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- RESEARCH ARTICLE -

THE IMPACT OF SOCIAL MEDIA WEBSITES ON CUSTOMERS' PURCHASE INTENTION IN NEW ZEALAND[1]

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Abstract

Social media platforms are becoming a daily aspect of people' lives. Organisations and businesses of all sizes have realised the impact and the influence these platforms have on consumers and are trying to harvest the most out of it. This research seeks to answer the question: What is the impact of social media websites on consumer's purchase intention in New Zealand? In response, an online questionnaire was distributed to a population of New Zealand social media platforms' users. The data was analysed using Partial Least Squares equation through WarpPLS to understand the relationship between different social media activities and both perceived product value and product involvement that lead to purchase intention. The findings show that New Zealand social media platforms' consumers' purchase intention is primarily influenced by electronic word of mouth, and websites browsing. Surprisingly, peer communication does not have a statistically significant positive relationship with purchase intention. Implications of the study are discussed at the end.

Keywords: *Social Media, Electronic Word of Mouth (eWOM), Word of Mouth (WOM), Hierarchy of Effects (HOE), Purchase Decision, Structural Equation Modelling (SEM).*

JEL Codes: *M10, M15, M31, M37, M39.*
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SOSYAL MEDYA WEB SİTELERİNİN YENİ ZELANDA'DAKİ MÜŞTERİLERİN SATIN ALMA NİYETLERİ ÜZERİNDEKİ ETKİSİ[4]

Öz

Sosyal medya platformları günlük yaşantımıza yön vermeye başlamıştır. Bu durumun etkilerini ve tüketicilerin üzerindeki tesirlerini farkeden hemen her büyüklükteki kuruluş ve işletmeler, sosyal medyanın avantajlarından yararlanmaya çalışmaktadırlar. Bu çalışmamızda, sosyal medya sitelerinin Yeni Zelanda'da müşterilerin harcamalarını nasıl etkilediği ve yön verdiğini araştırmaktayız. Araştırma sorusunun cevabını bulmak için Yeni Zellanda'da sosyal medya platform kullanıcılarına çevrimiçi bir anket dağıtıldı. Veriler WarpPLS ile Partial Least Squares yöntemi kullanılarak analiz edildi. Farklı sosyal medya faaliyetlerinin ürün değerini algılama ve satın alma eğilimine etkisi arasındaki ilişkinin anlaşılması amaçlandı. Bulgular, Yeni Zellanda'da sosyal medya kullanan tüketicilerin eğilimlerini elektronik agizdan ağıza iletişim ya da websitelerine gözatılmasının birinci derecede etkilediği şeklindedir. Şaşırtıcı şekilde bulgular, istatiksel olarak akran iletişimi ile para harcama eğilimi arasında önemli bir pozitif ilişki olmadığını göstermektedir. Çalışmanın sonuçları tartışılacaktır.

Anahtar Kelimeler: *Sosyal Medya, Elektronik Ağızdan Ağıza (eWOM), Ağızdan Ağıza (WOM), Etki Hiyerarşisi, Satın Alma Kararı, Yapısal Eşitlik Modellemesi.*

JEL Kodları: M10, M15, M31, M37, M39.

"Bu çalışma, Araştırma ve Yayın Etiğine uygun olarak hazırlanmıştır."

4 Genişletilmiş Türkçe Özet, çalışmanın sonunda yer almaktadır.

1. INTRODUCTION

The role of social media networks is clearly noticeable in people's everyday lives. For many, it has become the primary means by which they communicate and express their feelings, follow trends and news. It exerts a huge influence on how people react to and develop their ideas. This has allowed marketing, social, and political campaigns to source the data collected from social media and, by applying data mining with prediction algorithms, to figure out how to target consumers. Facebook alone has announced 1,284 million daily active users in their end of quarter one report for the fiscal year 2017, in which Asia-Pacific share was 427 Million daily active users (Facebook, 2017).

Reflecting on the concept of Web 2.05; social media has indeed changed the way we do business and the way human beings interact in this modern time. Social media is now considered an important medium for marketers to study consumer behaviour for the sake of influencing it and targeting consumers better (Berthon, Pitt, Plangger, & Shapiro, 2012: 261). It has changed the way marketing is applied and how successful outputs are generated from it.

Virtual groups or communities are becoming an effective part of social media interaction and influence consumers' behaviour, as these groups and communities can be used for consumer socialisation. This also includes online relationships or what could be called "third-person effects" (Zhang & Daugherty, 2009; 53).

According to Wijaya (2015:73) social media influence has been extended beyond social communication to include persuading consumers' behaviour, brand building and attaching values and causes. Advertising using social media platforms has been redefined with communication that shapes perceptions. New interesting advertising concepts and creative ideas are now part of organisations' strategies to utilise social media platforms for their benefits.

The importance of this research is to help organisations achieve their target of gaining more revenue and increasing their value by understanding the modern way of doing business and what affects or influences the consumers' decision to purchase a service or a product. This research addresses the human behaviour in relation to social media networks and examines the relationship between some social media activities and their influence on purchase intentions and how this data is utilised by organisations to achieve their goals. The activity under examination here is the electronic word of mouth (eWOM). This includes eWOM quality of reviews and comments and

5 Web 2.0 explained in the literature review section of this research under the social media section.

eWOM for opinion seeking. We will also examine social media browsing and peer communication activity. The research question of this study is: *What is the impact of social media websites on consumer's purchase intention in New Zealand?*

This research suggests that consumers who use social media networks are affected and influenced by their peers, social media site browsing for a product or service, and electronic Word of Mouth (eWOM). Monitoring these social media sites and the eWOM, for example by reading reviews and comments or via opinion-seeking activities, can enable the organisations to develop a marketing plan using data that reflect users' behaviour. In addition, it can help organisations to understand their consumers better, thus increasing benefit and market share. It can also provide immediate consumer feedback and recommendation after the sale.

1.1. Theoretical Background

1.1.1. Social Media

As per Lein, and Ugstad (2011) (as cited in Keshvari, 2015, p. 246), social media is defined as "social software platforms that allow for two-way communication between one or many individuals, for the purpose of sharing, collaborating and interacting." Meikle (2016: x) discussed the definition of social media, including the idea that it is not only a platform for social communication but also is heavily used in businesses and corporate practices. It has positive and negative implications that may affect the business, given that the networking part in it is usually built by its users, which influences and enables the convergence of everyone in the network.

Researchers also mention how the implications of using social media go beyond connectivity and communication, information sharing, and creativity. They discussed how the user's activity is monitored, causing an effect similar to being under surveillance (Meikle, 2016). The recent incident of the Facebook and Cambridge Analytica scandal is an obvious example. Where the data company Cambridge Analytica used Facebook users' data to build a mechanism to influence voters of the presidential elections (Riley, 2018: n.d.). Another example is that many websites are driven by Ads.

Despite these recent incidents, literature shows that social media usage and users' interaction affect buying behaviour of consumers (McAfee, 2009: 170) and help with maximizing organizations revenue (Deans, 2008: 188). One of the main reasons why marketers and business executives are adopting social media marketing techniques and investing in campaigns in social media is the low cost and risk in comparison with other conventional marketing methods (Kaplan & Haenlein, 2010). Furthermore, Kaplan and Haenlein (2010: 60) also discuss the idea that the core of social media is the users which comprise it. This means it is difficult to control. Organisations using social media need to have a clear strategy on how to fulfil consumer needs, as mistakes can go viral, and users will control how they are disseminated. They also

suggest that organisations need to consider the fact that social media websites were created to keep people together rather than to support products' brands (Kaplan & Haenlein, 2010). Brand managers, therefore, struggle to devise strategies to leverage the Web 2.0 concept to their advantage (Kaplan & Haenlein, 2010). While according to Fournier and Avery (2011: 193), brands just want to use the easy, low-cost space to promote themselves and penetrate the market, users have in some cases chosen to ignore the brands and search for only what they need; further, they have learned to use the social media space to complain and provide negative reviews of the brand. Therefore, a clear strategy with careful planning needs to be considered when using social media for marketing activities (Fournier & Avery, 2011). This gap between deployed strategy by organisations and social media user/consumer needs is often encountered where the application or the use-case that the organisation is proposing on social media was either inapplicable to the target audience or is not suited to consumer needs (Kaplan & Haenlein, 2010).

1.1.2. Hierarchy of Effects

Hierarchy of Effects (HOE) models in communication and advertising describe the feelings and the mental relationship between the consumer and the brand while making the decision (Vakratsas & Ambler, 1999). The HOE models suggest that the consumer has different feelings toward the brand or the product or service that he/she encounters while making a purchase decision or even after such a decision. The stages of the standard HOE are; Cognitive (think), Effective (feel), and Conative (do) (Hutter, Hautz, Dennhardt, & Füller, 2013: 343). Many models have arisen as derivatives of the HOE. The most familiar one is AIDA (attention-interest-desire-action). It theorises that salespeople, to be successful, have to attract attention (cognition), maintain interest and create desire (affect), and then 'get action' (conation).

For the reasons mentioned earlier, HOE is the model used in this study to research the impact of social media websites on consumers' purchase intentions in New Zealand. The model is used to measure eWOM (opinion seeking, reviews and comments), peer communication, and social media websites browsing.

This research aims to study the impact of using social media sites on purchasing decisions in New Zealand. Based on the HOE Model, a buyer goes through three stages to make a purchase decision; cognitive stage, affective stage, and lastly conative stage (Barry & Howard, 1990; Vakratsas & Ambler, 1999). According to the HOE, the consumer first attains awareness and knowledge about a product, subsequently develops positive or negative feelings towards the product, and finally acts by buying and using, or by rejecting and avoiding the product (Kotler, 2016).

This research is focusing on this model as it is consumer-centric, while most of the other models focus on the marketers and the organisations that require the consumer to be persuaded and influenced to make a purchase decision, as explained earlier and supported by the literature. In the social media world, the consumer or the user is

the centre and controller of the place, and hence the HOE model is more appropriate (Kaplan & Haenlein, 2010).

1.1.3. Cognitive Stage

The Cognitive stage is the first stage of the HOE model. It is defined as the thinking, awareness, and collecting information stage. Behaviour and advertising have been found to influence this stage as they help in the information gathering process (Barry & Howard, 1990: 98). According to the HOE, the consumer first attains awareness and knowledge about a product, subsequently develops positive or negative feelings towards the product, and finally acts by buying and using or by rejecting and avoiding the product (Kotler, 2016).

The constructs or internal steps within this stage are just a logical move from unawareness to awareness and finally to full knowledge of the product. They are not integral to the model, and the consumer is not necessarily going through them all or in order (Barry & Howard, 1990).

The constructs suggested to allow the user to achieve awareness of the product or service during this stage are eWOM – quality of reviews and comments, eWOM – opinion seeking, peer communication, and social media browsing.

1.1.4. Electronic Word of Mouth (eWOM)

eWOM is defined as posts, comments, or even replies made by consumers about a company or product or service on any website or web application that can be read by other web users (Cheung, Lee, & Rabjohn, 2008: 230). Studies have shown that eWOM has an impact on consumer product preferences and willingness to purchase a product or the service in the future (Casteleyn, Mottart, & Rutten, 2009; Okazaki, 2009).

eWOM means the transfer of a personal opinion, experience, view, comments, feelings, and interactions about a product, service or brand using social media network and websites. The transfer here is two-way: publish and receive (Cong & Zheng, 2017: 543).

Multiple studies discuss eWOM or conventional WOM as one of the important factors that affect purchase decision making (Basri, Ahmad, Anuar, & Ismail, 2016; Chu & Kim, 2011; Hutter et al., 2013). Additionally, the spread of eWOM (as it uses the internet) is rapid and reachable from everywhere at all times.

1.1.5. eWOM - Quality of Reviews & Comments

Argument quality in this context is identified as the level of influence this comment or review has to affect the reader to decide on a brand, product, or a service. It is the credibility and the positive influence, perceived usefulness of information contained in these reviews and comments, that represent the feedback and experience sharing of

buying a product or service or even deal with a brand or anything related (Bhattacherjee & Sanford, 2006: 805).

Buying decision, or determining the willingness and intention to buy, can be based on the factors that the consumer consider in satisfying the need for this transaction. These factors are determined by the quality of information the consumer collects to make the decision to buy (Cheung et al., 2008: 231). Whilst most of the information quality studies focus on information technologies, this study along with many other consumer behavioural studies and shopping analysis studies, is related to eWOM and purchase decision making. This study is measuring the quality of the reviews and comments that current or former consumers share as perceived by the new prospective consumers. The quality, in this case, is affected by multiple factors; accuracy, relevance, completeness, personalisation, and other factors related to online activities.

Brands' or products' reviews are of very high importance. Sites like Amazon.com and Alibaba.com have an easily accessible section to collect reviews from previous buyers. Buyers can also share pictures and speak freely about their feelings and experiences. This activity of sharing reviews and experiences plays a major role in defining and building the brand or product strategy. It helps in the future directions and development, service level and enhancements, and it contributes to customer acquisition and churn analysis (Lin, Wu, & Chen, 2013: 30).

In some cases, these comments or reviews are shared not only on review websites or the product website itself, but also on the forums or community pages that attract people with interest in that same product or functionality. Online communities of interest that are supported by websites that could be called a forum, are where members have the ability to discuss and exchange information or suggest a solution to a problem which is considered a form of eWOM (Pitta & Fowler, 2005: 284). In these forums, members share ideas, reviews, knowledge, and most importantly, experience and comments. They can express whether they are satisfied with a product or not and usually provide a rating for the product. These forums can persist online if their owner wants to retain them, and if the technology supports it. In this way, they can last for years, giving new members the chance to read about the product and to also add their comments.

1.1.6. eWOM – Opinion seeking

While marketers expend huge effort and cost on advertising and marketing campaigns, they also recognise the importance and significance of the influence of others and opinion-seeking from homophily and how that influences consumer decision-making and behaviour. There are two parties which implement the two-directional flow of information: opinion leaders and opinion seekers (Gilly, Graham, Wolfinbarger, & Yale, 1998: 83). While opinion leaders are the ones who post their opinions, the focus here is on opinion seekers. Opinion seekers desire and search for information from others and rely on personal experience to learn from and evaluate the product or service to take a decision (Chu & Kim, 2011; Feick, Price, & Higie, 1986; Flynn,

Goldsmith, & Eastman, 1996).

Based on the above argument, the below hypothesises are proposed under the first stage (Cognitive):

H1: eWOM- quality of reviews & comments is positively associated with perceived product value.
H2: eWOM - opinion seeking is positively associated with perceived product value.
H3: eWOM – quality of reviews & comments is positively associated with product involvement.
H4: eWOM - opinion seeking is positively associated with product involvement.

1.1.7. Peer Communication

Homophily, meaning similarity between individuals, has been studied as a factor that influences decision making. The study explains that most communication between seekers and sources of information happen with people who are like one another. Such communication has an influence on individuals' decision making. The literature on interpersonal communication and WOM as explained in the study, suggests that individuals or consumers with common demographics or beliefs, or any kind of homophily of certain personal and personality traits, are more likely to be influenced by WOM and to follow others (Gilly et al., 1998). D. Smith, Menon, and Sivakumar (2005: 20) found that tie-strength of the recommender was positively related to the purchase decision making and sometimes even more important than the expertise the recommender has.

Peer communication affects the positivity of attitude towards the product and its value, social motivation and involvement, and eventually the decision made regarding the product (Moschis & Churchill Jr., 1978: 601). Dichter (1966: 147) mentioned that even if it is for a short period of time, consumers seem to be involved in the product by getting engaged in product-related conversations with their acquaintances because of the excitement of acquiring a new item.

Based on the above argument, the below hypothesis is also proposed under the first stage (Cognitive):

H5: Peer communication in social media sites is positively associated with perceived product value.
H6: Peer communication in social media sites is positively associated with product involvement.

1.1.8. Social Media Browsing

Browsing for product information can be a goal. The goal may be simply to enjoy the process of browsing itself. Alternatively, the user may be collecting/searching for information about the product as part of an exploration-oriented behaviour to inform their purchase decision making (Janiszewski, 1998; Schlosser, 2003).

Browsing for information using the Internet is easily compared to physically browsing in conventional stores. It is more convenient than in-store browsing since the product catalogue is at a users' fingertips with 24 hour availability. Online stores offer the convenience of easy filtering and sorting, and they also allow users to browse through a selection of products or services in their own time and according to their own preferences (Mikalef, Giannakos, & Pateli, 2013: 18). Browsing, whether physically by going to a store, or online browsing using social media, is an important step in the purchasing process. It aims to enhance the quality of the purchase outcome (Bloch, Sherrell, & Ridgway, 1986).

One of the conditions provided by social media that brings about consumer socialisation with peers online, is the increasing number of consumers who visit social media websites to share information and communicate with others. Here they find information to help them make various decisions related to consumption of a product or service (Lueg, Ponder, Beatty, & Capella, 2006: 138).

Based on the above argument, the below hypothesis is proposed as the final construct under the first stage (Cognitive):

H7: Social media browsing is positively associated with perceived product value.
H8: Social media browsing is positively associated with product involvement.

1.1.9. Affective Stage

Barry and Howard (1990: 98) define the "Affective" stage, during which preferences can be decided on the basis of effect from the "Cognitive" stage. This presents the potential for an affect-behaviour path. Zajonc and Markus (1982: 123) explain the details of the relation and influence taken from the cognitive stage to the affective stage. They explain it as the consumer's justification to make up their mind if they like or prefer the product. This gives the consumer more confidence in their judgement of the chosen product.

Like the "Cognitive" stage, the "Affective" stage mainly contains three phases; liking, preference and conviction. They are not necessarily in parallel and in some exceptions preference can come as the first step, and only then will customer start looking for information to justify it (Zajonc & Markus, 1982). In this research, this stage includes two constructs as below and comes after the "Cognitive stage".

1.1.10. Perceived Product Value

A definition of attitude was mentioned by Shergill and Chen (2005: 81), where it was more related to the value the consumer believes the product delivers. This definition maps to the perceived product value used in this study. The product or service value is also explained as the consumers' assessment of the product, not only monetarily but socially and psychologically, based on the perception of what the product is offering. The meaning of the word "value" itself diverges, and customers are often confused on what it exactly means. Value can mean quality, worth, utility, and benefit.

In which case it is defined as the perceived preference of the product's attributes, or consequences that might be faced while trying to reach the customer's goals and needs (Woodruff, 1997).

The marketing domain discussed how product value demonstrated in customer loyalty and customer satisfaction influences the purchase intention (Hallowell, 1996). A cognitive model and information collection may build emotions around the product that can change the perceived value measurement. If it leads to satisfaction that can affect the behavioural attitude toward the product and the intentions, customer value is therefore sometimes measured as customer satisfaction (Cronin, Brady, & Hult, 2000).

By repeating the same concept, some other literature investigates the relationships between service quality, satisfaction, and behavioural intentions. Most of these studies indicate that service quality influences behavioural intentions only through value and satisfaction (Fornell, Johnson, Anderson, Cha, & Bryant, 1996: 8; Patterson & Spreng, 1997: 427).

Based on the above argument, the below hypothesises is proposed under the second stage (Affective):

H9: Perceived product value is positively associated with purchase intention.

1.1.11. Product Involvement

Product involvement is the continued interest and enthusiasm toward the product, and not the temporary interest that helps in the search and collecting the information to decide (Bloch et al., 1986: 119). The involvement, in this case, happens when the consumer performs an ongoing search for a longer period, which might be affected by different market factors yet represents an involvement. The researchers suggest that consumers with high product involvement are more likely to purchase the product than the ones with a lower involvement (Kim, Haley, & Koo, 2009: 69; Wang, Yu, & Wei, 2012: 200).

Different human behavioural studies suggest that there is a relationship between consumers' product involvement and the purchase decision or the brand loyalty, as the consumer thinking and/or feeling with high or low involvement is very important for them to make a decision. This was presented as part of the consumer behaviour models that were developed during the 1960s. These models have been used in different marketing and advertising agencies where the strategy has been identified using the product involvement factor to persuade the feeling-thinking part to affect the buying decision (Kapferer & Laurent, 1985; Vaughn, 1980).

Tracking the involvement and the purchase decision can help in estimating a predictive model of this relationship (Knox & Walker, 2003: 273). Consumer involvement resulting from social media in relation to purchasing decision making in business, was suggested as significant as per Hollebeek, Glynn, and Brodie (2014: 149). Social media platforms offered a medium for consumers to engage with the brands and generate a new behaviour towards it (Hollebeek et al., 2014).

Based on the above argument, the below hypothesises is proposed under the second stage (Affective):

H10: Product involvement is positively associated with purchase intention.

1.1.12. Conative Stage

Conative stage is described as the behavioural or doing stage. This stage is where the intention has been established, or the purchase decision is taking place. Some other models add an after-sale phase included in it for example, loyalty (Barry & Howard, 1990).

As per the above, the last construct presented is the "Purchase Intention". This research is more concerned with what is the impact of social media on the purchase intention and not the after-sale stage or re-purchase. This can be suggested for future research.

1.1.13. Customers' Purchase Intention

Purchase intention is defined as the subjective judgment by consumers that is reflected after general evaluation to buy products or services (Blackwell, Miniard, & Engel, 2001). Purchase intention, as per Fishbein and Ajzen (1975: 131), is the single most accurate predictor of actual purchase behaviour. Multiple researches and studies have focused on the matter and have found positively significant relationships between purchase intention and actual purchase behaviours as cited below. In this research both terms are used interchangeably, as this is not the focus of the study and assumes that it was proven in previous studies (Fishbein & Ajzen, 1975; Kalwani & Silk, 1982).

Based on literature and the HOE Model, the conceptual model shown in figure 1 below is developed for this research.

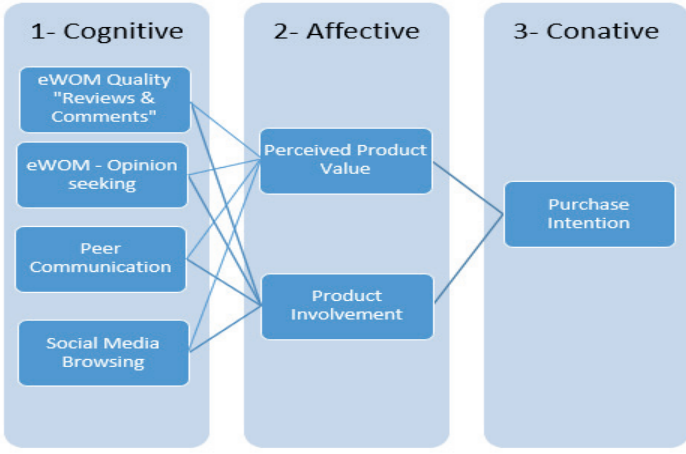

Figure 1: Proposed Conceptual Model

This research is investigating whether there is a relationship between purchase intention and social media activities, like peer communication, electronic word of mouth (eWOM) (both reviews and comments), opinion seeking, and social media browsing regarding the product, with a focus on the New Zealand market in specific.

2. METHODOLOGY

2.1. Sampling and Data Collection

A quantitative method using a web-based survey built on Qualtrics was shared online via different social media channels; LinkedIn, Facebook, and Twitter as a public status and tweet. In addition, an email broadcast to the researcher connections was sent with a link to the survey and encouraging words for it to be shared to create a snowball effect. It was also shared in specific groups within Facebook: New Zealand Now, Wellington Newcomers, Wellington City Council, Kiwi Arabs, NZ9 Massey MBA, Access Radio. Similarly, the survey link was shared with LinkedIn groups; Higher Education Group, NZTech and NZTech Women. As a result, a snowball sampling was created as many of the connections shared it as their status or shared it with other groups or even shared it in their workplaces. This created a randomised sample by accessing a vast, diverse collection of groups, firms, social network pages (Hewson, 2015). Since the survey is measuring the effect of social media and other electronic interaction in NZ, the online web-based survey was considered a suitable and effective method (Cobanoglu, Warde, & Moreo, 2001; Laymen, 2006).

2.2. Measures

The demographics section asked questions regarding age, level of education, occupation, gender, ethnicity, and which social media platform/s the participant is using. As for the model and constructs questions, the questions are using 5-point and 7-point Likert scale depending on the origin of the scale as more than one source of scales have been used. The study adopted previously validated scales: eWoM Quality "Reviews/Comments" was adopted from Lin et al. (2013); eWoM - opinion seeking was adopted from Chu and Kim (2011); and Social Media Product Browsing was adopted from Mikalef et al. (2013) for the cognitive stage. Affective stage constructs were adopted Chen and Tsai (2008) (Perceived product value) and Lin et al. (2013) (Product involvement). Conative stage included one construct, purchase intention, adopted from Mikalef et al. (2013). See appendices for the full scales on constructs.

This research is using a Partial Least Square (PLS). Partial Least Squares (PLS) is a data structural modelling technique that is suited for complex predictive models by reconstructing the data matrix and find the relationships between the cases. PLS uses a component approach using latent variables path analysis (Barclay, Higgins, & Thompson, 1995; Lohmöller, 1989). PLS is widely used in prediction as it can suggest where a relationship might or might not exist (Chin, 1998). Furthermore, PLS has been used and considered a suitable analysis for developing and confirming a theory

(Urbach & Ahlemann, 2010)2010. Additionally, as per Wong (2013), Structural Equation Modelling (SEM) is a second-generation multivariate data analysis method that is often used in marketing research because it can test theoretically supported linear and additive causal models which were also explained in other reports (Chin, 1998; Haenlein & Kaplan, 2004; Henseler, Ringle, & Sinkovics, 2009).

In this research, we are studying the relationship between the social media and the purchase decision making. We, therefore, consider this to be a theory development and prediction where PLS is better suited as it is used for testing structural equation models. Other factors considered are that PLS is a component-based approach with a minimum recommended sample size between 30-100 cases. This this study is built on a formative model as the sample size is relatively small (Urbach & Ahlemann, 2010)2010.

3. RESULTS

Complete and valid data was used in the analysis is (N=104). There is no missing data as the survey was designed to force response to each question. The descriptive statistics of the survey population analysis is shown in Table 1 below.

Table 1: Descriptive statistics of the survey population

Gender	**N**	**%**	**Age**	**N**	**%**
Male	54	51.9	16 to 21	6	5.77
Female	49	47.1	22 to 29	12	11.54
Not wish to reveal	1	0.96	30 to 40	48	46.15
Occupation	**N**	**%**	41 to 52	26	25.00
Student	13	12.5	53 to 65	12	11.54
Unemployed	9	8.65	**Education**	**N**	**%**
Full-time job	71	68.3	Less than high school degree	3	2.88
Not full-time job	11	10.6	High school graduate or equivalent	17	16.35
Ethnicity	**N**	**%**	Associate degree in college	10	9.62
European	62	59.6	Bachelor's degree in college	24	23.08
Māori	3	2.88	Postgraduate Degree	10	9.62
Asian	9	8.65	Postgraduate Diploma	10	9.62
Pacific People	3	2.88	Master's degree	23	22.12
Middle Eastern	15	14.4	Doctoral degree	4	3.85
Hispanic or Latino	1	0.96	Other	3	2.88
African	2	1.92			
Not wish to reveal	3	2.88			
Other		5.77			

3.1. Model Analysis

The PLS analysis was conducted using WarpPLS version 6.0, a Structural Equation Modelling (SEM)-based Partial Least Squares (PLS) application. Using Microsoft Excel 2016, the data collected was processed, cleansed and coded. This includes reversing the values that needed to be reversed, making sure there are no null values and adding the manually added social media platforms, education level and work industry as filed by participants. The data was then fed into WarpPLS for analysis.

PLS-SEM was undertaken with seven latent variables. All latent variables used were reflective variables, measuring different aspects of the same construct.

3.2. Measurement Model

Convergent validity is one of the usual tests applied to results in PLS equations. It signifies that a set of indicators represents one and the same underlying construct, which can be demonstrated through their unidimensionality (Henseler et al., 2009). The results of the tests of the unidimensionality were represented with Rohatgi-Székely (RS) and Klaassen-Mokveld-van Es (MKvE); all constructs passed in both tests which further confirmed the identified factors can be relied upon to measure a single construct.

The measurement model represents the reliability and validity of constructs. Internal consistency reliability is represented by examining individual indicator reliabilities and the reliabilities for each construct's composite of measures (Hair, Sarstedt, Ringle, & Mena, 2012)}. The internal consistency of the questions that comprise each construct within the model was measured by Cronbach's Alpha (CA) and Composite Reliability (CR). CA is used to measure internal consistency reliability in social science research, but it tends to provide a conservative measurement in PLS-SEM (Wong, 2013). CA values over 0.7 or larger considered good. From Table 2, CA values are shown as 0.879 for eWOM Quality of reviews and comments, 0.865 for eWOM around opinion seeking, 0.915 for peer communication, 0.9 for social media browsing, 0.845 for perceived product value, 0.915 for product development, and finally 0.917 for purchase intention. All values are shown to be larger than 0.8 with the minimum value as 0.845 for perceived product value.

The other internal consistency reliability measure used was Composite Reliability (CR). Composite reliability standard is 0.7 or higher for a reliable model and latent variables (Wong, 2013). In this current case, as per Table 2, the CR values are all between 0.89 - 0.939. Values resulted with 0.909 for eWOM Quality of reviews and comments, 0.9 for eWOM around opinion seeking, 0.937 for peer communication, 0.932 for social media browsing, 0.89 for perceived product value, 0.934 for product development, and finally 0.939 for purchase intention. This means high levels of internal consistency reliability have been demonstrated among all reflective latent variables.

Table 2: Reliability and validity of constructs

Construct	Internal consistency reliability		Convergent validity	Discriminant validity
	CR	**CA**	**AVE**	**VIF**
eWOM Quality "Reviews & Comments"	0.909	0.879	0.625	1.254
eWOM - Opinion seeking	0.900	0.865	0.602	1.900
Peer Communication	0.937	0.915	0.749	1.936
Social Media Browsing	0.932	0.900	0.775	2.398
Perceived Product Value	0.890	0.845	0.619	1.411
Product Involvement	0.934	0.915	0.703	1.452
Purchase Intention	0.939	0.917	0.754	2.344

Convergent validity is evaluated by each latent variable's Average Variance Extracted or Explained (AVE). It is the assessment to measure the level of correlation of multiple indicators of the same construct that are in agreement (Ab Hamid, Sami, & Sidek, 2017). As per Table 2, it is found that all the AVE values are greater than the acceptable threshold of 0.5, meaning that the latent variables are able to explain more than half of the variance of its indicators on average. So, the convergent validity of the constructs is s adequate (Fornell & Larcker, 1981; Henseler et al., 2009; Wong, 2013).

One more validity value was evaluated which is discriminant validity. It refers to the extent to which the construct is differing from one another empirically. It also measures the degree of differences between the overlapping constructs (Ab Hamid et al., 2017). It is established through examination of Variance Inflation Factor (VIF) from a full collinearity test. VIFs below 5 are generally accepted as reliable evidence of low collinearity. Values, as shown in Table 2, are 1.254 for eWOM Quality of reviews and comments, 1.9 for eWOM around opinion seeking, 1.936 for peer communication, 2.398 for social media browsing, 1.411 for perceived product value, 1.452 for product development, and finally 2.344 for purchase intention. The highest VIF value is 2.398, thus confirming discriminant validity.

Cross-loadings offer a check for discriminant validity. The loading of each indicator is expected to be greater than all of its cross-loadings for the model to be accepted as an appropriate (Henseler et al., 2009). In a factor structure, each item has a relatively strong loading on the target loading as a factor. The generally accepted value is cross-loading greater than 0.5 and relatively small loadings on other factors. The generally

accepted value, in this case, is cross-loadings less than 0.3 (if the first one was 0.5). There should be a gap of at least around 0.2 between the primary target loadings and each of the cross-loadings (Chin, 1998). According to Table 3 below, the results of the cross-loading analysis, the results confirm the discriminant validity. For the first latent variable eWOM quality "reviews & comments" (WOM_Rev), the loading of each indicator reflected by each question in the construct that should be greater than all the cross-loadings with more than 0.2 gap between them. The smallest value for WOM_Rev is 0.69 which is greater than 0.5 while the largest from cross-loadings is 0.334 which makes the difference more than 0.2. Table 3 identifies the values that are considered for the cross-loading analysis in blue in the diagonal line. All values for each construct comply with the 0.2 and 0.5 rule as explained.

Table 3: Factor-loading results

	eWOM Quality "Reviews & Comments"	eWOM - Opinion seeking	Social Media Browsing	Peer Communication	Perceived Product Value	Product Involvement	Purchase Intention
WOM_Rev_1	0.69						
WOM_Rev_2	0.801						
WOM_Rev_3	0.823						
WOM_Rev_4	0.791						
WOM_Rev_5	0.783						
WOM_Rev_6	0.848						
WOM_Opi_1		0.857					
WOM_Opi_2		0.673					
WOM_Opi_3		0.843					
WOM_Opi_4		0.817					
WOM_Opi_5		0.79					
WOM_Opi_6		0.649					
Prd_Bro_1			0.752				
Prd_Bro_2			0.91				
Prd_Bro_3			0.91				
Prd_Bro_4			0.936				

	eWOM Quality "Reviews & Comments"	eWOM - Opinion seeking	Social Media Browsing	Peer Communication	Perceived Product Value	Product Involvement	Purchase Intention
PeerCom_1				0.915			
PeerCom_2				0.911			
PeerCom_3				0.871			
PeerCom_4				0.87			
PeerCom_5				0.75			
PrdValu_1					0.76		
PrdValu_2					0.754		
PrdValu_3					0.765		
PrdValu_4					0.826		
PrdValu_5					0.824		
Involve_1						0.754	
Involve_2						0.862	
Involve_3						0.876	
Involve_4						0.842	
Involve_5						0.861	
Involve_6						0.829	
Intent_1							0.911
Intent_2							0.924
Intent_3							0.891
Intent_4							0.831
Intent_5							0.775

Notes: WOM_Rev - eWOM Quality "Reviews & Comments" PrdValue - Perceived Product Value
WOM_Opin - eWOM - Opinion seeking Involve - Product Involvement
Prd_Brow - Social Media Browsing Intent - Purchase Intention
PeerComm - Peer Communication

Another discriminant validity check was suggested by Fornell and Larcker (1981) is confirmed when a latent variable shares more variance with its assigned indicators than with any other latent variable. It can be established by measuring the square root of AVE in each latent variable, and if this value is larger than other correlation values among the latent variables. Table 4 below shows the values in the diagonal line in blue.

Table 4: Correlations among latent variables with the square root of AVE shown on diagonal

	WOM_Rev	WOM_Opi	Prd_Bro	PeerCom	PrdValu	Involve	Intent
WOM_Rev	(0.791)						
WOM_Opi	0.228	(0.776)					
Prd_Bro	0.364	0.37	(0.88)				
PeerCom	0.231	0.642	0.456	(0.865)			
PrdValu	0.194	0.275	0.412	0.236	(0.787)		
Involve	0.271	0.258	0.217	0.192	0.4	(0.838)	
Intent	0.2	0.439	0.698	0.49	0.422	0.325	(0.868)

3.3. Structural Model

The R-squared (R^2), also called the coefficient of determination, which is the proportion of variance (%) in the dependent variable that can be explained by the independent variable. R-squared is the "percent of variance explained" by the model (Henseler et al., 2009). In this case, the model explains (R^2=0.24) 24% of product perceived value, (R^2=0.25) 25% of the product involvement, and (R^2=0.28) 28% of the purchase intention. While this model is trying to explain what effects the purchase intention, then, a high value of R^2 does not imply a real causal effect. According to Cohen (1988), suggested R^2 values for endogenous latent variables are assessed as follows: 0.26 (substantial), 0.13 (moderate), 0.02 (weak). Additionally, in sociological studies – studying of human behaviour similar to this model – small R^2 is acceptable as we typically do not have much control over the values of the explanatory variables (Garson, 2016; Moksony, 1999). Lower R^2 values are considered of significance in similar studies of Basri et al. (2016) and Kamis and Stohr (2006). This means, in this case, values are varying from moderate – on the higher end, very close to substantial - for both product perceived value and product involvement, to substantial for the purchase intention.

The path from eWOM quality of reviews & comments to perceived product value (β=0.225, $p<0.01$), the path from eWOM - opinion seeking to perceived product value (β=0.179, p=0.029), and the path from social media browsing to perceived product value (β=0.263, $p<0.01$) all indicate a significant positive impact in the model indicating a relationship exists. However, for the path from peer communication in social media sites to perceived product value (β=-0.074, p=0.221), a non-significant value of p was reported, indicating that a relationship does not exist. Results associated with peer communication also showed a negative direction associated with both product perceived value and product involvement. The path from eWOM quality of reviews & comments to product involvement reported the values (β=0.337, $p<0.001$). And the path from eWOM - opinion seeking to product involvement (β=0.155, p=0.052), with p-value is very close to 0.05. Since this research is in social science and marketing, then p-value of 0.052 will be considered significant (Garson, 2016). Both eWOM

quality of reviews and comments, and eWOM opinion seeking where resulted in existing relationship affecting product involvement.

As for the path from peer communication in social media sites to product involvement (β=-0.053, p=0.292), similar to the peer communication and perceived product value, this result is non-significant. For the path from social media browsing to product involvement (β=0.184, p=0.026), the path from perceived product value to purchase intention (β=0.379, p<0.001), and the path from product involvement to purchase intention (β=0.264, p<0.01).

Figure 2 represents the conceptual model tested in the study. The model explains 28% of the variations of purchase intention. Perceived product value has a marginal positive association (β=0.38, p<0.001) with purchase intention. And product involvement also has a marginal positive association (β=0.26, p<0.01) with purchase intention.

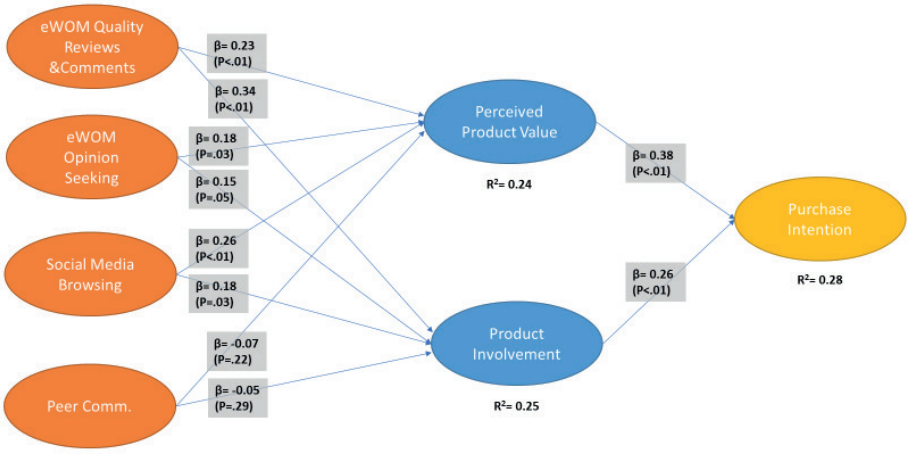

Figure 2: Structural Model Results

4. DISCUSSION

The objective of this study is to explore the impact of social media websites on consumer behaviour towards purchase intention. This is so that we understand how to influence the consumers' purchase intentions using social media websites' activities. This knowledge can help organisations to utilise social media websites to achieve their goals and generate more revenue by influencing the consumers' behaviour through the social media activities.

The research question was developed via testing four activities; eWOM quality of reviews and comments, eWOM opinion seeking, peer communication and websites browsing. The four activities then were tested against the impact they have on both product involvement and perceived product value; then, both were evaluated on how they affect the purchase intention.

The findings from the results discussed earlier indicate that there is a relationship between three out of four social media activities tested and purchase intention. The three activities of impact are; eWOM quality of reviews and comments, eWOM opinion seeking, and websites browsing. Peer communication activity was found to be insignificant and does not have a high impact on purchase intention. This suggests that organisations in New Zealand can pay attention and make use of the three activities of impact to influence consumer purchase intention.

The model used in this study used constructs in three levels; the first part suggested the consumer activity in social media. It included eWOM quality of reviews and comments, eWOM related to opinion seeking, social media websites browsing, and peer communication. The activities led to the second level of consumers' attitude consisted of two constructs: perceived product value and product involvement. Finally, a construct to evaluate their effect on purchase intention.

Peer communication was surprisingly found to be statistically insignificant. Peer communication does not affect purchase intention. Peer communication was demonstrated in two paths; affecting perceived product value and product involvement. This result contradicts previous findings of a similar relationship between peer communication and product involvement that was conducted by Wang et al. (2012). In Wang et al. (2012) research showed that there was a significant relationship between peer communication and product involvement analysing the data collected in China. However, the result of this research did not support the hypothesis regarding a positive effect of peer communication on product involvement. By comparing the result of peer communication affecting perceived product value with the result from Wang et al. (2012), the findings from this study opposed theirs. Peer communication was found statistically insignificant in effecting perceived product value in this research. This result may have a relation to the nature of the Kiwi (New Zealander) culture. A research report by Dupuis (2009: 50, 52) suggested that Kiwis have a mentality and traits that might affect their decision-making behaviour. Traits like: elevating independence, a tendency for New Zealanders to 'act out', and that they do not like being told what to do.

However, referencing the same research of Wang et al. (2012), for the relationship between product involvement affecting purchase intention, it showed a similar result of significance that indicates that there is a relationship between product involvement and purchase intention. This is also aligned with Chen and Tsai (2008: 1167) results.

eWOM quality of reviews and comments was found statistically significant in affecting perceived product value. This supports the previous study of Lin et al. (2013: 31) that eWOM can significantly influence consumer behaviour and purchase intention.

A statistically significant relationship exists between the eWOM quality of reviews and comments and product involvement. This maps to Park and Lee (2008), where different types of eWOM including reviews and comments quality were measured

against product involvement and purchase intention, and showed an existing significant relationship. Overall, as per Lin et al. (2013) reviews and comments of quality that are clear, logical, and persuasive based on sufficient information about the product, have a strong positive effect on purchase intention.

A positive relationship was found between eWOM opinion seeking and perceived product value. This is following the result from Park and Lee (2008: 387) where opinion seeking was among the types measured under the eWOM constructs. Similarly, eWOM opinion seeking affecting product involvement was also found with a positive relationship. eWOM opinion seeking contributed to product involvement as consumers get to be more engaged and discuss the product with others (Chu & Kim, 2011: 50). This was of a similar result being positively significant in Chu and Kim (2011).

Despite eWOM opinion seeking showing a positive significance for both perceived product value and product involvement, it is of less significance than the other constructs in the model (excluding peer communication that was not significant). This might also relate to the same suggested reasons around peer communication effect. It might also go back to the reason that Kiwis are considered independent and like to make their own decisions without advice from anyone else (Dupuis, 2009). In this case, having a positive significance can also be assumed from the fact that eWOM opinion seeking questions were depending more on the eWOM and reviews opinion rather than connecting it to peers.

In general, eWOM of both types (eWOM opinion seeking, eWOM quality of reviews and comments) were found significant and of positive relationship on both constructs affecting the purchase intention; perceived product value and product involvement. eWOM can be of significant influence on consumer behaviour. This must draw the attention of marketers as they should not ignore the impact of online consumer-to-consumer communication. In all of this, marketers need to remember that eWOM is consumer-generated and controlled (Lin et al., 2013).

Social media browsing for both perceived product value and product involvement was found of positive relationship and impact. As per Mikalef et al. (2013: 18), the purchasing process is initiated when a consumer browses products. In this current case, the browsing is using social media websites. Browsing may lead to the purchase of a product or service. Browsing or searching for information triggers product involvement or product related activities. The relationship between browsing. or searching and purchase intention, has been noted in the literature as it influences and changes the consumer perception toward the value and the risk of that item he/she is browsing (Shim, Eastlick, Lotz, & Warrington, 2001). From the literature, social media browsing was linked indirectly with product involvement and perceived product value and was significantly linked with purchase intention.

Lastly, the path of perceived product value to purchase intention was found to be of a positive relationship. This result is aligned with previous studies (Baker,

Parasuraman, Grewal, & Voss, 2002; Grewal, Monroe, & Krishnan, 1998; Zeithaml, 1988). It indicates that both affective constructs, perceived product value and product involvement, can influence the consumer behaviour towards purchase intention.

Facebook is the most popular online social networking site with about (97.1%) of the sample population. This is consistent with the findings from a Kazeniac (2009). However, the data was collected before the Cambridge Analytica scandal which was reported losing a number of users and stock value (Metcalf, 2018). Facebook was followed by LinkedIn. According to Smith, Bell, Miller, and Crothers (2016: 20), in 2015 (53%) of the sample tested in New Zealand reported that social media is important to them in comparison with (39%) in 2013. The importance of this observation in this study could be of interest to organisations that need to know how to target their marketing campaigns, and which social media platform should be used and spend money in.

CONCLUSION

This study resulted in showing a significant relationship between eWOM and purchase intention. Lin et al. (2013) pointed out that this result means that marketers and organisations should not ignore the relationship between eWOM and purchase intention. They should make sure that they have enough resources to mitigate it if negative, and encourage it if positive and check its quality (Lin et al., 2013). This study contributes by emphasising the importance of eWOM in influencing purchase intentions.

This study provides evidence for organisations that are considering online marketing and website design. Most of the organisations these days either have a social media strategy in place or are considering it. However, they still struggle to determine the strategy that will affect the consumer purchase decision the most (Lee, Shi, Cheung, Lim, & Sia, 2011), or they consider it just another part of marketing and do not get the right social media expertise to take care of this side of the marketing strategy. Consumers' reviews and comments (eWOM) play an important role in enhancing and influencing their intention to buy. This study provides evidence of such. Web designers are recommended to focus on making it easy and simple for consumers to share the positive experience to influence others.

SOSYAL MEDYA WEB SİTELERİNİN YENİ ZELANDA'DAKİ MÜŞTERİLERİN SATIN ALMA NİYETLERİNE ETKİSİ

1. GİRİŞ

Sosyal medya platformları günlük hayatımızın bir parçası haline gelmiştir. Bununla birlikte bu platformların tüketiciler üzerindeki etkisinin farkına varan her büyüklükteki kuruluş ve işletme sosyal medyadan en iyi şekilde yararlanmaya çalışmaktadır. Sosyal medya birçok müşteri/ kullanıcı için, duygularını ilettikleri ve ifade ettikleri, trendleri ve haberleri takip ettikleri birincil araç haline gelmiş olup, insanların fikirleri üzerinde büyük bir etki oluşturmaktadır. Bu durum, sosyal medyadan toplanan verilerin pazarlama, sosyal ve politik kampanyalara kaynak sağlamasına ve veri madenciliği altında tahmin algoritmaları uygulayarak müşterileri nasıl hedefleyeceğini bulmasına izin vermektedir. Yalnızca Facebook, Asya-Pasifik payının 427 Milyon günlük aktif kullanıcı olduğu 2017 mali yılı için ilk çeyrek raporunda 1.284 milyon günlük aktif kullanıcı duyurmuştur.

Bu araştırmanın birincil önemi, kuruluşların modern iş yapma biçimini ve tüketicilerin bir hizmet veya ürünü satın alma kararını neyin etkilediğini anlayarak daha fazla gelir elde etme ve değerlerini artırma hedeflerine ulaşmalarına yardımcı olmaktır. Bu araştırma, sosyal medya ağları ile ilgili olarak insan davranışını ele almakta ve bazı sosyal medya etkinlikleri ile müşterierin satın alma niyetleri üzerindeki etkileri arasındaki ilişkiyi ve bu verilerin kuruluşlar tarafından amaçlarına ulaşmak için nasıl kullanıldığını incelemektedir. Burada incelenen faaliyet elektronik ağızdan ağza iletişimdir (eWOM). Fikir arayışı için incelemelerin ve yorumların kullanılması eWOM ile ilişkili oldığu gibi bu kullanım fikir çeşitliliği, kapsamı ve etkinliğini de arttırır.

Bu çalışmada ayrıca sosyal medya taramasını ve akran iletişimi etkinliğini de inceleyeceğiz. Çalışmanın araştırma sorusu şu şekilde formülüze edilmiştir: Sosyal medya web sitelerinin Yeni Zelanda'da müşterinin satın alma niyeti üzerindeki etkisi nedir?

2. YÖNTEM

Çalışmada kullanılan sorular Yeni Zelanda sosyal medya platformlarının kullanıcılarından oluşan bir nüfusa çevrimiçi bir anket aracılığı ile dağıtıldı. Veriler, farklı sosyal medya etkinlikleri ile hem algılanan ürün değeri hem de satın alma niyetine yol açan ürün katılımı arasındaki ilişkiyi anlamak için WarpPLS yazılımı aracılığıyla Kısmi En Küçük Kareler (Partial Least Square – PLS) yöntemi kullanılarak analiz edildi.

Bu araştırma, sosyal medya ağlarını kullanan tüketicilerin akranlarından, bir ürün veya hizmet için sosyal medya sitelerinde gezinmesinden ve elektronik ağızdan ağızadan (eWOM) etkilendiğini göstermektedir. Bu sosyal medya sitelerini ve eWOM'u, örneğin incelemeleri ve yorumları okuyarak veya fikir arama faaliyetleri yoluyla izlemek, kuruluşların, kullanıcıların davranışlarını yansıtan verileri kullanarak bir pazarlama planı geliştirmesini sağlayabilir. Ayrıca bu tür kullanım, kuruluşların tüketicilerini daha iyi anlamalarına yardımcı olabilir; böylece kuruluşlara çeşitli faydalar sağlayarak pazar paylarını arttırmalarına yardımcı olabilir. Bunlara ek olarak bu tür ortamlar satıştan sonra anında müşteri geri bildirimi ve tavsiyesi sağlayabilir.

3. BULGULAR

Çalışmanın bulguları Yeni Zelanda sosyal medya platformlarının tüketicilerin satın alma niyetinin öncelikle elektronik ağızdan ağıza iletişimden ve web sitelerinde gezinmeden etkilendiğini gösteriyor. Şaşırtıcı bir şekilde, akran iletişiminin satın alma niyeti ile istatistiksel olarak anlamlı bir pozitif ilişkisi bulunamıştır.

4. TARTIŞMA

Araştırmadan elde edilen sonuçlar şu şekildedir: Bu çalışma, eWOM ile satın alma niyeti arasında önemli bir ilişki olduğunu gösterdi. Literatürdeki bazı çalımalar incelendiğinde bu sonucun, pazarlamacıların ve kuruluşların eWOM ile satın alma niyeti arasındaki ilişkiyi göz ardı etmemeleri gerektiği anlamına geldiğine işaret etmiştir. Firmaların müşterilerden aldıkları eWOM şeklindeki dönüşümler olumsuzsa, bu olumsuzluğu azaltmak için yeterli kaynağa sahip olduklarından emin olmalı ve olumluysa teşvik etmeli ve kalitesini kontrol etmelidirler. Bu çalışma, eWOM'un satın alma niyetlerini etkilemedeki önemini vurgulayarak katkıda bulunmaktadır.

SONUÇ

Sonuç olarak, bu çalışma, çevrimiçi pazarlama ve web sitesi tasarımı düşünen kuruluşlar için kanıt ve destekleyici bilgi sağlar. Bugünlerde sosyal medya stratejisine sahip kuruluşların çoğu sosyal medyanın etkili şekilde kullanılmasının olumlu katkısına inanmaktadır. Ancak yine de tüketicilerin satın alma kararını en çok etkileyecek stratejiyi belirlemekte zorluklar yaşanabilmektedir. Bununla birlikte pazarlamanın başka bir parçası olarak görüp sosyal medyayı doğru kullanamayan kurumlar da mevcuttur. Pazarlama stratejisinin bu tarafıyla ilgilenmek uzmanlık gerekmektedir. Tüketici incelemeleri ve yorumları, satın alma niyetlerini geliştirmede ve etkilemede önemli bir rol oynamaktadır. Bu çalışma bunun kanıtını sunması açısından literature katkı sağlamaktadır. Web tasarımcılarının, tüketicilerin başkalarını etkilemek için olumlu deneyimi paylaşmalarını kolay ve basit hale getirmeye odaklanmaları önerilir.

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APPENDICES

Construct	Scale Coding	Scale Items
Electronic Word of Mouth Quality "Reviews and Comments"	WOM_Rev_1	Online reviews/comments are helpful
	WOM_Rev_2	Online reviews/comments are understandable
	WOM_Rev_3	Online reviews/comments are clear
	WOM_Rev_4	Online reviews/comments are credible
	WOM_Rev_5	Online reviews/comments have sufficient reasons supporting the opinions
	WOM_Rev_6	In general, the quality of online reviews/comments are high
Electronic word of Mouth - Opinion Seeking	WOM_Opi_1	When I consider new products, I ask my contacts on the social networking site for advice
	WOM_Opi_2	I don't need to talk to my contacts on the social networking site before I buy products
	WOM_Opi_3	I like to get my contacts' opinions on the social networking site before I buy new products
	WOM_Opi_4	I rarely ask my contacts on the social networking site about what products to buy
	WOM_Opi_5	I feel more comfortable choosing products when I have gotten my contacts' opinions on them on the social networking site
	WOM_Opi_6	When choosing products, my contacts' opinions on the social networking site are not important to me
Social Media Product Browsing	Prd_Bro_1	Social Media provide a wonderful means in order to browse products/services online
	Prd_Bro_2	I use social media to go through product/services on company hosted pages when I am online
	Prd_Bro_3	I will continue to browse through products and services online via social media websites in the future
	Prd_Bro_4	I plan to use social media websites in the future to browse for products
Peer Communication	PeerCom_1	I talk with my peers about the product on social media
	PeerCom_2	I talk with my peers about buying the product on the social media
	PeerCom_3	I ask my peers for advice about the product
	PeerCom_4	I obtain the product information from my peers
	PeerCom_5	My peers encourage me to buy the product
Product Perceived Value	PrdValu_1	The product itself is worthy
	PrdValu_2	The product price is worthy
	PrdValu_3	The post-sale services offered are worthy
	PrdValu_4	Compared to time I spend, the product shopping online is worthy
	PrdValu_5	Compared to the efforts I made, the product shopping online is worthy

Construct	Scale Coding	Scale Items
Product Involvement	Involve_1	When I am looking for the online reviews/comments, I think the product is important to me
	Involve_2	When I am looking for the online reviews/comments, I think the product is meaningful to me
	Involve_3	When I am looking for the online reviews/comments, I think the product is useful to me
	Involve_4	When I am looking for the online reviews/comments, I think the product is valuable to me
	Involve_5	When I am looking for the online reviews/comments, I think the product is attracting to me
	Involve_6	When I am looking for the online reviews/comments, I am interested in the product
Purchase Intention	Intent_1	After sometime of thought I buy one or more products which I have browsed on social media sites
	Intent_2	I purchase some of the products or services which I have browsed through social media
	Intent_3	some of my recent purchases were based on information which I found via social media sites
	Intent_4	I buy products I see advertised on social media through e-shop
	Intent_5	I buy products I see advertised on social media through shops nearby me

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