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### **An Empirical Research on Turkish Musicians' Intention to Purchase Online: The Case of Mydukkan.com**

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#### **Abstract**

The fact that e-commerce is one of the most preferred shopping methods nowadays increases the importance of word of mouth, trust, and purchase intention in the online environment. This study aims to investigate the relationships between online purchase intention, trust, and electronic word of mouth (eWOM) by creating a conceptual model, with a sample of Turkish musicians in the online shopping context. Using the online survey method, data were collected from 113 Turkish musicians shopped on mydukkan.com which is an online musical instrument e-retailer operates in Turkey. The data were analyzed by Structural Equation Modeling on SPSS AMOS 22. According to the results, the research model was evaluated as a reliable and valid model with good fit indices. It was found that trust in the e-retailer has a positive effect on intention to purchase online; while eWOM has no significant effect on both trust and intention to purchase online.

Keywords: E-commerce, Online shopping, Trust, Intention to purchase online, Electronic word of mouth, E-retailing

### **Türk Müzisyenlerin Online Satın Alma Niyetleri Üzerine Ampirik Bir Araştırma: Mydukkan.com Örneği**

#### **Özet**

E-ticaretin günümüzde en çok tercih edilen alışveriş yöntemlerinden biri olması, ağızdan ağıza iletişim, güven ve satın alma niyetinin online ortamdaki önemini her geçen gün artırmaktadır. Bu çalışma, kapsamlı bir literatür taramasına dayanarak oluşturulan kavramsal bir model yardımıyla online satın alma niyeti, güven ve elektronik ağızdan ağıza iletişim arasındaki ilişkileri Türk müzisyenlerden oluşan bir örneklem üzerinde incelemeyi amaçlamaktadır. Türkiye'de faaliyet gösteren müzik enstrümanı e-perakendecisi mydukkan.com'dan alışveriş yapmış 113 Türk müzisyenden online anket yöntemi ile veri toplanmıştır. Veriler SPSS AMOS 22 programı kullanılarak Yapısal Eşitlik Modellemesi yöntemiyle analiz edilmiştir. Sonuçlara göre araştırma modeli iyi uyum indekslerine sahip, güvenilir ve geçerli bir araştırma modeli olarak değerlendirilmiştir. Araştırmada, e-perakendeciye duyulan güvenin, online satın alma niyeti üzerinde olumlu ve anlamlı bir etkiye sahip olduğu; elektronik ağızdan ağıza iletişimin ise hem güven hem de online satın alma niyeti üzerinde önemli bir etkisinin bulunmadığı sonucuna ulaşılmıştır.

Anahtar Kelimeler: E-ticaret, Online alışveriş, Güven, Online satın alma niyeti, Elektronik ağızdan ağıza iletişim, E-perakendecilik

## Introduction

Digital technologies and the Internet have become one of the most fundamental dynamics of our daily lives. Electronic commerce (e-commerce), which is one of the biggest outcomes of digital technologies, has radically changed the business model among manufacturers, distributors, and customers that use it as a useful tool for communication. E-commerce activities consist of selling services and products on the Internet (Oliveira et al., 2017). E-commerce offers consumers the best product options, product availability and convenience, without time and space limitations (Salehi et al., 2012).

In the "Digital 2020" report prepared by We Are Social in partnership with Hootsuite, it was stated that 4.54 billion people (59% of the world population) use the Internet as of January 2020 and the annual growth in the number of global internet users is 7% compared to January 2019. It was also reported that 80% of global internet users use online search engines to purchase a service or product, 90% of them visit an online retailer on the Internet and 74% of them make their purchase online. The most preferred e-commerce categories are Travel (including accommodation); Fashion and Beauty; Electronics & Physical Media; Toys, DIY and Hobbies; Food and Personal Care; Furniture and Appliances; Video Games and Digital Music, respectively (We Are Social & Hootsuite, 2020)

In We Are Social and Hootsuite's report, it was also stated that 62.07 million people in Turkey (74% of Turkey's population) use the Internet as of January 2020 and the annual growth in the number of Turkish internet users is 4% (2.4 million people) compared to January 2019. 81% of these users use online search engines to purchase a service or product, while 84% of users visit an online retailer on the Internet and 63% of them make their purchase online (We Are Social & Hootsuite, 2020). The increase in the number of Turkish users using the Internet has also increased the demand for e-commerce in Turkey. According to the "E-Commerce 2019 Market Size Report" prepared by TÜBİSAD in partnership with Deloitte Turkey, SimilarWeb, and Inveon, the e-commerce industry in Turkey reached a volume of 83.1 billion Turkish Liras in 2019 with a growth of 39% compared to 2018 (TÜBİSAD, 2019). Based on these statistics, it can be said that the prevalence of internet usage and demand for using e-commerce in Turkey is increasing every day. In this regard, studies investigating the online behavior of Turkish consumers will also be important guidelines to understand the progress of the e-commerce industry in Turkey.

This study will examine the effects of trust and eWOM on Turkish musicians' intention to purchase musical instruments online and the effect of eWOM on trust as well. While previous researches have conducted online shopping studies in many different categories; no study examining the relationship of eWOM, trust, and purchase intention in the context of musical instrument e-retailers has been found in the literature. The current research aims to fill this gap in the literature. Within this aim, mydukkan.com has been chosen as the e-retailer company. Mydukkan.com was established in 2004. It is one of the largest online musical instruments stores operating in Turkey. According to current data on their websites, more than 161,000 members are shopping from mydukkan.com (Mydukkan, 2020).

The current study has three objectives. The first objective is to design a research model that examines the cause and effect relationships between trust, eWOM and intention to purchase online. The second objective is to analyze this research model with Structural Equation Modeling (SEM) method. The third and final objective is to make theoretical and managerial implications by evaluating the results of the SEM. As a result, this study aims to make a unique contribution to the literature by exploring the behavior of Turkish musicians in the e-commerce environment.

This study is designed in five chapters. After this introduction part, where the subject and structure of the study are specified, a comprehensive literature review will be conducted and the research model and hypotheses will be expressed in the second section. In the third section, the methodology of the study will be explained. In the fourth section, the data collected within the research will be analyzed and discussed. In the fifth and the last section, the theoretical contributions, managerial implications, research limitations, and related suggestions for future studies will be specified.

## Literature Review

### The Relationship Between Trust and Intention to Purchase Online

The concept of trust is examined within the scope of trust in the e-retailer and it is evaluated in an online context in this research. In an online context, trust can be defined as a confident expectation of a person related to an online risk situation (Beldad et al., 2010). According to Kim et al. (2008), online consumer trust is defined as the subjective belief that the seller or business will fulfill its transaction obligations. Providing trust is critical for online companies to turn a potential consumer into a user willing to shop on a website. Also, trust plays a serious

role in helping consumers overcome their insecurity and risk perceptions about e-commerce activities (McKnight et al., 2002).

In his study, Gefen (2000) examined the trust of Amazon.com users and he found that as the degree of user trust increases, the percentage of real consumption increases. Teo and Liu (2007) determined that issues such as cyber security, data privacy, and risk perceptions in an online market are important factors affecting consumers' purchasing decisions. Kucuk (2009) found that trust in the company and the website has a strong effect on consumers feeling stronger in the online buying process. Kim et al. (2008) determined that consumer trust significantly and positively impacts the decisions of internet users. According to Kang and Hustvedt (2014) trust is the determinant of purchasing intention, loyalty, and customer retention, which are positive outcomes of the brand and marketing. As a result of their study investigating consumers' trust in corporate companies, the authors found that trust significantly affects purchase intention. Jiang et al. (2008) also stated that online customers make purchases from websites they trust and online vendors they consider reliable. Hence, this research proposes that:

H1: Trust in the e-retailer positively affects the consumers' intention to purchase online.

### **The Relationship Between eWOM and Intention to Purchase Online**

Today's communication methods have undergone a significant change thanks to the dramatic impact of the Internet. This change in the basis of communication has also transformed the dynamics of word of mouth communication from traditional to online. While traditional word of mouth (WOM) can be defined as the informal communication about a brand, product, service, or organization created among a communicator and the buyer (Harrison-Walker, 2001); eWOM can be defined as positive or/and negative statements about a brand or product offered to the users and institutions through the Internet (Hennig-Thurau et al., 2004). While positive eWOM can improve consumers' perceptions about a service or product, negative eWOM can cause serious and irreparable damages to companies (Cheung & Thadani, 2012). The prominent features of eWOM include communication via the Internet and making it visible and accessible to all users through a community of users (Kozinets et al., 2010). eWOM communication can be done through reviewing products and writing comments about related products or services in various internet platforms such as blogs, discussion forums, websites, e-newsletter systems, newsgroups and social networking sites (Cheung & Thadani, 2010).

Previous researches have examined the impact of eWOM on online purchase intention within different contexts. In their research, Chevalier and Mayzlin (2006) examined product reviews in the context of online bookstores and they found that online communication significantly affects the buying behavior of other consumers. Prasad et al. (2019) indicated that Generation Y customers' purchase intentions on social media platforms are affected by eWOM. In their research on consumer electronics, Kudeshia and Kumar (2017) found that, while consumers purchase electronics online, the purchase intention is significantly affected by eWOM. Fan and Miao (2012) investigated the impact of eWOM on consumers' intention to purchase in the context of gender differences and they found that eWOM has a positive impact on both male and female consumers' intention on purchasing electronics in online shopping malls. Saleem and Ellahi (2017) examined the effect of eWOM on purchase intention of fashion products on Facebook and they found that eWOM positively affects online purchase intention. Hence, this research proposes that:

H2: eWOM positively affects the consumers' intention to purchase online.

### **The Relationship Between eWOM and Trust**

Luo et al. (2015) determined that the quality of eWOM communication about a seller is a prime cause of trust in that seller. Ladhari and Michaud (2015) also indicated that the comments made on social media platforms about a company affect the trust of the consumers towards that company. See-To and Ho (2014) examined that positive eWOM increases consumer trust while negative eWOM decreases consumer trust in a company. Dellarocas (2003) stated that trust in a company can be built through eWOM offered by previous customers in online forums. Finally, Sparks and Browning (2011) stated that opinions and suggestions offered by other users can help to determine the level of trust of potential customers. Hence, this research proposes that:

H3: eWOM positively affects the consumers' trust in the e-retailer.

Figure 1 summarizes the hypotheses of current research in the form of a conceptual model:

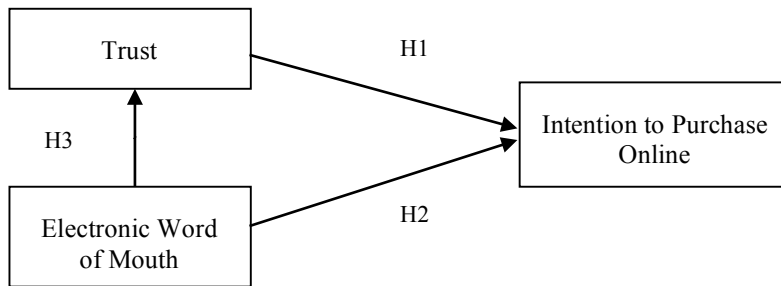


Fig. 1. Research Model

**Methodology**

The population of this explanatory research, which examines the cause-effect relationship between the variables, was composed of Turkish musicians shopping on mydukkan.com. The sample representing this population was determined by the snowball sample selection technique. In this study, in which quantitative research was applied, primary data were collected by the online survey method. The questionnaire prepared on the Google Forms platform was shared with musicians via e-mail and social media platforms. Participants were asked to share the questionnaire with their musician friends. In the first part of the questionnaire, participants were asked about their purchase preferences of music equipment (online / store / both online and store), how many years they have been musicians, what kinds of musical instruments they have been playing and which genres they mainly listen to. Questions about trust, eWOM, and intention to purchase online, which are components of the conceptual model of this research, were asked in the last part of the questionnaire. The measurement scales of the research were summarized in Table 1. The statements in the questionnaire were used in 7-point Likert scales (1- I totally disagree, 7- I totally agree).

Table 1. Measurement Items

Scale	Source	Items
Trust	(Teo & Liu, 2007)	1- This e-commerce vendor is trustworthy. 2- This e-commerce vendor provides reliable information. 3- This e-commerce vendor keeps promises and commitments. 4- This e-commerce vendor keeps my best interests in mind. 5- This e-commerce vendor’s behavior meets my expectations.
eWOM	(Farzin & Fattahi, 2018)	1- To make sure that I buy the right products or brands, I often read online reviews of products and brands written by other fellow members in social networks 2- To choose the right products or brands, I often consult online reviews of products and brands provided by other fellow members in social networks 3- The information that I spread in social networks regarding the products and brands usually influences opinion of other members 4- I always publish my experiences with products and brands in social networks on request of other members 5- I am willing to share my experiences with products and brands with other fellow members in social networks 6- I try to more effectively share my experiences with products and brands with other fellow members in social networks
Intention to Purchase Online	(Kim et al., 2008)	1- I am likely to purchase the product(s) on this site 2- I am likely to recommend this site to my friends. 3- I am likely to make another purchase from this site if I need the products that I will buy.

The scales used in the questionnaire were translated from English to Turkish by a professional translator and the entire questionnaire was prepared in Turkish. In the pilot study conducted with 20 musicians, it was found that there was no understanding problem in any questions. Anderson and Gerbing (1984) stated that the minimum sample should be 100 to perform a Structural Equation Modeling analysis. Accordingly, 113 valid questionnaires

were collected within the current study. The data obtained from the collected questionnaires were analyzed in Structural Equation Modeling by using the statistical data analysis program SPSS AMOS 22. The conceptual model was tested by performing confirmatory factor analysis, reliability analysis, validity analysis and path analysis, respectively.

**Results and Discussion**

**Descriptive Results**

As shown in Table 2, 62% of the participants who completed the questionnaire are male and 38% are female. A significant majority (44%) of the participants have an income between 4001 - 6000 TL. The musical experiences of musicians were mostly determined as 6-10 years (34%) and 11-15 years (34%). When the purchase preferences of the musical equipment were asked, most of the participants (70%) responded as they made their equipment purchases both through online channels and in physical stores. The primary music genres of musicians are mostly (29%) rock music. Finally, it was determined that 65% of the participants play string instruments while 40% of them play keyboard instruments and 32% of them were singers.

Table 2. Descriptive Results

Variables		Frequency	%
Gender	Male	70	62
	Female	43	38
Age	26-35	54	48
	18-25	25	22
	36-45	19	17
	17 years and under	8	7
	46 years and above	7	6
Education level	Undergraduate	83	73
	Postgraduate	16	15
	High school	9	8
	Associate degree	4	3
	Primary education	1	1
Income status	4001 – 6000 TL	50	44
	2001 – 4000 TL	28	25
	0 – 2000 TL	18	16
	6001 – 8000 TL	14	12
	8001 TL and above	3	3
Purchase preferences for musical equipment	Both online and physical stores	79	70
	Just online	22	19
	Just physical stores	12	11
Musical experience	6-10 years	38	34
	11-15 years	39	34
	5 years and under	23	20
	16-20 years	7	6
	21 years and above	6	6
Category of instruments can be played (more than one option is possible to select)	String instruments (guitars)	73	65
	Keyboard instruments	46	40
	Singer	37	32
	Percussion instruments	23	20
	String instruments (Violin, cello, etc.)	9	8
	Wind instruments	5	4
Preferred music genres	Rock	33	29
	Pop	24	20
	Classical	14	11
	Metal	13	11
	Jazz	8	7
	Blues	5	4
	Rap	4	3
	Folk	4	3
	Electronic	3	3
	Country	3	3
	Instrumental	2	2
	Hip-hop	2	2
	Reggae	1	1
	Punk	1	1

Source: Author’s Survey

### Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) allows determining the level of validity and reliability of the scales used in measuring conceptual structures based on the theory and determined by applied researches previously conducted (MacCallum & Austin, 2000). Firstly, the conceptual model's fit indices should be calculated. The model fit indices were calculated and related results were presented with each index's recommended value in Table 3:

As presented in Table 3, some model fit indices were not reported as good fit compared to their recommended levels discussed above. Accordingly, the first step of the CFA that is deleting low factor loadings was completed to achieve better fit indices (See Table 4). Starting from the lowest factor loading, items that have factor loading less than 0.7 were deleted and the model was run after each deletion (Hair et al., 2009). Table 4 shows the results of CFA:

After deletion, all factor loadings left were calculated higher than 0.7 and the research model was run again to calculate the final model fit indices. As indicated in Table 5, all model fit indices were calculated in good fit. Based on this result, it can be said that the research model is a well-fitting model and the data collected in the research fit the measurement model created.

### Reliability and Validity Analysis

#### Reliability Analysis

To test the internal consistency of the items of scales used in a study, the composite reliability (CR) value should be calculated. To check whether the measurement model is reliable, it is necessary to provide the reliability that the same results will be obtained in a second measurement to be conducted for other studies with the same purpose in the scales used (Raykov, 1998). The CR values of the scales were calculated by using the formula of Fornell and Larcker (1981) and the results were stated in Table 6. If the CR value of each scale is higher than 0.7, the measurement model's reliability can be ensured (Fornell & Larcker, 1981). Accordingly, the measurement model of this study was found reliable.

#### Validity Analysis

Validity analysis can be used to understand that the measurement of the model is accurate or not. The Average Variance Extracted (AVE) value should be used to test the validity of a research model. The AVE value, like CR, was also calculated by the formulation of Fornell and Larcker (1981). According to Campbell and Fiske (1959), it is possible to measure a construct's validity in two aspects:

- **Convergent Validity:** Convergent validity means that the expressions regarding the variables are related to each other. Convergent validity of a research model can be proved if each constructs' AVE values are higher than 0.5 and each constructs' CR values are higher than each constructs' AVE values. According to the results expressed in Table 7, the convergent validity of the research model was achieved.

Table 3. Model Fit Indices & Recommended Values

Fit Indices	Model Fit Summary (First)	Recommended Value	Reference
CMIN / P-value	172,864 DF:74 P: .00	P-value > 0.05	(Barrett, 2007)
CMIN / DF	2,336	< 3	(McDonald & Ho, 2002)
GFI	,821	> 0.8	(Doll et al., 1994)
CFI	,907	> 0.95	(Hu & Bentler, 1999)
NFI	,850	> 0.9	(Bentler & Bonett, 1980)
TLI	,886	> 0.9	(Bentler & Bonett, 1980)
RMSEA	,109	< 0,08	(Hu & Bentler, 1999)
RMR	,143	< 0.8	(Hu & Bentler, 1999)

Table 4. Factor Loadings - Before and After Reduction

Constructs	Items	Factor Loadings (Before Reduction)	Factor Loadings (After Reduction)
<b>Trust</b>			
1	This e-commerce vendor is trustworthy.	,897	,882
2	This e-commerce vendor provides reliable information.	,665	-
3	This e-commerce vendor keeps promises and commitments.	,863	,874
4	This e-commerce vendor keeps my best interests in mind.	,792	,794
5	This e-commerce vendor's behavior meets my expectations.	,830	,837
<b>eWOM</b>			
1	To make sure that I buy the right products or brands, I often read online reviews of products and brands written by other fellow members in social networks	,444	-
2	To choose the right products or brands, I often consult online reviews of products and brands provided by other fellow members in social networks	,585	-
3	The information that I spread in social networks regarding the products and brands usually influences opinion of other members	,614	-
4	I always publish my experiences with products and brands in social networks on request of other members	,813	,818
5	I am willing to share my experiences with products and brands with other fellow members in social networks	,859	,844
6	I try to more effectively share my experiences with products and brands with other fellow members in social networks	,896	,934
<b>Intention to Purchase Online</b>			
1	I am likely to purchase the product(s) on this site	,847	,847
2	I am likely to recommend this site to my friends.	,909	,908
3	I am likely to make another purchase from this site if I need the products that I will buy.	,846	,847

Table 5. Model Fit Summary (Final)

Fit Indices	Model Fit Summary (Final)	Recommended Value	Result
CMIN / P-value	32,627 DF:32 P: .000	P-value > 0.05	Good Fit
CMIN / DF	1,020	< 3	Good Fit
GFI	,947	> 0.8	Good Fit
CFI	,999	> 0.95	Good Fit
NFI	,962	> 0.9	Good Fit
TLI	,999	> 0.9	Good Fit
RMSEA	,013	< 0,08	Good Fit
RMR	,061	< 0.8	Good Fit

Table 6. Composite Reliability Values

Construct	Composite Reliability Value
Trust	0.91
eWOM	0.90
Intention to Purchase Online	0.90

Table 7. CR and AVE Values

Construct	CR	AVE
Trust	0.91	0.72
eWOM	0.90	0.75
Intention to Purchase Online	0.90	0.75

Discriminant Validity: Discriminant validity shows that a construct is privileged to measure a particular phenomenon that cannot be represented by other constructs. To achieve discriminant validity, each constructs’ AVE values must be higher than the squared correlation values of all constructs (Hair et al., 2009). As shown in Table 8, discriminant validity was achieved.

Table 8. Discriminant Validity Values

Construct	Trust	eWOM	Intention to Purchase Online
Trust	<b>0,72</b>		
eWOM	<i>0,01</i>	<b>0,75</b>	
Intention to Purchase Online	<i>0,71</i>	<i>0,02</i>	<b>0,75</b>

Note: Italic values are the squared correlation values of the variables; bold values are the AVE values of the related construct.

### Hypothesis Analysis

In the last stage of the SEM, hypothesis analysis was applied and the paths between exogenous (eWOM) and endogenous (trust, intention to purchase online) variables were drawn in line with the direction of the hypotheses created. After that, the model was run and the regression loads were checked to see whether research hypotheses were accepted or not. The results were shown in Table 9:

Table 9. Hypothesis Analysis Results

Hypothesis	Statement	-value	p-value	Conclusion
H1	Trust in e-retailer positively affects the consumers’ intention to purchase online	8,776	***	Accepted
H2	eWOM positively affects the consumers’ intention to purchase online	,957	,339	Rejected
H3	eWOM positively affects the consumers’ trust in the e-retailer	1,074	,283	Rejected

\*\*\* p < 0.001, one-tailed test

The results of the hypothesis test will be discussed in the next section.

### Discussion

According to the results presented in Table 9, two of the three hypotheses (H2, H3) were rejected and one hypothesis (H1) was accepted. Accordingly, trust has been found to have a significant and positive effect on intention to purchase online (p < 0.001; t = 8.776). Therefore, H1 was accepted. This result is consistent with the outcomes of previous studies (Gefen, 2000; Mansour et al., 2014; Sam & Tahir, 2009) in the literature. In the

current study, it was determined that trust in mydukkan.com has a significant impact on Turkish musicians' intention to purchase on mydukkan.com.

The results also indicated that eWOM does not have a statistically significant impact on consumers' intention to purchase online ( $p = 0.393 > 0.05$ ;  $t = 0.957$ ). For this reason, H2 was not accepted. This result differs from previous studies (Kudeshia & Kumar, 2017; Prasad et al., 2019; Saleem & Ellahi, 2017) in the literature. The reason that the current study differs from the results of previous researches may be due to the sample and context of this study. The sample of this study consists of Turkish musicians. While musicians are purchasing musical instruments or accessories online, they may be more interested in their own experience rather than comments on any website or social media platforms. In addition to this, before the musicians purchase the relevant music equipment through online channels, they may want to touch the products first; try the products, and make a purchase online according to their relevant experience. For these reasons, eWOM may not have a direct impact on Turkish musicians' online purchase intention.

Lastly, it was determined that eWOM does not have a significant and positive effect on trust ( $p = 0.333 > 0.05$ ;  $t = 0.957$ ). Therefore, H3 was rejected. On the contrary to this result, previous studies (Dellarocas, 2003; Sparks & Browning, 2011; Ladhari & Michaud, 2015) emphasized the positive effect of eWOM on trust. The reason why the results of this research differ from other previous studies may be related to the sample and context of the study. There are different and inconsistent comments about mydukkan.com on various websites and social media pages. For example, while there are complaints about mydukkan.com on the "şikayetvar.com" where consumers express their dissatisfaction with the products or services they bought (Şikayetvar, 2020); there are also many positive opinions about mydukkan.com on Ekşisözlük which is one of the most popular online communities in Turkey (Ekşisözlük, 2020). Due to the inconsistency of all these opinions and evaluations, the musicians' trust in mydukkan.com may not be affected by the eWOM. Also, it may be possible for musicians to care about their own experience, rather than paying attention to the opinions of other users.

### **Conclusion**

The interest of Turkish users in e-commerce and the share of the e-commerce industry in the Turkish economy are increasing every year. The average annual growth rate of the e-commerce industry in Turkey was reported as 35% between 2015 and 2019 (TÜBİSAD, 2019). Hence, it can be said that e-commerce has become a preferred shopping method among Turkish consumers. In this context, this research examined the e-commerce behavior of Turkish musicians from the perspectives of trust, eWOM and online purchase intention. The relationships in the theoretical model were analyzed with quantitative data collected from 113 Turkish musicians. As a result, some theoretical contributions to marketing literature and various managerial implications for e-commerce companies have been obtained within this study.

### **Theoretical and Managerial Implications**

Previous studies examined consumers' online purchase intentions in the context of various industries such as consumer electronics (Kudeshia & Kumar, 2017), fashion products (Escobar-Rodríguez & Bonsón-Fernández, 2016) and travel companies (Mohseni et al., 2018). The current study makes a theoretical contribution to the literature that has not been done before by investigating the online purchase intentions of Turkish musicians in the context of musical instruments e-retailer mydukkan.com. Also, previous studies have found the significant and positive effect of eWOM on online trust (See-To & Ho, 2014; Ladhari & Michaud, 2015; Luo et al., 2015) and online purchase intention (Chevalier & Mayzlin, 2006; Fan & Miao, 2012; Saleem & Ellahi, 2017). However, in the current study, these relationships were not found significant. Thereby a contribution was made to the literature contrary to those previous studies. Finally, this study found that trust in the e-retailer has a positive and meaningful impact on intention to purchase online. This result supports the outcomes of previous researches (Jiang et al., 2008; Kim et al., 2008; Kang & Hustvedt, 2014). Current research has expanded the existing theoretical knowledge, which expresses the positive and significant impact of trust on purchase intention, in the context of online musical instruments retailers and Turkish musicians.

This research also provides some managerial implications for professionals who work in the e-commerce industry. Based on the results, it can be said that e-commerce companies that sell musical instruments can increase their sales and thus their profitability by offering their customers a more reliable online shopping environment and experience. For example, e-retailers can provide their customers with a safe and risk-free purchase experience by integrating the most secure online payment systems on their websites. Considering that e-commerce companies do not have physical stores and only serve on the Internet, companies can also establish strong trust with their customers by providing them decent online customer services.

### Limitations and Future Recommendations

This study has two limitations. Firstly, the data of the current research were collected between September and October 2019, and the findings obtained within this research were reflected in the relevant specific time frame. Future researches should carry out long-term studies to understand whether musicians' online buying behavior will change over time. Secondly, the research model of the current study examines the effects of trust and eWOM on intention to purchase online and the effect of eWOM on trust; in the context of Turkish musicians and a musical instrument e-retailer. Future studies should investigate these relationships in the context of other industries and samples to make sure that the validity of the measurement model can be proved in general. Also in this way, the scope of the research subject can be extended to other contexts.

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