

A Conceptual Overview of Electronic Wom in Marketing Communications

V. Özlem Akgün¹, A. Alper Çalışkan²

¹Asst. Prof. Dr, Faculty of Economics and Administrative Sciences, Department of Foreign Trade,
Selcuk University, Turkey

²Graduate student, Selcuk University, Turkey

Abstract

In today's world, technology is developing faster day by day and this development significantly changes lifestyles. Within this transformation, there are important transformations in marketing activities and consumer perceptions. Marketing communication is now developing with a focus on increasing customer satisfaction. While it is easier to find customers, retaining the same customer brings with it a much more difficult process. The main reasons for this situation are that in today's digital marketing environment, consumers have the opportunity to get the products they want, whenever they want, there are many alternatives while doing this, and they can access user comments much more easily when choosing products. In this context, it is stated that the rapid progress in technological developments plays an active role in the transfer of word-of-mouth marketing communication practices, which are among the modern marketing techniques, to the electronic environment. However, the decrease in human interaction, especially in the physical environment, due to the Covid-19 pandemic has contributed to the fact that a significant part of word-of-mouth marketing communication takes place in the technological environment and the concept of electronic word-of-mouth marketing has become much more popular. The aim of this study is to reveal the concept of electronic word of mouth marketing, which has increased in importance and popularity in marketing communication, with its theoretical components and to deal with the studies on the subject with a holistic approach. In addition, it is aimed to include sample applications for electronic word of mouth marketing activities.

Keywords: Marketing communications, Word of mouth marketing, Electronic word of mouth marketing

1. Introduction

Continuity and dynamism are very important for the sustainability of marketing activities. In the absence of these two concepts, it is not possible to say that marketing activities have an effective functioning. Word of mouth communication is considered as an important marketing strategy with this function. Word of mouth communication is an effective and very important form of communication for brands to direct customers to their goods and services. (Hiroto & Masato, 2003: 115). It is known that customers act under a high risk factor, especially when they decide to purchase a new product. For this reason, word-of-mouth communication in the purchasing decisions of consumers reduces risk and even eliminates risk in some cases. In addition, the concept of word-of-mouth communication attracts the attention of marketing managers in terms of contributing to the reduction of psychological and economic stress arising from risk in purchasing processes.

The aim of the study is to conceptually explain electronic word of mouth marketing activities, which have increased in importance with the effect of digitalization in today's competitive environment. In addition, current applications of brands will be included.

2. Word of mouth communication concept and its importance

Wirtz and Chew (2002: 17) stated in their study that consumers who have negative thoughts about the goods and services they buy transfer this to eleven different potential consumers on average. However, they found that when consumers were satisfied with the product they purchased and had a positive judgment, they conveyed their judgment to six other people. In this respect, it is revealed that word of mouth communication is important for brands, and when it comes to negative communication, this situation can have extremely strong and destructive effects. When considered from the point of view of marketing managers, the fact that word of mouth communication has very important effects in terms of creating customer loyalty provides various advantages. Particularly in the service sector, it is stated that the positive opinions and ideas shared by different consumers are felt and perceived by other potential customers as a kind of guarantee element. According to Dehdashti and Khani (2018: 52), there is a strong relationship between word of mouth and brand. When we look at the basic elements of this relationship, among the issues that come to the fore are the establishment of a trust bond between consumers and the brand thanks to word of mouth communication, and the fact that users with positive views act as an ambassador on behalf of the brand and have an impact on consumer groups, and as a natural result of this, the brand's credibility increases. In addition to these, it has been observed that in the case of positive opinions about a good or service through word of mouth communication, the effort to show an attitude of loyalty towards the relevant brand for the consumers in the transferred situation is clearly increased. The spread of the product, making it more talked about by consumers and contributing to the increase of brand awareness are other important gains.

2.1. Key features of word of mouth communication

According to Arndt (1967: 291-295), one of the first researchers to examine word of mouth communication, word of mouth is “a non-commercial, face-to-face communication that takes place between a buyer and a donor about a product, brand or service”. The concept of word-of-mouth communication, which has a critical importance for businesses in terms of marketing activities for goods and services, has some basic features and these features are briefly expressed as follows (Özaslan, 2014: 28 A): (a) Value creation: This type of communication inherently includes negative or positive details. It is seen that after the purchases, it turns into a positive value-creating element by the consumers with high satisfaction, and otherwise, it becomes a negative value-creating element. (b) Focus: Most obviously, it focuses on acting as a bridge between consumers with a high level of satisfaction and customers who are likely to prefer services and goods (c) Timing: It is clearly seen that the purchasing processes are effective at every point in terms of timing. From this point of view, it is said that it is not passive before, during or after the purchase, but that its effectiveness exists at every stage of the purchasing process. (d) Starting point: Looking at the starting point of this communication, it is stated that at any point in the purchasing processes, it manifests itself with the effect of conditions that develop outside the will of the customer or his will. (e) Being manageable: It is a communication channel that can be managed by the top managers of the companies. It is one of the most effective communication methods used by brands, especially in terms of directing or managing customer intention.

2.2. Traditional word of mouth marketing concept and word of mouth marketing models

In the study conducted by Buttle (1998: 241-245), the process and features of this communication model were revealed in order to understand and manage word of mouth marketing. Word of mouth marketing has been defined as a verbal communication structure created for the products of the enterprise among the consumers of individuals, groups, various experts outside the enterprises. The basis of word-of-mouth marketing, along with the development of processes related to the purchasing needs of consumers, is their research for various goods and services they need, and their efforts to obtain information obtained by other consumers. In this context, it is the case that consumers, that is, individuals, who are involved in word of mouth marketing processes, leave their own personal interests aside and share information in a way that they can benefit the society. Word of mouth marketing can also be defined as consumers' evaluation of the products they have purchased for other consumers after the purchase action. According to the researches, consumers tend to take the word-of-mouth marketing communication form very seriously and carry out their purchasing actions in this direction. (Özaslan, 2014: 28 B). Word of mouth marketing, which is a communication-based marketing approach and can be used with the expression "Word of Mouth Marketing" in traditional marketing, is known as "Word of Mouth Marketing" in English (Lam & Dick, 2005: 217 A).

It is possible to talk about many alternative marketing practices implemented through word of mouth marketing. However, there are some common principles for all word-of-mouth marketing models. In this type of communication; While it is important for consumers to consider people who convey positive/negative opinions about the product being marketed in all relevant processes, it is also an important requirement to get back to these people. The process should reveal a communication environment that makes it possible to benefit from the elements that make information sharing possible at every stage. It should also be aimed to attract the attention of the consumers at the contact points related to informing the consumers. Again, within these stages, the points and moments where knowledge, experience and, in other words, thoughts are transferred, must be determined carefully and meticulously. Being inclined to share experiences and various information with the other party is also a prominent issue (Bilgin, 2017:55). There are a number of models in word of mouth marketing. Briefly, these models can be summarized as follows: (a) Brand ambassadors practices; The main focus of these practices is to strive to create a sense of loyalty and commitment to the relevant brand, product and service provider business in the target consumer group (Meiners et al., 2010: 79); (b) Purpose-oriented marketing; Purpose-oriented marketing activities, which can be described as a strategy, correspond to action plans prepared for businesses to fulfill their marketing goals (Barone et al., 2000: 253); (c) Social group-oriented marketing is the model in which it is aimed to bring together groups of consumers with common goals, common interests, and similar values (Witt, 1969: 473-476); (d) Creating community volunteers, the main purpose of word-of-mouth marketing activities carried out by creating community volunteers is to organize groups or communities with strong relationship networks and to make this sustainable by organizing people who are influential on the society with their discourse in accordance with the marketing objectives of the business (Tosun & Yüksel, 2009: 218); (e) Product Placement; With product placement activities, customers have various experiences with the goods and services of the business and are encouraged to talk about these elements and to convey their experiences (Toros, 2009: 14); (f) Viral Marketing, one of the most frequently used models of word of mouth marketing, aims to transmit relevant marketing messages between consumers, especially through internet channels, without any connection with the source of the message to be conveyed. In this model, the spread of the relevant message is likened to the spread of a virus, so the model is called “Viral marketing” (Woerdl et al., 2008: 42).

3. Electronic word of mouth marketing concept

Technological developments/advances and the widespread use of the internet are very effective in replacing traditional communication channels with communication activities carried out in digital environments. As in many other areas in the virtual environment, the internet is indispensable for many people in the context of transferring their experiences, thoughts and ideas to each other. As a result of the developments and changes, the traditional word-of-mouth marketing method leaves its place to electronic word-of-mouth marketing, which is based on word-of-mouth communication in the electronic environment (Lam & Dick, 2005: 219-221 B).

Access to information on the Internet is almost unlimited. For this reason, within the scope of electronic word of mouth, consumers have the chance to find answers to many questions in their minds about the products they are interested in. With the rapidly spreading internet usage, the concept of electronic word of mouth marketing emerges when the consumer who has experience about a product shares his thoughts about his experience on the internet (Heyne, 2009: 142). In this type of marketing communication, thanks to the sharing of the experiences of the individuals using the product in different channels such as the brand's blog, website, communities, and forum, a preliminary information can be provided to other consumers who will make the purchase decision. In this way, consumers have information about the goods or services they are considering to buy online, in line with the comments of other users. One of the prominent features of electronic word-of-mouth marketing applications is that they can appeal to different consumer audiences and thus reach a much wider audience. Thanks to electronic word of mouth marketing, which offers very important advantages in terms of eliminating the question marks in the minds of consumers about the products they want to buy, consumers with knowledge and experience gain the advantage of having an environment where they can express their opinions.

Various marketing tools are used in electronic word of mouth marketing communication. When the relevant literature on these tools is examined, it is stated that some of them come to the fore, and these tools are briefly summarized as follows: (a) Social network structures; individuals who are active in social media, which are used as web-based in the virtual environment, can give an idea to those who are in the decision-making stage of other individuals who will communicate with them, thanks to the profiles they put forward in these environments (Boyd & Ellison, 2008: 224). Relevant users can access various social media sites through technological tools such as mobile phones, computers and tablets wherever they can connect to the internet, and can instantly follow social media applications of brands, especially Instagram and Twitter. Consumers who are interested and curious about a particular brand or who do research to meet their needs can also reach what they are looking for through these channels and have the chance to see the contents of the brands. At the same time, consumers can easily interact with brands about products that attract their attention, through messages or comments. Again, brands have the chance to introduce their new products to the attention of consumers on their own accounts, and they also inform consumers about these situations by informing them about discounts (Cheung & Lee, 2012: 218); (b) Blog Posts: A blog is a virtual diary that allows the author to share his experiences as a result of his experiences, and to let other users know about his ideas. From this point of view, the thoughts expressed about any brand in blogs play an important guiding role for potential customers who are in search of a brand (Stokes & Lomax, 2002: 351-356); (c) Forum Sites: In forum sites, consumers have the chance to convey their opinions on different topics to other consumers, ie users, by following some pre-determined rules. Today, many companies organize their forum sites in accordance with some goals such as managing their own marketing processes and making the processes more accurate and effective. It can be said that marketing managers frequently use forum sites for actions such as answering incoming questions, receiving customer feedback or using these feedbacks in the long-term strategies of the

business (Kurt & Hulland, 2013: 68); (d) Electronic Mail Systems: Thanks to electronic mail and similar systems, people have the opportunity to transfer the statistical data, photos, documents they want to other people they target. Users who receive these messages can similarly transfer them to other users they prefer by making some changes or presenting them in the same way. (e) Newsgroups: Newsgroups are groups with communication elements such as author, transmitter, message. Content created by the authors and containing different information is created and sent as a message to the other party by the donor. Newsgroups are one of the most important electronic word of mouth marketing tools. Consumers interacting with each other through newsgroups can exchange ideas about goods or services (Fong & Burton, 2006: 68-74); (f) Internet Sites: Customers collect information about the goods and services offered by the brand by using the shopping sites, with the comments of users who have previous experience. As a result of this situation, they can develop a sense of trust or distrust towards the relevant product. The various comments made are important in terms of revealing the satisfaction levels of the users. At the same time, users who comment are aware that the popularity of their comments may increase over time, as well as sharing their experiences.

While the communication between the sender and the receiver of the message within the scope of electronic word of mouth marketing is often simultaneous, there may also be non-synchronous situations. In other words, the comments made by the consumer regarding any product, the stated idea or the information conveyed can be read and evaluated instantly by other consumers, and it can also be used by the relevant parties in the future (Litvin et al. 2008: 461).

3.1. Electronic word of mouth marketing motivations

Motivation, which emerges from the basic concept of motivation, is the sum of the efforts made to continuously mobilize one or more people for a specific purpose (Südaş, 2012: 52). To understand the impact of online communications on consumer decision processes, it is necessary to analyze and understand the motivating factors that cause consumers to seek and provide information from these sources. Motives, which are defined as the impulses that lead to certain behaviors in order to ensure that consumers achieve their wishes, clearly determine consumer behavior and help explain why consumers read other consumer opinions or write comments/responses to them on virtual opinion platforms. (Dwayne et al., 2004: 52). Electronic word-of-mouth marketing has an extremely important effect on changing consumers' attitudes or behaviors, especially in the process of searching for information or evaluating information. In addition, the social and psychological state that occurs after the purchase decision is also revealed (Sarıışık & Özbay, 2018: 3). When the concept of electronic word of mouth marketing is compared with the concept of traditional word of mouth, it is clearly seen that electronic word of mouth marketing is superior in some respects, as there are many common points. To touch on these points is speed, convenience, the possibility of reaching many people and not encountering some effects caused by face-to-face communication. Again, in addition to what we have written, it is known that people who communicate electronically feel less pressure, have less social anxiety and exhibit less self-awareness. It is noteworthy that people who use

electronic word-of-mouth communication are more willing to share their personal information (Akdoğan & Akyol, 2016: 121). When the concepts of traditional word of mouth marketing and electronic word of mouth marketing are examined, they are tried to be explained with similar motivations in the literature because they are very close to each other. In some studies, it is seen that when consumers do not get the satisfaction they expect from the product or service they use, that is, when they are not satisfied with the product they use, it is seen that they turn to word of mouth marketing (Aydın, 2014: 13).

3.2. Comparison of electronic WOM and traditional WOM

In traditional word of mouth; Information transferred to individuals by various means is transferred and shared between the individual and the society. In electronic word-of-mouth marketing, the scope is much different, in other words, the target audience is much wider than traditional word-of-mouth. The most important reason for this situation is that all potential consumers who are related to the items that are shared are highly likely to use the internet (Trusov et al., 2009: 96). In traditional word of mouth, consumers mostly use the same communication channel as they interact face to face. However, the party receiving the message may encounter various negativities that manifest themselves in the form of disturbing voices or psychological pressure from time to time from the sender. In electronic word-of-mouth marketing, there are no such stimuli. The realization of electronic word-of-mouth marketing, especially through social media channels, plays a role in its acceptance as an important source of information dissemination far beyond face-to-face communication. Electronic word-of-mouth marketing is powered by the archiving capacity of the Internet. Thanks to this capacity, a very large amount of information, especially text-based, can be stored indefinitely in the relevant memories and made available for access when needed. While the recognition and examination of the product in electronic word of mouth marketing is much faster, the costs that consumers have to bear are at much lower levels. Electronic word-of-mouth marketing activities are carried out with the use of high-level technology at a much more detailed and equipped level than traditional word-of-mouth communication (Walther, 2015: 447). In today's technology, little children have a desire for childhood easily and easily. From this method electronic sales can be estimated from its use in the form of marketing estimated from the last estimate for marketing purposes.

3.3. The impact of electronic WOM on consumer decisions

When the purchasing and decision processes of consumers are examined in recent years, it is evaluated that there is a three-stage process: before the activity, during the activity and after the activity. In this context, one of the most important questions to be answered is why the consumer performs the purchasing behavior. The answer to this question is also of great importance for the post-purchase action (Özgül, 2014: 639). The process that directs individuals to purchasing decision or purchasing behavior basically consists of five stages. These stages are briefly (1) recognizing the need that

the consumer first identified as having a need. (2) determining the alternatives in which it determines the products that will meet its needs. (3) evaluation of alternatives, where he evaluates the products and chooses the product that will meet the need. (4) the purchase decision from which he purchased the product. (5) it is summarized as the post-purchase stages in which he evaluates the product he bought (Kotler & Lee, 2015: 154). In general, detecting a problem or realizing a need for consumers is known as a result of stimuli. It is impossible for consumers to make a decision without identifying the problem. If the consumer does not perceive any difference between the existing situation and the desired situation, this means that the system is working smoothly. If there is a difference between the desired situation and the existing situation, possible problems arise in this situation. The consumer perceives these emerging problems and strives to solve this situation (Odabaşı 2010: 35). Electronic word of mouth reference groups are known as an important environmental variable that forms the shape of consumer behavior, that is, directs these behaviors. Consumers with different opinions in the reference group can take a negative or positive attitude. In positive group membership, the individual approves the membership of the group he is in; individuals belonging to the negative group do not approve of this situation. Considering the group membership, although the individual is not a member of any group, it is seen that the individual wants to be included in that group. In these three different group memberships, most individuals respect the information from the group they desire, and ignore most of the information coming from the negative. The groups they belong to are divided into two according to their formality and these are primary and secondary groups. Those in the primary formal group, such as the work group, school, circle of friends, spend almost all or most of their time together. The best example of primary informal groups is the family. Social club-like communities are given as examples of secondary informal groups (Altunışık & İslamoğlu 2013: 285).

3.4. Studies on electronic word of mouth marketing

Some of the studies conducted in the literature on the concept of electronic word of mouth marketing are presented in Table 1.

Table 1. Studies on electronic word of mouth marketing

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| Mattison & Keith, 2021 | In this study, the author develops and tests the idea that intra-country and intra-country cultural differences lead to differences in digital consumer interaction, especially click and share behavior. Using industry data provided by a pragmatic advertising firm, the author finds support for the notion that cross-country differences in national cultural values affect digital participation and that domestic cultural diversity moderates these relationships. |
| Manzoor et al., 2021 | This study aims to determine the relationship between the antecedents of electronic word-of-mouth marketing (quality, consumer attitude, reliability, usefulness, needs and adoption) and customer horse purchase intention. As a result of the study, it was found that the adoption of electronic word-of-mouth activities mediates the effect of consumer purchase intention. With the results obtained, important inferences have been provided especially for website designers and digital marketers. |
| Kim & Alamgir, 2020 | The study aims to examine user perceptions of the service quality of social networking sites (SNSs) that contribute to customer satisfaction and social commerce (s-commerce) intent. As a result of the survey conducted within the scope of the study, it was found that the quality of the output and environment has a significant effect on satisfaction, and the quality of interaction and result has a positive effect on the intention to use social networks. |
| Eren & Eren 2021 | The aim of this study is to examine the researches on electronic word-of-mouth communication with the bibliometric method. The study shows that electronic word-of-mouth |

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| | communication is also the subject of fields other than marketing. Since the beginning of the 2000s, with the spread of the internet and the emergence of social media, electronic word-of-mouth communication has started to be the subject of research. Every year there has been an increase in electronic word-of-mouth research. |
| Özbek & Akkılıç, 2012 | The aim of the research is to determine the effect of the visual elements, technical information and user comments about the product in the internet stores on the purchasing decision of the consumers and to reveal whether the user comments change the purchasing preference. As a result of the research, significant differences were found between the points given to the appearance and technical features of the product and the points given after seeing the user comments. While user comments increase the purchasing preference in some products, it decreases in some products. Another finding of the research is that there are significant differences between the scores given to the appearance of the product and the scores given after seeing the technical features. At the same time, this study reveals the importance of electronic word of mouth marketing. |
| Bozbay et al., 2017 | The aim of this study is to reveal the relationships between electronic trust, electronic loyalty and word of mouth communication. In the study, the relationships between electronic trust, electronic loyalty and electronic word of mouth communication of social media users on electronic shopping sites were examined. In the research, 335 valid questionnaires were collected over the internet. The research findings revealed that there are significant relationships between electronic trust, electronic loyalty and electronic word of mouth. In addition, electronic trust, electronic loyalty and electronic word of mouth communication differ according to the socio-demographic characteristics of social media users. In this context, besides contributing to the literature, the research tries to offer suggestions to businesses operating in online environments to develop marketing strategies. |
| Köker et al., 2019 | In this research, the effect of consumers' connection with brands in social networks and their effects on electronic word-of-mouth communications were investigated. The universe of the research is all consumers who use social networking sites. However, the study population of the research is individuals living in Bornova district of İzmir province and using social networking sites. As a result of the research, it was seen that they shopped from the company that established the closest connection with them in electronic marketing. |
| Demirbaş, 2018 | Within the scope of the study, it has been emphasized that in some special product categories and especially in the service sector, customers are influenced by traditional and electronic word-of-mouth marketing activities before purchasing. Contrary to the very simple definition of WOM, the importance of its content was emphasized in the study. Different issues observed in both traditional and electronic word of mouth marketing were reviewed and critical topics were reinforced. |
| Şeker, 2020 | In the related study, it has been investigated what are the effective situations in electronic marketing. As a result of this research conducted on consumers living in Turkey, it has been determined that online comments have a very serious role in the purchasing decision of a product. In addition, it has been determined that electronic word of mouth marketing is carried out through many platforms such as blogs, virtual communities, newsgroups, product review websites, fan clubs, e-mail. |
| Özbük & Aksoy, 2017 | The aim of this study is to explain the importance of electronic word of mouth in the field of marketing. In the research, some national and international journals were examined, and then, the articles published on this subject in the best marketing journals determined according to the H index were discussed with the systematic research. As a result, it was seen that the concept of electronic word-of-mouth communication was expressed with online word-of-mouth communication, online comment and online recommendation word groups. In addition, it has been observed that the first article on this subject was published in 2000 and there was a rapid increase in the number of publications after 2008. This research presents detailed and important findings about the past and present of electronic word of mouth marketing. |
| Mustafaoğlu and Taşkıran, 2020 | In this study, whether consumers are affected by electronic word-of-mouth content in their brand image and preferences was examined in the focus of destination brands and it was aimed to determine the target audience evaluations on the subject. The findings obtained as a result of the survey conducted for this purpose revealed that electronic word-of-mouth content in social media is a factor that can affect the destination brand preference and image of the participants. |
| Majali & Bohari 2016 | According to this study, social relational factors such as trust, reciprocity, and sense of community are positively associated with users' intention to share relevant product |

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| | information in the form of e-WOM through social relational factors. The study also suggests that individuals' personality traits soften the relationship between social relational factors and their intention to share the e-WOM via social networks. |
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When the table is examined, it can be interpreted that the effect of electronic word of mouth marketing on purchasing decisions is extremely important. Now, it can be said that consumers are clearly affected by the quality, price and brand of that product, as well as the information, comments and consumer evaluations in the electronic environment related to that product while making their purchases. As a result of these comments and evaluations, products that leave a positive impression are preferred, while there are hesitations about the purchase of products with negative comments and evaluations.

3.5. Brand examples for electronic word of mouth marketing activities

Yemeksepeti; The Yemeksepeti brand, which was established in 2001 and offers the opportunity to order food online, is among the brands that have managed to maintain its competitive advantage in the market with the service it has provided since the day it was founded. Thanks to the Yemeksepeti mobile application, consumers have the opportunity to make evaluations about the food they eat or the restaurants they receive service from, and they can easily interact with other consumers. This site, which guides consumers who make comments and evaluations to electronic word-of-mouth marketing by giving gifts with various raffles, has also started a race for restaurants in the electronic environment. Yemeksepeti, which has a much larger share than other online ordering systems and has started to operate in different countries today, also serves in the market and household needs sector with the Banabi application in the sub-market sector. (Öztaş 2009: 114).

Trendyol; Trendyol is one of the rapidly growing e-commerce sites founded by Demet Mutlu in 2010. Trendyol brand, which has been expanding the goods or services it offers in parallel with its growth, is switching to the marketplace model. Trendyol, which provides services in fashion, electronics, home and furniture, food, mother-child, cosmetics and many other categories, delivers an average of more than 300 million products to its customers annually. Various customer comments on goods and services on the Trendyol website affect the role of other consumers in their purchasing behavior. Based on this situation, it is stated that individuals take into account the comments made on the products and if the comments are negative, then the customers do not make the purchase, however, when the consumers do not have any ideas about the product they are considering, they only have an idea about the products by examining the comments. At the same time, the Trendyol brand gives discount vouchers or various gifts to its users who make visual or written evaluations on the site, and in this way encourages consumers to evaluate the product they buy. This situation contributes to the development of word of mouth marketing in electronic commerce (Kaya, 2020: 63).

Cimri; Cimri.com is an online shopping guide with a wide catalog containing hundreds of thousands of products in hundreds of product categories. The purpose of the Cimri.com site is to present the current prices, price history, descriptions, technical

specifications, pictures, videos, user comments, similar products, new products or popular products to consumers. In this application, users can share the products they see and like on social platforms such as Facebook and Twitter, make it easier for other users to have an opinion by giving points to the products, or contribute to the purchasing decision processes of potential consumers by writing comments. In addition, the Cimri brand, which sends e-mails or messages to its users on the discount days of the brands with various information entered, has reached a significant number of users thanks to these interactions (Gözükara and Özel 2016: 265).

Turkish Airlines (THY); It is the national airline company of Turkey. Turkish Airlines has an extensive flight network. In addition, THY is an airline company that organizes many campaigns on behalf of globalization and carries out different initiatives. THY, which is the sponsor of the Euroleague in European basketball, also sets an example for brands engaged in many electronic word-of-mouth marketing activities. Breaking new ground by broadcasting live on the social media platform during the flight, THY also organized many campaigns at the point of meeting with its customers in the electronic environment. The marketing managers of the brand, which attaches importance to electronic word of mouth marketing activities, primarily offered travel experience to 10 internationally known YouTube influencers with a significant number of followers, including Devin Supertramp, Fun For Louis, Damien Walters, and asked the influencers to share this experience on their own channels. Thanks to these remarkable videos, the message to be conveyed was delivered to a large number of potential customers. The aforementioned videos have reached more than 600 thousand views on social media. Lionel Messi and Kobe Bryant, who are also globally famous, played in the advertisements of the brand, and this advertisement became the viral video of the year on Youtube. Turkish Airlines is one of the active brands in electronic word of mouth marketing communication. Because the first Pinterest game Winterest and Clasico Hunt played on Facebook for the El Clasico derby are also among the memorable campaigns carried out by Turkish Airlines. In this campaign, successful individuals who played the game and advertised the game on Facebook were given the chance to go to El Clasico, one of the world's leading football derbies, which took place in Spain. In addition, THY brand interacted with its users by offering wifi service to its users, asking the question of how to be a hero during their flight from Istanbul to New York. In addition to the New York holiday, which is the grand prize in this interaction, every 100th participant who shares his or her story also gets the chance to win a T-Shirt with "Zero to Hero" print (Halitoğulları & Dinç 2020: 3667).

Airbnb; Airbnb is an online website for accommodation and tourism activities that makes it possible for users to share their travel experiences on all platforms and social media channels through the website and mobile application. In this respect, it can be stated that it is a company that has completely adopted the electronic word-of-mouth marketing channel. Not just limited to customer reviews, Airbnb has also started to share videos, photos and travel guides created by customers. This created a serious interaction on the internet, encouraging consumers to share, and Airbnb made it a kind of free advertisement. However, after using this platform, consumers also give advice to the people around them, and those who register on the site with these

recommendations can earn a discount if they enter the code given to them (Konak, 2020: 84).

Starbucks; Global coffee brand Starbucks, which attaches great importance to e-Wom activities, did not turn down user requests through social media with a campaign it organized, and responded to its users' requests to showcase their creativity with a contest called #WhiteCupContest. Within the scope of the competition, white Starbucks glasses with only the logo on the top were produced to be sold in Starbucks stores. The rest of the colors and designs of the glasses are left entirely to the skill and desire of the users. In this competition, which is carried out on Instagram, a visual-based social media platform, Starbucks only followed the campaign and determined the winner, while ensuring that the relevant product was used by almost all content users. With this campaign, Starbucks succeeded in establishing an emotional bond with its consumers through social media, along with positive eWom gains (Rodgers, 2014).

Ltft; Success in electronic word-of-mouth marketing is expressed as turning customers into supporters. The user base also means that companies find more potential customers. This is a way of promoting and disseminating electronic word-of-mouth marketing. The rideshare application Lyft allows consumers to advertise online by offering various campaigns, such as free rides, for users who refer the service to their friends and family through the rideshare application. The aim of this strategy is to ensure that potential consumers receive service from them with the advice of individuals they trust and to meet their expectations (Wolf et al. 2008:998).

Trivago; Trivago is a hotel comparison engine that works with many worldwide booking sites, including online travel agencies, as well as lodging chains and independent hotels. Trivago's hotel search offers users the ability to compare hotel prices across more than 300 booking sites, covering 5 million hotels in more than 190 countries, with just a few clicks. Thanks to more than 175 million collective hotel reviews and more than 19 million images, the site allows users to access more data about the place they intend to travel, and thus supports e-WOM activities. On the site where many guest reviews and guest rating resources available on the web are scanned daily, reviews and guest ratings are collected and converted into scores between 0 and 10 using the Rating Index® tool (Trivago, 2021).

4. Conclusion

From a historical perspective, word of mouth communication, which is as old as human history, is expressed as meeting the needs such as seeking information, sharing information, telling experiences, and giving and receiving advice. Word of mouth communication occurs when the consumer tells about the positive or negative product, brand and company experience he has encountered before to the people around him. In traditional word-of-mouth communication, it is seen that people share their purchasing experiences with their spouses, friends, friends and families, and they find the information they obtain in this way more reliable because it comes from their environment. Over time, there have been various changes in the concept of word-of-

mouth communication, which is the sharing of the experience or information obtained by the consumers as a result of the use of a good and service with the people around them. With the technological developments taking place today, the widespread use of the internet leaves the place of traditional communication channels to communication activities carried out in digital environments, which is called electronic word of mouth marketing. Due to the fact that internet networks that offer participation to their users are now formed on a global scale and word-of-mouth communication is carried out in online environments, the related concept has begun to be called "electronic/online word of mouth" (e-Wom). With the development of e-Wom, individuals can save time and space and make purchasing decisions faster and easier.

In today's marketing environment, most of the internet users benefit from electronic word of mouth marketing activities. Consumers are affected by the comments written in the electronic environment, from eating the food to the clothes they will wear. In particular, the comments or evaluations made by consumers who were customers of the brands have a great impact in this context. Many consumers make a purchase decision as a result of these evaluations. This situation causes the importance of electronic word of mouth marketing communication to increase day by day. In this developing and changing new world order; Traditional word of mouth marketing activities have been replaced by electronic word of mouth marketing communication activities due to the increase in the number of internet users. Even at the point reached; It is stated that people who use the brand earn serious income from the evaluations they have made about the brand on various social media platforms. Of course, although it is not known how objective and impartial these evaluations are, it is also said that many brands allocate significant budgets for these evaluation activities, in other words, for word of mouth marketing communication in electronic environment. It is not a correct point of view to expect electronic marketing communications to always produce positive results. A negative evaluation of the brand can be easily followed by potential customers who are considering purchasing the product and may cause a negative judgment in the minds of consumers about the product to be purchased. The potential of the evaluations to reach a large number of people in a short time is also an important factor that accelerates this situation. In the light of the explanations made, it is stated that brands should be much more careful and attentive at this point. In this context, marketing managers, as a result of possible mistakes, gift vouchers, free exchanges, etc. to win back the consumer. It is recommended to use different methods. Otherwise, undesirable results such as consumer loss, which has an important place in today's marketing understanding, are likely to occur.

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