

**THE ROLE OF VALUE CO-CREATION ON RETAILER
LOYALTY AND OMNI CHANNEL SHOPPING
FREQUENCY**

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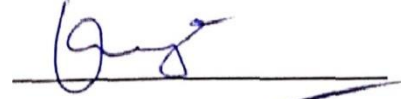
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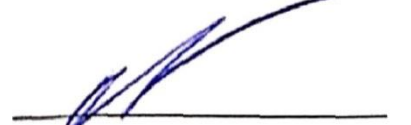
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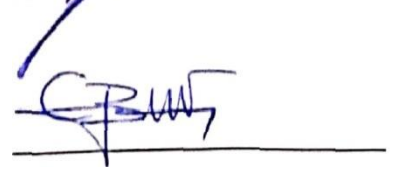
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ABSTRACT

THE ROLE OF VALUE CO-CREATION ON RETAILER LOYALTY AND OMNI CHANNEL SHOPPING FREQUENCY

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This thesis analyzes the omni channel shopping service which enables the interactive service of all shopping channels in the creative service sector. The Social Network Theory, developed by Jacob (1930), supports the view that the frequency of shopping with a retailer would increase due to the strong bond between the retailer and the consumer. To test this view, the survey was developed consisting of 310 participants used. The effect of value co-creation variable, which is determined as an independent variable, on the loyalty of the retailer selected as a mediator was measured, and the effect of retailer loyalty on the frequency of omni channel shopping was also examined. In addition to that, gender, age, education, and shopping experiences have examined in the demographic criteria section. Data analyzes were done using SPSS and AMOS programs. Especially, in these models, retailer loyalty acts as a mediator role between value co-creation and omni channel shopping frequency variable. In the earlier articles, the value co-creation and the omni channel shopping frequency were not included in the same article. Both concepts are included here as the first time in this article. Retailer loyalty was determined as a mediator of these two concepts. One of the most important contributions of this study was that the term of omni channel shopping frequency

was also mentioned for the first time in an article. Also, the important role of creating share value upon retailing loyalty and frequency of omni channel shopping was tested in this study.

Keywords: Retailer Loyalty, Value Co-Creation, Social Network Theory, Omni channel Shopping Frequency, Customer Loyalty



ÖZET

ORTAK DEĞER YARATMANIN PERAKENDECI SADAKATI VE BÜTÜNCÜL KANAL ALIŞVERİŞ SIKLIĞI ÜZERİNDEKİ ETKİSİ

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Bütüncül kanal alışverişi literatürde önemle vurgulanan bir konudur ve yenilikçi hizmet sektöründe tüm alışveriş kanallarının birbiriyle etkileşimli bir şekilde yararlanılmasını sağlar. Jacob (1930) tarafından geliştirilen Sosyal Ağ Teorisi, perakendeci ve tüketici arasındaki bağın gücü olmasına bağlı olarak, o perakendeci ile yapacağı alışveriş sıklığının artacağı görüşünü desteklemek için kullanılmıştır. Bu görüşü test etmek için 310 katılımcıdan oluşan anket tekniğine başvurulmuştur. Bağımsız değişken olarak belirlenen ortak değer yaratma değişkeninin, aracı olarak seçilen perakendeci sadakati üzerine olan etkisi ölçülmüş, aynı zamanda da perakendeci sadakatinin bütüncül kanal alışveriş sıklığına olan etkisine de bakılmıştır. Ayrıca cinsiyet, yaş, eğitim ve alışveriş deneyimlerinin bu değişkenler üzerinde etkisi olup olmadığına da demografik ölçütler bölümünden alınan bilgiler yoluyla bakılmıştır. Ortaya çıkan veriler SPSS 22.0 ve AMOS 23.0 programları kullanılarak

değerlendirilmiştir. Özellikle modelde perakendeci sadakatının ortak değer yaratma ve bütüncül kanal alışveriş sıklığı değişkenleri arasında aracılık etmesi literatüre yeni bir bakış açısı kazandırmaktadır. Ortak değer yaratma ve bütüncül kanal alışveriş sıklığı önceki makaleler de bir arada yer almamaktadır. İlk defa bu makale de iki kavram aynı makalede yer almaktadır. Bu iki kavramın aracı değişkeni olarak perakendeci sadakati belirlenmiştir. Bu çalışmanın en önemli kazanımlarından biri çoklu kanal alışveriş sıklığı teriminin ilk kez bir makale de geçiyor olmasıdır. Sağladığı diğer katkı ise ortak değer yaratmanın perakendeci sadakati ve çoklu kanal alışveriş sıklığı üzerinde önemli bir rol oynadığının test edilmiş olmasıdır.

Anahtar Kelimeler: Perakendeci Sadakati, Ortak değer yaratma, Sosyal Ağ Teorisi, Bütüncül kanal Alışveriş Sıklığı, Müşteri Sadakati

Dedicated to My Parents

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PREFACE

The aim of this thesis is to introduce an omni channel, retailer loyalty and value co-creation terms. The purpose of this study is to demonstrate relationship between these terms. It has been written to fulfill the graduation requirements of the Logistics Management at the Izmir University of Economics (IUE). I was engaged in researching and writing this dissertation from September 2018 to December 2019.

My research question was formulated together with my supervisor, Işık Özge Yumurtacı Hüseyinoğlu. The research was difficult, but conducting vast investigation has allowed me to answer the question that we identified. Fortunately, Ms.Hüseyinoğlu was always available and willing to answer my questions.

I also wish to thank both my friends and family. They were always helpful to catch bat ideas about my research. If I ever lost interest, they kept me motivated. My parents deserve a particular note of thanks: their wise counsel and kind words have, as always, served me well.

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LIST OF ABBREVIATIONS

GFI: Goodness of Fit Index

AVE: Average Extracted Variance

CFA: Confirmatory Factor Analysis

CR: Composite Reliability

DF: Degree of Freedom

OMF: Omni channel Shopping Frequency

VCC: Value Co-creation

RL: Retailer Loyalty

SNT: Social Network Theory

SEM: Structural Equational Model

IFI: Incremental Fit Index

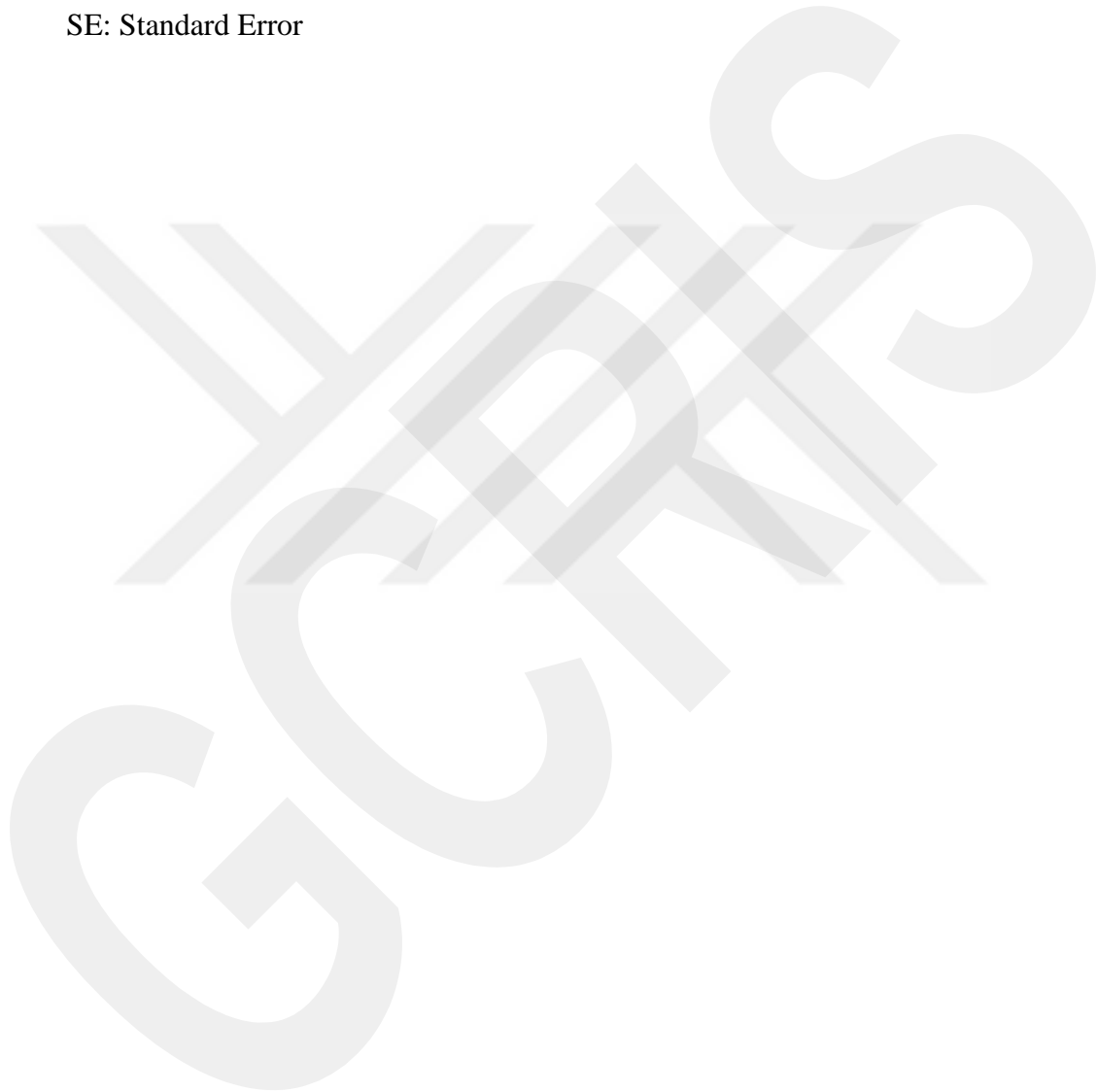
NFI: Normed Fit Index

RMSEA: Root Mean Square Error of Approximation

LLCI: Lower Level of Confidence Interval

ULCI: Upper Level of Confidence Interval

SE: Standard Error



CHAPTER 1. INTRODUCTION

1.1 Research Background

The retail industry has changed strikingly due to the development of both online shopping and digitization. For instance, Booking.com and Trip Advisor have shown up the new online players in terms of the travel industry. In many other areas, many competitive companies have started to show themselves. Industries started to work on new marketing areas and use mobile application channels and websites where customers could shop more easily as well as physical stores. This strategy is called the Multi-channel strategy. So, that strategy decides whether new channels should be added to the existing channel mix (Geyskens et al., 2002). In this shopping strategy, internet shopping, mobile shopping applications and physical stores are providing a reliable and good service, but integration between these channels is not offered.

In a multi-channel strategy, shopping channels operate independently of each other. To achieve success in this competitive market, some developments and new regulations need to be made. Some of the retailers' business models are influenced as the retail mix is altered and their customers are behaving differently because of these improvements (Sorescu et al., 2011). Each shopping channel must be integrated, which is led to the emergence of a new marketing strategy to provide a more seamless service and it is called the Omni channel strategy. Different innovations take place in the service sector from multi-channel strategies to the new digitization period (Leeflang et al., 2014). Online channels (websites) and offline channels (brick and mortar stores) are incorporating with the new channels like mobile channels, tablets and social media in the new era; thus, the retail scene continues to change, from multi-channel strategies to an omni channel retailing (Rigby, 2011). Multi-channel retailing involved in selling services or merchandise via more than one channel, retailer can sell their products with using all channels (online, physical stores, mobile application), but these channels are not integrated to each other. Customers cannot detent channel integration; also, the retailer does not manage channel integration (Dholakia and Zhao, 2005).

Omni channel retailing involves selling services or merchandise via all channels like physical stores, telephone, websites, mobile applications, and catalog. Full integration exists among all channels. Customers can detent full interaction; also, retailer manages the full integration in all channels (Beck and Rygl, 2015).

Companies are also developing various methods to make their customers loyal. For instance, they are improving location-based applications, when this application is installed on the phone; the customer enters a store from the moment and begins to receive introduction videos about products, prices, new trends, advice, and tips. Thus, the firms aim to create a common value between the customer and the retailer and increase the frequency of shopping from that retailer (Brynjolfsson et al., 2013). This study analyzes the impact of value co-creation on retailer loyalty and frequency of omni channel shopping. The following section clarifies goals and objectives in more detailed way.

1.2 Research aim and objectives

This dissertation primarily aims to discuss the value co-creation, retailing loyalty and omni channel shopping frequency. In the past articles, all three variables were discussed in separate articles. There are just a few articles that existed, which are taking value co-creation and loyalty terms in the same article (Banytè et al., 2014). The first aim of that dissertation is to make a connection between value co-creation and omni channel shopping frequency. For this reason, retailer loyalty is considered as a mediator between value co-creation and omni channel shopping frequency in the research model. Therefore, this dissertation is essential because these terms were examined in the articles separately but no connection was made between these terms; there is a gap in the literature about the role of value co-creation on retailer loyalty and omni channel shopping frequency. A study is undertaken to combine the value co-creation, retailer loyalty and omni channel shopping frequency terms and literature can help definition of these terms. As a result, the aim of this research is to combine previous studies in the literature with new contributions by gathering new data and studies about these topics with the help of survey prepared for this research. In this way, they gain a new framework in the literature (Reis et al., 2017).

Furthermore, this thesis aims to use Social Network Theory developed by Jacob Moreno, in 1930 (Borgatti and Ofem, 2010). This thesis obtains communications among retailers and omni channel users. The retailers and customers have better communication skills with the help of technological developments in the integrated channel system (Van and Jong, 1999).

In this thesis, customers and retailers interact with each other, thus they will create a common value. The greater this communication, the greater the loyalty between them and better communication can lead to increased trade with that person and the retailer (Borgatti and Ofem, 2010).

Omni channel retailing allows consumers to make shopping from any shopping channel, to continue from another channel, or even terminate from a third channel. In this way, consumers can choose the most appropriate purchasing, and delivery options that they can reach continuously without distinction between online shopping, mobile applications, and physical stores.

Value co-creation is collaboration between a customer and a supplier in the activities of co-ideation, co-development, and co-design of new products (Tajvid et al., 2007). So, there is an essential impact to create value co-creation between customers' and customers, customer, and institutions to increasing omni channel usage. The aim of the study is to understand the linkage between customers' usage frequency of omni channel shopping and value co-creation.

The objectives for this research were derived from the new technological improvements and adaptation of the customers to these new technological shopping habits. Customer value co-creation is a need for research that gives insight into the omni channel shopping frequency of consumers. This omni channel shopping frequency can be analyzed through consumers' retailer loyalty. This study refers to customer value co-creation has a positive impact on retailer loyalty and omni channel shopping frequency. Existing literature does not provide this information. In this way, this study is essential to gain insight into shopping frequency.

1.3 Research Questions

In recent years, consumers spend their time on working and they live in scheduled way; thus, they cannot find enough time to shop. For this reason, the digitalization in the retailing can be a helper to consumers to be quicker in a shopping. We have entered a digital era where people can easily access products and information, how quickly and easily they can get access to information, and even use multiple channels for a single product (Fulgoni, 2014).

When using these channels, people should not see any discrepancy between channels and them able to search for a single product using multiple channels. They must complete the buying process using another channel, and when they meet a problem, they should easily reach the retailer and receive feedback. Easiness of reaching and solving the problem is of great importance. For this reason, the retailer and the consumer must create common value and they must interact with each other . How good service is provided, the loyalty to the retailer will increase due to the service that the customer will be satisfied with. And the ease of solving problems, being able to use each channel in harmony and consistency will affect the frequency of omni channel shopping (Murfield et al., 2017).Based on this information, the following research questions are identified;

For this research, the following research questions are derived from the objectives;

- Does value co-creation impact retailer loyalty?
- Does retailer loyalty mediate the relationship between value co-creation and omni channel shopping frequency?
- Does retailer loyalty impact omni channel shopping frequency?

1.4 Originality and Significance of the Study

The Social Network Theory (SNT) appeared which is developed by Jacob Moreno (1930 is completely related to people's subjective feelings (Watts, 1999; Doreian and Stockman, 1997). Various communication tools, media effects, social strategies, marketing strategies and paths have positive or negative effects on consumer's decision-making process (Ots and Nyilasy, 2015).Customers determine where to

shop according to the seller's rude or polite attitude or after-sales service (Cummins et al., 2014). Therefore, this thesis uses the Social Network Theory by its research aim, which specifies and represents the usage of online, physical stores, mobile applications and websites depending on value co-creation among consumers and retailers. Social Network among consumers and retailers reflects customers' usage frequency of those retailers' shopping channels (Hansen and Sia, 2015).

A research on the value creation and frequency of omni channel shopping frequency have not been examined together in previous literature, also there are not enough sources and findings by using Social Network Theory on value co-creation, retailer loyalty and omni channel shopping frequency (Sih et al., 2009). The model of this thesis is conducted based on common inferences and items of previous researches. Social Network theory has provided significant contributions for understanding human social interactions and effects on their shopping habitual (Krause et al., 2007).

The Social Network Theory is used in this research, which consists of value co-creation use as an independent variable. The linkage between retailer loyalty and omni channel shopping frequency is measured. Bavelas (1950) used the Social Network Theory to examine the impacts of various communication network constructions on the ability of groups to find a solution to their problems. In addition, Bennett and Azhari (2015) confirmed that social network among customers and retailers in omni channel shopping have an impact on customer-brand and retail-channel interactions. Mobile usage like mobile applications, online services like websites, brick and mortar stores are part of the consumers' omni channel experience. Therefore, it is using Social Network Theory for explaining these connections among value co-creation, retailer loyalty, and omni channel shopping frequency. Finally, the originality and significance of this thesis lie in its purpose of measuring the effect of demographic traits of consumers such as; gender, age, education and experience on value co-creation, retailer loyalty and omni channel shopping frequency by using SPSS 22.0 (ANOVA and T-test methods in SPSS 22.0).

1.5 Structure of the thesis

This dissertation is structured into five chapters. The first chapter aims to introduce the framework of the study. Initially there is a problem discussion, which means to clarify the problem and why this topic is chosen. Then, it mentions about objectives of this study and research questions. In this part, this research tells us which questions we will find answers to.

In the second chapter, the definitions of the value co-creation, retailer loyalty, and omni channel shopping frequency terms are given. Additionally, chapter 2 dwells on the distinction among multi-channel and omni channel shopping and deals with the value co-creation and retailer loyalty terms. Furthermore, which theory can be used to support this issue is discussed in chapter 2.

Chapter 3 explains the survey development, pilot study, data collection process. In this chapter, the development of the hypotheses process has mentioned. Chapter 4 includes the results of the data analysis; these analyses make with CFA (Confirmatory factor analysis) measurement model using the AMOS program. Also, path analysis is included in this chapter.

The results of the entire study will be presented in chapter 5, also theoretical and practical analysis take place in this chapter. Besides, the limitations of this study and which subjects can be improved in the future are discussed in chapter 5.

CHAPTER 2. LITERATURE REVIEW

2.1 Literature review

Customers currently prefer omni channel service (via the internet, mobile application shopping channels) by 15-20 % more than traditional shopping options (shopping just brick and mortar stores). This is the crucial percentage that shows us the importance of the new retailing era (Murfield et al., 2017). Retailers' most important goal is to understand how messages transmitted from different channels. Customer service has been increased with reducing misunderstandings and miscommunication. Inconsistencies between shopping channels will cause customers to be dissatisfied with the service. For instance, if the same product has different quality, different price or customer service, it can cause confusion to the customers and reveals dissatisfaction (Brewer and Holmes, 2016). Personal habits also effect consumer behavior in omni channel usage. They use mobile devices a lot, but they want to control when they take it. Other factors that affect customer behavior while making an omni channel shopping are: impulsiveness, need for touch, their ages etc. If the relations between the retailer and the customer and even the customers are close, the loyalty between them increases. If the customers evaluate the service they receive and know how to reach the service most easily and comfortably, it positively impacts loyalty between them (Cossio et al., 2016).

Omni channel uses a lot of channels as a single transaction, everywhere at any time. In this way, it breaks down the barriers between the decisions of the customers. Customers can use online and offline shopping channels together. Consumers' smart phones, tablets, computer usage increase. This can also impact to increase value co-creation among these customers. They follow easily each other every day. So, they are influenced by each other. Impulsiveness and need for touch affective factors on customers' decision-making process, search, and purchase stages. According to previous researches, online channel usage is bigger than a mobile channel. Online channel are used more commonly, whereas mobile channels are used infrequently (Rodriguez et al., 2017). Nevertheless, the percentage of usage in mobile applications is high. 86% of people use mobile devices for shopping (Rodríguez et al., 2017). The

main goal of the companies is to create surplus value in the long term. The personal interaction between the consumers indicates that they have become the focus of value creation. It is important not only for firms to create value in their structures but also for customers to share and create common value. It is important to create common value between the company and consumers because of interaction with each other.

Omni channel can create a common value in this situation if people are adopting this new channel structure; customers start to talk about this service with each other. Hence this new channel structure can spread in a short time. Customers' skills and customers' knowledge are effective factors of the value co-creation process. Thus, value is a common function of the creating actions of the supplier and the customer. Value creation is broadened because both firms and customers invent new and innovative ways to support each other's value creation processes (Romero and Molina, 2011).

Value co-creation generated "value in use" (value in Exchange) & "co-production" words (Ramaswamy and Ozcan, 2018). Value co-creation is the interplay between the interactive agencies of actors and the networked structure of a system and environment interactions. Through platformization of interactions, "open up" one entity's activity to other entities "across" the traditional value creation system.

Omni channel is also interacting with the retailer through multiple channels, as consumers - institution and consumer -consumer, people are influenced by each other share of the goods they use. Creating a common value, allows the use of omni channel to increase. The gathering of people under a common stakeholder, creating a common value, experience, ease of use, advertising, and incentives contribute to this (Lee, 2016).

Online trading and mobile applications are becoming increasingly important. Online, offline, and mobile touchpoints can also create value in the customer by offering creative things, which can translate into profitability for the firm. Bricks and clicks, physical, digital touchpoints can create unity between all touchpoints by managing them well (Drill, 2012).

Brand experience includes 5 dimensions: sensory, affective, cognitive, behavioral, and social. If firms can fulfill these 5 dimensions, they can succeed in a competitive market (Brakus et al., 2009). It is important to their organizations' name and reputation. Firms should consider their corporate brand value, to make sure sameness and reliability about its organization are communicated to all its stakeholders. Corporate visual identity, emotional experience, functionality, lifestyle, corporate/self-identity are dimensions of corporate image. Corporate image and brand loyalty are variables within shopping industry (Hamzah et al., 2014).

The personal interaction between the consumers indicates that they become the focus of value creation. It is important not only for firms to create value in their own structures but also for customers to share and create common value in this way. It is a result of interaction with each other. Value co-creation is the basic unit of service change. If people are adopting this new channel structure, after a while it is well spread among the consumers. Consumers' skills and knowledge are effective factors of the value co-creation process. Value is a common function of the creating actions of the supplier and the customer. Value co-creation is an expanded topic; both firms and customers want to invest their money in new things and creative development to support each other's value creation processes. That can impact omni channel usage (Vargo et al., 2008).

Co-creation creates an area that connects producers and consumers and leads them to cooperate. Consumers are involved in the shopping process with the retailer and comment on the positive and negative aspects of the service. In this way, it conducts common value creation between consumers and institutions. The more the supplier involves the customer from the creation of the product to the sales process, the easier it will be to create the customer's desired product. Value co-creation provides an active, innovative, and integrative process between retailers and customers (Prahalad and Ramaswamy, 2004).

Channel usage is a less important part of the omni channel service and interaction between the customer and the brand is the crucial subject. The omni channel strategy needs to focus on mobile and social networks as new channels, balancing privacy,

and customization, redesigning their supply chain network different customer requirements (Piotrowicz and Cuthbertson, 2014).

For both business practices and to develop a body of knowledge, loyalty is a key issue (Cossio et al., 2016). Customers' active participation causes a value co-creation between firms and customers (Vargo and Lusch, 2004). Customer participation provides increased customer satisfaction for the companies (Vega et al., 2013) and their level of trust and their loyalty level (Yang et al., 2014).

Omni channel shopping means the customer shopping experience is integrated into all channels. It means that marketing strategies and brand planning continue in parallel with each other in online and offline channels. Omni channel shopping is bringing together online and offline channels. Bringing together online and offline channels mean that, for example, the sending of a product purchased by the physical store by direct cargo. The best examples of the click and collect service can be given by companies in Germany. Decathlon, Hunker Moller, Massimo Dotting and Galeria are the examples of that click and collect process in omni channel retailing in Germany (Gander, 2016).

Decathlon offers a reliable click and collects service, which can easily access lockers; timing is a much more important point. Expediently located lockers make the option for customers to drive also collect immediately sense. Customers who take a unique barcode that can open their locker (eDelivery, 2016). Another example is the Massimo Dutti store. This store is located in Barcelona, and is considered a first store in the Inditex Group. This is the latest advance in omni channel technology. Billboards are valuable advertising instruments. They launched a very smart campaign, such as Black Friday. This shopping strategy led many people to shop. Using this strategy the company is not only able to invigorate and modify the message, which are very useful during sales seasons like Black Friday, but also attract the customers' attention more than static pictures (Chow et al., 2018). Another definition of the online and offline channel combination is returning or exchanging a product from the physical store purchased from the online store. Product is purchased in the online store but it is receiving from the physical store. There is not any inconsistency in prices between online stores and physical stores. In this study, omni

channel users' shopping frequency was measured through survey method. According to the results of the survey, it was determined which shopping channel prefer to use most by omni channel users' and it was examined their frequency of shopping (Eriksson et al., 2017).

Value co-creation, retailer loyalty and omni channel shopping frequency have been investigated in many articles and journals; Journal of Retailing and Consumer Services, Journal of Business Research, Journal of Business Research, Journal Of Retail & Leisure Property, European Journal of Marketing, International Journal of Service Industry Management, Journal of air transport management, Journal of Services Marketing, Journal of Business Research, Journal of Islamic Management Studies, European Journal of Sustainable Development, Journal of Global Operations and Strategic Sourcing and Journal of the Academy of Marketing Science.

2.2 Multi-channel and Omni channel Shopping

In the omni channel service system; customers can use multiple shopping channels of the same retailer for a single purchase. The aims of the multi-channel services give the largest amount of channels. The most popular multi-channel are social media and email. The strategy of multi-channel shopping is adopting 2 or more channels to attract attention to their consumers. On the contrary, omni channel shopping approach tie up all channels to attract attention with customers as a holistic whole. Provide a perfect experience with the brand thanks to every channel. Consistency among channels is an important strategy of omni channel. Omni channel marketing wants to offer an effortless buying experience for customers. According to omni channel approach the use of each channel is optimized. They are trying to make the customer experience consistent (Lazaris and Vrechopoulos, 2014).

In the omni channel shopping process channels are integrated with each other. Physical stores, mobile applications, retailers' shopping websites, social media like Instagram, Facebook and YouTube are various shopping channels. These channels should be integrating with each other; thus, customers can easily continue their shopping using the shopping channels they want. The focus areas of omni channel strategy are social and mobile channels as new channels, giving a balance between

customization and privacy, meeting different customer requirements and redesigning their supply chain network for that new process (Piotrowicz and Cuthbertson, 2014).

Multi-channel management refers to the channels which are not integrating with each other. The channel scope comprises of online website, direct marketing (like catalogs), and physical stores. When comparing omni channel scope, multi-channel scope is more limited. There is no overlap among channels.

The omni channel experience is an approach to marketing, sales and service in a way that creates an integrated and connected customer experience, regardless of how and where customer access occurs. Whole omni channel experiences are based on usage of more than one channel, but all multi-channel experiences are not called as an omni channel. For instance, Disney presents a service called “Custom Magic Band”. This program serves as a hotel room key as well as a photo storage device for pictures taken with Disney characters and a food ordering tool (Borkowski et al., 2016).

As the number of technological products, we use increases and things we can do with them increases, retailers are starting to try many ways to take advantage of them. Therefore, brands may need to offer appropriate experiences for each of these devices for their customers. However, the adoption of a single comprehensive approach would be much more useful for brands instead of focusing on each of these channels separately. At this point, omni channel experiences are shown to have an importance impact on retailers’ brand (Piotrowicz and Cuthbertson, 2014).

Korea Tesco is one of the examples. They set up a virtual subway store in South Korea. There are so many people live in Korea. Considering the number of people, we can calculate that the number of shopping centers is inadequate. So, they are improving an idea to open a virtual subway store, where. People can give an order easily with their phones. Virtual exhibits were completely the same as real stores. But there is one difference, people use their smartphones. Customers scan product QR-code with their smartphones and the product automatically drops into the customers’ online cart. Then, the products are sent to customers’ homes. In this way, company online sales also increased one hundred thirty percent directly. Ten

thousand two hundred eighty-seven consumers visited the online home plus mall (Hosseini et al., 2017).

Another example is used from HubSpot, which make inbound marketing, developing the software which is used for online sales. Omni channel experience is the process that customers do not feel any switching from one channel to another and can be seen as a platform that aims to provide a seamless experience. In that strategy, people can reach the entire channel like attractive social media tools, mobile application marketing, and also websites but if those channels are not integrated to each other, and do not work at the same time, then it is not an omni channel. According to Hubspots earlier research, 7 companies that implement the best omni channel strategy are listed as follows; Disney, Chipotle, Virgin Atlantic, REI, Bank of America, Starbuck, and Oasis. Disney is a great entertainment firm. It is getting famous all over the world. This firm implements omni channel experience faultlessly. Even the travel planning website works impeccably on mobile devices. That can use mobile application for finding attractive places in the area and presents the information in terms of estimated waiting time (Kim and Chun, 2018).

Another instance is Chipotle. The Chipotle application has an online website and mobile order application. If you open your own account then you can save your favorite order, so it allows you to make the next order faster and easier (Baron, Chen, and Li, 2019).

Customers are using mobile phones whilst in the physical store. According to research, this rate is about % 43. It is so high, and that fact is also representing the importance of omni channel strategy. The most important point is that all channels are integrated. REI is another firm that does this job successfully. That can find recent and accurate information all the time in terms of products. By this, customers are encouraged to make repurchase at the same retailer. This is an issue that will support the first stage of this research. If retailers are present in a seamless omni channel process, then people being more loyal to that specific retailer. As a result, loyal customers increase the frequency of their omni channel shopping. Correct and one-to-one communication between the company and the retailer, the instant consideration of customers; feedback and the creation of a common value

increases customer loyalty to the retailer and thus increase the frequency of omni channel shopping (Kim and Chun, 2018).

Starbucks is another successful firm, which is applying the omni channel shopping strategy. Starbucks produces loyalty cards and this card is used via the website, phone or mobile application and you can check your card over this tool. If a customer makes any changes to your card or profile, then automatically that is updated in real-time on all channels (Piotrowicz and Cuthbertson, 2019).

The last example of this list is Oasis. Oasis is a retailer to give a service using their iPad. If a customer order is out of stock, it can be ordered via iPad and sent it to the customers' home. At the same time, these iPads serve as a cash register that makes it easier for sales representatives to bill you when you are in the store.

2.3 Value co-creation

Previous researches involved in the purchasing period focus on the customer decision-making process, but this process is not limited to that point, also customers are the value creators of that process. In this way, it supposed to focus on customer behavior. S-D logic (service-dominant logic) is thinking that a customer is always a creator of value with the firm. Customers should take place in the whole service-value chain (Yi and Gong, 2013).

Value co-creation focuses on social forces. It produces social structures and it may be asymmetric according to the actors. There are some terms associated with the value co-creation term. Service dominant logic is one of them concerning the value co-creation. According to that logic, whole providers are service providers. Service-dominant logic constructed with these concepts social systems, interactions, etc. In this way, it is also more related to Social Network Theory. In this study, while the value co-creation is examined, it needs to consider the behavior of customers. This research paper aims to understand whether omni channel users' shopping frequency can be achieved by creating a common value and whether the user's loyalty to the retailer is effective in their frequency of use (Edvardsson et al., 2011).

This research is based on S-D logic, because those logic principles are mostly binding with that research paper topic. Omni channel service is enough for the customers. Omni channel shopping services are shaped based on customers' expectations.

2.3.1 Customer Participation Behavior

The scale of value co-creation comprises two dimensions: customer participation behavior and customer citizenship behavior. Each dimension have four components for customer participation behavior scales as follows: Information seeking, information sharing, responsible behavior, and personal interaction (Kelley et al., 1997).

Information seeking; the customer is seeking information for making clear requirements customer service and do other cognitive requirements. Customers need to gain information about what is their role as value co-creators. In this way, provide reducing the uncertainty of the customers. Thus, customers enable to dominate their role as value co-creators. For instance, customers can gather information from other customers can pursue the behavior of experienced clients for gathering informational cues (Kelley et al., 1997).

Information sharing; customers should share the information for the employees. Thus, employees decide their roles and tasks. If customers wanted to exact service, they provided adequate information to them. This is the key point of a successful value co-creation process. For example, if customers give an order a cake at a café with all details like the design and taste of that cake, then employees are making a service more right conditions (Kelley et al., 1997).

Responsible behavior; customers should take responsibility and obey the rules and directives as well. Customers need to check rules and policies, be cooperative with employees and approving directions from employees (Bettencourt, 1997). Customers' are responsible for behavior impact value co-creation occurrence.

Personal interaction; interaction among customers and employees is also effected by value co-creation achievement (Ennew and Binks, 1999). Between customers and employees should exist respect, good fellowship, and politeness. The more kindness and positive interaction with the environment, the more likely customers are to brace in value co-creation.

2.3.2 Customer Citizenship Behavior

Feedback, advocacy, helping, and tolerance are the four dimensions of customer citizenship behavior. Customer citizenship behavior is the other customer value co-creation behavior scale (Kelley et al., 1997).

Feedback; customers ensure wanted and unwanted information to the employee. Customers have an experience in terms of service, and they can give an offer to the employee about how the service should be. Thus, the service will be much better thanks to customers' feedback. Firms can highly benefit from customers' suggestions for improving their service (Yi and Gong, 2013).

Advocacy refers the loyalty to firm and give more importance customer interest than firm interest. Thanks, positive word-of-mouth companies' reputation increase. Positive word-of-mouth is one of the indicators of customer loyalty. Advocacy based on willingness. It is not compulsory. In this way, value co-creation process realized successfully.

Helping; customers are assisting the other customers. Customers can support to each other's shopping process. This makes common value creation more successful. Thanks to positive behavior among customers, customers have more tendencies to the shopping. Customers widen their empathy to others thanks to helping behaviors. Customers realize that their struggles during service process, which is why they have social responsibilities in front of the other customers. They want to help others.

Tolerance; customers can tolerate if any problem occurs like any delays of service delivery or shortages of the equipment. The customer is quite patient with these problems. Service failures one of the biggest reasons of the customer switching

behavior. For this reason, customer tolerance behavior is much more assisting to the firms. Service failure affect firm's profitability and market share. The customers insightful behavior is a behavior that prevents the firm profitability from being adversely affected (Yi and Gong, 2013).

2.4 Retailer Loyalty

Loyalty means that there is a tendency to replicate the buying behavior. Retailer loyalty means that, people are loyal to a retailer. While they are purchasing something, one specific retailer will be the first choice of the customer. Customers are committed to a retailer. Customers be loyal to the retailers' online and/or offline and/or mobile applications and/or social media etc. And choose those retailers' products as a primary choice. If more than one retailer sells the same product, the customer prefers to buy the product from the retailer which is the retailer the customer is loyal to (Wallace et al., 2004).

Customer loyalty include of both loyalty type like; product loyalty and retailer loyalty (Wallace et al., 2004). Retailer loyalty has been subjected in the little research (Zentes et al., 2008). In this way, this research is the most important research because of the new topics is conducted in that research. In addition to that, different new bindings among terms are conducted in that research. From the retail perspective, the retailer cannot turn the cost into profit if the customer does not have a repeat purchasing behavior. The retailer has difficulty dealing with the cost of acquisition, if customer switching other retailers' product (Wallace et al., 2004).

Since it is a competitive market, every retailer tries to attract new customers by developing new technologies and services. In this competitive world, if they can use today's technologies efficiently and consistently provide uninterrupted service, customers' loyalty to retailers' increases. And so, their frequency of shopping from this retailer increases (Zentes et al., 2008).

Recently, marketing efforts and marketing strategies become more high level and most of the retailers are modernize and renew their products, showrooms and/or sales techniques. So, it is making a customer become loyal to just one specific retailer, but

it is needed more effort. It is very important to keep the customer loyal to the same product or the same brand-product set (Wallace et al., 2004).

Product usage frequency and service satisfaction levels are mostly associated with loyalty (Luo et al., 2011). Loyal customers making repeat purchasing, willing to pay more price their retailers' product and service and spread positive word of mouth (Zeithaml et al., 1996). Depending on these explanations, the customers' loyalty to the retailer is an important factor affecting the frequency of omni channel shopping. Loyalty will increase the total customer market share and revenue of the business (Luo et al., 2011).

A high level of loyalty is more important for customers to spread positive word of mouth and for educating others in terms of various channels for making purchases.

2.5 Omni channel shopping frequency

Understanding omni channel users for what purpose they use online stores, mobile stores, and physical stores for a single transaction (Rodríguez et al., 2017). If customers become loyal retailers; it impacts the frequency of omni channel usage. They increase their frequency of omni channel shopping. One of the aims of that research is to find out the relationship between retailer loyalty and omni channel shopping frequency (Mittal and Kamakura, 2001).

Click and collect, click, and reserve, reserve and collect consist of omni channel shopping service. Click and collect means that, this service integrates both online and physical stores/brick and mortar channels. Customers order or exchange store goods via using mobile devices or self-service technology which are provided by the retailer (Piotrowicz and Cuthbertson, 2014).

Click and reserve service; product reserve from mobile and/or online (websites), buy the product from brick and mortar stores. In this research, based on the survey result, often understanding the retailers' online, mobile, or physical stores used by the consumer. Frequency of usage online and/or mobile and/or physical stores is by the consumers in omni channel process (Rodríguez et al., 2017).

The success in the marketing world is to reach all the tools that customers use and to deliver the services to them. According to the earlier literatures smartphones use by shoppers with %71. Mobile shopping clicks more began to happen. Digital area has been developing all the time and they want to improve operations both e-commerce and in-store channels together (Krueger, 2015). The most advanced retailers are providing their marketing strategies that aimed to enable customers to convert to any channel. According to the retailer's perspective if the customer makes shopping both channels in-store and online, then this is the worthiest customer.

Websites are an important information source (Kim and Lennon, 2008). Besides this mobile application shopping number is also increasing. Retail sales by using internet are increasing \$331 billion, in 2010. While analyzing consumer behavior, realized that consumers' internal and external factors are more effective in their purchase decision. Beliefs, attitudes, and intentions are effective in the decision process. Social environment, economic factors, online environment, and each characteristic are external factors in the online consumer behavior decision process (Engel et al., 1978). Motives, values, personality, and consumers' lifestyles are consisting of personal characteristics. Culture and family generate social influences. The customers want to shop from online sales sites is also triggered by people who shop online.

Furthermore, we need to check how often omni channel users can shop by considering factors such as their demographic characteristics such as gender, place, and routine. These questions are also included in the survey that I prepared for this research. It is important to know which channel used for what purpose. Also, retailers must provide a holistic view of their customers. Based on Evan Conway, who is the president of Sprint's digital firm, prepare the same platform in-store experience and the mobile area (Krueger, 2015). In this way, people are satisfied with the service and increase the frequency of shopping.

According to the survey (Cowart and Goldsmith, 2007) with 197 college students determined as a dependent variable shopping frequency and their spending also determined consciousness, impulsiveness, and over-choice as an independent variable. As a result of that survey, they figure out innovativeness in the online

platform is much more effective to increase the frequency of buying intention at that platform. For this reason, every innovative movement in this age of digitalization, it makes people loyal customers. For instance, to increase the frequency of omni channel use as part of this research, it will be a great benefit to understand the reason that affects that channel and to decide the usage behavior of people.

Loyal customers are a much more decisive effect on omni channel shopping frequency. If a customer is determining a specific retailer, then they start shopping more. The quality of the service provided in this loyalty is directly related to how much the retailer interacts with the customer and attracts it to this shopping platform. Social interactions, consumers' improvement of their self-worth are the important factors leading to customers' positive word-of-mouth behavior (Cook, 2014).

2.6 Theoretical Background

This research has taken consideration of social network theory. The social network theory approach was used for supporting idea. Thanks to social network between customers and firms, companies have attracted interest from customers with advertising and marketing, thus it led to increase online/Mobil shopping usage with consumers and to improve their loyalty (Sledgianowski and Kulviwat, 2009).

The social network approach is based on intuitive idea that the linking of social ties among actors. Thanks to this social network among the actors, new privileges emerge for those in communication. For example, social interaction between the retailer and the customer helps the retailer to better understand the customer's wishes and the opportunity to develop products for it (Freeman, 2004).

Social network theory focused on how people, organizations or groups interact with each others. Through their greater interaction network make a faster process of value co-creation (Liu et al., 2017). The value co-creation process is also based on interactions between customers and firms.

Proposed three types of network centrality measures to identify: degree, betweenness and closeness (Freeman, 1979). Degree centrality is measuring the

number of links to and from an individual in a social network. High degree centrality among individuals is creating more opportunities to receive and spread information. Betweenness centrality measures the frequency of the nodes in the network. Individuals who are high betweenness centrality render service to bridge in the network. That means nodes are connected; otherwise, nodes are not connected in the network clusters. If high betweenness centrality individuals are prevent spreading of information, information cannot spread to other areas in the network. Lastly, closeness centrality evaluates individual node and measures average distance of the other nodes in the network. High closeness centrality people' are a needless step for reaching other individuals in the network. In this way, it can move information faster in the network.

Social network theory based on systematic empirical data and it benefits from graphic imagery. It is getting support from mathematical or computational models, it can be use also, and both mathematical and computational models together.

Integrate resources according to renewed and changing needs. To be able to experience the same experience with different channels such as physical store, mobile platforms, social media and call center. In this direction, we can use the Resource Based Theory.

Many things are shared on social media, making it easier to convince people to reach. The stronger links people have with each others' they play an effective role in this process. In this respect, this research can also be supported by Social Network Theory. The greater the interaction between users, the faster the process of creating common value (Krause et al., 2007).

Industries plan all their strategies and activities according to consumer features. At that point, social networking sites like mobile applications, websites have started to be used by companies as a means of communication and advertising, in grouping consumers to be targeted and forwarding messages. Apple and Samsung are examples of these companies.

These companies reach the sheer size of the targeted consumer through the power of social network (Yıldız, 2014). Especially the increase in competition, diversification of products and services offered the technology of shopping channels, globalization effect of the consumer, the need to define the consumer in a different dimension with the role of both consumers and customers (Çabuk and Nakıboğlu, 2005). Social networking sites, which have gained a new dimension by attracting the attention of marketers, create many small and large virtual communities that have become the meeting point of millions of people. These virtual communities are a great market place where valuable communications and interactions are created (Akar, 2010).

The activities of companies on social media can provide advantages in many respects. Sharing of companies (photo, video, situation sharing, etc.) and following the attitude formed because of this will enable the consumers to understand the factors that determine their wishes and needs. Since customer satisfaction will occur because of the product that the consumer wants and needs, this satisfaction will enable the enterprises to create loyal customers.

As a result, create a common value among consumers and industries contribute to reach the high size of the targeted people. For instance, Apple consumers effect from positive comments on their websites of Apple. As a result of the interaction of customers with each other, positive comments made on the website of the company increased the loyalty of users to that company. On the other hand, Samsung users are turning to the brand according to the videos explaining the ease of use. All the social interactions between users the retailer allow the consumer to consciously benefit from the service, as well as to engage in the process and evaluate the positive and negative aspects (Chang et al., 2013). This will allow the firm to correct its own negative aspects and improve its good side more. In this context, Social Network Theory has a complementary effect that overlaps with this research topic.

CHAPTER 3. RESEARCH DESIGN AND METHODOLOGY

3.1 Survey development

This study made a survey with omni channel users of a retailer. The survey questions concerted from previous articles, which studied the value co-creation, retailer loyalty, and omni channel shopping frequency fields. Twenty-nine items for measuring value co-creation, value co-creation comprises 2 parts; customer citizenship behavior and customer participation behavior. 16 of them are related to customer participation behavior. Additionally, 13 of them are related to customer citizenship behavior (Yi and Gong, 2013). 3 items were taken from Das, (2014) for measuring loyalty situation of omni channel users. Finally, 6 items were taken from Arnett, Laverie and Meiers, (2003) for measuring shopping frequency of omni channel service.

3.2 Pretest and Pilot Study

In addition, the survey developed as a five-scale questionnaire. The following answer possibilities were given within the survey: 1= strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree. A total of 20 respondents for the pretest were chosen for attending the survey. The questionnaire was tested by different departments of academicians and students.

In the pretest study, a correction made that some words had very close meanings. Some words were used instead of other words with more accurate expressions. The survey questions were entered into SPSS and results were obtained in a pretest study. Based on the results of the SPSS program, the mean of 3 terms values are near to each other. Value co-creation part in the survey conducted with 20 people, the mean value is 4.0586.

Retailer loyalty part responded the same 20 people, mean is 3.8333. And the last part of the survey belonging omni channel shopping frequency term, mean is 3.4083. The pilot study was carried out after the pretest study. Pilot study realized with 50 omni channel consumer. According to pilot study result analysis, for the first step, each concept survey answers analyzed separately like, value co-creation,

retailer loyalty and omni channel shopping frequency. Value co-creation concept has 29 items in the survey. These part whole items measured via 5-point likert scales. Items are ranging from strongly disagree, disagree, neither agree nor disagree, agree and strongly agree. 26 questions out of 29 mean up to 3.50. It is referring to participants selected mostly 'agree' option. The last 3 items were answered 'neither agree nor disagree' option. These items are belonging to last part of value co-creation items which are belonging to 'tolerance' behavior of customers. These items are;

'If service is not delivered as expected, I would be willing to put up with it.'

'If the employee makes a mistake during service delivery, I would be willing to be patient.'

'If I have to wait longer than I normally expected to receive the service, I would be willing to adapt.'

Omni channel users are show in tolerant behavior against mishaps. The above 3 items answered by participants neither agree nor disagree. Second part of survey conducted retailer loyalty items. There are 3 items in that part which are measured participants loyalty level to the retailer. This part whole items as the same measurements with value co-creation, items were measured via 5-point Likert scales. Items are ranging from strongly disagree, disagree, neither agree nor disagree, agree and strongly agree. First item refers to 'I consider myself loyal to the store' (Pappu and Quester, 2006).

The average response of 50 people to this item is 3.66. 'I will not buy products from other retail stores, if I can buy the same item at the store' (Pappu and Quester, 2006). The average response of 50 people to this item is 3.64, which was again above average point. And the last item refers to 'The store would be my first choice' (Pappu and Quester, 2006). This item average is 3.78. This is average of 50 people's responses to each of the survey questions about retailer loyalty. Whole respondents gave an 'agree' answer of each item.

Last part of the survey questions is related with omni channel shopping frequency. This part whole items again were measured via 5-point Likert scales; 'never', 'seldom', 'sometimes', 'often' and 'almost always'. There are 6 items in that part. The participants mark the first four items as 'sometimes.' These items are as follows;

- (a) Searching offline and purchasing online. (Mean: 3.24)
- (b) Searching online and purchasing offline. (Mean: 3.24)
- (a) Searching offline and purchasing mobile. (Mean: 2.98)
- (b) Searching mobile and purchasing offline. (Mean: 2.98) (Rodríguez et al., 2017).

The participants answered the last two items as ‘never.’

- (a) Purchasing product or goods via websites or mobile application, receiving from the physical store (click and collect service) Participants’ answers average was 2.34.
- (b) Reserve product or goods via websites or mobile applications, purchasing from the physical store (reserve and collect service). Participants’ answers average was 2.56.

The average frequency of omni channel shopping of 50 people was calculated for each question. The last two items replied that the participants ‘disagree.’

Table 1. Reliability for the Pilot Study

Variable	Items	Cronbach’s Alpha
Customer Participation Behavior	VCC1 VCC2 VCC3 VCC4 VCC5 VCC6 VCC7 VCC8 VCC9 VCC10 VCC11 VCC12 VCC13 VCC14 VCC15 VCC16	0.849
Customer Citizenship Behavior	VCC17 VCC18 VCC19 VCC20 VCC21 VCC22 VCC23 VCC24 VCC25 VCC26 VCC27 VCC28 VCC29	0.829

Table 1 (cont'd)

Retailer Loyalty	RL1 RL2 RL3	0,838
Omni channel Shopping Frequency	OMF1 OMF2 OMF3 OMF4 OMF5 OMF6	0,728

Table 1 shows the reliability of each variable consist of its items measured by using SPSS 22.0. According to Nunally et al. (1967) the accurate value for the Cronbach's Alpha 0.7 (Natarajan et al., 2017). It is observable regarding the table that all four items meet this criterion. However, it was continued with all items tests due to the reason that this thesis goals to thrive a larger sample size for the final analysis, which could also alter the values again.

3.3 Proposed research model

The below proposed research model was conceptualized based on the Social Network Theory by Jacob (1930). As a result of the review of the previous studies, there is a connection between these concepts, and a research model has been established showing that these three concepts affect each other. The next section enables further details the hypothesis development. The hypotheses generated according to the previous literatures, which have emphasized the linkage among value co-creation, retailer loyalty and omni channel shopping frequency.

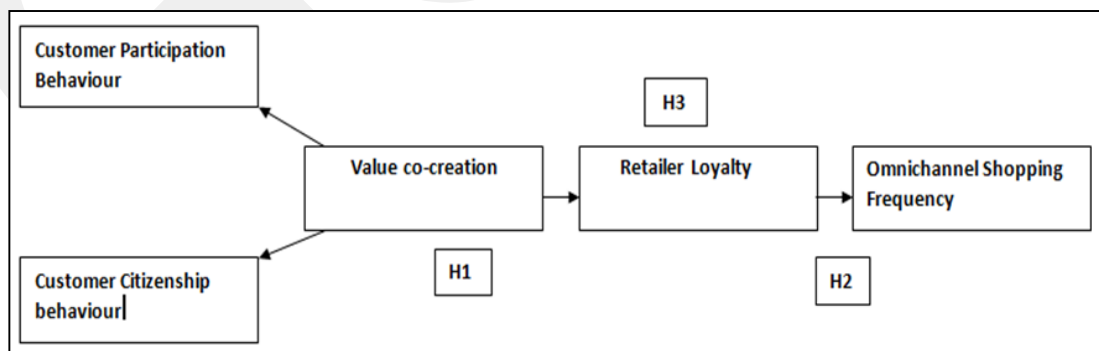


Figure 1. Proposed research model based on Social Network Theory

3.4 Hypotheses development

Customer participation behavior and customer citizenship behavior join the value co-creation term according to my study. Previous studies measured customer participation behavior based on various kinds of measurements. Yi and Gong, (2013) measured customer participation behavior with 4 measurements. These are information seeking, information sharing, responsible behavior, and personal interaction. On the other hand, customer citizenship behavior measured feedback, advocacy, helping and tolerance items.

Many studies took place in earlier articles value co-creation generated customer participation behavior and customer citizenship behavior. However, it is extremely notable whether customer participation behavior has a positive impact on retailer loyalty, besides customer citizenship behavior has a positive impact on retailer loyalty. In this study, in some part took the values of AVE, composite reliability and other analysis customer participation behavior and customer citizenship behavior separately. In the measurement model values were founded based on customer participation behavior and customer citizenship behavior. A few studies existed in terms of retailer loyalty. There are no studies like this study describing this link between customer participation behavior and retailer loyalty also customer citizenship behavior and retailer loyalty in previous articles.

Additionally, the last link conducted retailer loyalty and omni channel shopping frequency. The lack of literature regarding this link, it was decided to test the effect of retailer loyalty on omni channel shopping frequency. Based on the above-mentioned discussions, the following hypotheses were recommended:

H1: Value co-creation has a positive impact on retailer loyalty.

H2: Retailer loyalty has a positive impact on omni channel shopping frequency.

H3: Retailer loyalty mediates the relationship between value co-creation and omni channel shopping frequency.

Table 2.Sources of the items

Variable	Items	Source
<p>VCC – Customer Participation Behavior</p>	<p>VC1: I have asked others for information on what this service offers.</p> <p>VC2: I have searched for information on where this service is located.</p> <p>VC3: I have paid attention to how others behave to use this service well.</p> <p>VC4: I clearly explained what I wanted the employee to do.</p> <p>VC5: I gave the employee proper information.</p> <p>VC6: I provided necessary information to that the employee could perform his or her duties.</p> <p>VC7: I answered all the employee's service-related questions.</p> <p>VC8: I performed all the tasks that are required.</p> <p>VC9: I completed all the expected behaviors.</p> <p>VC10: I fulfilled responsibilities to the business.</p> <p>VC11: I followed the employee's directives or orders.</p> <p>VC12: I was friendly to the employee.</p> <p>VC13: I was kind to the employee.</p> <p>VC14: I was polite to the employee.</p> <p>VC15: I was courteous to the employee.</p> <p>VC16: I did not act rudely to the employee.</p>	<p>Yi and Gong, 2013</p>
<p>VCC- Customer Citizenship Behaviour</p>	<p>VC17: If I have a useful idea on how to improve service, I let the employee know.</p>	<p>Yi and Gong, 2013</p>

Table 2 (cont'd)

	<p>VC18: When I receive good service from the employee, I comment about it.</p> <p>VC19: When I receive good service from the employee, I comment about it.</p> <p>VC20: I said positive things about XYZ and the employee to others.</p> <p>VC21: I said positive things about XYZ and the employee to others.</p> <p>VC22: I encouraged friends and relatives to use XYZ.</p> <p>VC23: I assist other customers if they need my help.</p> <p>VC24: I help other customers if they have problems.</p> <p>VC25: I teach other customers to use the service correctly.</p> <p>VC26: I give advice to other customers.</p> <p>VC27: If service is not delivered as expected, I would be willing to put up with it.</p> <p>VC28: If the employee makes a mistake during service delivery, I would be willing to be patient.</p> <p>VC29: If I must wait longer than I normally expected to receive the service, I would be willing to adapt.</p>	
<p>RL – Retailer Loyalty</p>	<p>RL1: I consider myself loyal to the store.</p> <p>RL2: I will not buy products from other retail stores if I can buy the same item at the store.</p> <p>RL3: The store would be my first choice.</p>	<p>Das, 2014</p>
<p>OMF – Omni channel Shopping Frequency</p>	<p>OMF1: Searching offline and purchasing online (websites).</p> <p>OMF2: Searching online (websites) and purchasing offline (physical store) or</p>	<p>Rodríguez, Cabezedo and Martin, 2017</p>

Table 2 (cont'd)

	<p>mobile application.</p> <p>OMF3: Searching offline and purchasing mobile.</p> <p>OMF4: Searching mobile and purchasing offline.</p> <p>OMF5: Purchasing online or mobile and receive offline.</p> <p>OMF6: Reserve online or mobile application and purchasing physical store.</p>	
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Figure 1 illustrates the research model of this thesis consist of hypothesis. This study is more comprehensive when comparing other studies and examines the relationship in the omni channel shopping dimension. Previous studies take consider multi-channel shopping. And there is not any study exist, take a consider value co-creation and omni channel shopping frequency together. As well as, ‘retailer loyalty’ use as a mediator between value co-creation and omni channel shopping frequency. On the other hand, little research has been conducted on retailer loyalty (Zentes et al., 2008).

3.5 Sampling

Regarding earlier studies, Smith and Albaum (2010) find out two distinct sampling techniques. Firstly, there is the chance sampling technique in which samples from a major population are selected using a based on the theory of chance. Participants were chosen randomly in this sampling method and use a small size sampling. Participants have an equal chance of getting selected. Secondly, there is the non-probability sampling method, this sampling method participant are not chosen randomly due to time or cost limitations (Barreiro and Albandoz, 2001). In this research, the non-probability sampling method was used, because it is less cost-oriented compared to the probability sampling technique.

According to Acharya, Prakash, and Saxena (2013), there are three categories of non-probability sampling. These are convenience/purposive sampling, quota sampling, snowball sampling. In addition to this research, according to Smith and Albaum (2010), there is also judgmental on the non-probability sampling methods. In this study convenience sampling was used, because the

sample chosen from the population just because they are conveniently suitable to researches. In the convenience sampling research did not consider choosing sample that represents the whole population, because of the cost limitations, time considerations and ease of availability (Schillewaert et al., 1998). In addition to that, the target group was end-users, random sampling could not be implemented since it was not reasonable to recognize and reach whole omni channel consumers (Kitchenham and Pfleeger, 2002). Therefore, this sampling method was suitable for collecting adequate information within a short-time period and cost-effective (Sedgwick, 2013).

3.6 Data Collection

The aim of this research was to find out whether is there any relationship between value co-creation and omni channel shopping frequency. At the same time, understand that retailer loyalty does play a role in combining the relationship between these two concepts; value co-creation and omni channel shopping frequency. The last data collection was made within a term of two month. Survey realized with the university students, colleagues, and close relatives, who is using more than one channel while shopping for a single transaction.

Sample group consist of 310 number of omni channel users. Survey duration is 6 minutes. Pretest study realized with 20 people. Depending on the results of the evaluation, some corrections have been made on the survey questions. The assessment was made by knowledgeable omni channel consumers and academicians. Understanding whether the questions were meaningful or not, and the answers that can be taken into consideration after the survey evaluation collected. Take the results and answers were entered the SPSS. After pretest and pilot study were realized, the survey continued with a larger sample group. Gender, age, marital status, education level, residence place is involved in demographic characteristic of the sample; the results were examined in SPSS 22.0.

According to sample demographics 44.2% (n = 137) were male respondents and 55.8% (n = 173) were female respondents. Furthermore, the age of the respondents was a forethought in the survey 41.3% (n = 128) respondents were between 18 and

28 years old. 31% (n = 96) of the respondents were aged between 29-39 years old. 20.6% (n = 64) of the respondents were aged between 40-50 years old and 7.1% (n = 22) of the respondents were aged 51 or over.

In addition to that, regarding the marital status, 41% (n = 127) of the respondents were married, whereas 59% (n = 183) of the respondents were single. Moreover, the educational level of the respondents was considered, and the result has shown that 3.9% (n = 12) had a secondary school graduate, 26.8% (n = 83) had a high school graduate, 31.9% (n = 99) of the respondents were university student, 30.6% (n = 95) of the respondents were graduated from university and 6.8% (n = 21) of the respondents with a Master's degree and PHD.

Table 3. Demographic characteristics of the sample

Characteristics	Frequency	Percentage
Gender:		
Male:	137	44.2
Female:	173	55.8
Total:	310	100.00
Age:		
18-28 years old	128	41.3
29-39 years old	96	31
40-50 years old	64	20.6
Age 51 or older	22	7.1
Total	310	100.00
Marital status:		
Married	127	41
Single	183	59
Total	310	100.00
Education level:		
Secondary school graduate	12	3.9
High school graduate	83	26.8
University student	99	31.9
Graduated from university	95	30.6
Master's degree and PHD	21	6.8
Total	310	100.00
Residence place		
Village- small town	6	1.9
District	83	26.8
Town center	221	71.3
Total	310	100.00
Spending money on shopping in the last 3 months		
1-500 ₺	35	11.3
501-1000 ₺	79	25.5
1001-1500 ₺	101	32.6
1501-2000 ₺	50	16.1
2001 ₺ and above	45	14.5

Table 3 (cont'd)

Total	310	100.00
Since when do you shop online and on mobile application		
Less than 6 months	24	7.7
Between 6 months and 1 year	68	21.9
Between 1 year and 2 year	88	28.4
More than 2 years	130	41.9
Total	310	100.00
How often do you visit online and mobile application		
Only in necessity	76	24.5
Sometimes	133	42.9
Often	101	32.6
Total	310	100.00

Moreover, the data of the residence places were considered. 1.9% (n = 6) were lived in villager town. 26.8% (n = 83) were settled in small town. Lastly, 71.3% (n = 221) were located in the town center. Furthermore, the consideration of that is spending money on shopping in the last 3 months. 11.3% (n = 35) were spent between 1-500₺, 25.5% (n = 79) of the respondents were spent 501-1000₺ interval, 32.6% (n = 101) of the respondents were made between 1001-1500₺ and lastly, 16.1% (n = 45) of respondents made the highest amount of expenditure, with 2001 ₺ and above.

Another issue in the survey shows how many times consumers spend time on online shopping and mobile applications. 7.7% (n = 24) of the respondents have shopping less than 6 months, 21.9% (n = 68) of the respondents has shopping between 6months and 1 year, 28.4% (n = 88) of the respondents has shopping between 1 and 2 years, terminally 41.9% (n = 130) of the respondents has shopping more than 2 years.

Moreover, respondents were categorized based on the frequency of visiting online and mobile applications. 24.5% (n = 76) of the respondents were visited only in the necessity, 42.9% (n =133) of the respondents were visited online and mobile applications sometimes frequency. Finally, 32.6% (n = 101) of the respondents were visited often frequency.

CHAPTER 4. ANALYSIS AND RESULTS

The reason of studying limited sources is to achieve accurate, supportive, and direct results about value co-creation and omni channel shopping (Manser and Barger, 2017). Therefore, this thesis enables a new overview in a related with the interaction between the two recent topics. The retailer loyalty chosen for this field of study can also be shown as a strategy to be followed by omni channel companies who want to stand out in the competitive market. Relevant data, information, figures, and other empirical studies provide reaching accurate outcomes and results on the topic and question. In particular, the results of this thesis show the extent to which the frequency of omni channel usage will change because of the consumer's loyalty to the retailer and a common value created with the retailer. The following section clarifies the consequences of the research measurement model and the hypothesis testing of this study.

4.1 Structural Equation Modeling (SEM)

Structural equation modeling (SEM) is gathering a statistical technique that let a set of relations among one or more independent variables, continue with one or more dependent variables (Bollen, 1989; Schumacker and Lomax, 1996; Batista- Foguet and Coenders, 2000). The structural equation modeling is referred to as analysis of covariance structures, confirmatory factor analysis and path analysis; the latter two are also special kinds of SEM (Ullman and Bentler, 2003). In this study analysis the data with applied these analysis methods. By using AMOS 23.0; CFI, RMSEA, NFI, IFI values were reached. In general, structural equation modeling is used to analyze relationships between variables in marketing and consumer research (Bollen, 1989).

In this study using mediator, the indirect effect tested by path analysis. This study aimed to compare the analysis consequences obtained via AMOS for the models of path, confirmatory factor analysis (CFA) and structural regression. In addition, the estimate loadings of SEM can provide to the path coefficients (Bollen and Long, 1993). Besides, the sample size of this study contains 310 respondents, which ensure the next main reason for the usage of SEM as a measurement approach. For this

thesis, structural equational modeling (SEM) seems to be more applicable for improving model fit and testing hypotheses.

4.2 Data Analysis

Data analysis will be based on quantitative method including numbers of respondents in surveys, questionnaires about the value co-creation, omni channel users' shopping frequency and loyalty to the retailer. Numbers, statistics, or figures based on demographic classification are gathered by survey results.

After the data collection process was completed, the data collected was evaluated using SPSS 22.0 and AMOS 23.0 programs. Variables were determined by the mean of the related items to conduct the final research model. For the validity test of the measurement model was used AMOS 23.0 software program. In the confirmatory factor analysis showed the items CMIN, GFI, NFI, CFI and RMSEA values.

4.2.1 Measurement Model (CFA ANALYSIS)

According to this, the items with the estimation values standardized regression weights removed from the construct of the values below 0.5 points. The elimination made due to the loadings requires 0.5 or below because such a value enables a reliable and valid factor (Cafri et al., 2004). In addition to that, the confirmatory factor analysis was made again for measuring remaining items' values. In the AMOS 23.0 have provided model fit summary, which was used for identifying the compatibility of each variable concerning the model. In the model fit summary Chi-square/degree ought to below 3.0 or 5.0. But in a good condition it should be below 3.0 (Kline, 2005). Other values in the model fit need above 0.9 such as Comparative Fit Index (CFI), Normed Fit Index (NFI), Incremental Fit Index (IFI) (Hair et al., 2006). Besides this value, the Root Mean Square Error of Approximation requires below 0.08 (Hair et al., 2006). Table 4 illustrates the values of each variable concerning the fit statistic:

Table 4. Model fit statistic of each variable

Variables	Chi-square/DF	CFI	NFI	IFI	RMSEA
Criteria	< 3.000	>0.9	>0.9	>0.9	< 0.08
Customer Participation Behavior	1.508	0.992	0.975	0.992	0.041
Customer Citizenship Behavior	2.622	0.976	0.963	0.977	0.072
Retailer Loyalty	0.000	1.000	1.000	1.000	0.734
Omni channel Shopping Frequency	2.571	0.996	0.993	0.996	0.071

Table 5. Sources of the items and CFA loadings

Variable	Items	CFA Loadings
Customer Participation Behavior	VC1: I have asked others for information on what this service offers.	0.595
	VC2: I have searched for information on where this service is located.	0.648
	VC3: I have paid attention to how others behave to use this service well.	0.613
	VC4: I clearly explained what I wanted the employee to do.	0.665
	VC5: I gave the employee proper information.	0.759
	VC6: I provided necessary information so that the employee could perform his or her duties.	0.751
	VC7: I answered all the employees' service-related questions.	0.731
	VC8: I performed all the tasks that are required.	0.758
	VC9: I completed all the expected behaviors.	0.719

Table 5 (cont'd)

	VC10: I fulfilled responsibilities to the business.	0.730
	VC11: I followed the employee's directives or orders.	0.675
	VC13: I was kind to the employee.	0.537
	VC14: I was polite to the employee.	0.502
	VC15: I was courteous to the employee.	0.524
	VC16: I did not act rudely to the employee.	0.577
Customer Citizenship Behavior	VC17: If I have a useful idea on how to improve service, I let the employee know.	0.614
	VC18: When I receive good service from the employee, I comment about it.	0.662
	VC19: When I experience a problem, I let the employee know about it.	0.615
	VC20: I said positive things about XYZ and the employee to others.	0.643
	VC21: I recommended XYZ and the employee to others.	0.625
	VC22: I encouraged friends and relatives to use XYZ.	0.625
	VC23: I assist other customers if they need my help.	0.795
	VC24: I help other customers if they have problems.	0.733
	VC25: I teach other customers to use the service correctly.	0.764
	VC26: I give advice to other customers.	0.650

Table 5 (cont'd)

	<p>VC28: If the employee makes a mistake during service delivery, I would be willing to be patient.</p> <p>VC29: If I must wait longer than I normally expected to receive the service, I would be willing to adapt.</p>	<p>0.636</p> <p>0.579</p>
Retailer Loyalty	<p>RL1: I consider myself loyal to the store</p> <p>RL2: I will not buy products from other retail stores, if I can buy the same item at the store</p> <p>RL3: The store would be my first choice</p>	<p>0.728</p> <p>0.889</p> <p>0.893</p>
Omni channel Shopping Frequency	<p>OMF1: Searching offline and purchasing online (websites)</p> <p>OMF2: Searching online(websites) and purchasing offline (physical store) or mobile application</p> <p>OMF3: Searching offline and purchasing mobile</p> <p>OMF4: Searching mobile and purchasing offline</p> <p>OMF5: Purchasing online or mobile and receive offline</p> <p>OMF6: Reserve online or mobile application and purchasing physical store</p>	<p>0.682</p> <p>0.769</p> <p>0.822</p> <p>0.809</p> <p>0.800</p> <p>0.767</p>

Table 4 shows that each variable is fulfill the requirements for the construct concerning the fit statistic. According to estimates value co-creation two items deleted from the analysis, because estimate values are below 0.500 (Albright and Park, 2009). VC12 (estimate value = 0.450) and VC27 (estimate value = 0.458)

scales removed. Customer participation behavior indicates a Comparative Fit Index (CFI) = 0.992, a Normed Fit Index (NFI) = 0.975, Incremental Fit Index (IFI) = 0.992, Root Mean Square Error of Approximation (RMSEA) = 0.041 and χ^2/df = 1.508. In addition to that, customer citizenship behavior values regarding of a Comparative Fit Index (CFI) = 0.976, a Normed Fit Index (NFI) = 0.963, Incremental Fit Index (IFI) = 0.977, Root Mean Square Error of Approximation (RMSEA) = 0.072 and χ^2/df = 2.622.

Moreover, retailer loyalty also indicates well fit index with a Comparative Fit Index = 1.000, a Normed Fit Index (NFI) = 1.000, Incremental Fit Index (IFI) = 1.000, Root Mean Square Error of Approximation (RMSEA) = 0.734 and χ^2/df = 0.000. Likewise, omni channel shopping frequency provides good values like a Comparative Fit Index (CFI) = 0.996, a Normed Fit Index (NFI) = 0.993, Incremental Fit Index (IFI) = 0.996, Root Mean Square Error of Approximation (RMSEA) = 0.071 and χ^2/df = 2.571.

4.3 Validity and Reliability

Testing the measurement model regarding the validity and reliability considerations were examined by AMOS 23.0 and SPSS 22.0. Cronbach's Alpha values were determined through SPSS 22.0 to examine the internal consistency of the items. Concerning Cronbach's Alpha, the following scale was recommended by George and Mallery (2003): below 0.5 inadmissible, >0.5 = Poor, >0.6 = Questionable, >0.7 = Acceptable, >0.8 = Good, >0.9 = Excellent (Gliem and Gliem, 2003). Customer participation behavior = 0.929, Customer citizenship behavior = 0.915, Retailer loyalty = 0.874 and Omni channel shopping frequency = 0.913. Overall items of this study enable a result of at least above 0.7, so the items are in an acceptable range. According to Bland and Altman (1997) the reliability of a measurement contract is given if the value by Cronbach's Alpha exceeds 0.7. Furthermore, the composite reliability ensures values, which are necessary for verifying the reliability of the measurement model.

Customer participation behavior = 0.953, Customer citizenship behavior = 0.993, Retailer loyalty = 0.905 and Omni channel shopping frequency = 0.883. All items meet the value of the requirement. According to Bagozzi and Yi (1988), the required

value for the composite reliability is 0.6. The results for the reliability of each variable are illustrated in Table 6.

The average variance extracted ought to be above 0.7. This value is considered as very good, but the range of 0.5 is also enough value to accept the item correctly (Alarcón, Sánchez and Olavide, 2015). The variables indicate the following average variance extracted outcomes: Customer participation behavior = 0.446, Customer citizenship behavior = 0.456, Retailer loyalty = 0.705 and Omni channel shopping frequency = 0.610. Half of the values fulfilled the requirements value, customer participation behavior and customer citizenship behavior just below the desired value of 0.5. Values of customer participation behavior and customer citizenship behavior are so close to the 0.5. Therefore, the variables are continuously used for the measurement model. The value of the convergent validity is shown in Table 6.

Table 6. Convergent validity and reliability of the measurement model

Variable	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Customer Participation Behaviour	0.446	0.953	0.929
Customer Citizenship Behaviour	0.456	0.993	0.915
Retailer Loyalty	0.705	0.905	0.874
Omni channel Shopping Frequency	0.610	0.883	0.913

4.4 Path Analysis

The fit measurement of the whole estimation model was likewise analyzed to avoid the need of further ways among the latent constructs. The fit indices of the measurement model were found very well ($\chi^2/df=1,800$; incremental fit index (IFI) = 0.952; normed fit index (NFI) = 0.900; comparative fit index (CFI) = 0.952; root mean square of approximation (RMSEA) = 0.051). The results are shown in Table 7 with the criteria of each model fit item.

Table 7. Fit Index of the entire measurement model

Name of the index	Score	Criteria
Chi-square/DF	1.800	< 3
RMSEA	0.051	< 0.05
IFI	0.952	> 0.9

Table 7 (cont'd)

CFI	0.952	> 0.9
NFI	0.900	> 0.9

Table 8. Path analysis results

Relationship	Path coefficient	S.E.	C.R.	P-value
RL \leftarrow VCC	0.509	0.134	6.427	***
OMF \leftarrow RL	0.474	0.072	7.047	***

Retailer loyalty is significantly related to value co-creation ($\beta = 0.509$; C.R.= 6.427; $p < 0.5$), omni channel shopping frequency is significantly related to retailer loyalty ($\beta = 0.474$; C.R.= 7.047; $p < 0.5$). Hence, H1 and H2 are supported for this thesis. Value co-creation has a positive impact on retailer loyalty ($p < 0.5$) (H1) and retailer loyalty has a positive impact on omni channel shopping frequency ($p < 0.5$) (H2).

Table 9 illustrates the results of the hypothesis testing by using AMOS 23.0 and SPSS 22.0 analysis methods. An essential value for the hypothesis testing ensures the critical ratio. This ratio is getting from two-sided significance of the hypothesis at the 95% confidence level (Cox, 1982). The critical ratio is generated by dividing the value of the estimation by its standard error. This value needs to be 1.96 or above and for the negative version -1.96 and lower thus ensures the %5 significance level for both two-side.

The measurement model illustrated above indicates the output by AMOS 23.0 and SPSS 22.0 and it is obvious that apart from thirty hypotheses, other two hypotheses are accepted. Moreover, it demonstrates the r-square values of retailer loyalty and omni channel shopping frequency. Omni channel shopping frequency indicates a $R^2 = 0.26$, which means that 26% of the variance is explained by the predictors and retailer loyalty indicates a $R^2 = 0.23$, which means that the predictors declare the variance of this mediator %23. In both considerations, the remaining value is ensured by the Standard error of the model. The r-square results are also fulfilling requirements (Chen and Wang, 2016).

4.5 Mediator role of retailer loyalty

Behind the hypothesis testing and path analysis had been completed, the results demonstrated that some paths indicate “indirect” links next to the “direct” relations. As the value co-creation has a significant effect on retailer loyalty and retailer loyalty has a significant effect on omni channel shopping frequency. In that point, the test one more thing is that whether retailer loyalty is a correct mediator between value co-creation and omni channel shopping frequency.

These versions ensure correct information in terms of the evaluation of the mediator. Thus, the measurement was conducted based on these versions. Table 10 illustrates the results of the mediating effect of retailer loyalty. Whole the results were assigned on account of the calculation approaches (Zhao et al., 2010).

Table 9. Mediation analysis results

H3: Value co-creation → Retail Loyalty → Omni channel shopping frequency					
	Effect	SE	LLCI	ULCI	p-value
Total effect VCC → OMF	0.8725	0.0842	0.7068	1.0382	0.000
Direct effect VCC → OMF accounting for the effects of RL	0.6189	0.0938	0.4344	0.8034	0.000
Indirect effect VCC → RL → OMF	0.237	0.0567	0.1527	0.3673	N/S

The number of bootstrap samples is 5000.

SE refers to “Standard Error”

LLCI refers to “Lower Level of Confidence Interval.”

ULCI refers to “Upper Level of Confidence Interval.”

2-tailed significance (p-value) was computed using the bootstrapping bias-corrected percentile method.

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; NS: not significant

Bootstrap analysis was made by using SPSS process, and realized mediation analysis test. Retailer loyalty has not mediation effect between value co-creation and

omni channel shopping frequency, because two-tailed significance (p-value) is “Not Significant.”

Retailer loyalty has not an effect on both value co-creation and omni channel shopping frequency, and their p-value is N/S. This means that there is not a significant effect on omni channel shopping frequency.

4.6 T-test analysis

One of the demographic traits of the omni channel users was gender. Gender was handled for investigating whether there is a significant different on value co-creation, retailer loyalty and omni channel shopping frequency. The measurement approach was occurred by using SPSS 22.0 to look the significance value and significance two-tailed value. The consequences illustrated that whether each value co-creation, retailer loyalty and omni channel shopping frequency items differs in male and female groups. T-test analysis was performed on the variant with 2 options, and ANOVA test was applied on the variants with more than 2 options. The results were obtained by using SPSS 22.0. Gender, residence place and marital status have two options; hence it applied T-test analysis.

Firstly, gender and omni channel shopping frequency were analyzed with T-test by using SPSS 22.0. Gender group consists of female and male options. Regarding the female group significance two- tailed value was 0.260; mean value was 3.2331, besides this, the male group significance two-tailed value was 0.258; mean value was 3,1131. There is no significant difference between male and female group. Moreover, both significance values are above 0.05, which means that there is no significant difference on omni channel shopping frequency (Bland and Altman, 1995). Secondly, gender and retailer loyalty were analyzed with T-test by using SPSS 22.0. Significance value is 0.027. The female group significance two-tailed value is 0.069, mean value is 3.7726; the male group significance two-tailed is 0.075, mean value is 3.6107, which means that there is no significant difference on retailer loyalty also there is no significant difference between male and female groups. Thirdly, gender and value co-creation were investigated with T-test. According to Levene’s test for equality of variances, their significant value is 0.712. Both female and male groups

significant two-tailed value is 0.975. This value is also remaining above 0.05, which means that there is no significant difference on value co-creation. There are no differences among two groups.

Another variant is residence place, look for whether there is a significant difference or not. Firstly, residence place and omni channel shopping frequency were analyzed. Residence place consists of two groups; living in village or living in the town. Living in the village significance two-tailed value is 0.265; mean value is 3,4444, living in the town significance two-tailed value is 0.434; mean value is 2.9759. Both significance two-tailed values are surpassing 0.05, which means that there is not significant difference on omni channel shopping frequency, and there is no significant difference between two groups. Secondly, residence place and retailer loyalty were analyzed; living in the village significance value is 0.835 (above 0.05); mean value is 3.6667, living in the town significance value is 0.848; mean value is 3.6024. There are not differences among the groups, and both groups have not significant difference on retailer loyalty. Lastly, residence place and value co-creation were analyzed. Significance value is 0.681. Living in the village significance two-tailed value is 0.268; mean value is 4.0345, living in the town significance two-tailed value is 0.361; mean value is 3.7943. These values are shown that there are not differences between groups and there is no significant difference on value co-creation.

Last variant is marital status, testing with T-test by using SPSS, in the demographic characteristics, which includes married and single people. Significance value is 0.472. Married people significance two-tailed value is 0.378; mean value is 3.2362, single part significance two-tailed value is 0.382; mean value is 3.1412. There are not differences between the groups and their marital status is not significant impact on omni channel shopping frequency. In addition to that, marital status and retailer loyalty were analyzed, the significant value is 0.130. Married people significance two-tailed value is 0.661; mean value is 3.7244, single people significance two-tailed value is 0.653; mean value is 3.6849, which is significant value above 0.05, this values were shown that there is not differences between the groups and marital status has not difference on retailer loyalty. Finally, marital status and value co-creation were analyzed, significance value is 0.820. Married people significant two-tailed

value is 0.654; mean value is 3.8748, single people significance two-tailed value is 0.650; mean value is 3.9030. There are not differences between groups and marital status has not significant difference on value co-creation.

4.7 ANOVA

According to ANOVA analysis, which can test of homogeneity of variances and check the significance level whether is fulfill the requirements or not. Moreover, in the Post Hoc tests table, at the Tukey HSD part that can check mean difference values of each variances and understand that which group have more intensify than the other. In addition to that, that analyzed whether among the groups have differences to each other or not. If significance level below 0.05, that means there is a difference between the groups; if surpass 0.05 value, then in this condition there is no difference among the groups. ANOVA analysis can apply if variant have more than two options (St and World, 1989). In this study, education, experience, and age variants have more than 2 options, hence testing these variants with ANOVA by using SPSS 22.0.

Firstly, education and omni channel shopping frequency were analyzed, education consists of three groups; high school graduate and lower status, university student and university graduates and higher status. According to test of homogeneity of variances table, significance value is 0.220 ($p = 0.220 > 0.05$), which means that variances are homogeneous. In the Tukey test, there was a difference between university student and university graduates and higher status people ($p = 0.000$, mean difference = -0.51168), university graduates and higher status ($M = 3.4124$) more than university students ($M = 2.9007$). Education and retailer loyalty also indicated a significant value as to homogeneity variances ($p = 0.772 > 0.5$). According to Tukey test there is a significant difference between groups: between high school graduates and lower status and university graduates and higher status have a significant differences ($p = 0.045 < 0.05$); between university students and university graduates and lower status have a significant differences ($p = 0.012 < 0.05$). University students mean value is 3.5724; high school graduates and lower status mean value is 3.6211; university graduates and higher status mean value is 3.8764. In the ANOVA table, significance value is 0.008 ($0.008 < 0.05$). Lastly, education and value co-creation

offered a significant value as to the homogeneity variances ($p = 0.525 > 0.05$). In the ANOVA table, significance value is 0.013 ($0.013 < 0.05$) In the Tukey test table, there is a significant difference between high school graduation and lower status and university graduates and high status ($p = 0.020$); mean value of high school graduates and lower status 3.8073; mean of university graduates and high status 4.0080; university graduates and higher status are more than high school graduates and lower status.

The experience regarding the omni channel users' how often do shop, since when omni channel users do shop through online/mobile applications and last scale was how much money spent omni channel users for shopping within a last three months? Firstly, omni channel users' how often do shop and omni channel shopping frequency indicated a significant value as to the homogeneity variances ($p = 0.323 > 0.05$). Omni channel users' shop frequency consists of three options; only when he/she need it, sometimes and often. The mean values of that factor $M = 2.7215$; $M = 3.1687$; $M = 3.5165$, respectively. In the ANOVA table significance value is 0.000 ($p = 0.000 < 0.05$). In the Tukey test, each scale groups significance value below 0.05, this means that there are significant differences between groups. Determining how often omni channel users shop has a significant impact on the frequency of omni channel purchases. According to Post Hoc tests table, at the mean differences part, which was inferred which options have more intensify than other. Based on that information, occasional shopping users are more than the number of users shopping only when they need it. In addition, omni channel users who shop frequently are more than the number of occasional shoppers. Secondly, omni channel users' how often do shop and retailer loyalty indicated a significant value as to the homogeneity variance ($p = 0.277 > 0.05$). In the ANOVA table significance value 0.000 ($p = 0.000 < 0.05$). In the Tukey test table, given according to the information given there is a significant difference between users shopping only when they need it and omni channel users who shop frequently ($p = 0.000 < 0.05$); and there is a significant difference between users who shop frequently and occasional shopper ($p = 0.043 < 0.05$). Mean value of shopper only when they need it is 3.4605; occasional shopper mean value is 3.6742; frequently shopper mean is 3.9175. Frequently shopper is more than number of the shopper only when they need it and occasional shopper. Lastly, omni channel users' how often do shop and value co-creation indicated a

significant value as to the homogeneity variance ($p= 0.421 > 0.05$). In the ANOVA table, significance value of value co-creation is 0.000 ($p=0.000 < 0.05$). According to Tukey test, the groups have significant differences between each other. Shopper only when they need it and occasional shopper significance value is 0.036 ($p=0.036 < 0.05$), shopper only when they need it and frequently shopper significance value is 0.000 ($p=0.000 < 0.05$), occasional shopper and frequently shopper significance value is 0.009 ($p=0.009 < 0.05$); means that each groups have significant differences between each other. Mean value of shopper just when they need it is 3.6833; occasional shopper mean is 3.8706; frequently shopper mean value is 4.0755. Frequently shopper is more than shopper just when they need it and occasional shopper.

Furthermore, since when shoppers do shop through online/mobile application and omni channel shopping frequency indicated a significant value as to the homogeneity variances ($p= 0.328 > 0.05$). Since when users' shop online/mobile application have three options; 1 year and below, between 1 and 2 year and 2 year and above. In the ANOVA analysis table, omni channel shopping frequency significance value is 0.012 ($p=0.012 < 0.05$). According to Tukey table, between 1 year and below and 2 year and above significance value is 0.048 ($p=0.048 < 0.05$), it means there is a significant difference between two groups. In addition, between 1 year and 2 year and 2 year and above scales have a significant difference between each other; their significance value is 0.026 ($p=0.026 < 0.05$). Mean values of 2 year and above users is 3.0049; 1 year and below users mean value is 3.3004; between 1 year and 2-year users of omni channel shopping interval mean value is 3.3394. Between 1 year and 2-year omni channel users' number are more than the other two groups. Secondly, since when shoppers do shop through online/mobile application and retailer loyalty indicated a significant value as to the homogeneity variances ($p=0.863 > 0.05$). In the Post Hoc tests table, according to Tukey test the groups did not have significant differences between each other. Mean values are closer to each other; the mean value of 2 years and above users' 3.6886; 1 year and below omni channel users' mean value is 3.6923; between 1 year and 2 year omni channel users' mean value is 3.7317. Lastly, since when shoppers do shop through online/mobile application and value co-creation indicated a significant value as to the homogeneity variances ($p= 0.788 > 0.05$). In the ANOVA table, significance value is 0.113 ($p=0.113 > 0.05$). In the Post Hoc tests table, according to Tukey test the groups did not have significant

differences between each other. Between 1 year and below and between 1 year and 2 year significance value is 0.453 ($p=0.453>0.05$); 1 year and below and 2 year and above significance value is 0.093 ($p=0.093>0.05$); between 1 year and 2 year experience in omni channel shopping and 2 years and above experience significance value is 0.753 ($p=0.753>0.05$). Mean value of 1 year and below experience of omni channel shopping is 3.7977; between 1 year and 2 years' experience mean value is 3.8966; 2 years and above experience is 3.9507, hence the groups did not have significant differences between each other.

Last experience scale is how much spending money on shopping in the last 3 months, spending money on shopping in the last 3 months and omni channel shopping frequency indicated a significant value as to the homogeneity variances ($p=0.946>0.05$). The scale about how much spending money on shopping in the last 3 months includes three options as followings: 1000₺ and below, between 1001₺ and 1500₺ and 1501₺ and above. In the ANOVA analysis table significance value is 0.000 ($p=0.000<0.05$). In the Post Hoc tests table, according to Tukey test, there is significant differences between the groups. Between 1000₺ and below and 1001₺-1500₺ significance value is 0.000 ($p=0.000<0.05$); 1000₺ and below and 1501₺ and above significance value is 0.010 ($p=0.010<0.05$); between these groups there is a significance difference. According to mean values 1001₺-1500₺ spending in last 3 months is more than 1000₺ and below spending on omni channel shopping within a last 3 months. 1001₺-1500₺ spending on omni channel shopping in last 3 months is more than 1501₺ and above part. Mean value of spending 1000₺ and above on omni channel shopping in last 3 months duration is 2.8807; spending 1501₺ and above on omni channel shopping in last 3 months is 3.2519; spending a money between 1001₺ and 1500₺ mean value is 3.4519. Secondly, how much money spending on shopping in the last 3 months duration and retailer loyalty indicated a significant value as to the homogeneity variances ($p=0.345>0.05$). In the ANOVA analysis table significance value is 0.000 ($p=0.000<0.05$). Spending 1000₺ and below money on omni channel shopping and spending 1001₺ and 1500₺ significance value is 0.000 ($p=0.000<0.05$), which means that there is a significant difference between these groups. Spending money between 1001₺ and 1500₺ interval mean value ($M=3.8942$) is more than spending money 1000₺ and below means value ($M=3.4828$). Spending money 1501₺ and above mean value ($M=3.7593$) is more than spending money

1000€ and below means value (3.4828). Lastly, spending money on shopping in the last 3 months duration and value co-creation indicated a significant value as to the homogeneity variances ($p=0.104>0.05$). In the ANOVA analysis table significance value is 0.029 ($p=0.029<0.05$). According to Tukey test table, each group significance values are above 0.05 values, which mean that there is not a significance differences between each group. Mean values of spending money 1000€ and below for omni channel shopping is 3.7857, means value of spending money between 1001€-1500€ for omni channel shopping is 3.9526, mean value of spending money 1501€ and above within a last 3 months is 3.9571.

Finally, age and omni channel shopping frequency indicated a significant value as to the homogeneity variances ($p=0.062>0.05$). Age groups consist of three scales; between 18 and 28 years old omni channel users, between 29-39 years old users and 40 years and above. In the ANOVA analysis table significance value is 0.000 ($p=0.000<0.05$). In the Post Hoc tests table, according to Tukey test, there is a significance differences between groups. 18 years – 28 years old users and 29 years – 39 years old users significance value is 0.000 ($p=0.000<0.05$); 18-28 years old and 40 years old and above significance value is 0.023 ($p=0.023<0.05$); which means that between these groups have a significant differences. Among 29-39 years old and 40 years old and above age range user's significance value is 0.262 ($p=0.262>0.05$), which means that between these groups has not a significant difference. Based on the mean values, 18-28 years old omni channel shoppers ($M=2.9206$) is less than 40 years old and above ($M=3.2529$) and 29 years old and 39 years old of omni channel users ($M=3.4632$). Secondly, age and retailer loyalty frequency indicated a significant value as to the homogeneity variances ($p=0.110>0.05$). In the ANOVA analysis table, significance value is 0.003 ($p=0.003<0.05$). According to the Tukey test, there is a significant difference between only one groups; 18-28 years old omni channel users and 29-39 years old age groups; significance value is 0.002 ($p=0.002<0.05$). Based on mean value 29-39 years old group ($M=3.9088$) are more than 18-28 age group ($M=3.5469$). Lastly, age and value co-creation frequency offered a significant value as to the homogeneity variances ($p=0.083>0.05$). According to Tukey test, the groups did not have significant differences between each other. Mean values of each group are as follows; 18-28 years old group

(M=3.8211), 29-39 years old group (M=3.9837), 40 years old and above age group (M=3.8942).

Table 10. Summarized hypotheses results

No.	Hypothesis	Result
H1	Value co-creation has a positive impact on retailer loyalty.	Supported
H2	Retailer loyalty has a positive impact on omni channel shopping frequency.	Supported
H3	Retailer loyalty mediates the relationship between value co-creation and omni channel shopping frequency.	Not Supported

CHAPTER 5. DISCUSSION AND IMPLICATIONS

In this part of the thesis, findings, limitations, suggestions, and future studies that allow expanding the research efforts presented are examined. The first part ensures a detailed description of the findings obtained from this research. Theoretical and practical implications of this thesis are explained in the following sections. The last part explains the findings of this study.

5.1 Discussion

The structural model has constructed three main articles Yi and Gong (2013); Das (2014) and Rodríguez, Cabezudo, and Martin (2017) . Each articles result was obtained by using structural equational modeling (SEM) analysis. Hence, in this study measurement model was constructed by using structural equational modeling (SEM), which ensures the opportunity to compare the results of this thesis with findings of distinct previous literatures (Yi and Gong, 2013; Das, 2014; Rodríguez et al., 2017).

This thesis results can be beneficial for the omni channel shopping field. If the consumer takes a return from retailer promptly or easily reaches to the retailer and says negative or positive comments about their services, this causes customers to think positively about that retailer and increase the frequency of shopping.

As previous studies present value co-creation is generated two dimensions: Customer participation behavior and customer citizenship behavior (Yi and Gong, 2013). In the previous studies were analyzed customer engagement into value co-creation and their relations with loyalty (Banytè et al., 2014). In addition to that, in the previous studies, customer loyalty impacts on value co-creation and omni channel shopping were analyzed (Merrilees, 2016). According to Kushwaha and Shankar (2013), the focus should be on strengthening the main forces of the dominant channel to improve customer experience and at the same time increase brand loyalty. Based on previous studies, it has been determined that loyalty, value co-creation and omni channel shopping variables have a relationship with each other

and in this thesis; they are tested by proposing a different model. In this research, retailer loyalty was used as a mediator between value co-creation and omni channel shopping. Hence, the measurement of the retailer loyalty of omni channel users ensures new insights into the omni channel shopping field.

The following sections state that theoretical implications, which handle with the compare of the results thrived by this thesis and prior literature. Moreover, practical implications ensure further insights in terms of value co-creation, retailer loyalty and retailer loyalty with omni channel shopping frequency impacts. Lastly, the conclusion discussions took place in terms of the general topic on this thesis, such as findings and future research limitation, which should ensure an overview about upwards of research respecting this study.

5.2 Theoretical implications

In this study results ensure novel theoretical contributions to the literature of the Social Network Theory (SNT). By addressing a new social networking issue, it has filled a gap that has not been included in previous research with a research model that has never published. It completes a significant gap in research by binding current variables to each other.

This thesis may suggest fundamental contributions to omni channel shopping retailers who want to develop their strategies, work on good relations with omni channel users. Research consequences suggest a guideline in terms of understanding value co-creation and their impulsive behaviors on retailer loyalty and omni channel shopping frequency. From managerial point of view, study results have stated that there is a positive impact of value co-creation on retailer loyalty and retailer loyalty has a positive impact on omni channel shopping frequency.

Value co-creation and loyalty considerations took place previous articles (Chen and Wang, 2016), analyzing the social relations among retailer and omni channel users hence, through contributions from the Social Network Theory logic support this conclusion, as well.

When the retailer loyalty and omni channel shopping terms are analyzed, previous researches indicated that loyalty is a valuable criterion for omni channel users. The Social Network Theory (SNT) provides a connection between these terms (Sopadjieva et al., 2017).

According to previous research, it was unclear that loyal customers which was engaged with the retailer was significantly impact on omni channel shopping experiences positively, it was a gap into the prior researches, with this study fulfills this gap and answer this unclear consideration. All these results contribute to the academic field.

5.3 Practical implications

All these results ensure of the novel insights for the academic area, but at the same time the impact on practical use can create new awareness within the omni channel shopping sector. Large companies which are dealing with omni channel shopping service can benefit from this study. For instance; IKEA can be an example click and collect service. Marks & Spencer, GAP, Victoria's Secret, Boyner, Decathlon, Mudo, Mavi, Mango, Koton, LCW, Reyhan, Starbucks, D& R etc. are some of the omni channel shopping places where users constantly shop (Wilhelmsson and Persson, 2018).

The prevalent consensus among people is that online shopping and related shopping through mobile applications are more convenient, easy, and cost-effective (Denktaş and Sürücü, 2018). Recently, the increasing tendency of customers to use this service has increased the work on the omni channel shopping. In their McKinsey report, Court et al. (2009) recommend that companies need to update their view of how customers interact with firms (Yrjölä, Spence and Saarijärvi, 2018). Customer relationships departments called as a complementary channel of the omni channel initiatives. Retailers need to differentiate themselves according to the personal demand of their customers (Yrjölä, Spence and Saarijärvi, 2018). According to Forrester's (2014) study presented that retailers need to modify and improve their online and pick-up stores, tracking systems and providing a necessary condition to ensure offline delivery. Omni channel retailer had better apply segmentation strategy

to respond to the heterogeneity in consumer channel preferences. For instance, in 2012 65% of customers planned to make purchases on their computers, 85% stated they will launch their acquisition journey on one device and move to other (Google, 2014).

These previous studies also advocate to this thesis, customer loyalty to the retailer is an essential impact for ascending omni channel shopping frequency. And to achieve this loyalty, it is necessary to ensure necessary development of the omni channel processes that can meet the customer's personal wishes. This requires creating a common value between customers and retailers (Day and Moorman 2010).

5.4 Conclusion

This study support with structural equational modeling (SEM), it identifies the importance of loyalty in omni channel shopping service and value co-creation processes. Structural equation modeling (SEM) is also used as a method to analyze relationships among variables in value co-creation and retailer loyalty (Coss ó-Silva et al., 2016).

Also, the mediator role of retailer loyalty as an important variable within the SEM and ensures an essential construct for new structural equational modeling approaches. There were existed many of the articles which are consist of different combination analysis with retailer loyalty, but this measurement model is getting a new insight for the Structural Equation Modeling (SEM).

This thesis suggests that companies following the omni channel strategy should act together with customers while developing themselves. The fact that users can help to improve the service by allowing customers to present their ideas will make them feel part of this omni channel process, confirming the hypothesis that they can increase the frequency of omni channel shopping by increasing their loyalty to the retailer. Gender, age, experience, marital status, and residence place are also test with the methods of ANOVA and T-test. According to T-test analysis gender, residence place and marital status have not significant differences between the groups. According to ANOVA analysis, education, experience, and age show the significant differences

among the groups on the omni channel shopping frequency. Finally, these insights can provide retailers to improve their strategies concerning the omni channel shopping.

5.5 Limitations and future research

Although this thesis contains valuable insights about loyalty and its impact on omni channel shopping, there are some limitations. The main limitation is that this thesis aims to evaluate the linkage between value co-creation and omni channel shopping concepts. Previous articles evaluated these topics separately; none of these two concepts are discussed together in any article. Therefore, by investigating the researches of previous articles, determining retailer loyalty as a mediating variable, and making these two concepts related to each other constitutes a new research model in the academic field. Therefore, for this reason, this study has been brought to light by using limited sources as it deals with two concepts that have never been studied before.

This thesis is a constraint for the moderator, only the mediator variable is used, the moderator is not included in the research model. It can further insights. Because the model of this thesis only uses one mediator; retailer loyalty, there is still an option to extend the model further other variables. By adding moderator and other mediator variables to the model, the number of hypotheses can be increased, and more hypotheses can be tested. Finally, retailer loyalty can be tested by linking it to another dependent variable, for example omni channel shopping ensures behavior. In addition to that, this study can be conducted by using different research methods such as focus groups, interview, case studies and participant and non-participant observation within larger groups.

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APPENDICES

APPENDIX A: QUESTIONNAIRE FOR DATA COLLECTION IN ENGLISH

Dear Consumer,

The variety of services provided today is not only decided and implemented by retailers, but the customer also makes an important contribution to improve the service provided in this process.

By participating in this survey, you will contribute to creating common value in the retail industry.

It takes 5 - 6 minutes to complete the survey. Your answers to the survey questions will be kept confidential and your credentials will not be obtained.

Thank you for your participation in this academic study for the master thesis and for your time.

NUR TELLİ

For any shopping you have done before, did you research and then make purchases from the retailer's physical store, online store (website), mobile application and / or social media (facebook, instagram, twitter, youtube etc.) channels?

Yes No

If your answer is yes, you can continue the survey.

If your answer is no, end the questionnaire.

Value co-creation scale items

Screening:

1. Section: Please select the answer based on your assumptions.	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have asked others for information on what this service offers					
I have searched for information on where this service is located					
I have paid attention to how others behave to use this service well					
I clearly explained what I wanted the employee to do					
I gave the employee proper information					
I provided necessary information so that the employee could perform his or her Duties					
I answered all the employees service-related questions					

I performed all the tasks that are required					
I completed all the expected behaviors					
I fulfilled responsibilities to the business					
I followed the employee's directives or orders					
I was friendly to the employee					
I was kind to the employee					
I was polite to the employee.					
I was courteous to the employee.					
I didnt act rudely to the employee.					
If I have a useful idea on how to improve service, I let the employee know.					
When I receive good service from the employee, I comment about it.					

When I experience a problem, I let the employee know about it.					
I said positive things about XYZ and the employee to others.					
I recommended XYZ and the employee to others					
I encouraged friends and relatives to use XYZ					
I assist other customers if they need my help					
I teach other customers to use the service correctly					
I give advice to other customers					
If service is not delivered as expected, I would be willing to put up with it					
If the employee makes a mistake during service delivery, I would be willing to be Patient					

If I must wait longer than I normally expected to receive the service, I would be willing to adapt					
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Retailer Loyalty scale items (Pappu and Quester, 2006)

2. Section: Please select your answer based on your assumption	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I consider myself loyal to the store					
I will not buy products from other retail stores, if I can buy the same item at the store					
The store would be my first choice					

Omni channel Shopping Frequency scale items (Rodríguez, Cabezudo and Martin, 2017)

3. Section: Please select the answer based on your assumption	Never	Seldom	Sometimes	Often	Almost always
Searching offline and purchasing online (websites)					
Searching online(websites) and purchasing offline (physical store) or					

mobile application					
Searching offline and purchasing mobile					
Searching mobile and purchasing offline					
Purchasing online or mobile and receive offline					
Reserve online or mobile application and purchasing physical store					

Please write the name of the retailer that you frequently shop and think while evaluating the statements.....

Demographics:

1. Gender

- Female
- Male

2. Age

- 18-28 years old
- 29-39 years old
- 40-50 years old
- Age 51 or older

3. Marital status

- Married
- Single

4. Highest level of education you have completed

- Primary school graduate
- Secondary school graduate
- High school graduate
- University student
- University graduate
- Master's degree and PHD

5. Residence place

- Village
- Town
- City

6. How much money spending on shopping within the last 3 months?

- 1฿ - 500฿
- 501฿ -1000฿
- 1001฿ - 1500฿
- 1501฿ - 2000฿
- 2001฿ and above

7. Since when do you shop online and on mobile application

- Less than 6 months
- Between 6 months and 1 year
- Between 1 year and 2 year
- More than 2 years

8. How often do you visit online and mobile application?

- Only in necessity
- Occasionally
- Often

Appendix B: Questionnaire for data collection in Turkish

Sayın Tüketici,

Günümüzde sağlanan hizmetlerin çeşitliliği sadece perakendeciler tarafından karar verilip uygulanmakla kalmayıp, müşterinin de bu süreçteki fikirleri verilen hizmetin daha iyi olabilmesi için önemli bir katkı sağlamaktadır.

Bu ankete katılım göstererek perakende sektöründe ortak değer yaratımı konusundakatkıda bulunmuş olacaksınız.

Anketin tamamını yanıtlamak 5 – 6 dakikanızı almaktadır. Anket sorularına verilen yanıtlarınız gizli tutulacak, kimlik bilgileriniz alınmayacaktır.

Yüksek lisans tezi için yapılanbu akademik çalışmaya katılımınız ve ayırmış olduğunuz zaman için şimdiden teşekkür ederiz.

NUR TELLİ

Daha önce gerçekleştirmiş olduğunuz herhangi bir alışveriş için perakendecinin fiziksel mağaza, online mağaza (web sitesi), mobil uygulama ve/veya sosyal medya (facebook, instagram, twitter, youtube vb.) kanallarını kullanarak araştırma yapıp sonrasında bu perakendeciden satın alma gerçekleştirdiniz mi?

Evet Hayır

Cevabınız evet ise ankete devam edebilirsiniz.

Cevabınız hayır ise anketi sonlandırınız.

Ortak Değer Yaratma Ölçekleri

1.Bölüm: Aşağıdaki ifadelere lütfen katılma derecenizi belirtiniz	Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum Ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Perakendecinin sunduğu hizmetlerle ilgili başkalarına danışırım.					
Perakendecinin sunduğu hizmetlere nereden ulaşabileceğimi araştırırım.					
Perakendecinin hizmetlerinden faydalanabilmek için başkalarının nasıl bir yol izlediğine dikkat ederim.					
Perakendeci bünyesinde çalışan personele ne yapmasını istediğimi net bir şekilde anlatırım.					
Perakendeci bünyesinde çalışan personele doğru bilgi veririm.					
Perakendeci bünyesinde çalışan personelin görevini yerine getirebilmesi için gerekli tüm bilgileri sağlarım.					
Perakendeci bünyesinde çalışan personelin talep ettiğim hizmetle ilgili tüm sorularını					

cevaplandırırım.					
Talep ettiğim hizmetle ilgili üzerime düşen tüm işlemleri yerine getiririm.					
Talep ettiğim hizmetlerle ilgili benden beklenen tüm davranışları yeterince tamamlamaya çalışırım.					
Talep ettiğim hizmetle ilgili tüm sorumlulukları yerine getiririm.					
Talep ettiğim hizmetle ilgili perakendeci bünyesinde çalışan personelin tüm yönlendirmelerini takip ederim.					
Perakendeci bünyesinde çalışan personele yakın davranırım.					
Personel bünyesinde çalışan personele iyi davranırım.					
Perakendeci bünyesinde çalışan personele saygı duyarım.					
Perakendeci bünyesinde çalışan personele nazik davranırım.					
Perakendeci bünyesinde çalışan personele kaba davranmam.					

Perakendeci tarafından sağlanan hizmetin nasıl geliştirilebileceğine dair yararlı bir fikrim varsa personele iletirim.					
Perakendeci bünyesinde çalışan personelden iyi hizmet aldığımda bu konu hakkında yorum yaparım.					
Perakendeciyle ilgili bir problem yaşarsam, perakendeci bünyesinde çalışan personele bunu bildiririm.					
Perakendeci ve ilgili personel hakkında olumlu bir görüşüm varsa, bunu başkalarına söylerim.					
Perakendeciye ve ilgili personeli başkalarına tavsiye ederim.					
Arkadaşlarımı ve akrabalarımı ilgili perakendeciden alışveriş yapması için teşvik ederim.					
Yardıma ihtiyacı olursa diğer müşterilere destek olurum.					
Diğer müşterilerin problem yaşadıklarını gözlemlersem, onlara yardımcı olurum.					

Diğer müşterileri, sağlanan hizmetleri doğru kullanmaları için bilgilendiririm.					
Diğer müşterilere tavsiyede bulunurum.					
Hizmet beklediğim gibi olmazsa, bununla baş etmeye çalışırım.					
Hizmetin gerçekleştirilmesi süresince perakendeci bünyesinde çalışan personel hata yaparsa, sorun çıkarmamaya çalışırım.					
Perakendeci tarafından sağlanan hizmeti almak için umduğumdan daha fazla süre beklemek zorunda kalırsam, sabırlı olmaya çalışırım.					

Perakendeci Sadakati

2.Bölüm: Aşağıdaki ifadelere lütfen katılma derecenizi belirtiniz.	Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum Ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
İlgili perakendeciye sadığım.					
İlgili perakendeciden istediğim ürünü alabileceksen, ürünü başka bir perakendeciden satın almam.					
İlgili perakendeci almak istediğim ürünlerle ilgili ilk tercihim olur.					

Bütüncül kanal alışveriş sıklığı

3.Bölüm: Aşağıdaki ifadelere lütfen katılma derecenizi belirtiniz.	Hiçbir zaman	Nadiren	Orta sıklıkta	Sık sık	Her zaman
Ürünü fiziksel mağazada denerim/incelerim, internetten (web sitesi) satın alırım.					
Ürünü internette (web sitesi) araştırırım, fiziksel mağazadan/mobil uygulamadan satın alırım.					
Ürünü fiziksel mağazada denerim/incelerim, mobil uygulama kullanarak satın alırım.					

Ürünü mobil uygulama aracılığıyla araştırırım, fiziksel mağazadan satın alırım.					
Ürünü internetten (web sitesinden)/mobil uygulamadan satın alırım, fiziksel mağazadan teslim alırım.					
İnternetten/mobil uygulamadan ayırttığım ürünü, fiziksel mağazadan satın alırım.					

Sıklıkla alışveriş yaptığımız ve ifadeleri değerlendirirken düşündüğünüz perakendeciği lütfen yazınız

Demografik Sorular

1. Cinsiyetiniz

Kadın Erkek

2. Yaşınız

18-28 29-39 40-50 51 ve üzeri

3. Medeni durumunuz

Evli Bekar

4. Eğitim durumunuz

İlkokul mezunu Ortaokul mezunu Lise mezunu
 Üniversite öğrencisi Üniversite mezunu Yüksek lisans ve doktora

5. İkamet yeriniz

Köy-kasaba İlçe Şehir merkezi

6. Son 3 ayı düşünerek online /mobil mağaza/fiziksel mağazadan yaptığımız alışverişlere toplam ne kadar para harcadınız?

1 – 500 TL 501 – 1000 TL 1001- 1500 TL
 1501 – 2000 TL 2001 TL ve üzeri

7. Online ve mobil uygulamalar üzerinden ne zamandan beri alışveriş yapmaktasınız?

6 aydan kısa bir süredir 6 ay ile 1 yıl 1 yıl ile 2 yıl arasında
 2 yıldan fazla bir süredir

8. Perakendecilerin online (web sitesi) ve mobil mağaza uygulamalarını ne kadar sıklıkla ziyaret ediyorsunuz?

Sadece ihtiyacım olduğunda Ara sıra Düzenli