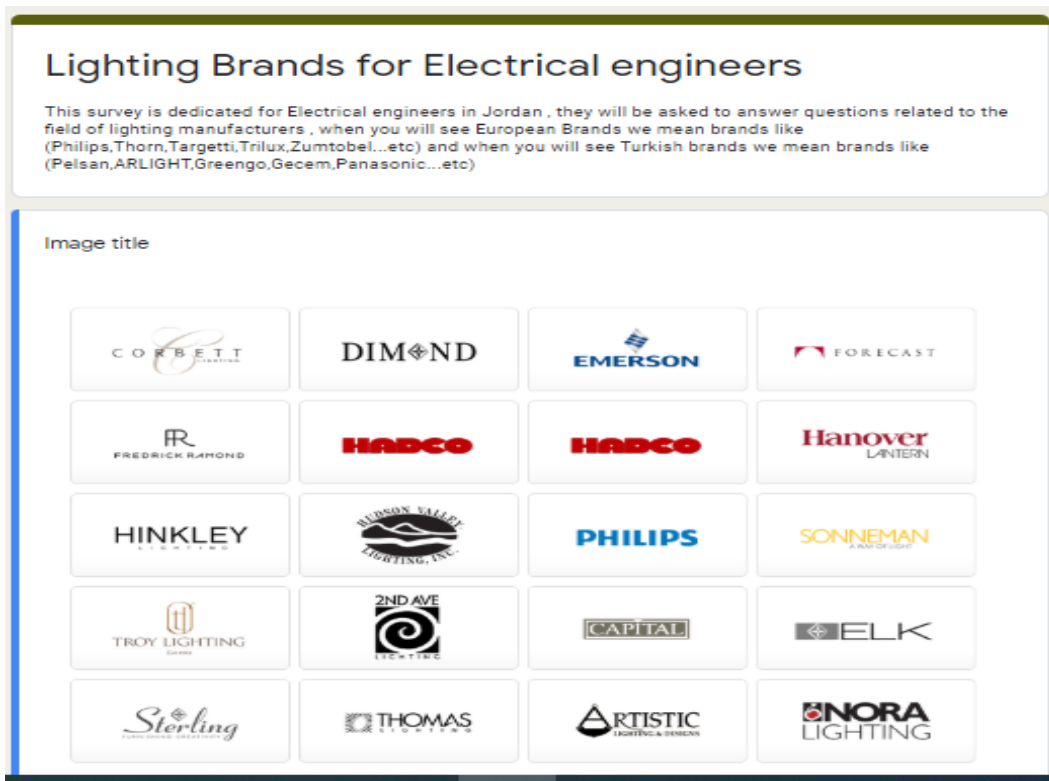


Figure 3.1: Online survey

It was then distributed to a convenience sample of Jordanian electrical engineers through the researcher's personal network besides publishing it on social media platforms. Figure 3.2 shows the interaction of the respondents with the distributed questioner over them that were designed on Google Forms, the figure shows some sections of the questioner and the frequency and percentage of the answers.

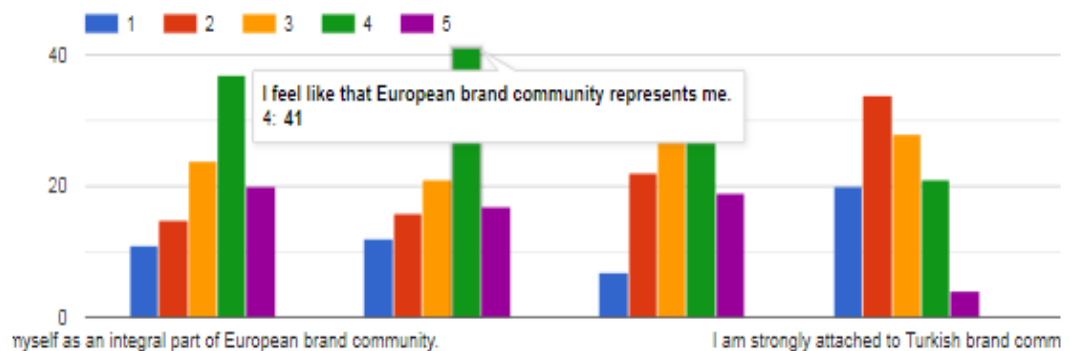


Figure 3.2: The interaction of the respondents

3.3.4. Analysis Method

The questionnaire was opened for 1 month that results in 107 respondents from different age gender, age groups and educational levels.

The questionnaire results were transformed to an excel sheet, then it were filtered by removing every not compatible response that results in 105 valid respond that were inputs for the SPSS 24.0 statistical program, that were used in its final version till date.

Then a deep analysis process were conducted for the data using SPSS statistical tools, this process was introduced in detail in the chapter 4.

3.4. Operational Definition

Multiple questions were used to measure the respondent's opinion for each construct, were each one of construct has three to four questions that were tested by previous literature as a valid measure for related constructs of the study, Appendix A shows the used questionnaire.

A Likert scaling method was applied for each question to cover a varied range of agreement or disagreement about the questionnaire statements, the scale were as follows:

5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.

3.4.1. Brand Community

According to Muniz & O'guinn, 2001 a brand community is a "specialized, non- geographically bound community, based on a structured set of social relationships among admirers of a brand".

Habibi et al., 2014 defines digital media-based as an online brand community that are established on digital media platforms.

The construct of brand community to be measured, in this study seven statements has used where they are presented as BC1, BC2, BC3, BC4, BC5, BC6 and BC7, these items were adopted from (Habibi et al., 2014).

3.4.2. Brand Trust

Rempel et al. (1985) expressed trust in an individual is to feel safe and its establishment depends on that person's conduct is persuaded by empowering and idealistic expectations towards his/her partner interests and benefits. Brand trust were coded in this research as BT1, BT2, BT3, BT4, BT5, BT6 and BT7, these items were adopted from (Konuk, 2019).

3.4.3. Satisfaction

Satisfaction is normally identified with the enthusiastic reaction of a buyer to any experience of service or item after buy, just as the normal and saw execution after the item has been devoured (Tse & Wilton, 1988). related statements to satisfaction that were adopted from Prayag and Ryan (2012) and coded as BS1, BS2, BS3, BS4, BS5, BS6, BS7, BS8, BS9, BS10, and BS11.

3.4.4. Brand Loyalty

Palazon & Delgado (2009) states that loyalty regularly permits buyers to purchase a brand and decline to change to another brand, regardless of how the circumstance changes and how compelling the promoting is (Rahi et al., 2017). statements were used to measure brand loyalty, they were adopted from Choo et al., (2012) and coded as BL1, BL2, BL3, BL4, BL5, BL6, BL7, BL8 and BL9.

3.4.5. Digital marketing

The idea of Digital marketing was first recognized in the recent decades, basically with respect to publicizing to clients (Fierro et al., 2017). In any case, the idea was reached out with the development of "mobile technologies" during the 2000s and "social media" advancements from around 2010 (Fierro et al., 2017).

Digital marketing were coded in this research as DM1, DM2, DM3 and DM4, these items were adopted from (Behera et al., 2019).

3.5.Operational Measure of Construct

Table 3.1 below shows the variables and statements that were used to measure each construct of the hypothesized model.

Table 3.1: Variables and statements of the hypothesized model

	<i>statments</i>
3.4.5.1 Brand Community	
BC1	I feel like that European brand community represents me.
BC2	I see myself as an integral part of EBC.
BC3	friendship with other EBC members means a lot to me.
BC4	I am strongly attached to TBC.
BC5	TBC means a lot to me.
BC6	Other European brand community members and I share the same objectives.
BC7	I prefer to deal with Turkish brand community than other communities.
3.4.5.2 Brand Trust	
BT1	European brands are brands that don't meet my expectations.
BT2	Turkish brands product meet your needs.
BT3	I feel confident about European brands.

BT4	Turkish brands are brands that will not disappoint me.
BT5	European brands don't guarantee satisfaction.
BT6	I trust Turkish brands products and services.
BT7	I can comfortably advise my other mates to use Turkish brands.
3.4.5.3 Satisfaction	
BS1	I am very satisfied with the service provided by European brands.
BS2	For European brands The variety of lighting fixtures meets your expectations.
BS3	For Turkish brands The variety of lighting fixtures meets your expectations.
BS4	I believe that using Turkish brands is usually a very satisfying experience.
BS5	I made the right decision when I decided to use European brands.
BS6	I feel that European brands are customer-oriented.
BS7	I am very satisfied with the after-sale service provided by Turkish brands.
BS8	While there are European brands I will never think to change that brand.
BS9	I am not satisfied with the products provided by Turkish brands.
BS10	When dealing with European brands they can offer customized products according to my needs.
BS11	Turkish brands are kind of flexible that can produce new products according to customer demands.
3.4.5.4 Brand loyalty	
BL1	I am addicted to European brands in some way.

BL2	I believe that using Turkish brands is making me loyal to these brands .
BL3	I consider myself non-loyal to the European brands.
BL4	If the European brand is not available at the station, I would buy the same. European brand from some other store
BL5	I am willing to pay more for European brands.
BL6	I am willing to pay more for Turkish brands.
BL7	I would rather to wait for the delivery of European brands than choosing other brands.
BL8	I think I have built a good demands relationship with Turkish brands.
BL9	I am very satisfied from the delivery time of products of the European brands.
3.4.5.5 Digital Marketing	
DM1	I am following European brands on social media to keep updated with their new products.
DM2	I am following Turkish brands on social media to keep updated with their new products.
DM3	I would actively search on the internet for European brands to buy it.
DM4	I would like to order Turkish brands on internet to buy it.

4. IMPLEMENTATION AND RESULTS

4.1. Normality Test

To determine the distribution of the variables' results normality test was utilized. Results from Kolmogorov-Smirnov test as shown in Table 4.1: Normality test articulates that the data is not normally distributed because significant value (P-value) is less than 0.05. Therefore, non-parametric analysis will be used for further statistical test.

Table 4.1: Normality test

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Users a part of European brand community	0,234	105	0,000	0,888	105	0,000
European brand community represents users	0,254	105	0,000	0,879	105	0,000
Friendship with other EBC members means a lot	0,186	105	0,000	0,910	105	0,000
Users attached to Turkish brand community	0,205	105	0,000	0,900	105	0,000
TBC means a lot to users	0,219	105	0,000	0,891	105	0,000
Other EBC users and members share the same objectives	0,242	105	0,000	0,894	105	0,000

Prefer to deal with Turkish brand community than other communities	0,209	105	0,000	0,898	105	0,000
European brands don't meet expectations	0,228	105	0,000	0,824	105	0,000
Turkish brands product meet needs	0,173	105	0,000	0,913	105	0,000
Feel confident about European brands	0,254	105	0,000	0,857	105	0,000
Turkish brands will not disappoint users	0,191	105	0,000	0,913	105	0,000
European brands don't guarantee satisfaction	0,240	105	0,000	0,862	105	0,000
Trust Turkish brands products and services	0,185	105	0,000	0,911	105	0,000
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Satisfied with the service provided by European brands	0,243	105	0,000	0,870	105	0,000
For European brands The variety of lighting fixtures meets expectations	0,247	105	0,000	0,866	105	0,000
For Turkish brands The variety of lighting fixtures meets expectations	0,195	105	0,000	0,911	105	0,000
Using Turkish brands is usually a very satisfying experience	0,186	105	0,000	0,915	105	0,000
Use European brands the right decision	0,257	105	0,000	0,869	105	0,000

European brands are customer oriented	0,238	105	0,000	0,868	105	0,000
Satisfied with the after-sale service provided by Turkish brands	0,203	105	0,000	0,904	105	0,000
Never think to change that European brand	0,200	105	0,000	0,899	105	0,000
Dissatisfied with the products provided by Turkish brands	0,253	105	0,000	0,884	105	0,000
Addicted to European brands in some way	0,162	105	0,000	0,906	105	0,000
Using Turkish brands making users loyal to them	0,227	105	0,000	0,899	105	0,000
Non-loyal to the European brands	0,221	105	0,000	0,884	105	0,000
Prefer to buy the same European brand from other store	0,178	105	0,000	0,902	105	0,000
Willing to pay more for European brands	0,169	105	0,000	0,906	105	0,000
Willing to pay more for Turkish brands	0,218	105	0,000	0,898	105	0,000
Wait for the delivery of European brands than choosing other brands	0,182	105	0,000	0,901	105	0,000
Built a good demands relationship with Turkish brands	0,186	105	0,000	0,906	105	0,000
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.

Satisfied from the delivery time of products of European brands	0,185	105	0,000	0,913	105	0,000
Following Turkish brands on social media	0,181	105	0,000	0,900	105	0,000
Search on the internet for European brands to buy	0,170	105	0,000	0,902	105	0,000
Order Turkish brands from internet	0,197	105	0,000	0,890	105	0,000
European brands can offer customized products according to needs	0,199	105	0,000	0,903	105	0,000
Turkish brands can produce new products according to customer demands	0,207	105	0,000	0,899	105	0,000
a. Lilliefors Significance Correction						

4.2. General Information

4.2.1. Gender

Error! Reference source not found. demonstrates the percent of male and female who involved in the questionnaire. The percentage that represents male was (68.6%) while for female it was (31.4%).

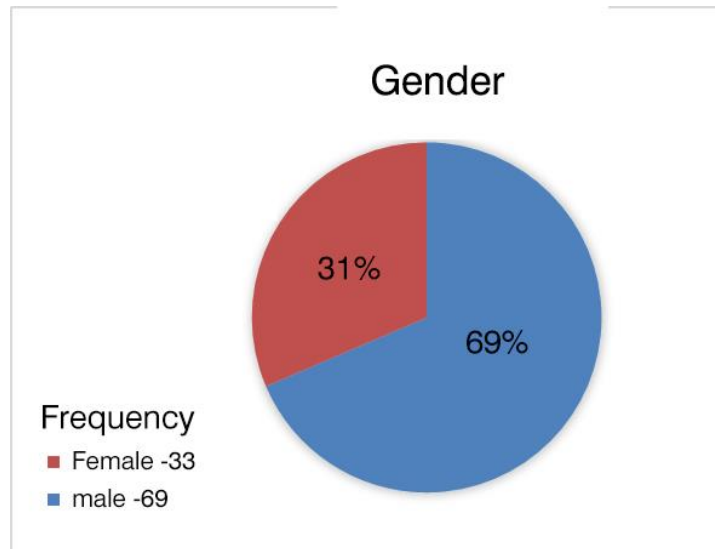


Figure 4.1: Gender

4.2.2. Age

Error! Reference source not found. concludes the age of respondents, where the age of respondents is divided into three (3) categories. The first category involves the respondents who are under (25) years old. the second category includes the respondents who are between (25-40) years. and the last category implicates the respondents who are more than (40) years old. The majority of respondents is who their ages between (25) years old and (40) years old. where the percent of them is (74.3%). Moreover. the percent of the first category is (6.7%) and the percent of the third category is (19%).

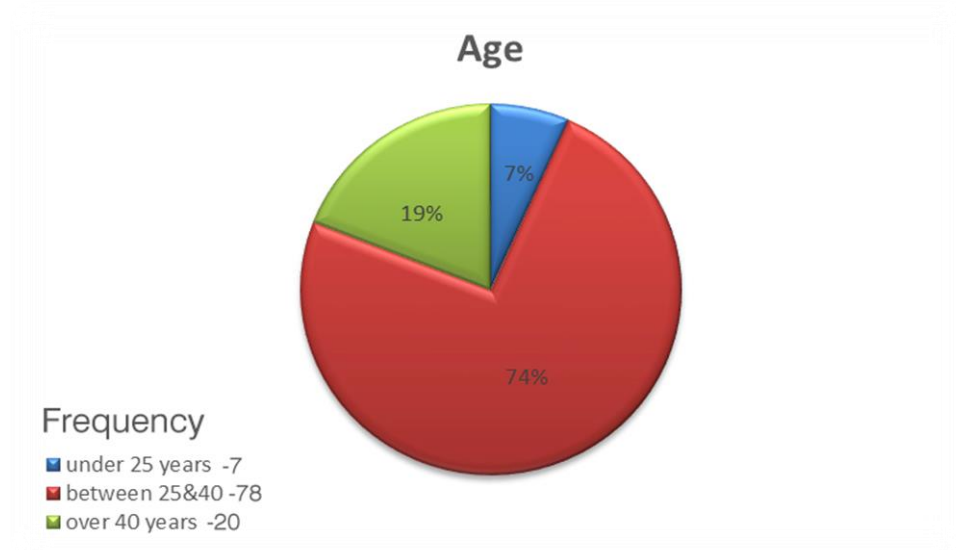


Figure 4.2: Age

4.2.3. Field of work

The respondents in this study are divided into four (4) categories, which are consultant, contractor, supplier and others. Figure 4.3 explains different categories of respondents according to the field of work. The majority of the participants in the questionnaire were consultants with (41.0%). contractors constituted (23.8%) of the respondents, and (20.0%) of the total was suppliers. Moreover, (15.2%) of respondents were from other fields.

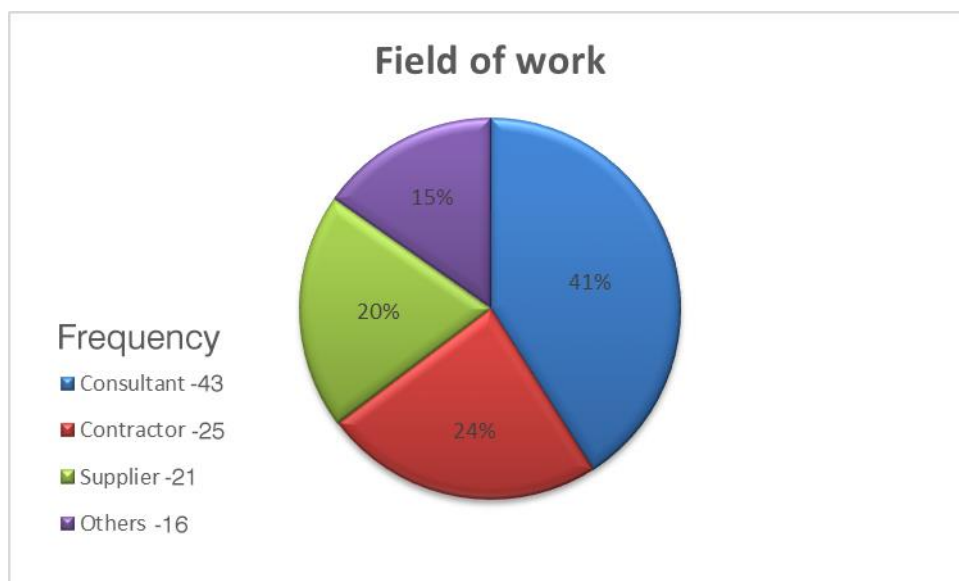


Figure 4.3: Field of work

4.2.4. Years of Experience

The respondents were divided into 6 groups regarding the years of experience. The first group concludes the respondents with less than (5) years of experience. The second one contains the respondents with experience between (5 & 10) years. The respondents who have experience between (10 & 15) years are in the third group. The fourth group includes the respondents have experience between (15 & 20) years. The respondents with experience between (20 & 25) years are in the fifth group. The last group concludes the respondents who have experience more than (25) years. Figure 4.4 shows the result where the majority of respondents have experience between (5 & 10) years with (46.7%). Then the respondents with experience less than (5) years becomes second with (23.8%). Moreover the respondents with experience between (20 & 25) had the lower percentage with (3.8%).



Figure 4.4: Experience

4.3. Brand Community

From Table 4.2. the reliability equaled (0.77). so we can consider as measured by cronbach's Alpha for brand community to be very good.

Table 4.2: Reliability analysis of brand community

Reliability Statistics	
Cronbach's Alpha	N of Items
0,769	7

In this section, the brand community was divided into two groups. The first one is the European brand community and the second one is the Turkish brand community. From Table 4.3, it is clear to say that the majority of respondents consider the European brand community is good according to the result. However, the Turkish brand community is almost bad according to the majority of respondents who answered the question.

Table 4.3: Descriptive analysis of brand community

	N	Mean	Std. Deviation
European Brand Community	105	3,8524	1,08236
Turkish Brand Community	105	2,2302	1,00074

Table 4.4 shows that the descriptive analysis of the European brand community. From this table, it is clear to say that the European brand community share the same objectives has the high grade with (3.90) which means that the majority of respondents are satisfied about this point. On the other hand, friendship with other European brand community means a lot has the lowest grade with (3.79) which means that the majority of respondents satisfied with this point as well.

Table 4.4: Descriptive analysis of european brand community

Statistics				
	Users a part of EBC	EBC represents users	Friendship with other EBC members means a lot to me	Other EBC members and users share the same objectives
Mean	3.88	3.84	3.79	3.90
Std. Deviation	1,243	1,239	1.174	1,149

Table 4.5 describes the descriptive analysis of the Turkish brand community. The table shows that most of respondents disagreed that the users attached to the Turkish brand community with (2.04). Moreover, the majority of respondents disagreed with other points related to the Turkish brand community.

Table 4.5: Descriptive analysis of turkish brand community

Statistics			
	Users attached to Turkish brand community	Turkish brand community means a lot to users	Prefer to deal with Turkish brand community than other communities
Mean	2.04	2.39	2.26
Std. Deviation	1,092	1,128	1,168

4.4. Brand Trust

From Table 4.6 the reliability equaled (0.75). so we can consider as measured by cronbach's Alpha for brand trust to be very good.

Table 4.6: Reliability analysis of brand trust

Reliability Statistics

Cronbach's Alpha	N of Items
0,751	7

In this section, the brand trust was divided into two groups. The first group was the European brand trust and the second one was the Turkish brand trust. The majority of respondents were agreed that the users trust the European brand community with (4.02) according to Table 4.7. However, according to the same table the majority of respondents disagreed that users trust the Turkish brand community with (2.32).

Table 4.7: Descriptive analysis of brand trust

	N	Mean	Std. Deviation
European Brand Trust	105	4,0254	0,78187
Turkish Brand Trust	105	2,3190	0,99003

Table 4.8 shows the descriptive analysis of European brand trust. It is clear that the respondents were agreed that the users trust about all point related to the European brand trust. Moreover, European brand meets expectation had the highest grade with (4.22). which means that the users trust this point more than other points in this section.

Table 4.8: Descriptive analysis of european brand trust

	Feel confident about European brands	EB meet expectation	EB guarantee satisfaction
Mean	3.83	4.22	4.03
Std. Deviation	1,258	1,038	1,060

Table 4.9 explains the descriptive analysis of the Turkish brand trust. Totally, the respondents were disagreed that users trust the Turkish brand. As shown in the same table, it is clear that the majority of respondents were disagreed with all points related to the Turkish brand trust.

Table 4.9: Descriptive analysis of turkish brand trust

	Turkish brands product meet needs	Turkish brands will not disappoint users	Trust Turkish brands products and services	Comfortably advise others to use Turkish brands
Mean	2.30	2.46	2.43	2.09
Std. Deviation	1,113	1,104	1,103	1,195

4.4.1. Correlation between Brand Community and Brand Trust

From Table 4.10 the correlation between European brand community and brand trust equals to (0,767). which means that there is a positive and strong relationship between the European brand community and brand trust. Therefore, the trust of European brand is highly related to the European brand community.

Table 4.10: Correlation between european brand community & brand trust

		European Brand Community	European Brand Trust
European Brand Community	PC	1	0,767**
	S		0.000
	N	105	105
European Brand Trust	PC	0,767**	1
	S	0,000	

	N	105	105
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Table 4.11 illustrates the result of the correlation between Turkish brand community and brand trust with (0,781). which means that there is a positive strong relationship between the trust and the Turkish brand community. Therefore, the less of trust of Turkish brand products related to the weakness of the Turkish brand community.

Table 4.11: Correlation between turkish brand community & brand trust

		Turkish Brand Community	Turkish Brand Trust
Turkish Brand Community	PC	1	0,781**
	S		0,000
	N	105	105
Turkish Brand Trust	PC	0,781**	1
	S	0,000	
	N	105	105

4.5. Satisfaction

From Table 4.12 the reliability equaled (0.80). so we can consider as measured by cronbach's Alpha for brand trust to be excellent.

Table 4.12: Reliability of satisfaction

Reliability Statistics	
Cronbach's Alpha	N of Items
0,801	11

Satisfaction in general divided into two groups. which are the satisfaction of European brand and the satisfaction of the Turkish brand. Table 4.13 explains the descriptive analysis of satisfaction of European brand and the satisfaction of Turkish brand. The result shows that the mean of the satisfaction of European brand equals (3.92). which means the majority of respondents agreed that users are satisfied with European brands. Moreover. the same table shows that the mean of the satisfaction of Turkish brand equals to (2.45). which means that the majority of respondents agreed that users dissatisfied with Turkish brands.

Table 4.13: Descriptive of satisfaction

	European Brand Satisfaction	Turkish Brand Satisfaction
Mean	3,9175	2,4467
Std. Deviation	,96767	,81395

Table 4.14 explains the descriptive analysis of different points related to the satisfaction of European brand. The results from the same table shows that the majority of respondents were agreed with all points. which means users satisfied with using European brands. Moreover. using European brand is the right decision got the highest grade with (4.25).

Table 4.14: Descriptive analysis of satisfaction of european brand

	Mean	Std. Deviation
Users satisfied with the service provided by European brands	3.85	1,225
The variety of lighting fixtures meets expectations	3.78	1,074

Use European brands the right decision	4.25	1,129
European brands are customer oriented	3.89	1,253
Never think to change that European brand	4.12	1,232
Can offer customized products according to needs	3.62	1,127

Table 4.15 shows that the users almost dissatisfied with use of Turkish brand. The variety of Turkish lighting fixtures meets expectations got the lowest grade with (2.24). which means that majority of users dissatisfied with this point of Turkish brand more than others.

Table 4.15: Descriptive analysis of satisfaction of turkish brand

	Mean	Std. Deviation
The variety of lighting fixtures meets expectations	2.24	1,136
Using Turkish brands is usually a very satisfying experience	2.42	1,089
Satisfied with the after-sale service provided by Turkish brand	2.71	1,035
Can produce new products according to customer demands	2.38	1,147
Users satisfied with TB	2.46	1,152

4.5.1. Correlation between Brand Trust and Satisfaction

Table 4.16 explains the correlation between European brand trust and satisfaction and the result is (0,662). which means that there is a strong and positive relationship between European brand trust and satisfaction. Therefore, the satisfaction is positively related to the brand trust, and at the same time that means the satisfaction positively related to the European brand community.

Table 4.16: Correlation between european brand trust and satisfaction

		European Brand Trust	European Brand Satisfaction
European Brand Trust	PC	1	0,662**
	S		0,000
	N	105	105
European Brand Satisfaction	PC	0,662**	1
	S	0,000	
	N	105	105

From Table 4.17 the result of the correlation between Turkish brand trust and satisfaction equals (0,852). which means that there is a positive and strong relationship between the Turkish brand trust and satisfaction. Therefore, the satisfaction is positively related to the Turkish brand trust and at the same time positively related to Turkish brand community.

Table 4.17: Correlation between turkish brand trust and satisfaction

	Turkish Brand Trust	Turkish Brand Satisfaction
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Turkish Brand Trust	PC	1	0,852**
	S		0,000
	N	105	105
Turkish Brand Satisfaction	PC	0,852**	1
	S	0,000	
	N	105	105

4.6. Brand Loyalty

From Table 4.18 the reliability equaled (0,685). so we can consider as measured by cronbach's Alpha for brand trust to be good.

Table 4.18: Reliability analysis of brand loyalty

Reliability Statistics	
Cronbach's Alpha	N of Items
0,685	9

This section divided into parts as well. The first part is the loyalty of European brand and the second part is the loyalty of Turkish brand.

Table 4.19 explains the descriptive analysis of the brand loyalty for both European brand and Turkish brand. The table shows that the mean of the loyalty of the brand loyalty equals (3.77). which means the users loyal to use the European brand products. Moreover, the same table shows that the mean of the loyalty of Turkish brand equals to (2.25). which means that the users disloyal to use the Turkish brand products.

Table 4.19: Descriptive analysis of brand loyalty

	European Brand Loyalty	Turkish Brand Loyalty
Mean	3,7683	2,2524
Std. Deviation	0,85269	0,92546

Table 4.20 illustrates the descriptive analysis of many points of the loyalty of European brand. Users were agreed with all points related to the European brand loyalty. In more explanation. users were totally agreed that they are loyal to the European brand with (4.44). Moreover. the users were less agreed with the delivery time of the European brand products with (3.54)

Table 4.20: Descriptive analysis of european brand loyalty

	Mean	Std. Deviation
Addicted to European brands in some way	3.58	1,246
Prefer to buy the same European brand from other store	3.75	1,225
Willing to pay more for European brands	3.62	1,197
Wait for the delivery of European brands than choosing other brands	3.68	1,197
Satisfied from the delivery time of products of European brands	3.54	1,148
Loyal to EB	4.44	1,285

From Table 4.21 which explains the descriptive analysis of some points related to the Turkish brand loyalty it is clear to say that the majority of users agreed that disloyal to use Turkish brand products. Moreover, from the same table, the users agreed that the using of Turkish brand making users disloyal with (2.04). At the same time, users are not willing to pay more for Turkish brands with (2.28).

Table 4.21: Descriptive analysis of turkish brand loyalty

	Using Turkish brands making users loyal to them	Willing to pay more for Turkish brands	Built a good demands relationship with Turkish brands
Mean	2.04	2.28	2.44
Std. Deviation	1,074	1,048	1,057

4.6.1. Correlation between Satisfaction and Brand Loyalty

Correlation between satisfaction and brand loyalty can be divided into two groups. The first one illustrates the correlation between satisfaction and European brand loyalty. The second one explains the correlation between satisfaction and Turkish brand loyalty.

Table 4.22 shows the correlation between the satisfaction and the loyalty of European brand. The result is (0.78). which means there is a positive and strong relationship between satisfaction and European brand loyalty. Therefore, the loyalty of European brand is positively related to the satisfaction of users, which leads to relation to European brand trust and at the same time to the European brand community.

Table 4.22: Correlation between satisfaction & European brand loyalty

	European Brand Satisfaction	European Brand Loyalty
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European Brand Satisfaction	PC	1	0,780**
	S		0,000
	N	105	105
European Brand Loyalty	PC	0,780**	1
	S	0,000	
	N	105	105

Table 4.23 discusses the correlation between satisfaction and the loyalty of Turkish brand. The result from the table shows the correlation equals to (0,653). which means that there is a positive and strong relationship between users' satisfaction and Turkish brand loyalty. Therefore, the loyalty of Turkish brand is positively related to the satisfaction of users, which conclude in Turkish brand loyalty is positively related to Turkish brand trust and Turkish brand community.

Table 4.23: Correlation between satisfaction & Turkish brand loyalty

		Turkish Brand Satisfaction	Turkish Brand Loyalty
Turkish Brand Satisfaction	PC	1	0,653**
	S		0,000
	N	105	105
Turkish Brand Loyalty	PC	0,653**	1
	S	0,000	
	N	105	105

4.7. Digital Marketing

From Table 4.24 the reliability equaled (0.38). so we cannot use variables measure the digital marketing in nonparametric tests or to measure the significance differences between a group of factors. Descriptive analysis will be utilized to gauge mean and std. deviation of each variables to determine the effect of digital marketing.

Table 4.24: Reliability analysis of digital marketing

Reliability Statistics	
Cronbach's Alpha	N of Items
0,381	4

Digital marketing was divided into two sections. which are the digital marketing of the European brand and the digital marketing of Turkish brand. Table 4.25 illustrates the descriptive analysis of the digital marketing of European brands and Turkish brands. Results from the table shows that the users agreed that the digital marketing of European brands work effectively with (3.82). However. users thin that the digital marketing of Turkish brands does not work effectively and needs more improvement with (2.28).

Table 4.25: Descriptive analysis of digital marketing

	European Digital Marketing	Turkish Digital Marketing
Mean	3,8238	2,2810
Std. Deviation	1,05789	0,95355

Table 4.26 explains the descriptive analysis of two different points related to the digital marketing of European brands. The result from the table shows that users

agreed to both points with (3.81) for searching on internet to buy European brands and (3.84) for following European brand on social media.

Table 4.26: Descriptive analysis of digital marketing of european brands

	Search on the internet for European brands to buy	Following European brands on social media
Mean	3.81	3.84
Std. Deviation	1,166	1,293

Table 4.27 illustrates the descriptive analysis of two different points related to the digital marketing of Turkish brands. The result from the table shows that users disagreed with both points with (2.22) for following Turkish brands on social media and (2.34) for ordering Turkish brands from internet.

Table 4.27: Descriptive analysis of digital marketing of turkish brands

	Following Turkish brands on social media	Order Turkish brands from internet
Mean	2.22	2.34
Std. Deviation	1,144	1,048

4.7.1. Correlation between Digital Marketing and Brand Community

Correlation between digital marketing and brand community was divided into two parts. In the first part, the correlation between digital marketing and European brand community illustrated. Moreover, the correlation between digital marketing and Turkish brand community explained in the second part.

Table 4.28 illustrates the relationship between digital marketing and European brand community. The result is (0.75), which means there is a positive and strong

relationship between digital marketing and European brand community. Therefore, the European brand community is positively affected by the digital marketing.

Table 4.28: Correlation between digital marketing & european brand community

		European Digital Marketing	European Brand Community
European Digital Marketing	PC	1	0,752**
	S		0,000
	N	105	105
European Brand Community	PC	0,752**	1
	S	0,000	
	N	105	105

The correlation between digital marketing and Turkish brand community shown in Table 4.29. The result shown a good and positive relationship between digital marketing and Turkish brand community with (0.57). Therefore, the Turkish brand community was affected by the bad digital marketing.

Table 4.29: Correlation between digital marketing & turkish brand community

		Turkish Digital Marketing	Turkish Brand Community
Turkish Digital Marketing	PC	1	0,573**
	S		0,000
	N	105	105
Turkish Brand Community	PC	0,573**	1
	S	0,000	

	N	105	105
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**. Correlation is significant at the 0.01 level (2-tailed).

4.7.2. Correlation between Digital Marketing and Brand Loyalty

In the past section, the correlation between digital marketing and brand community was discussed; moreover, the result showed that there was a positive and good relationship between digital marketing and brand community in both European and Turkish brands. This section will discuss the correlation between digital marketing and loyalty of European and Turkish brands.

Table 4.30 explains the correlation between digital marketing and loyalty of European brand. The result showed that there is a strong and positive relationship between digital marketing and loyalty of European brand with (0.77). Therefore, the good digital marketing of European brand leads to a high level of users' loyalty towards European brand.

Table 4.30: Correlation between digital marketing & european brand loyalty

		European Digital Marketing	European Brand Loyalty
European Digital Marketing	PC	1	0,769**
	S		0,000
	N	105	105
European Brand Loyalty	PC	0,769**	1
	S	0,000	
	N	105	105

The correlation between digital marketing and Turkish brand loyalty shown in Table 4.31 The result shows that there is a very good and positive relationship between

digital marketing and loyalty of Turkish brand with (0.65). Therefore. the low level of loyalty towards Turkish brand affected by the bad digital marketing used.

Table 4.31: Correlation between digital marketing & turkish brand loyalty

		Turkish Digital Marketing	Turkish Brand Loyalty
Turkish Digital Marketing	PC	1	0,650**
	S		0,000
	N	105	105
Turkish Brand Loyalty	PC	0,650**	1
	S	0,000	
	N	105	105

5. CONCLUSION

5.1. Chapter outline

This chapter gives a summary and conclusion for the study. which helps digital marketers in lighting industry companies to improve their digital media strategies and increasing brand loyalty. and the research suggested areas that may be researched by future similar studies.

An overview of the research was investigated in section 5.2. followed by conclusions and recommendations in section 5.3. Theoretical and managerial implications were discussed in sections 5.4 and 5.5. respectively. and limitations of study were discussed in section 5.6. while recommendations for future research were investigated in section 5.7.

5.2. Research Overview

This research aimed to investigate the relationship between digital marketing and brand communities . Furthermore, the study investigated the relationship between brand trust with brand loyalty. Moreover the research studied the impact of customer satisfaction on brand trust. a case of lighting industrial brands in Jordan were the context of research.

After reading related previous literature a theoretical framework was developed. it proposed a model that describes the relationship between the constructs within the study area.

A survey were designed and distributed online to a population of Jordanian electrical engineers through the researcher's personal network besides publishing it on social media platforms. the survey questions consisted of two parts; the first part focused on the demographics of respondents. the data collected in this part were about their gender, age, job title, experience years, and a question about the name of the firm that they represent.

The second part of survey consisted of five sections. each one of them focused on one of the constructs of the study: digital marketing, brand community, satisfaction, brand trust, and brand loyalty.

Data were tested, validated, and analyzed using SPSS 24.0. and a simple and multiple regression analysis were implemented to investigate the relationship between the proposed constructs.

The results support the proposed hypothesis and found a significant positive relationship between each pair of model variables. as shown in Figure 5.1. where:

- A significant impact was found for brand communities with digital marketing on brand trust.
- A significant impact was found for satisfaction on brand trust.
- A significant effect was found for brand trust on brand loyalty.

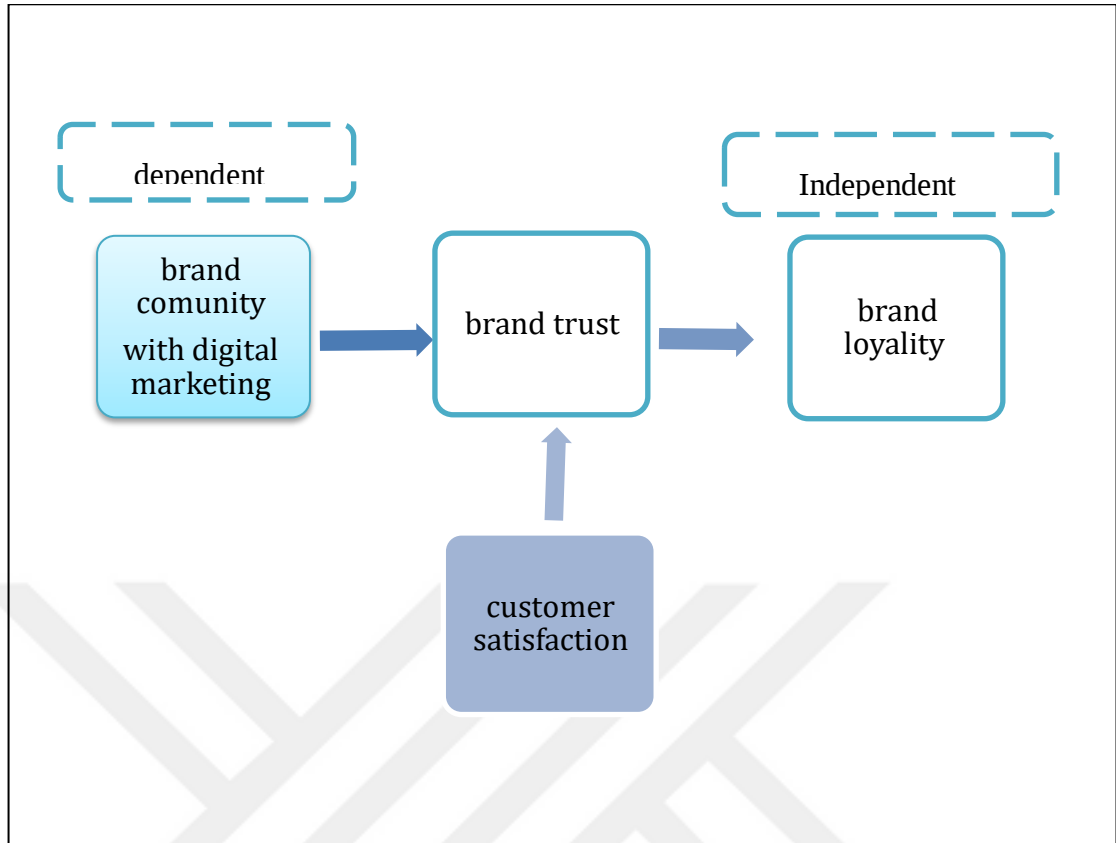


Figure 5.1: Hypothesis model variables

5.3. Conclusion and Recommendations

It was found that there is a positive relationship for digitally marketed brand communities and satisfaction of customers on brand trust.

The wide use of internet and social networks, reflected in a more connected brand communities, who can simultaneously share their feedback, opinion, and reviews with their network at the same time as they experience a service or using a product. This increased the customers' power of impressing attitudes for other community members about brands and products.

The analysis of data for this relationship results in assuring a positive relationship between brand communities and brand trust, which supports previous literature for Habibi et al., (2014), and this requires more attention from marketers to build strong relationship with their brand communities to increase their brand trust, which has its impact on increasing brand loyalty, and thus reflected in customer lifetime value and revenues.

This results need an attention from marketers to implement strategies within the marketing plan to build brand communities online and offline. then effectively communicate with it to increase their trust in the brands. Besides that. marketers should ensure that their brand products and services highly satisfy their customers. because of the importance of satisfaction in impacting brand trust.

To achieve the aim of this study in investigating the relationship between brand trust. brand loyalty. and their antecedents; the research developed three hypotheses to test the proposed model. as shown in Chapter two. Figure 2.2.

The model was built by developing 38 items for 4 constructs that were tested and analyzed based on a linear and multiple regression analyses. In this section the researcher discusses the research results form a Jordanian context point of view.

With the increase use of internet in general in Jordan. and social media networks in specific. the need arises to investigate how industrial brand could get the benefit out of this increase in use.

To have a clear view of this case. this research took one of the largest industrial businesses in Jordan. Lighting Fixtures Industry. as the industrial brand in this research to discover the relationships between the proposed theoretical frameworks.

Brand loyalty is considered as one of the main strategic goals for any marketing or business activity. which as research results shows is highly impacted by brand trust.

Results shows a good impact of digital marketing on increasing trust of European brands for engineers. which need an attention from suppliers working in Turkey regarding building and increasing positive trust for their lighting brands through increasing their usage of social media channels and marketing activities .

5.4. Theoretical implications

This study gives an in depth view about the factors that impact brand trust. brand loyalty. and customer satisfaction. The literature were previously conducted to the partial relationships of the proposed model framework. in which this research proposed a model that tests multiple relationships between constructs at the same time.

The conceptual framework of the research developed by the proposed model in this study were implemented in the Jordanian digital marketing channels context. to give an in depth insights about the relationships between brand community. satisfaction. brand trust and brand loyalty.

This study was the first of its kind applied in Jordanian engineering offices and within the lighting industrial sector taking a famous European brands and Turkish brands as a case study.

In the recent years the users of digital channels are increasing and more business are entering the digital world for the purpose of branding and marketing their products and services. and thus a need arise to develop a theoretical framework that marketers can benefit from when developing marketing strategy and implementing the marketing plan.

This research aim was to give an insight about the factors that Jordanian electrical engineers consider in the process of building trust and loyalty regarding lighting industry brands.

5.5. Managerial Implications

This research provides multiple implications that marketers in general. and those who manage industrial brands in specific. can benefit from.

First. it is recommended to have a clear strategy that aims to build brand communities online and offline. then executing plans that develop the relationship between these communities and the brand.

Based on that. marketers could identify the characteristics of the targeted brand communities. to develop the suitable marketing messages that should be communicated continuously through online and offline channels to reinforce the brand community.

Brand communities should be considered as assets for the brand that marketers should invest in it to grow it and strengthen the relationship with it.

Second. the results shows the importance of satisfaction in building brand trust. thus a need arise to develop strategies and plans that increase the level of satisfaction

within customers. this helps in building trust towards their brands. and so results in an increased brand loyalty. i.e. more revenue and profits.

Marketers should develop internal process that evaluate and monitor the satisfaction level of their customers to reach the highest possible level of customer satisfaction in order to enhance their trust in the brand.

Marketers could develop an internal process to increase the involvement of brand communities online with their social media channels. in a way that encourage them to give feedback (or review) and share their experience with the brand among their network of friends and followers via their social media accounts.

5.6. Limitations

This study. in spite of its important results. is considered like any other human work face limitations and challenges.

First. this research was conducted only within Jordanian context and industrial sector only. which needs to be expanded into other countries and business sectors.

Second. the framework did not cover all the factors that impact both brand trust and brand loyalty. although it were found that a significant relationship ship between all the proposed variables. still there are other variables that could be added to the model.

5.7. Future Research

It is suggested that future research should extend the model in three levels: countries. businesses. and factors of the study.

For the country level. a future study could expand it to include the MENA region. which have many commons between their people.

For the business level. it could be extended to service businesses. SME's. retail businesses. and entrepreneur's startups.

For the factors level. it's suggested to take more variables that could be affecting brand loyalty. whether from the same model (like studying brand community impact on brand loyalty) or from outside the model.



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APPENDIX A_ INFORMATION ON THE FORMAT

- personal information			
1- Your Gender			
Male		Female	
2-Your Age			
Under 25	25~35	35~45	over 45
3-Your job title			
Consultant	contractor	other	
4-Where do you work?			
5-how many experience years do you have in electrical field?			

The table below shows the questionnaire that was distributed to the respondents.

	Strongly dissagree	Dissagree	Neutral	Agree	Strongly agree
Brand Community					
I see myself as an integral part of European brand community.					
I feel like that European brand community represents me.					
friendship with other EBC members means a lot to me.					
I am strongly attached to TBC.					
TBC means a lot to me .					
Other European brand community					

members and I share the same objectives.					
I prefer to deal with Turkish brand community than other communities.					
Brand Trust					
European brands are brands that don't meet my expectations.					
Turkish brands product meet your needs.					
I feel confident about European brands.					
Turkish brands are brands that will not disappoint me.					
European brands don't guarantee satisfaction.					
I trust Turkish brands products and services.					
I can comfortably advise my other mates to use Turkish brands.					
Satisfaction					
I am very satisfied with the service provided by European brands.					
For European brands The variety of lighting fixtures meets your expectations.					
For Turkish brands The variety of lighting fixtures meets your expectations.					

I believe that using Turkish brands is usually a very satisfying experience.					
I made the right decision when I decided to use European brands.					
I feel that European brands are customer-oriented.					
I am very satisfied with the after-sale service provided by Turkish brands.					
While there are European brands I will never think to change that brand.					
I am not satisfied with the products provided by Turkish brands.					
When dealing with European brands they can offer customized products according to my needs.					
Turkish brands are kind of flexible that can produce new products according to customer demands.					
Brand Loyalty					
I am addicted to European brands in some way.					
I believe that using Turkish brands is making me loyal to these brands.					
I consider myself non-loyal to the European brands.					
If the European brand is not available at the station. I would buy the same European brand from some other store					
I am willing to pay more for European					

brands.					
I am willing to pay more for Turkish brands.					
I would rather to wait for the delivery of European brands than choosing other brands.					
I think I have built a good demands relationship with Turkish brands.					
I am very satisfied from the delivery time of products of the European brands.					
Digital Marketing					
I am following European brands on social media to keep updated with their new products.					
I am following Turkish brands on social media to keep updated with their new products.					
I would actively search on the internet for European brands to buy it.					
I would like to order Turkish brands on internet to buy it.					