THE EFFECTS OF SERVICE DESIGN ON SUPER APP BRAND PERCEPTION AND USER EXPERIENCE

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ABSTRACT

THE EFFECTS OF SERVICE DESIGN ON SUPER APP BRAND PERCEPTION AND USER EXPERIENCE

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This study aims to investigate the effects of service design elements (user interface, payment, logistics, return process, and customer support services) on super apps brand perception and user experiences by also considering the brand recognition of customers. A qualitative and exploratory research design was used, with a purposive sampling method. Participants specified as users who purchase from the super app’s different services such as; electronics, clothing, furniture addition to the food and grocery shopping at least once a week aged between 25 and 35. Data was collected through a semi-structured interview, and analyzed using qualitative data analysis. Accordingly, service design elements and customer experience play a significant role in building users’ brand perception in the themes of Trustworthiness, Seamlessness, Functionality, Variability and Habituality. Also, brand’s approach to social responsibility and their stance were examined to understand the changing perception of users. The study results determined the positive and negative impacts on current brand perception in addition to how they build the recognition of brand. Accordingly, the study can be lightening the possible implications for super app developers and brand creators.

Keywords: Service Design, Brand Perception, Customer Experience, Super Apps
ÖZ

SUPER UYGULAMALARDAKİ SERVİS TASARIMININ KULLANICILARIN MARKA ALGISI VE DENEYİMLERİNE ETKİSİ

Şimşekler, Sümayye
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Anahtar Kelimeler: Hizmet Tasarımı, Marka Algısı, Müşteri Deneyimi, Süper Uygulamalar
To everyone adapting to the evolving digital world...
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CHAPTER 1

INTRODUCTION

In this section of the research, which marks the beginning of the study, the motivation of the study and the mindset with which it is framed will be explained to prepare the readers for the research topic. Following that, the purpose of the study and the main and sub-research questions asked to achieve this purpose will be elucidated. These questions will define how the subject will be addressed and its boundaries. The contributions and significance of the study, i.e., how it can contribute upon reaching its goal, and why it is important, will be discussed by referring to the gaps in the literature. Finally, by presenting the thesis structure, readers will be informed about how the study will enrich and direct them in which sections.

1.1 Motivation of the Study

Over the last two decades, there has been a significant shift in how individuals engage with products and brands. In the current landscape, experiences have become distinctive elements of marketing, setting them apart from traditional products and services (Orhan & Macilvaine, 2020). In the rapidly digitizing world, changing human behaviors and expectations are evident in most aspects of our lives. The continuously changing landscape of consumer behavior, where customers have more influence and a wider array of consumption choices, has led to a substantial demand for researchers and businesses to gain a deeper comprehension of customer experiences and how they are shaped (Kemppainen & Frand, 2019). However, it's important to note that this transformation and evolution are not one-sided. As user expectations change, the systems they interact with, which are evolving and sometimes diverging, necessitate continuous adaptation from users. In this context,
focusing on users of e-commerce platforms, where they have a chance to discuss different stakeholders in the systems built around the brand.

Over time, these e-commerce systems have grown in complexity, requiring brands to understand their users and adapt their behaviors to their super application. Super apps are comprehensive applications that offer a wide range of services within one interface. This can involve integrating various functions into a single app or creating a family of apps, each with its own features but unified under one brand. Some super apps utilize both functional integration and umbrella branding strategies (Steinberg et al., 2022). Present studies on super apps primarily concentrate on the overall concept of the super app or the platformization trend, lacking a comprehensive comprehension of the essential link between the core app and its extended services (Zhu et al., 2023). This adaptation is not limited to just the buyer who take the service or product and seller who provides the product or service; it extends to various other actors who, in the context of the digital world, both facilitate the user experience. A super app goes beyond simply combining various functions; it acts as a comprehensive platform providing essential features for a wide range of applications such as social networking, financial services, online shopping, transportation, and delivery. This results in the creation of an ecosystem of interconnected applications (Gartner, 2022). The super app model, hailed as "the future of mobile internet," has been embraced by widely used applications such as WeChat, Gojek, Kakao Talk, TikTok, and Facebook (Zhu et al., 2023). It can be safe to say that traditional shopping behaviors and expectations have evolved, allowing users to access a wide range of products and services with less effort owing to the online purchasing channels. E-commerce takes place in a more dynamic environment compared to traditional commerce (Özdemir & Nacar, 2022). While this uniform approach might seem limiting in terms of user behavior, it actually accelerates the recognition of customer issues. For instance, instead of interacting with physical stores and salespeople, users now engage with digital representation of sellers and products through the application interface created by brands. Consumers can effortlessly buy goods or services using mobile payment options within these super apps, making
them a cutting-edge and efficient platform for businesses to carry out their online retail activities (Guo et al., 2022). Various stakeholders within the system do not have evenly distributed roles, and it is important to note this fact. While digital advancements have made products and services more accessible, they have also made real human interactions and dialogue less prominent. Consumers, just as in all the free and independent environments provided by the internet, do not limit themselves to the information and content provided by a business on e-commerce websites owned by those brands (Özdemir & Nacar, 2022). In this system, brands communicate with potential or existing users through the identities they create. Brands attempt to break away from this mechanization by shaping user perception that may not be concretely visible or fully explainable in terms of words.

Brand perception can be understood as the process of users getting to know, acquainting themselves with, and placing a brand in their minds. Brands that aim to break through this mechanization created by the digital world use these identities to protect and expand themselves within this narrative. Understanding how these brand identities come to life in users’ minds within this context is essential. It will be crucial to note that brands cannot be separated from the systems they encompass. The intertwining of these systems provides users with more opportunities to recognize brands and their approaches. Therefore, it could be inferred that the process of building strong brands begins with fostering brand awareness (Hauser, 2011; Ye & Van Raaij, 2004), allowing consumers to recognize or recall a brand’s identity (Stapel, 1998). Brand recognition refers to the extent to which consumers can identify or recognize a brand based on its name, logo, slogan, jingle, packaging, or other visual or auditory cues associated with the brand. It is essentially the awareness that a consumer has about a brand’s existence. The interconnected nature of these elements necessitates a comprehensive approach, which is the focus of this study.

In the light of these changing behavior patterns and approaches, the aim and framework of the study have been defined, and research questions have been formulated. The motivation behind this study lies in uncovering how these super
apps, which consolidate services to provide convenience to users, are perceived by users.

1.2 Aim and Objectives of the Research

The aim of this research is to examine the impact of service design elements (including user interface, payment process, logistics services, return process, customer support services), customer experience and brand recognition on users’ brand perception within super apps in the e-commerce industry.

In the light of the aim, the goals of the study are:

- To provide a comprehensive understanding of how customer experience in the super apps affect the users’ brand perception
- To analyze the role of different service design elements (including user interface, payment process, logistics services, return process, customer support services), impact users’ perceptions of brands in super apps
- To examine the impact of the super app brand recognition on users’ perceptions
- To evaluate the role of approach to social responsibility in shaping users’ brand perception within super apps

The outputs of the research in relation with the aim and objectives can be listed as:

**Comprehensive Understanding of Customer Experience Impact**

- In-depth analysis of how customer experience within super apps affects users’ brand perception
- Identification of critical touchpoints and factors that contribute to users’ brand perception.
- Recommendations for optimizing the customer experience to enhance brand perception.
Service Design Elements Analysis

- Detailed exploration of how various service design elements (user interface, payment process, logistics services, return process, customer support services) impact users' perceptions of brands in super apps.
- Specific recommendations and considerations for each service design element.
- Insights into which elements have the most significant influence on brand perception.

Brand Recognition and Perception

- Examination of the relationship between brand recognition within super apps and users’ brand perception.
- Recommendations for building and leveraging brand recognition to positively influence brand perception.
- Insights into how brand recognition can serve as a competitive advantage within the super app market.

Social Responsibility and Brand Perception

- Evaluation of the role of social responsibility initiatives within super apps in shaping users' brand perception.
- Recommendations for effective approaches to social responsibility that enhance brand perception.

Insights into how social responsibility can be integrated into super apps to strengthen brand image.

1.3 Research Questions

The main research question is:

- What are the effects of service design elements in super apps on users' brand perception by considering the brand recognition and customer experiences?

The sub research question that assist and direct the main question are:
• How does the overall customer experience in super apps contribute to users' brand perception?
• What is the relationship between service design elements provided by super apps and users' brand perception?
  o How does the user interface design of super apps influence users' brand perception?
  o How does the payment process in super apps affect users' trust in a brand and their perception of transaction seamlessness?
  o What is the relationship between logistics services provided by super apps and users' brand perception?
  o What impact does the return process within super apps have on users' brand perception?
  o What role does customer support service play in influencing users' brand perception within super apps?
• To what extent does brand recognition affect users' brand perception in the context of super apps?
• How does the approach to social responsibility within super apps shape users' brand perception?

1.4 Significance of the Study

The advancements in internet technologies have led to various transformations globally in social, commercial, and economic aspects. The increase in internet usage rates worldwide, including in Turkey, has also resulted in a higher adoption of e-commerce. This is because businesses have found it easier to reach new customers and promote their products through the internet. Additionally, many companies have turned to e-commerce, shifting traditional commerce to the electronic realm (Shiau & Meiling, 2012). As a result, research opportunities have emerged over time to understand and make sense of users' evolving and changing experiences. In this system, where different actors are present, it is also crucial to consider from which
actor's perspective experiences are being evaluated. Because different actors' perspectives mean seeing a completely different aspect of the system.

There is a growing awareness of the importance of comprehending the complete scope of the customer experience. In general, grasping customers' perspectives, encompassing their desires and requirements, holds a crucial position in various types of businesses (Kettunen et al., 2018). Some of the researchers have contended that the discourse on customer management has predominantly centered on the service provider's viewpoint (Heinonen, K., Strandvik, 2018) and, although some initial efforts have been made to conceptualize and evaluate customer experience outcomes (Lemon & Verhoef, 2016), there has been comparatively less emphasis on customer-centric perspectives. Additionally, there is still uncertainty surrounding the elements that form an experience from the customer's standpoint (Kawaf & Tagg, 2018) and how customers themselves shape their experiences. The significance of this study lies in its approach, which is entirely user-centered, aiming to uncover their specific experiences and perspectives.

Customer feedback serves as a potent means of evaluating existing services and enhancing service design in the future (Cahigas & Prasetyo, 2020). Therefore, conveying user comments and opinions with the answers obtained through research can be critical. Many previous research efforts rely on questionnaires and surveys to capture customers' expressive thoughts and feedbacks (Cahigas & Prasetyo, 2020). Quantitative research may not always provide the desired results in this expectation. This is because it limits users to marking given questions or answering them through templates, while the aim is to discuss users' detailed opinions and thoughts in order to understand the comprehensive impacts to their perspectives. Therefore, compared to the commonly conducted survey method in the literature, this study is in a more advantageous position for collecting the mentioned important feedback and thoughts directly through semi-structured interviews with users. Recognizing the customer experience is assigned as "essential" (Lemon & Verhoef, 2016) and positioned as a
central component of a company's offerings, as customers increasingly anticipate high-quality interactions at every stage of their journey.

According to the research, consumers tend to make more purchases from websites they perceive as high-quality (Fogli & Guida, 2015). Additionally, when shopping on e-commerce websites, consumers pay attention to product reviews and likes on the websites (Standifird, 2001). Furthermore, consumers tend to have more trust in familiar e-commerce websites (Yao & Li, 2008), leading them to make more purchases from these websites (Chang et al., 2014). The literature indicates that factors influencing website quality and website features significantly impact consumers' perceptions of value (Chang et al., 2014), risk perception (Sullivan and Kim, 2018), trust perception (Hsu et al., 2014), and purchase intention (Cao et al., 2005). It is also observed that value, risk, and trust perceptions (Ponte et al., 2015, Ganguly et al., 2010) significantly influence consumers' purchase intentions. In this context, user-centered experiences and relationship contexts have indeed been studied in the literature and continue to be studied. However, this study aims to provide a more comprehensive perspective on these services based on the user's experience of benefiting from different services through the same or different brands, and how these services shape their brand perceptions. Furthermore, the research insights would assist managers in crafting an effective marketing strategy, enabling them to establish enduring relationships and cultivate a dedicated customer base. Specifically, understanding the purchase contexts in which they should prioritize specific aspects of their offerings, such as products versus services. (Kittur & Chatterjee, 2021).

The customer journey signifies the distinct stages that define an individual's engagement with a service, product, or brand within a specific context. This journey is shaped by multiple touchpoints, which are events that individuals notice and consciously associate with a particular company or brand. These touchpoints enable customers to shape their experiences with a service, brand, or product, as their opinions and perceptions are significantly impacted by the interactions facilitated by
touch points across various channels. Hence, there is a requirement to comprehensively perceive the impact of various touchpoints to gain a comprehensive understanding of the customer journey (Kemppainen & Frand, 2019).

In order to satisfy customer expectations, service quality concentrates on fulfilling customer needs and preferences, encompassing all the activities and provisions directed towards customers. This comprehensive approach can be referred to as perceived service quality (Arianto, 2018). Do platform owners have the potential to gain a significant advantage by leveraging resources and experiences to explore new areas of potential growth? However, is it possible for a single entity to dominate entirely, or should platforms also consider the "just because you can, does not mean you should" principle (Sedighi et al., 2022).

1.5 Structure of the Thesis

The thesis can be examined under the five chapters that aim to answer main and sub research questions:

Chapter 1, Introduction provides the audience with a roadmap for the thesis by offering the research aim, main and sub-questions in addition to the motivation and scope of the study.

Chapter 2, Literature Review aims to inform readers about the necessary topics before delving into the research phase. In this section, within the boundaries of the study, examined terms and concepts will be discussed. Starting with the concept of service design, this chapter introduces the scope and user-centered approach, followed by an exploration of the service design process. Moving on to another essential element of the study, super apps, it explains how these elements of service design manifest in super apps. After understanding the role of user focus in super apps, the chapter proceeds to elucidate user interface, payment services, logistics services, return processes, and customer support services, along with their relations. Following the discussion of the main impacts of the study, the term brand perception
and its aspects will be explained, and the elements influencing brand perception will be described based on the results of literature reviews. Lastly, considering how these service designs, within the framework of super apps, affect brand perception factors, emphasis will be placed on the gap in the literature.

Chapter 3, *Methodology* expands the research method utilized in this study. Starting from the background of the section; methodology introduces the sampling and participant recruitment process. After explaining the data collection method, the semi-structured interviews will be explained in addition to the pilot interview and their questions. In the data analysis process content analysis and thematic coding will be discussed. Lastly, limitations of the study will be addressed in this chapter.

Chapter 4, *Results* explains the findings of the study by emphasizing each theme and their certain sub-themes by considering the customer experiences, service design elements (UI, payment, logistics, return process and customer support services) and brand recognition impacts separately. Five main themes will be discussed as; Trustworthiness, Seamlessness, Functionality, Variability, Habituality and Approach to Social Responsibility. Each main theme specialized for certain elements coming from the users’ experiences as defined sub-themes.

Chapter 5, *Discussion and Conclusions* which is the last chapter of the thesis, presents the Matrix that shows all the relation between the main themes and how these main themes are specifically named as sub-themes under the customer experience, service design elements and brand recognition. It also summarized the themes by overviewing by highlighting the most significant sub-themes and gaps in the Matrix. Lastly, the chapter creates comprehensive looking by answering the research questions in addition to the limitations of the study and future recommendations.
CHAPTER 2

LITERATURE REVIEW

This chapter is structured to address the research questions and fulfill the overarching goal by elucidating the fundamental triad of service design, super apps, and brand perception. It commences with an exploration of 'The Concept of Service Design' and subsequently unfolds within the framework of super apps. Following this, it proceeds to elucidate the identified and delineated elements of service design within super apps, aiding in the comprehension of their interrelationships. Conclusively, it delves into the term 'Brand Perception' and the aspects that constitute and influence this perception. In closing, this chapter underscores the necessity of the research topic by highlighting the existing research gap that remains unaddressed in the literature. It lays the foundation for the subsequent analyses and discussions, positioning the study within the context of service design, super apps, and brand perception.

2.1 The Concept of Service Design

Services possess unique characteristics such as intangibility, heterogeneity, inseparability, and perishability, making them distinct from tangible products. Due to the growing significance of the service industry, scholars and practitioners have been studying the concept of service quality since the late 1970s (Yarimoglu, 2017). Service design has emerged as a first time in the literature and sector; as designing the whole product services including the various touchpoints and experiences with users. The product itself does not represent the customer experience at a comprehensive totality. The additional services like presenting the product, the information or features that give along with the product, store capability, interior design and their possibility to change experiences or directive from the personnel;
these all contribute to the overall service experience of customers in the tangible physical product world. By the time, the additional services with the product have been varied and understand the critical impact on customer behavior. Shostach, who is the first person used the service design term, stated that in the realm of service design, it becomes evident that the differentiation between products and services transcends mere semantics. While products are tangible entities that occupy both time and space, services are fundamentally composed of actions or processes, existing solely within the dimension of time. This foundational distinction between "objects" and "activities" serves as the pivotal point from which a focused exploration of services begins. Services are provided, while products are owned, and services, by their nature, elude possession. Instead, they are to be experienced, created, or actively participated in (1982). The origins of quality methodologies can be traced back to the Industrial Revolution when societies initiated the separation of producers from consumers. This shift paved the way for the discovery and development of quality practices aimed at improving the overall customer experience. These practices initially centered around processes associated with tangible products. However, with the onset of globalization and the expansion of service industries, a transition began to occur, extending these quality practices into the domain of service processes (Haik, 2005).

The advancements in technology and communication have propelled us into a digital age, where information is digitized and transmitted through the internet, the global network that connects computers across the world (Hellianto et al 2019). The concept and definition of the product changed as products became digitized over the years. The term, service design, was initially used for designing the intangible and unseen services placed around the physical product back then; now even the “products themselves” cannot be touched. The digital products and the concept of service design come across more than physical product scenarios. In order to make the digital products valuable to customers; service design gains more importance rather than just complementing user experiences of physical products; it is now an integral component of products. Even, it is almost the product itself. If the service design
experience were likened to a movie; while the product itself may be the leading role, the harmony it has with the other actors, the way the script unfolds, the director's contribution to the film, and, of course, the audience's holistic view of all these different elements are the factors that directly determine what we gain from the movie. Digital products couldn't be conceived without service design if the aim is to reach customers and gather their feedback about experiences. In other words, the concept of service design is a really important way of touching the customers and turning the customers to the users by designing their experiences. If it is summarized; it can be said that back then services were complementary to products; now, products are parts of services.

Apart from all the introduction to the concept of service design; the definition can collapse and be acceptable for both digital and physical products' services. Service design is designing the big picture that includes product, additional services which touch the users' experiences by integrating several service providers and their contribution to the whole user experience. The same product in the marketplace can make a difference on users' minds by giving value to the service which completes the customer purchasing process. It is a holistic approach that demonstrates that the user experience is not solely based on using the product after purchase. It encompasses designed marketing and sales strategies and techniques that affect the product's visibility in the market, its impact on the purchasing process, and the continued connection between the user and the product or designed service even after the purchase. Service design takes a holistic view of services, considering all aspects of the service experience, from touchpoints and interactions to backend processes and systems. It helps organizations optimize the entire service ecosystem by considering the customer expectations and stakeholders’ approach.

Service design can be summarized in such a metaphor; it is the magical supplementary touch that designs both the products and the invisible services in a way that makes them visible to potential users and enables users to establish a secure connection with the whole experience.
2.1.1 User-centered Approach of Service Design

Utilizing digital channels to connect with customers offers companies the potential for significant innovation in delivering services across the entire customer journey. Whether it's through online platforms or various information devices, businesses across diverse sectors now have an increasing array of opportunities to create valuable service interactions that result in satisfied and loyal customers. This expanding landscape allows companies to continually enhance the overall customer experience (Gillespie, 2008). The scope and applications of service design are broad and can be applied across various industries and sectors such as; public sector, healthcare, financial services, retail, transportation, hospitality or education. According to Shostack, in these services that rely heavily on human interactions, such as complex professional fields like legal, consulting, or medical services, factors like recruitment, training, and overall management are of paramount significance (1982). The reason service design can be discussed in these sectors where expectations and users differ is because it focuses on the user and designs interactions with various stakeholders. These interactions are in constant evolution and change, contributing to specific needs and problem areas as an innovative approach.

While profitability remains a crucial aspect for businesses, their ability to meet customer satisfaction and cultivate a sense of loyalty plays a defining role in shaping their future. Businesses must prioritize their customers at the core of their services to retain their current customer base, attract new clients, and re-engage with former customers (Çelik, 2021). This user-centered approach plays a strong role in understanding users' needs and preferences. It helps these different sectors that are suitable with customer expectations. Through such an approach; tailored service design leads to creating customer satisfaction and as a consequence in the long-term customer loyalty could be built. The main aim of all service organizations, both at the inception and conclusion of the service design process, is to deliver value to customers. This fundamental marketing objective is evident that conducting market
research throughout the entire design cycle serves as the most effective control mechanism to guarantee the alignment of services with this overarching goal (Shostack, 1982). From the customer's perspective, individuals play integral roles in numerous services. Yet, the human element also introduces a greater potential for variability in service quality. During the design phase, it is imperative for the developer to meticulously plan and account for each interaction between the service recipient and the service provider (Shostack, 1982). Providing a seamless and consistent service experience can contribute the alignment and improved communication within these stakeholders in the system. From the customer's perspective, individuals play integral roles in numerous services. Yet, the human element also introduces a greater potential for variability in service quality (Shostack, 1982). Service Design (SD) represents a comprehensive approach employed to orchestrate the entire service journey, considering the interests of customers, service providers, and other pertinent stakeholders (Roto et al., 2021). The creation of a new service is often characterized by a process of trials and errors. Developers transform a subjective understanding of a need into a practical concept, which may sometimes bear only a distant resemblance to the original idea (Shostack, 1982). That’s why it is also important to remember that service design cannot be framed and specified within a constant and rigid perspective. It promotes creativity and innovation while developing new additional services or improving existing ones. It helps stakeholders to think outside of that frame and explore different ways to create value to their customers. The constant focus on innovation with a user-centered approach requires in-depth understanding of the needs and problem areas of the user. By conducting user research; service design can expand their gain insights into customer behaviors and preferences. With doing these, service design can answer user needs and expectations.
2.1.2 Service Design Process

After the definition, and user-centered approach of service design; understanding the main steps of Service Design has also a significant role in shaping readers' thoughts. It also helps us to make logical connections in the further sections.

Services are frequently described using vague and poorly articulated verbal and written abstractions. Beginning with this subjective and superficial foundation, there's a tendency to assume that the service has been documented and comprehended, that what is 'known' about the service can be communicated precisely to those responsible for marketing and management, and that the service has been 'fixed' to enable rational decision-making (Shostack, 1982). After conducting user research to specify their needs and expectations; the design process can flourish with prototyping and testing. As in the other design processes; an iterative approach is a key to responding to changing user expectations. By creating prototypes and conducting user tests; service designers can get feedback in order to refine their concepts. This kind of an iterative approach will address the outcomes in identifying users’ needs. Understanding a product is a relatively straightforward task, but comprehending a service in a similar manner is often exceedingly challenging. (Shostack, 1982). What's essential is a procedure that allows for the objective and explicit mapping of a service's structure while capturing all the vital functions relevant to marketing; in essence, a service blueprint (Shostack, 1982). Service Blueprint is the method that is used as a representation of the entire service process. This visualization helps the organizations understand the end-to-end services. By using this holistic perspective, service designers can identify the possible areas in which they can contribute value in concordance with prior user research and testing processes, by regarding the outcomes from the previous research and testing processes. Furthermore, in the absence of a blueprint, if customer behavior toward the service undergoes changes, marketers will struggle to account for or is a a sense-making tool for complex services rather for maximum efficiency. Both molecular modeling and service blueprinting can significantly enhance a marketer's ability to
design, manage, and adapt services, marking a significant step toward rationalizing the marketer's role and true scope of responsibility (Shostack, 1982).

Traditionally, service management and design have primarily concentrated on the interactions occurring between employees and customers. This perspective asserts that the quality of the 'service experience' is predominantly shaped during these final 'service encounters' in the 'front stage.' However, this emphasis tends to overlook the contributions made by activities in the 'back stage' of the service value chain, where materials or information essential for the front stage are processed. Nevertheless, the significant rise of web-driven self-service applications and other automated services necessitates fresh perspectives on service design and quality. It's imperative to view the entire network of services that encompasses both back and front stages as integral components of a 'service system.' We require innovative concepts and methodologies in service design that acknowledge the potential of backstage information and processes in enhancing the front stage experience (Glushko, 2009). Service quality encompasses not only the end result of production but also the manner in which the service is delivered. Given the inherently abstract nature of services, the evaluation of service quality likewise follows an abstract structure, primarily dependent on perceptions and experiences (Çelik, 2021).

As discussed until there, the concept of service design is a big picture of whole experiences including frontstage and backstage activities. Service design can be applied to both digital and physical products by regarding the touchpoints and pain points of the users. Different industries - ranging from healthcare and banking to retail and hospitality- can use this holistic approach in order to create value for their services by regarding the users' needs and expectations which will answer owing to this process.
2.2 Service Design of Super Apps

Service design can be integrated to the different sectors, including e-commerce and online shopping sector. In the context of e-commerce and digital marketplaces, super apps serve as a one-stop digital ecosystem where users can perform a wide array of activities without the need to switch between multiple apps. This integration offers users convenience and efficiency, as they can access diverse services through a single interface, enhancing the user experience. Super-apps are increasingly showcasing the potential to expand well beyond their current domains, transforming into significant players in the realm of financial technology (fintech). They offer products and services that not only revolutionize online commerce but also traditional financial services (Roa et al., 2021).

Society has witnessed a profound transformation due to the rapid proliferation of digital technology. Nowadays, people increasingly prefer to spend their time online, primarily through smartphones and the internet. For this reason, businesses actively explore alternatives to address consumer demands through internet and smartphone applications (Nurqamarani et al., 2020). E-commerce, involves the online buying and selling of products. This technology is gaining popularity as online shopping becomes increasingly widespread with the help of digital technology. Creating an engaging customer experience is essential to foster a customer-friendly online environment (Arshad et al., 2021). In recent times, smartphone users have seen an influx of applications. There seems to be an app available for nearly every conceivable purpose, with over 7 million apps combined in the Apple App Store and Google Play Store. In contrast to this trend, super apps present a different approach. They provide users with access to various services, including messaging, payments, e-commerce, deliveries, ride-sharing, and more, all within a single app (Hasselwander, 2023). Super apps are responsible for answering the users’ needs in different areas by integrating various services from different sectors. Unlike the concept of individual apps dedicated to specific services like online shopping, food delivery, or ride-sharing, super apps serve as comprehensive platforms offering a
wide array of personalized services (Hasselwander, 2023). Super apps earn their "super" designation by seamlessly integrating a wide range of functionalities, spanning from music streaming to ride-hailing to financial services. The substantial institutional size and negotiating leverage of these companies, enabling them to persuade music licensors, taxi firms, and financial institutions to collaborate, represent a crucial aspect of the super app phenomenon (Steinberg et al., 2022). The complexity and comprehensive approach of the service design can occur in the super apps as the plainest way. These different services are the core reason for giving super apps definition to the designed application. Users can find their different needs in one particular application owing to the overarching structure of super apps.

In essence, super apps function as marketplaces or ecosystems that encompass a variety of solutions, services, and experiences, all traditionally found in separate, dedicated apps. Although the term 'super apps' initially gained prominence in Asia with giants like WeChat and Alipay, today more companies are exploring these all-in-one solutions to cater to diverse customer needs. These solutions typically range from e-commerce and goods delivery to financial services and social networks (Roa et al., 2021).

### 2.2.1 Customer Perception of Super Apps

The concept of "customer experience" is a relatively recent approach, initially emerging in the mid-1980s and gaining increased attention during the 1990s (Pine and Gilmore, 1998; 1999; Carbone and Haeckel, 1994; Johnston, 1999). These scholars assessed experience as a new economic value that arises immediately after products, goods, and services. When addressing service quality and value in online settings, it is imperative to emphasize the significance of online customer experience. Online customer experience, which shares several dimensions with e-service quality such as usability, ease of navigation, speed, and reliability, can be divided into three primary stages, commencing with a customer's initial click and culminating in evangelism (Mohammed et al. 2002, as cited in Yarimoglu, 2017). Customer
experience in super apps refers to how users of super apps perceive and interact with these comprehensive mobile applications that offer a wide range of services and functionalities. The analogy of "super apps" in the e-commerce digital marketplace can be likened to a multi-tool or a Swiss Army knife in the physical world. Just as a Swiss Army knife consolidates various tools into a single, portable device, offering convenience and a wide range of functions within a compact form, super apps integrate a multitude of services and features into a single platform. These services can include online shopping, payments, booking services, messaging, social media, and more. Customer perception and experience in super apps are dynamic for this reason and can evolve based on user feedback, updates, and competition in the market. Service organizations are increasingly focusing on the management of customer experiences as a means to foster differentiation and cultivate customer loyalty (Zomerdijk, 2010). The advent of the internet and mobile applications has triggered a shift in how businesses leverage opportunities to meet customer demands. In an age where consumers are more discerning than ever, the internet has empowered them substantially (Nurqamarani et al., 2020). Therefore, super apps must continuously monitor and improve these aspects to maintain and enhance users’ overall satisfaction in their experiences.

There arises a curiosity to comprehend whether and how the availability of super apps influences user behavior. For instance, it raises questions about whether users might fully explore the extensive array of services within the super app, accessing offerings they might not have otherwise used. Additionally, does the integration of new services exert a positive influence on the utilization of other complementary services within the same app? Lastly, it prompts an inquiry into whether users of super apps tend to discontinue the use of single-purpose apps, or do they persist in using single-purpose apps concurrently (Hasselwander, 2023). That’s why understanding customer perception and experience in the context of super apps is essential for businesses operating in this space. There has been a heightened focus on the concept of customer experience, recognized as a novel concept for creating
value, both for businesses and customers (Gentile et al., 2007, as cited in Akkuş, 2014).

In the contemporary world of e-commerce, remaining viable is not only crucial but also considerably demanding, particularly in a landscape where potential competitors are merely a single click away (Albarq, 2021). Kotler (1994) delineated customer value as the evaluation made by customers regarding the overall quality of products and services, acknowledging that this evaluation can often be inconsistent. Customers employ intrinsic cues, including output and service delivery, and extrinsic cues, encompassing complementary aspects of the service, as their reference points (as cited in Ismoyo et al., 2018). Moreover, users’ expectations align closely with the services a company is expected to provide. These expectations can be shaped by various factors, including word-of-mouth recommendations, individual needs, past experiences, and external communications such as advertisements and other forms of corporate promotion (Ismoyo et al., 2018).

2.2.2 Service Design Elements of Super Apps

Service design elements of super apps mean certain features and components which are crucial for designing user-centered experience in the comprehensive ecosystem. Components such as usefulness, efficiency, effectiveness, learnability, satisfaction, and accessibility are significant factors to ensure that users will not leave the service or application by regarding the success of these components (Tanuar et al., 2018). Super apps, by their very nature and structure, are a comprehensive system that encompasses a wide range of different experience types and needs to provide users with these diverse experiences in a holistic manner. The critical point here is the harmonious and effective implementation of the services, which will be defined, in meeting the user.

There are some key service design elements while designing the super app in the e-commerce context specifically. The findings suggest a direct link between customer
satisfaction and the quality of content, application functionality, and digital payment systems. The objective of reuse often has a positive impact on knowledge efficiency, program functionality, and customer service. Furthermore, service design elements play a pivotal role in driving customer loyalty and reuse intention (Nurqamarani et al., 2020). According to the framework of this study, super apps are responsible for giving the holistic purchasing experience. As in they qualify service elements, e.g. User Interface, Payment Services, Logistics Services, Return Process, and Customer Support Services. These elements of Service Design enable us to comprehend both pre-purchase decisions and the impact of experienced services while integrating the post-purchase process.

The research indicates that the online shopping journey's checkout process holds significant importance as a touchpoint (Kemppainen & Frand, 2019). From the customer's viewpoint, delivery represents the final stage of the customer journey, marking the end of the purchase process. It is the point where the online shopping experience transitions into a tangible, physical reality, necessitating certain actions from the customer (Kemppainen & Frand, 2019). After-sales interaction refers to the ongoing connection between a customer and a company once a purchase has been finalized. Customers actively assess their entire journey related to a specific purchase, starting from the product search, continuing through the delivery process, and extending to various post-purchase activities. (Kemppainen & Frand, 2019).

2.2.2.1 User Interface

User Interface (UI) is essentially the initial point of contact for users (Gunawan et al., 2021). Because the UI of super apps is the core visualization of customer experiences when they connect with different services such as payment process, reaching to customer support services, commenting on certain products and in brief navigating in the app as a comprehensive experience. While various factors influence the performance of online retailers, such as shipping, product quality, and customer services, website user experience plays a pivotal role in the online shopping business
(Ekşioğlu et al., 2015). It provides users a journey across all services and features by ensuring user-friendly approach and organization. As more products and services are being sold online, the importance of designing e-commerce with a strong UI and user experience (UX) becomes increasingly significant (Gunawan et al., 2021). People's perception of control and benefit while navigating websites involves their belief that they can control the information they seek and make informed purchase decisions based on that information (Akkuş, 2014). UI is a vital element in building a satisfactory e-commerce platform. In addition to product and service quality, users also value a good UI and UX (Gunawan et al., 2021). Front-end developers play a crucial role in creating websites that are efficient, effective, and enjoyable for clients (Arshad et al., 2021). Online shoppers encounter sensory data, including text-based information, visual imagery, videos, or audio, on the e-retailer's website. They interpret these data cognitively and emotionally while forming impressions about the website (Rose et al., 2012, as cited in Akkuş, 2014). Companies should not only focus on promoting products and services but also prioritize offering a positive and high-value customer experience through well-designed websites. Suggesting a well-designed website can contribute to a positive user experience for customers (Sudiana et al., 2021). When building an e-commerce website, a company's goal should be to attract many visitors who will convert into customers, thereby increasing sales and profits. Thus, user experience aspects should be a top concern (Sudiana et al., 2021). The integration of services into a one-stop super app may lead to reduced accessibility, findability, and usability of information compared to specialized apps. This integration can result in longer loading times upon opening the app, causing inconvenience for users who have specific objectives. For some users who prefer focusing on a single function, excessive information may act as a barrier to achieving their specific goals. Traditional interactive design approaches focus on creating services that align with users' sensory and cognitive processes, emphasizing simplicity, visibility, comprehensibility, and meaning. However, this approach alone may not fully satisfy user needs. The "fit for" concept involves creating an emotional experience that allows users to derive personal satisfaction from the services they
use. Positive reinforcement and user satisfaction are crucial for product or service success (Campbell, 1996).

The user interface of super app is the core visualization of customer experiences when they connect with different services such as payment process, reaching to customer support services, commenting on certain products and in brief navigating in the app as a total experience. It provides users to journey across all services and features by ensuring user-friendly approach and organization. User Interface (UI) is essentially the initial point of contact for users (Gunawan et al., 2021). While various factors influence the performance of online retailers, such as shipping, product quality, and customer services, website user experience plays a pivotal role in the online shopping business (Ekşioğlu et al., 2015).

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### 2.2.2.2 Payment Services

Super apps often incorporate features such as save card options, payment profiles (including saved addresses), and one-click purchase functionality as part of their service design and customer experience. These features are seamlessly integrated into the overall design of the super app, enhancing the convenience and efficiency of the user's journey. They allow users to securely save their payment information for future transactions, streamline the checkout process with one-click purchases, and provide a tailored and user-friendly experience. This level of integration and attention to user convenience is a key component of service design within the context
of super apps. Payment services in the super apps are also related to the UI from the perspective of users. UI of the payment process provides users to understand the requirement to check out and complete their purchasing. From the third party’s framework; it involves the financial transactions including security, ease of use and available payment methods. Several measures have been implemented to enhance security in online transactions, including the adoption of new payment methods such as virtual credit cards, secure internet banking, the 3D secure system, e-wallet applications, cash on delivery, mail order, e-cash, electronic money, smart cards, electronic checks, etc. Additionally, consumer testimonials, recommendations from reference groups, and money-back guarantees are in place to instill a sense of safety and confidence among customers (Çelik, 2021). These key factors make the payment process for users to trust application services.

2.2.2.3 Logistic Services

The past decade has witnessed a significant increase in the utilization of logistics outsourcing and heightened competition within the logistics service industry (Hartman, 2011). Logistics Services related to order fulfillment, shipping, tracking, and delivery, focusing on reliability and speed. In recent years, digital marketing has gained widespread use across various service industries, including retail and logistics. It has been recognized as a vital tool for differentiated marketing and strengthening competitive advantages (Kotler, 2006, as cited in Lee, 2023). The logistics industry has greatly benefited from the expansion of e-commerce. Operators in the logistics and transportation sector have come to realize that superior service quality and effective logistics management provide a competitive edge, particularly as they serve as the primary means of communication with consumers (Hsiao, 2019). Arranging the logistics services by integrating third parties into the system affects the speed, reliability and transparency, in brief, the perception of customers. Users might want to track their packages by using the additional monitoring services created by the application. It should also align with the user interface, because the
tracking system is highly related to screening certain steps on the customers' side. Hsiao stated that the speed of delivery is ever-increasing. Consumers are purchasing a wider variety of goods in smaller quantities when shopping online (2019). The findings indicate that high-star ratings are primarily associated with the services related to product sales and delivery, while low ratings tend to reflect directly on the quality of the product. Through an analysis of frequently used words and phrases, it was observed that fast shipping and competitive pricing significantly influence overall product satisfaction and receive more attention in reviews. Consequently, consumers seem to prioritize the speed and hassle-free nature of product delivery (Çakar, 2018).

The logistics industry, although relatively mature, continues to experience steady growth in both local and international contexts. The demand for logistics services is on the rise, prompting many companies to place a strong emphasis on delivering exceptional service quality (Cahigas, 2020). Yang et al. (2009) emphasize the importance of logistics service capability, while Leuschner et al. (2013) argue that logistics services aim to meet customer satisfaction. Given the current responsibilities of logistics services, customers consider the timing of goods delivery to be of utmost importance, as it reflects the reputation and quality of product suppliers and logistics operations. Therefore, the service quality of logistics and transportation providers plays a pivotal role in establishing successful commercial partnerships with commodity suppliers (Hsiao, 2019).

The flexibility of Logistics Service Providers (LSPs) significantly influences all core dimensions of customer loyalty, including retention, extension, and referrals. This underscores the importance of LSP flexibility as a source of competitive advantage. Furthermore, collaboration has a positive impact on LSP flexibility and loyalty dimensions, highlighting its significant role in supply chain relationships. Additionally, knowledge resources positively affect LSP flexibility and collaboration, underscoring their importance in facilitating critical capabilities (Hartman, 2011). The practice of real-time information sharing and updates on food
delivery through contactless methods can assist brands in enhancing perceived brand transparency among users (Chopdar, 2022).

2.2.2.4 Return Process

Retaining customers in e-commerce is a formidable challenge, as lost customers can swiftly explore alternatives. Customers continually gain e-service experience as they evaluate their shopping experiences, considering various factors like product offerings, product evaluation, purchase decisions, information retrieval, customer service, and product returns (Menon, 2018, as cited in Çelik, 2021). The return process is a crucial component within service design, and it stands apart from traditional customer support services for several reasons. First and foremost, it is often mandated by legal regulations, requiring businesses to adhere to specific guidelines regarding returns, such as offering customers the right to return a product within a designated period, within 14 days. This legal obligation makes the return process unique in its nature, as it involves compliance with legal frameworks and timelines that may not apply to other aspects of customer support.

The return process differs from general customer support in terms of its workflow and objectives. While customer support may encompass a wide range of services aimed at addressing inquiries, solving problems, and providing assistance, the return process has a specific focus on handling product returns, refunds, and exchanges. This specialization allows businesses to efficiently manage returns and ensure customer satisfaction in cases where their expectations are not met with the purchased product or service.

How returns are handled, including ease of returns, refund processes, and communication with users are the key concerns in the return process. Guiding this process via using the application's interface eases the customers' workload. Providing real time tracking of return requests, such as status of their return, when it has been received or expect a refund, create a more reliable process by supporting
with the certain notifications to inform about the progress. When a customer decides to return a product, they should have different options about reimbursement, such as exchanging products, refunds, or shopping vouchers. In e-commerce, where customers make purchases without physically inspecting products, providing comprehensive product information on websites is crucial to bridge the gap between customer expectations and the received product (Çelik, 2021). Super apps should have clear and transparent return policies that can be easily accessible from the users.

2.2.2.5 Customer Support Services

In order to provide assistance, resolve possible problems, and enhance the overall customer experience; customer support services are crucial in e-commerce super apps. There are some significant considerations for these support services to gain users' trust. Responsiveness, one of the dimensions of e-service quality post-purchase, is the most influential factor in e-satisfaction. Effectively addressing and resolving customer issues that arise after a purchase, promptly and easily, has the greatest impact on e-satisfaction. Additionally, the warranty terms offered by the website should safeguard customer rights (Çelik, 2021). Accessibility of the service on the other hand, directly affects the ease of the communication via using the app itself. Users' effort to reach the help center, determines the quality of that service. The different contact options - such as using chatbox, sending an e-mail, or the ability to call the services directly - vary and enrich the customers' choices according to needed feedback.

Super apps are digital platforms that provide a wide range of services, such as transportation, payments, shopping, communication, entertainment, and more, all within a single app. Service design for super apps refers to the strategic and holistic approach of designing, optimizing, and enhancing the entire ecosystem of services and features offered within a comprehensive super app platform. E-services marketing blends internet marketing and services marketing tools. Face-to-face interactions in services case have evolved into screen-to-face interactions in e-
services. Assessing e-service quality entails an analysis of factors related to internet marketing to gauge the quality of services delivered via the internet (Yarimoglu, 2017). Effective content and functionalities within mobile apps are crucial for comprehending and fulfilling the needs of mobile users (Akdağ, 2020). Service design in the context of super apps focuses on creating a seamless and user-centric experience across all these services. Combining internet marketing tools and e-service quality dimensions is recommended to enhance the e-service quality of online retailers (Yarimoglu, 2017). By focusing on user needs, integration, and an interconnected service ecosystem, service design plays a critical role in shaping the success of super apps and enhancing user satisfaction and loyalty. It is imperative to establish consumer loyalty, as dissatisfied customers are unlikely to repurchase a service and may spread negative feedback. Meeting customer expectations is vital for businesses. Conversely, when consumers are content with a product or service, they are more likely to repurchase and recommend it to others (Nurqamarani et al., 2020). Service design in the super apps is a comprehensive and user-centered approach that aims to create a unified and user-friendly experience across a wide range of services and features within a single app.

2.3 Brand Perception

In order to understand the perception of a brand, firstly creating a definition of brand from different perspectives is significant. A brand encompasses various elements such as symbols, letters, digits, designs, slogans, and product characteristics like packaging, form of the product contributing to product differentiation in the eyes of consumers in order to differentiate in the marketplace. Brands hold intrinsic value in themselves (Naaven, 2022). Beyond merely a company or product name, a brand encapsulates culture, values, vision, mission, and even personality (Gülüyev, 2023). In the digital era, understanding how consumers attribute human characteristics and personality traits to brands is crucial.
Brand perception refers to the sum of consumers' sentiments, experiences, and opinions about a good or service combined to form their brand perception (Wänke et al., 2007). Customers don't have to be the users of that brand in order to create an image and perception about it. The concept of brand perception helps expectative customers to know how consumers perceive and shape impressions of brands. Knowing the creation of brand perception is valuable in order to understand that have a potential to influence consumers' attitudes and beliefs toward a brand. It represents the totality of brand multi-dimensionality described holistically and perceptually (Mandagi et al., 2021). Brand perception includes consumers' feelings, experiences, and opinions about a product or service, forming their overall impression. It encompasses various dimensions holistically. Brand personality significantly influences consumer behavior and brand relationships (Ghorbani, 2021). Fournier (1998, 2009) was the first to suggest that people relate to brands in a manner akin to their interactions with people in their lives (as cited in Kervyn et al., 2012). Brand Personality, introduced by Aaker (1997), posits that consumers perceive brands as possessing human-like characteristics and personalities. Brand Personality, which is a specific aspect of brand perception, is instrumental in differentiating brands from competitors and fostering consumer relationships (as cited in Ghorbani, 2021). The alignment between brand personality and customers' personalities generates positive emotions that positively impact brand attachment, satisfaction, preference, and reinforce long-term relationships with the brand (Stancu et al., 2021). In e-commerce, consumers rely on the brand name for trustworthiness and redress for their purchases, particularly in the absence of a physical store (Steenkamp, 2020). Brand perception is a psychological factor influencing consumer behavior, shaped by how consumers perceive brands, regardless of brand messaging. And this perceivability can be affected by the consumers, not brands (Guliyev, 2023). Perceived service quality, as defined by Grönroos (1984), results from comparing consumers' expectations with their actual service experience (as cited in Çelik, 2021).
This underscores the critical role of brand personality in shaping consumer perceptions, preferences, and loyalty. It also emphasizes the significance of brand personality in advertising and promotional efforts aimed at effectively communicating the brand to customers (Srivastava, 2016). Brand Perception is a crucial concept in marketing in order to create loyal customers. It mirrors the customers' perception and interpretation of a brand. Knowing the feelings and thoughts of your users about you means understanding them and being able to make changes in the brand perception you want to create from their perspective. Otherwise, the brand that is created or modified will not settle in the user as expected. Designers should consider not only sensory aspects but also emotional aspects of user experience when designing interactive services. Fulfilling emotional needs can lead to more successful and desirable services. (Campbell, 1996).

2.3.1 Aspects of Brand Perception

2.3.1.1 Brand Emotional Attachment

Brand emotional attachment refers to a deep emotional connection between consumers and a particular brand, characterized by emotions, care, and enthusiasm (Thomson et al., 2005, as cited in Lee, 2023). Emotional attachment, as a concept, is introduced into marketing through various channels like people, social media, products, and locations (Ramkissoon et al., 2016, as cited in Lee, 2023). Another emotional brand association is known as brand admiration (Aaker et al., 2012). Similar to brand love, signifying a strong emotional attachment to a brand. These are the most common terms while talking about the strong brand emotional attachment (Losi et al.,2023). Unlike brand love, brand admiration doesn't always require actual product experiences, as consumers can admire a brand without using it due to financial constraints (Losi et al.,2023). Drawing from Spector (1961), organizations can be perceived in a human context, forming associations with consumers similar to social relationships (Chen-Yu et al., 2016, as cited in Aslam et al.,2017). Brand
perception is considered as a mental association, playing a crucial role in establishing emotional connections with potential consumers (Guliyev, 2023).

2.3.1.2 Brand Loyalty

Loyalty is a strong, unwavering dedication to repeatedly purchase a favored product or service in the future, even in the face of situational factors and marketing initiatives that could otherwise prompt a switch in choices (Oliver, 1999). The brand perception and user beliefs have a significant impact on fostering brand loyalty and influencing consumer behavior. This is because brands represent emotional and symbolic significance, enabling consumers to express themselves. (Aaker, 1999).

Brand loyalty increases customers' willingness to pay a premium and engage in positive word-of-mouth, resulting in higher revenue and profits as customer relationships strengthen. A strong brand with positive equity tends to foster consumer loyalty, creating a sense of belonging and influencing consumers' perspectives on life (Wiyaja, 2013). The brand image holds a pivotal role in the evolution of a brand, as it becomes intertwined with the brand's reputation and credibility. This intervention serves as a guiding principle for the consumer audience, influencing their decision to explore and engage with a product or service. This engagement subsequently fosters a distinct experiential journey, ultimately shaping whether the consumer becomes a brand loyalist to the brand or remains open to opportunistic switches to alternative brands (Wiyaja, 2013).

2.3.1.3 Brand Equity

Brand equity is commonly defined as the overall utility or value of a brand relative to its competitors (Chernatony et al., 2002, as cited in Soler, 2017). Brand equity, denoting the comprehensive sentiments and impressions consumers hold toward a brand, significantly shapes consumer behavior. This phenomenon is primarily propelled by the brand's image, as indicated by Zhang (2013). Additionally, Newman
(1957) emphasized that consumers associate a brand's image with virtually everything connected to it (as cited in Guliyev, 2023). The combination of a positive image and meaningful, emotionally enriching experiences strengthens a brand's position in consumers' minds and hearts, leading to positive brand equity and favorability (Wiyaja, 2013).

2.3.1.4 Brand Trust

In the context of online apparel purchases, where perceived risk is high, trust plays a pivotal role (Chen-Yu et al., 2016 as cited in Aslam et al., 2017). Some studies have suggested that online customer experience has a significant impact on trust, with less-experienced customers tending to have lower levels of trust (Urban et al., 2010 as cited in Akkuş, 2014). Trust acts as a mediator between the website and the purchase, forming a trust cycle that can be enhanced by delivering on promises and maintaining transparency. Typically, trust improves the process of repeated website visits by helping users gain experience and meet their expectations during their visits (Akkuş, 2014).

Customer trust in a brand is established when customers already have intentions to use the brand's services and feel secure in their choice. Brand trust can be defined as the sense of security a customer has in their relationship with a brand, based on their belief that the brand is trustworthy and responsible for meeting their needs and well-being (Suryani, 2019 as cited in Nurchayati et al., 2022). It is a sense of assurance that a purchaser holds, grounded in the belief that the brand is reliable and committed to fulfilling the requirements and well-being of its customers (Suryani, 2019 as cited in Nurchayati et al., 2022). When customers have established trust, they are more inclined to repeatedly engage with a service. This inclination stems from the recognition that a customer's purchase entails not only obtaining a product that fulfills their requirements but also seeking a meaningful experiential component from the product (Nurchayati et al., 2022).
An overall analysis does not seem to support the idea that specific brand perceptions or combinations thereof are more or less associated with loyalty. Instead, a consistent linear relationship is observed between the number of image attributes associated with a brand and customer loyalty (Romaniuk, 2002). Delgado-Ballester (2004) defines brand trust as the confident expectations of the brand's reliability and intentions in situations involving consumer risk (as cited in Chopdar, 2022).

2.3.1.5 Brand Extension

Brand extension refers to a strategy where a brand leverages its existing reputation and customer base to introduce new products, services, or app functionalities that are outside its original or core business area. This approach is particularly prevalent among e-commerce platforms and super apps due to their digital nature, which allows for rapid diversification and scalability. Brand extensions play a significant role in shaping consumers' perceptions and brand loyalty. Consumers tend to remember brand information when they are actively engaged in the decision-making process (Helmi et al., 2022). In the context of super apps, this engagement is particularly relevant, as users interact with various services and offerings within a single platform. In this super app case, which are apps that offer a multitude of services under a single platform (like messaging, payments, ride-hailing, food delivery, and more), brand extension is a core part of their strategy. These apps start with one service and gradually add more services to capture more aspects of their users’ daily lives. The extension strategy aims to increase user dependency on the app. Consumers associate extension fit and brand effort with the development and introduction of brand extensions. Extensions that align well with the parent brand are considered "seamless" and require "minimal effort" for brands due to the ease of transferring parent brand values and attributes (Mahtur et al., 2012). This seamless integration of additional services and offerings within a super app can enhance the overall user experience and strengthen the brand's position in the marketplace. Shaping positive perceptions of super apps' service extension requires consideration
of three key elements: the core platform/app, the brand’s extension into new services, and the integration of the core platform with the new service. Demonstrating that all three components contribute to favorable attitudes toward the expanded service. Specifically, regarding the core app/platform, trust in the core app, user inertia, and habitual usage positively correlate with attitudes toward the extended service. Regarding the extended service itself, its perceived advantages over other apps positively influence attitudes. Also, the combination of the core app and the extended service plays a pivotal role in shaping attitudes. Users' perceptions of compatibility between the core app and the extended service, as well as perceived synergy, positively impact attitudes, while privacy concerns negatively affect attitudes (Zhu et al., 2023).

More precisely, brand extensions have noteworthy consequences on brand personality that extend beyond their commonly documented evaluative effects (Mahtur et al., 2012). When companies broaden their brand portfolio to include new offerings, they can leverage an existing brand image and recognition (Helmi et al., 2022). In the case of super apps, the ability to seamlessly introduce new services and features while maintaining a consistent brand image can contribute to the platform's success and user loyalty.

2.3.1.6 Brand Recognition

Brand recognition refers to the extent to which consumers recognize a brand based on its known attributes or communications. It refers to the extent to which consumers can identify and recall the super app brand from memory, often without the need for the brand name to be explicitly mentioned. High brand recognition indicates that the brand has successfully established itself in the minds of consumers, making it easier for them to recall and choose it over competitors. For instance, when users see the golden arches of McDonald's, they can immediately recognize the brand without needing to see the name. Brand perception, on the other hand, refers to the overall impression or image that consumers have of a brand. It encompasses consumers’
beliefs, feelings, attitudes, and opinions about a brand based on their experiences, interactions, and associations with it. It is influenced by various factors such as product quality, customer service, brand messaging, pricing, corporate social responsibility, and brand associations. For example, Apple is often perceived as innovative, stylish, and premium due to its sleek product design and marketing strategies. Brand recognition is more about awareness and familiarity; Brand perception is about the deeper associations and meanings consumers attach to the brand. Brand recognition focuses on whether consumers can identify a brand among others in a category. On the contrary; Brand perception focuses on the overall impression and feelings consumers have about a brand.

Brand recognition plays a crucial role in the success of a service, comparable to the significance of blood for a human body, as without blood, the body cannot function effectively. Therefore, the connection between recognition and perception holds greater significance compared to other factors (Hamida et. al, 2012). Keller (1993), states that brands serve as a recognition cue for consumers during the purchase process, aiding them in distinguishing among various competitors in the marketplace. Strong brand recognition can incline consumers to choose certain product over unfamiliar alternatives when making a decision (Hamida et. al, 2012). According to Kim and Chung (1997), there is a strong connection between brand recognition and consumer perceptions. They argue that brand recognition serves as an external cue for assessing brand quality, influencing consumers' evaluations of various options. Similarly, Singh et. al, (1988) discovered that for recognition of a brand or product to be widespread, it must possess positive and appealing characteristics. Academic scholars and professionals alike agree that the primary objective of marketing communications involves educating, convincing, and prompting consumers, whether through direct or indirect means, regarding the products or brands provided by companies. Brands fulfill vital communication roles and, in the process, shape consumer perceptions regarding the characteristics and overall identity of a product. Enhanced brand recognition, achieved by enhancing the visibility of a brand in advertisements and improving the level of attention
devoted to message processing can lead to attitude changes, ultimately influencing behavior. According to Sen (1999), when consumers encounter a familiar brand, all associated information automatically comes to mind, highlighting the crucial role of branding in product recognition. A well-recognized brand can significantly influence consumers’ perceptions.

The difference between super app brand recognition and normal app brand recognition lies in the scope and integration of services. Super apps, by offering a multitude of services within a unified platform, can leverage cross-service exposure to enhance their brand recognition. Each interaction within the super app ecosystem reinforces the brand's presence in the consumer's life, making it more memorable. In contrast, normal apps have a narrower focus, which, while potentially allowing for deeper brand association with a particular service, limits their overall brand visibility across diverse consumer activities.

2.3.2 Elements Affecting the Brand Perception

Brand perception is highly susceptible to external influences in the form of brand-related information. It is a complex process that involves individuals actively engaging with marketing stimuli and environmental cues to create a mental representation or image of a product or brand. This mental image is not static; rather, it continually evolves as consumers encounter new information and experiences related to the brand. The presence of stimuli in the form of brand information can influence consumer perceptions of the product or brand. Product perception involves the individual's process of selecting, organizing, and interpreting marketing stimuli and environmental cues to form a mental picture (Losi et al., 2023).

This dynamic nature of brand perception highlights the importance of carefully managing every element of the Brand Image and Visual Identity, Advertising and Market Positioning, and Word of Mouth Reviews by considering the customer interactions. It also underscores the significance of service design within super apps,
as it directly impacts how consumers perceive and engage with the brand through their experiences with various services offered within the app.

### 2.3.2.1 Brand Image and Visual Identity

Brand image is characterized as the comprehensive impression of a brand, shaped through information and encounters with the brand (Nurchayati et al., 2022). Brand image serves as a mechanism for customers to recognize a product, assess its quality, mitigate purchase risks, and derive satisfaction through product differentiation, ultimately influencing their buying decisions (Musay, 2013; Aeni & Ekhsan, 2021). (as cited in Nurchayati et al., 2022). Brand image concerns how a specific group perceives a product, brand, policy, business, or even a nation (Bivainienė, Šliburytė, 2008; as cited in Guliyev, 2023).

According to Sirgy (1985), an additional type of brand perception is brand image congruence (symbolic dimension) based on image-congruence theory which explains consumer’s perception of the consistency between a particular brand image and his/her own self-image. (Aslam et al., 2017). Brands with a positive image tend to encourage customers to engage in word-of-mouth marketing because customers believe in them (Ismail, 2012). Consumers with a favorable perception of a product or service brand image are more likely to make purchases, providing manufacturers with an opportunity to better understand their customers. This is because customers base their purchasing decisions on the brand's image (Adiwijaya & Tarigan, 2017; Wahyuni & Praninta, 2021) (as cited in Nurchayati et al., 2022).

The perceived quality and customer satisfaction associated with a brand image can lead to customer loyalty. Brand image represents the aspect of a market offering that enables organizations to create associations in customers' minds, offering additional value in the form of emotional benefits that extend beyond product attributes and functional benefits (Martensen et al., 2004; Cronin and Taylor, 1992) (Ogba, 2009). A widely accepted perspective is that brand image reflects customers' perceptions of
a brand as indicated by the brand associations stored in consumer memory (Herzog, 1963; Keller, 1993; as cited in Ogba, 2009). Brand image, therefore, constitutes the mental picture or perception of a brand or a branded product or service, encompassing symbolic meanings that consumers associate with specific attributes of a product or service (Dobni and Zinkhan, 1990; Padgett and Allen, 1997; Aperia and Back, 2004) (as cited in Ogba, 2009)

Brand image can be described as the rational or emotional perceptions that consumers associate with specific brands (Low & Lamb, 2000). It comprises the set of beliefs that customers hold about a particular brand, which are shaped by both intrinsic and extrinsic attributes of a market offering and ultimately contribute to the perception of quality and customer satisfaction (Aaker, 1994; Garcia Rodriguez and Bergantinos, 2001). Perceived quality, in this context, pertains to a customer's assessment of the overall quality or excellence of a product or service concerning its intended purpose, relative to available alternatives (Reithaml, 1988; Aaker, 1991; Keller and Davey, 2001) (Ogba, 2009). The brand's image reflects the perception that can mirror objective or subjective reality. The image, formed through the representation of perceptions, serves as the basis for purchasing decisions and even brand loyalty (Wiyaja, 2013). Brand identity encompasses the physical or tangible characteristics associated with a brand or product that facilitate consumers in easily distinguishing it from other brands or products. These characteristics may include logos, colors, sounds, scents, packaging, location, corporate identities, slogans, and more (Wiyaja, 2013). Consumers tend to form specific and distinct perceptions of a brand's personality based on the design of its logo. Furthermore, retailers within the same category tend to employ similar logo designs to position themselves similarly in relation to direct competitors (Stancu et al., 2021).

### 2.3.2.2 Advertising and Market Positioning

Marketing encompasses various elements such as advertising, sales promotion, public relations, and direct marketing, among others. Its objective is to devise
effective methods for reaching customers, offering related products and services, and establishing long-term and continuous relationships with customers (Lee, 2023). The findings of testing and data analysis indicate that advertising exerts a significant influence on brand image and consumer purchasing decisions (Helmi et al., 2022). Advertising is characterized as a promotional campaign devised by a company with the aim of convincing prospective consumers to purchase its product or service by emphasizing the benefits it offers and its capacity to fulfill their needs (Hanaysha, 2020). Agrawal (1966) asserts that investment in advertising enables brands to cultivate long-term customer loyalty and shields them from shifting to rival competitors (Helmi et al., 2022). Experiential Marketing is a sales strategy that provides customers with a unique, enjoyable, and memorable emotional experience. Furthermore, this experience delivers emotional benefits aligned with customer needs (Nurchayati et al., 2022). In the context of experiential marketing, producers view customers as individuals with emotional value, fostering a perspective that necessitates building a relationship with customers to create unforgettable experiences (Nurchayati et al., 2022).

Businesses have shifted their commercial activities to digital platforms with the emergence of electronic commerce. The diversification of products and services offered to consumers in the digital realm, along with the increasing number of businesses in this domain, underscores the need to deliver high-quality services (Čelik, 2021). Mobile apps offer distinct advantages over other forms of mobile advertising. Apps provide consumers with interactive, controlled, and personalized communication. Unlike passive and often intrusive advertisements, branded apps are actively downloaded and used by consumers (Tran et al., 2022).

The significance of balancing global and local perspectives when crafting an online presence is crucial. Companies should align their web design and online experiences with their overarching brand strategy while considering market-specific differences and competitive landscapes (Gillespie, 2008). For instance, Amazon India has adopted a brand positioning strategy by addressing "culture-specific" issues to
establish a strong presence in the minds of Indian consumers. Through its well-known branding campaigns, it aimed to convey a targeted message at the right time without overwhelming consumers with multiple messages (Yadav, 2018). Amazon, a global player, effectively presented itself as genuinely Indian by implementing a "GLOCAL" strategy in its operations, delivery systems, payment methods, and expanding its presence in Tier-II and Tier-III cities (Yadav, 2018). Recognizing local cultural aspects of Indian consumers and addressing their everyday shopping concerns were essential for creating differentiation and establishing a presence in the minds of Indian consumers. These branding campaigns emphasize convenience, authenticity, trustworthiness, a wide product range, and competitive prices to reach Indian shoppers (Yadav, 2018).

2.3.2.3 Word of Mouth Reviews

In the contemporary digital landscape, businesses recognize the significance of establishing a strong brand presence through branded applications. In the modern digital landscape, businesses establish brand presence via branded applications, facilitating connections with consumers and enabling them to generate brand value through shared human interactions (Tran et al., 2022).

Achieving customer satisfaction offers businesses several advantages, including positive word of mouth, customer retention, and acquiring new customers. Conversely, the impact of dissatisfied customers on a business can be detrimental. What makes this even more concerning is the fact that dissatisfied customers tend to share their negative experiences with a wider audience. In contrast, satisfied customers may share their positive experiences with a relatively smaller circle of people. Dissatisfied customers can result in up to 90% of business loss. While dissatisfied customers tend to share their negative experiences with at least ten people, satisfied customers share their positive experiences with relatively fewer people (Çelik, 2021). This asymmetry highlights the importance of delivering exceptional customer experiences within super apps, as a single dissatisfied
customer's negative word-of-mouth can reach a far broader audience than positive reviews.

Given these dynamics, consumers themselves recognize the value of seeking the opinions and reviews of fellow consumers who have previously used a product or service. This behavior serves a dual purpose. Firstly, it allows consumers to mitigate risks associated with their purchase decisions, as they can draw on the experiences of others to make informed choices. Secondly, it provides a rapid and efficient means of accessing accurate information, helping consumers reduce uncertainty and gain confidence in their decisions (Bayır, 2020). In the context of super apps, where multiple services are offered, the role of word-of-mouth reviews becomes even more critical in influencing consumer perceptions and decisions.

In addition to logo design, consumers' prior brand associations in terms of quantity, strength, and positivity influence their perception of brand personality. Consumers amalgamate immediate information conveyed by the brand logo with various information from memory related to that brand, including customer experiences, product quality, variety (Stancu et al., 2021). Customer perception and opinion of a brand are heavily influenced by their level of satisfaction. Consequently, consumer purchasing decisions often depend on the brand name and brand image, particularly in today's global market where consumers are well-informed about branded products. Brand image plays a crucial role in influencing consumers and serves as a source of profit and goodwill (Naaven, 2022).

2.3.3 Role of Design in Brand Perception and Customer Experience

Brand perception is a critical aspect of successful branding. Successful brands should be presented to consumers as archetypes, similar to those found in literature. According to Mark and Pearson (2001), brand managers should identify the archetype their brand belongs to or aspires to be and build consistent communication around that archetype. Establishing such an archetypal image increases the
likelihood of consumers forming a strong connection with the brand (Kervyn et al., 2012)

Moreover, the role of customer experience in shaping brand perception cannot be overstated. It plays a pivotal role in how customers perceive and connect with a brand. Products should not merely meet the needs and desires of users but should also focus on building long-term relationships with customers. Long-term customer relationships are crucial for attracting and retaining customers and achieving economic objectives. These relationships are built on customer-centric business practices (Ismoyo et al., 2018). System quality has a positive and significant influence on customer satisfaction. Factors such as ease of use, navigation between application features, and main page navigation significantly affect user satisfaction. Ensuring user convenience and easy exploration of various services within the application contributes to higher satisfaction levels (Nurqamarani et al., 2020).

Service Design plays a pivotal role in shaping how a brand is perceived by consumers. It is a powerful tool for conveying brand identity, values, and messaging. A well-executed design strategy can evoke emotions, foster trust, and differentiate a brand in a competitive market, ultimately influencing consumer attitudes and behaviors toward the brand. A service outcome is typically not the result of a single interaction between a service provider and a consumer. Instead, it arises from the broader service system, encompassing both back-stage and front-stage services. While there may be a critical "moment of truth" when service quality becomes evident to the consumer, that quality is shaped by the entire service system (Glushko, 2009). Service quality directly affects customer value. When consumers perceive better service quality in terms of product availability, pricing, service delivery, and shopping convenience, their satisfaction increases (Ismoyo et al., 2018).

The characteristics of super app users remain poorly understood, and there is still no comprehensive understanding of who these users are. While it is true that potential users are primarily limited to smartphone users, it's important to acknowledge that not all smartphone users may embrace the concept of accessing a wide range of
services through a single app. (Hasselwander, 2023). Brand image is considered important, as evident from the substantial investments made by companies in developing and measuring their corporate and brand image. However, there is limited understanding of the relationship between brand perceptions and consumer behavior (Romaniuk, 2002). Despite the extensive media coverage and market dominance of super apps, there is a notable gap in literature regarding this phenomenon. The characteristics of super app users remain unclear, and it is essential to recognize that not all smartphone users may embrace the concept of obtaining various services through a single app (Hasselwander, 2023). This gap in the literature is particularly significant as it pertains to the connection between super app service design elements and brand perception. While the influence of service design on brand perception is well-established in the context of traditional brands, its impact on super apps and how users perceive these multi-service platforms remains largely unexplored. Understanding how service design within super apps affects brand perception could provide valuable insights into the evolving dynamics of consumer behavior and branding in the digital age.
CHAPTER 3

METHODOLOGY

The methodology section of this research is informing the reader about the investigative processes that were employed to address the objective of the study. As emphasized and demonstrated in the literature, the elements of service design have been discussed in relation to users' shopping tendencies and satisfaction. Furthermore, the impact of brand recognition has been discussed and investigated within the framework of repurchase intention. Since this chapter aims to discuss and rationalize the impact of elements of service design on brand perception within the context of user experiences, it will describe the methodology used in the study conducted with users.

This methodology chapter is structured to provide the research methodology to understand their perception by regarding the experiences, including the participant sampling, data collection and analysis by concluding the limitations of the phase.

3.1 Background of the Methodology

The field research phase was started in January 2023 by conducting semi-structured interviews with the participants. The interviews initially commenced in January 2023. Following the three pilot interviews and the revised question framework, as well as the introduction of new approaches during the process, the transcription and initial coding phase was completed between April 2023 and September 2023, when half of the targeted number of participants had been interviewed. From this perspective, while the interviews with the remaining 7 users were concluded based on the codes initially created, the transcription and initial analyses were completed in August 2023. Finally, in October 2023, the data collection and analysis phase of the study were completed through the final analysis and thematic coding processes.
One of the goals of this research is to reveal the visual and interactive properties of super apps that reinforce their branding strategy. In parallel with the goal, the design considerations for supporting the branding strategy of the super apps were expected as an outcome. Understanding the impact of supporting services of the super apps on the brand perception of users is crucial in this study to specify the directions of key touchpoints of the design and marketing process of the brand by regarding the customer journey including pre and post purchase processes.

The aim of selecting a particular research method can be explained in the lighting of the main research question. The relationship between the brand perception and service design; can be constructed by focusing on customer experiences and their personal approach to that matter. By conducting semi-structured interviews, understanding complex human behaviors, experiences, and thought processes. It is particularly suitable for gaining in-depth insights by exploring participants' experiences.

3.2 Sampling and Participating Recruitment

Regarding sampling, the method for selecting participants should be seamlessly incorporated into the overall rationale of research study (Punch, 2000). Participants’ experiences and perspectives have significant value for the research because they will form the foundation for answering the research questions. The reason behind the sampling criteria were defined by these frameworks. Participants were chosen on purpose by conducting the Purposive Sampling method. This method is employed to choose participants who are highly likely to provide relevant and valuable information (Kelly, 2010). It aims to increase the depth of understanding. The purposive sampling technique involves intentionally selecting informants based on their specific qualities or characteristics. It's a non-random method that doesn't rely on established theories or a predetermined number of informants. The careful selection of a purposive sample significantly impacts the quality of the collected data (Tongco, 2007).
Purposive sampling was employed in this study to select a sample with specific characteristics that are relevant to the research question. The common selection criteria were defined to ensure that all participants had an experience and engagement with super apps at least once a week, which is central to the study’s focus. These criteria included:

- **Super Application Selection and Usage Frequency;** By including participants who have used multiple super apps, the study can capture a broad spectrum of user experiences and service interactions. Frequent interaction with super apps is indicative of a higher degree of familiarity and reliance on these platforms for daily tasks and services. This criterion ensures that the participants have enough engagement with the apps to provide informed and nuanced feedback on their experiences. Regular use leads to deeper insights. Participants who frequently use super apps are more likely to have encountered a variety of situations, including both positive and negative experiences, thus providing a richer context for evaluating perceived quality and user satisfaction. Understanding the usage frequency also helps in identifying patterns in behavior, preferences, and potential areas for improvement in super app design and functionality.

- **Usage of Super Apps for Various Purposes;** By including participants who have used different services in the super apps, the study can capture a broad spectrum of user experiences and their service interactions. This diversity enables an analysis of how different services may cater to different user needs and how they are perceived.

- **Defined Age Range;** By focusing on this age group, the study aims to tap into a demographic that is not only comfortable and familiar with digital technology but also actively uses it in various facets of life. The participation of this age group can significantly shape the understanding of current and future trends in super app usage, as well as provide actionable insights into how these platforms can evolve to better serve their users. This age group is typically characterized by a high level of engagement with digital technology.
technology. They are often early adopters and heavy users of tech innovations, including super apps, which makes them a valuable source of information on the use and integration of these platforms in daily life.

- **Earning Their Own Income;** Individuals aged 25-35 are usually in the early to mid-stages of their careers and are economically active. This means they are more likely to use super apps for a variety of purposes, including shopping, financial transactions, and communications, providing diverse insights into the functionality and service quality of these apps. Participants who earn their own income are likely to have autonomy over their purchasing decisions, which can influence their patterns of super app usage, particularly in the context of e-commerce and financial services.

The acceptable differences among participants—such as their specific age within the range, their level of digital literacy, the variety of super apps they use, and their income levels—introduce a degree of variability that enriches the data. This variability reflects the natural diversity found in real-world settings and ensures that the study's findings are not limited to a homogeneous group, thereby increasing the external validity and applicability of the research. These differences are acceptable because they do not compromise the fundamental criteria for inclusion; rather, they provide a spectrum of experiences and perceptions that can reveal nuances in how different users perceive and interact with super apps based on their unique backgrounds and circumstances.

The purposive sampling method was selected to create a participant profile that is both specific to the research objectives and reflective of the diversity inherent in the target population, ensuring that the study captures a rich and varied set of data that can inform a understanding of the user experience with super apps.

In order to ensure the meaningful understanding of the reasons behind users' app choices and the variations in experiences attributed to different apps, it was crucial to have experiences with different apps at a frequency determined. Alongside app choices, the frequency of using these platforms was also determined, not for a one-
time experience, but to enable generalizations over a specific period of service received. To facilitate the discussion of service experiences and brand perceptions comparatively between the most frequently used apps, care was taken to ensure that the usage frequencies of both apps fell within the criteria—providing range. In addition to app usage frequencies and choices, participants' familiarity and skills with the digital world, essentially their digital literacy, were specified to ensure that these factors did not pose a barrier in interpreting the service they received. Within this age range, the criterion of participants earning their own money was also added to eliminate external spending and budgetary factors in their shopping experiences. Considering all of these concerns, the sampling for this study was designed to include individuals between the ages of 25 and 35 who use grocery shopping and food delivery apps and shop from super apps in other categories such as clothing, furniture, technology products, stationery, cosmetics, etc., at least once a week.

Gathering demographic data from participants is essential for profiling potential participants. Unlike interview questions, these usually consist of closed-ended questions such as age, occupation etc. (Adeoye-Olatunde & Olenik, 2021). To select participants who met the criteria, an online survey was conducted to 67 possible participants survey through channels including social media platforms and Whatsapp groups. The survey was designed to collect essential information and assess the frequency and nature of participants' usage of super apps. The survey included fields for participants to enter their age, gender, city of residence, and the two super apps they most frequently used by selecting the specific given ranges of the usage frequency adding to the aim and the information about the second phase of the study. (See Appendix A). In the screening and selection phase, based on the responses gathered from the survey, potential participants who met the specific criteria were identified. The inclusion criteria for participation included using super apps for various purposes at the certain frequency, being within the defined age range, having of digital literacy, and earning their own income as highlighted previous. In the process of selecting participants, attention was paid to having participants who most frequently use super apps in different combinations, as well as to ensure a balance in
the distribution of services received in various cities. Potential participants, who are volunteer for the interview phase of the study, informed about the continuation of the study, process and requirements by giving information about the purpose, procedures, and ethical considerations. They were also provided with an informed consent form, which they were required to review, sign, and return if they agreed to participate (See Appendix B). Once informed consent was obtained, interview appointments were scheduled with the participants at a time convenient for them. Participants were given the option to choose the mode of the interview, either face-to-face or via online platforms (Zoom), based on their preferences and location. By following this recruitment process, a total of 13 interviews were conducted. This recruitment process ensures that the selected participants closely align with the research's objectives and will provide valuable insights into the effects of service design in super apps on brand perception. (See Figure 3.1)
3.3 Data Collection

The study was created within the framework of a qualitative research approach by conducting semi-structured interviews. When the expected outcomes were taking account, the data collection method was intentionally chosen because, according to Merriam and Greiner, Qualitative research places its focus on the idea that individuals create meaning through their interactions with the world around them in a social context. Due to its purpose of comprehending a phenomenon through the perspectives of participants, qualitative research yields detailed descriptive outcomes. (Merriam & Grenier, 2009). In this study concept, learning the users’ perspective and reasoning behind their own experiences can be learned via conducting this kind of a meaningful method. Carter and Henderson (2005), clarify
that qualitative research aims to access an individual's or group's perspective on their own social environment without making any value judgments during the data collection phase. This type of research centers on understanding the experiences and interpretations of individuals or groups to examine the reasons behind their connections with other individuals, objects, and their immediate surroundings.

**Ethics and Consents**

As a first step of field research, the ethics approval of the planned research method was provided from the Applied Ethics Research Centre of the Middle East Technical University in January 2023 under Protocol Number 0073-ODTÜİAEK-2023 (See Appendix C).

Additional to the ethics approval from the committee, in order to inform the participants about the process of the study; the aim, objectives, and method were explained. In the context of ethical considerations for research interviews, emphasis is placed on principles aimed at ensuring no harm or damage to the participant, and a crucial aspect of this is the concept of informed consent (Husband, 2020). The inform consent of this study was based on the privacy of the participants’ identity and data that gathered from the interviews by protecting their fundamentals rights. Also, before starting the interview recordings, the verbal consent was obtained from the participants. The considerations regarding respondents and participants make it quite clear that they should be treated equally and without prejudice or discrimination. The concept of informed consent and ethical practice (Husband, 2020) was crucial to gain the trustworthiness from the participants in order to gain the supposed insights within the realm of this approach.

**3.3.1 Semi Structured Interviews**

Semi-structured interviews were chosen as the primary data collection method for this qualitative research. These interviews allowed for a flexible yet focused approach to gather in-depth insights from participants regarding their experiences
with super apps and their associated services. Semi-structured interview, eases the process of addressing the topics that held significance for the participant, enabling the expression of various perception expressed (Cridland et al. 2015). Barriball and While stated that regarding the research subject, the semi-structured interview approach shows its compatibility for examining individuals' viewpoints, attitudes, or intricate perspectives (1994). Considering the purpose and starting point of this research, semi-structured interviews are a highly suitable method that is expected to yield favorable results in achieving the intended outcomes.

The interview questions were prepared with consideration for the entire customer journey map encompassing the shopping experience. This approach involved integrating both pre- and post-purchase experiences, rather than confining the study to a specific purchasing phase. It aimed to provide a more comprehensive research perspective. Semi-structured interviews frequently involve the use of an interview guide containing questions designed to fulfill the research objective. (Omolola et al., 2021). In this framework, the main construction path was defined as purchasing experience differentiations. The questions were mainly prepared according to the service types that were taken by the customers. It consists of three different service approaches including; retail service systems, warehouse product service system and food deliveries from the certain eatery places. As an addition to these specific services, it was learned that any other services such as Taxi hailing, Employment Search, Flight Ticket Booking, Merchant-Mediated Commerce etc. taken or not. Structuring the service-based interview questions eased the integration of brand perception questions. In order to create a comprehensive approach, the questions that asked for understanding their brand recognition, separately repeated for each service type in consideration of their characteristics. (See Appendix D)

Interview Questions structure can be organized under these main topics;

- **Warm-up Questions**- Introducing the researcher to the participants, and explaining the research aim and objectives was the first step before dive into the subject-related questions. After completing the research part; participants
were expected to introduce themselves including the already asked questions in the Online Survey such as their name, age, occupation, the city or cities where they take these services, additional to two most frequently used app choices and the frequency of usage as an average. The extraordinary usage frequency in the case of discount campaigns or certain situations was also discussed. The habits of users navigating within the application and exploring without the necessity of concluding with a purchase were also examined. With the contribution of all these information about the participants’ purchase behavior were lightening to the next phases of the interview.

- **Questions to understand participants’ current brand recognition** - Starting with the general definition and framework of the Brand Perception by considering the literature. Although this description was formulated by drawing from the literature, it was crafted to be both explanatory and comprehensible, expressing meaning among participants from diverse sectors and social groups. After defining the most critical keyword for this research, participants were expected to answer the questions in this framework. This perspective was started to discuss certain questions about the market positioning of super apps such as their advertisement approach - both in-app advertisements and promotional content featured in media where the brand advertises its own products-, and logo & slogans.

- **Questions to learn details about their app usage habits** - Comprehending the reasons behind their super app choices by asking the favorite apps and why this application is defined as favorite for them.

- **Questions related to phase of pre-purchasing process** - In order to create a comprehensive approach and taking the participants to the real customer journey; the process of decision to shopping, super app and product selection were explored. In this decision process, their comparing process, product purchase decision factors and how they influence brand perceptions were uncovered.
• **Questions related to phase of main shopping process**- In-depth discussion about the customer experiences while shopping by specifically mentioning the different service design elements such as; adding the products to the chart, selection of the address, payment process, logistics details and check out in both relation with user interface and unseen services behind these aspects by comparing the two super app selection experiences.

• **Questions related to the phase of post-purchasing process**- The process of waiting for and tracking the delivery of the order, as well as the interactions and experiences through the app after placing the order, were discussed with specific examples in the light of their past experiences. After the product reached to the user, reviewing their own experiences was crucial to emphasize their satisfaction level, that’s why this part included detailed questions about the reviewing process and motivation behind that. Also, the return process, which is one of the undeniable advantages of online shopping when compared with the limitations of it, was discussed. Participants were asked if they had previously experienced this process. The impact of the customer support services experience, which offers the option of assistance throughout the entire shopping process, on each stage of the shopping process was also understood specifically for certain phases such as in the return process, tracking cargo systems or the additional support apart from these.

• **Questions related to the other additional services**- As already introduced before, these super apps have served more than one specific shopping service to their customers. These additional Services were also discussed to understand their perception whether they experienced or not. Additionally, the impact of existing brand perceptions on changing their current habits to adopt these services from super apps instead of traditional methods was also discussed. This was complemented by an understanding of the participants who experienced this process or their perspectives on it, in terms of brand extension.
**Questions related to the social responsibility approach of the super apps**

According to the literature as discussed already in the previous chapter, the attempts or stance to these social responsibility concerns were also significant to understand while shaping the brand perception of participants. Moreover, the discussion focused on the earthquake that occurred in Turkey in February 2023 and the subsequent relief campaigns initiated by super apps, as well as the integration steps taken for long-term social responsibility. It aimed to understand how these developments might lead to changes or effects on users' brand perceptions. The last closing part includes the general comments and opinions in addition to all of these experiences and questions, about their specific situations to complete the interview.

One notable benefit is that the semi-structured interview approach has proven effective in fostering mutual interaction between the interviewer and the participant (Galletta 2012). Within this framework and interview question’s structure; the conversation could be mapped according to unique experiences and perspectives without interrupting the main direction. Because semi-structured interviews (SSIs) are widely recognized for their ability to facilitate profound discussions, adaptability, and generative characteristics, thus encouraging the generation of new ideas (Kakilla, 2021).

### 3.3.2 Pilot Interviews

The objective of this stage is to validate the comprehensiveness and significance of the content in the initial guide and to assess the potential necessity for revising questions and testing its implementation (Kakilla, 2021). Prior to conducting the main semi-structured interviews, three pilot interviews were conducted. The pilot interviews were designed and revised separately after each one in order to reach a well-suited method regarding the expected outcomes. These pilot interviews served as a preparatory phase, allowing for the refinement of the interview questions and the identification of potential issues.
In a more specific manner, the first pilot interview was completed to gain insights about the content of the questions and general directions of the road. To provide a more specific explanation, after the initial pilot interview, questions and their meanings were tested and observed with the participants. This allowed for the identification of gaps between some questions, leading to the addition of sub-questions and a reevaluation of the question sequencing with the aim of conducting a more comprehensive interview. The clarity of the questions and how they were perceived by the participants highlighted the need for further guidance and adjustments to prevent potential misunderstandings in line with the purposes of asking the questions.

In addition to the revised questions after the initial pilot interview, participants were given a task to perform step-by-step shopping using their two most frequently preferred super applications, enabling them to speak more specifically and clearly about their experiences. They were asked to search for products and make purchase decisions with various concerns through the application. During this process, participants' interactions within the application were observed with screen recordings, alongside their own comments and narratives by recording their voices. In connection with this shopping process, discussions were held regarding their past experiences and, specifically, their approaches at different stages within the framework of brand perception. However, it was realized after this pilot interview that the service design elements could not be solely explained by application interactions, and the instant shopping experience went far beyond. For example, the decision-making stage for purchasing a product was not observed in detail, and it was shaped by super app approaches that had a lasting impact on the mind that cannot be noticeable with this kind of an approach. Because these approaches underwent a lengthy process of comparison and research by the participants, which might lead to the possibility of overlooking their long-term effects if discussed superficially during the interviews. The methodology was reconsidered because this type of study might overlook the experiences that continue with different services after waiting for their products to arrive and reaching their hands, as it could lead to a loss of meaning. If
this study were aimed at reporting opinions on the usability and experiences related to the application interface, this method could have been used to obtain effective results.

Finally, in the third and last pilot interview, instead of having users directly perform tasks, screen captures of the relevant sections of the super apps they selected were provided to them as reminders, following the sequence of their user experiences and the flow of interview questions. For instance, with this method, when users talked about the logos and slogans of the super apps they used, they were supported with the necessary visual examples, making it more concrete and visible. However, this actually limited the understanding to interpreting the existing visual elements by users, rather than capturing the desired and expected brand recognitions. This approach also identified that the way participants recall associations in their minds and even how they remember these visual or cognitive elements are essential aspects of the study. Additionally to this stage, the screenshots also used to associate questions related to user experiences with service design elements were not a good representation of participants’ unique and personalized apps. Instead, these screenshots appeared very generic. This step, which was intended to help participants focus more on the topic, did not achieve the desired outcome and did not capture the spontaneous conversational atmosphere that is essential for semi-structured interviews. Therefore, it was reevaluated in the light of cumulative feedback.

The insights gained from the pilot interviews were valuable in optimizing the interview process, ensuring that the questions and method were clear and conducive to eliciting comprehensive responses. The methodology for data collection was refined based on the feedback and observations from these pilot sessions. At the final, without using any distractive elements or tasks; the semi-structured interviews were conducted to gain deeper insights from the participants’ characteristic way of thinking. Participants sometimes used their phones to recall the brand’s logo or certain feature in the interface to show more precisely.
## 3.4 Data Analysis

Data analysis is the aspect of qualitative research that distinguishes it most significantly from quantitative research methods. Unlike the technical nature of quantitative methods, it involves a dynamic, intuitive, and creative process driven by inductive reasoning, critical thinking, and theory development (Basit, 2003). Essentially, it entails the process of comprehending extensive data sets by condensing the raw information, then recognizing significant patterns, and ultimately extracting meaning from the data, leading to the construction of a coherent base (Patton, 2014).

### 3.4.1 Transcription

Ensuring the credibility of qualitative results is resembling to the generalizability, reliability, and validity considerations in quantitative research. According to Lincoln and Guba (1994), there exist four trustworthiness criteria:

“Credibility (confidence in the ‘truth’ of the findings), transferability (providing sufficient detail to determine if findings are applicable to different contexts), dependability (demonstrating findings could be repeated), and confirmability (the extent to which the findings of a study are shaped by the respondents).”

The trustworthiness can be proved by emphasizing the transcription of all words coming from the participants’ mouth by taking into consideration their feelings in their current situations. In this step of the study, after obtaining participants’ consent, audio recordings of the face-to-face interviews and video-recording of the online interviews were transcribed verbatim. This transcription process was conducted with precision to transform spoken conversations into written text. The method was speaking to the voice converter keyboard simultaneously while listening and monitoring the recordings by aiming for high accuracy. These transcriptions served as the primary data source for analysis which will be explained later in the chapter.
3.4.2 Content Analysis and Thematic Coding

In qualitative research, data coding is a technique used to extract the core essence and significance of the information provided by participants (Young et al., 2018). The initial phase in qualitative data analysis involves encoding the data derived from transcriptions. Coding is the procedure of determining and categorizing subjects, by considering the common points and disparities within the interview data, such as quotes from participants (Adeoye-Olatunde & Olenik, 2021). After transcription of the interview recordings; in order to identify patterns, themes and recurring content analysis was employed. The method was carried out by using tools such; Miro (See Appendix E) and Airtable (See Appendix F). Miro was used to create the first set of codes and themes after completing interviews with 6 participants and transcribing them. Assigning different color codes to each theme and code made it easier to identify the most significant and densely coded areas that should be given more consideration. After defining this framework, the last 7 participants’ interview was carried out taking into consideration the framed codes and themes. The code tree was continuing the revision through the ongoing interviews additional to supporting from the literature. Codes were developed inductively, allowing for the emergence of themes from the data itself. Adeoye-Olatunde & Olenik stated that in order to summarize the findings as the most consistent, logical and purposeful way, thematic analysis can be the valuable approach. Via conducting this method, the researchers can analyze complex patterns, by investigating more through diving into the results. Apart from the patterns, detecting the differences between them is also crucial when the aim is to ground it in a meaningful context (2021). That is the reason why the method was aligned with Matrix Analysis which is suitable for understanding the customer experiences in itself and brand recognitions that come from these experiences. After constructing the bridge between these different concepts; the core point was to show the impact of each service design element on brand perception of users in view of the preciseness of all relations and sub-impacts on it. By applying this approach, in order to gain a comprehensive understanding of the relationships
between codes, a matrix was constructed. This matrix allowed for the visualization of connections and intersections between different themes and codes, facilitating a holistic interpretation of the data.

In this process, another supportive tool used was Airtable, which was utilized for creating a table containing quotations from the participants, researcher additional notes labeled with the codes and themes ensuring a systematic approach to data management. It was also used to maintain a structured database of participant information and interview schedules. By adopting these data collection methods and utilizing supportive digital tools, this study ensured a comprehensive and organized approach to gathering and managing qualitative data. This, in turn, contributed to the depth and accuracy of the subsequent data analysis process.

3.5 Limitations of the Study

In this section, the methodology chapter discusses the limitations encountered during the research process. This includes constraints related to participant selection, and any challenges faced during data collection and analysis. While every effort was made to conduct this research with precision, it's essential to acknowledge the limitations inherent in the methodology. These limitations may impact the generalizability and comprehensiveness of the findings.

In the perspective of sampling limitations; the research focused on individuals aged 25-35 who shop from super apps at least once a week. This specific demographic may not fully reflect the diversity of super app users, potentially leading to sampling bias. Data collection phase includes more core limitations of this research on the other hand; The super app landscape is dynamic, with features and user experiences continually evolving. The findings are based on a specific point in time (Between January 2023 and September 2023) and may not capture developments beyond the research period. In fact, even during the fieldwork process, some evolving and changing features made it challenging to discuss and debate the same service
experiences with each participant individually. The updated sub-questions actually contributed to the enrichment and expansion of the study - which will be presented in the discussion and conclusion chapter - rather than limiting it at some point. However, of course, after the field research was completed, it was not explored how these changes and updates were perceived and integrated by the users. The creative aspect of semi-structured interviews (SSI) increases the probability of sparking fresh ideas for implementation (Kakilla, 2021). For this reason, the directions for future research can be framed according to these changes.

It is crucial to recognize these limitations to provide context for the research's boundaries and to guide the interpretation of the findings. Despite these limitations, this research offers valuable insights into the relationship between super app service design and user brand perception, which can inform future investigations in this field.

### 3.6 Overview of the Methodology

The methodology employed in this research is completed by conducting a qualitative research method, aiming to explore the intricate relationship between super app service design elements and users' brand perception. The study adopted a multi-faceted approach, considering various aspects of user experience and service design elements within the super app ecosystem. The qualitative research design was chosen to delve deep into the perceptions and experiences of users. Semi-structured interviews were conducted as the primary data collection method to gain deep, context-specific insights. A purposive sampling strategy was implemented, targeting users aged 25-35 who shop from super apps at least once in a week. This criterion aimed to capture the perspective of digitally literate, financially independent individuals. Data collection commenced with an online survey to identify eligible participants. Semi-structured interviews were conducted with the selected 13 individuals who met the criteria most effectively among the 67 respondents of the online survey. These participants hail from different geographical locations such as Ankara, Istanbul. These interviews were recorded and transcribed for analysis.
Thematic analysis was employed to derive themes from the interview transcripts. Content analysis was utilized to transform these themes into codes. An Airtable database was used to facilitate the coding process, enabling systematic categorization and cross-referencing of codes. Matrix analysis was then applied to explore the relationships and intersections among codes, resulting in the identification of overarching themes. Ethical principles were carefully upheld throughout the research, including obtaining informed consent from participants and ensuring data privacy and confidentiality. Some methodological limitations were acknowledged, including the potential for sample bias and constraints related to the evolving nature of super apps.

In conclusion, this methodology enabled a comprehensive exploration of the user experiences and service design elements within the super app environment. By employing an accurate qualitative approach, this research aims to provide valuable insights into the dynamic interplay between service design and brand perception in the digital landscape. The subsequent chapters will explain the findings and their discussion by concluding the future research directions and limitations of the study.
CHAPTER 4

RESULTS

After the data collection and analysis process, by the help of the thematic coding the main themes were created. In order to understand the specific impacts of each service design element in addition to the customer experience and brand recognition; the subthemes are defined according to these phases. Because it has been observed that there are certain perceived qualities road to be communicating through the app. In order to build this; need to consider aspects which come from the customer experience, aspects coming from the service design elements and some aspects to do with brand recognition in separately creating sub themes. The themes -which called as Perceived Qualities in this study scope- that will be explained in detail are Trustworthiness, Seamlessness, Functionality, Variability and Habituality. Perceived Quality can be framed as the identifiable aspects of super app interaction and service design that lead to qualitative judgement. It basically refers to the customer's perception of the overall quality or superiority of a product or service compared to alternatives, based on its intended purpose. Perceived quality plays a crucial role in consumer decision-making and can significantly impact customer satisfaction, loyalty, and the overall value that consumers attach to a product or service. Strategies to improve perceived quality include focusing on Trustworthiness, Seamlessness, Functionality, Variability and Habituality of the service's benefits and features to the target market.

As mentioned in the previous chapter, while in the process of data collection, the occurrence of earthquakes in Turkey and brands' involvement in social responsibility projects in response were also considered as potential factors that could lead to changes in users' brand perceptions. This approach, named as Approach to Social Responsibility, will be presented separately within the research. In this study, certain perceived qualities will be discussed in terms of their impact on brand perception, and they will be presented hierarchically based on their level of importance. Figure
4.1 illustrates the frequencies of mentions of perceived quality within the scope of this study. Within the chart, the size of the area covered by each delineated perceived quality indicates the degree of its importance.

![Diagram](image)

**Figure 4.1 Hierarchical Representation of the Perceived Qualities**

In the further chapter, all the perceived qualities were explained separately on these aspects: Customer Experience, Elements of Service Design (User Interface, Payment Services, Logistic Services, Return Process, Customer Support Services) and Brand Recognition of super apps. In order to discuss in a more precise manner, understanding the analogy of the super app that most frequently used by the participants is crucial for comprehensive approach to the study.

Within the scope of this study, the super apps frequently used by participants for normal shopping categories resulted in Trendyol, Hepsiburada, and Amazon, while
for groceries and food delivery, TrendyolGo, Yemeksepeti & Banabi, Getir, and Migros can be listed. It is possible to discuss the common and distinguishing service designs for both categories. These platforms primarily offer a wide range of products across various categories, including electronics, fashion, home goods, and more. They serve as online marketplaces where both direct sales and third-party vendors are facilitated. The service design system of Trendyol, Hepsiburada, and Amazon involves examining their approach to e-commerce, customer engagement, logistics, and technology use. They have complex supply chains and logistics networks, including warehouses, fulfillment centers, and distribution systems to manage inventory and ensure deliveries across wide geographical areas. The focus is on efficiently managing a vast inventory and facilitating smooth transactions between sellers and buyers. While each of these platforms operates within the e-commerce space, their strategies and implementations can vary based on their target markets, operational scale, and technological infrastructure.

Trendyol, one of Turkey’s leading e-commerce platforms, has a strong focus on fashion and lifestyle products but has expanded to include a wide range of categories. Its working process emphasizes quick and efficient supply chain management, partnering with local and international brands to offer a vast selection of products. Trendyol’s service design prioritizes user experience with a mobile-first approach, recognizing the high mobile usage rates among Turkish consumers. It features an easy-to-navigate app and website, personalized recommendations, and efficient customer service. Trendyol also operates its own logistics service, Trendyol Express, to control the delivery process and ensure timely shipments.

Hepsiburada is another giant in the Turkish e-commerce scene, offering a broad spectrum of products across various categories. Its working process includes a well-integrated supply chain that combines its own inventory with a marketplace for third-party sellers, ensuring a wide product range and availability. The platform tries to emphasize a seamless shopping experience, with a focus on user-friendly interfaces, advanced search functionalities, and customer support. It also operates its own
logistics service, which is called as HepsiJet, enhancing the efficiency of order fulfillment.

Amazon's global reach and vast product range set it apart from regional players. It operates on a massive scale, with a highly sophisticated supply chain that includes fulfillment centers, sortation centers, and delivery networks worldwide. Amazon's service design is customer-centric, offering features like one-click ordering, personalized recommendations, and Prime membership, which includes fast shipping, streaming, and opportunity to watch movies and series on their certain platform. Its platform is designed to be intuitive and efficient, minimizing friction in the shopping process. Amazon Web Services (AWS) is another critical aspect of its operations, providing a robust cloud infrastructure for its e-commerce platform and a wide range of other services.

Trendyol and Hepsiburada show a strong adaptation to the Turkish market, understanding local consumer behavior and preferences, which is a key differentiator from Amazon's global approach. All three platforms emphasize customer satisfaction but through different means. Amazon focuses on speed and personalization, Trendyol uses a mobile-first strategy and fast fashion, and Hepsiburada offers a wide range of products with efficient search and support. While Amazon has a global logistics network, Trendyol and Hepsiburada have focused on optimizing their logistics and delivery processes within Turkey, including their own courier services to ensure faster and more reliable delivery.

When comparing e-commerce platforms like Trendyol, Hepsiburada, and Amazon with services such as Yemeksepeti, Banabi, Getir, and Migros Sanal Market, the primary differences lie in their service offerings, target markets, and operational logistics. Firstly, Yemeksepeti primarily a food delivery service, it connects customers with restaurants and eateries in their area, facilitating online ordering and delivery. It focuses exclusively on prepared food delivery. Banabi and Getir are focused on quick-commerce, offering rapid delivery of groceries, snacks, and sometimes even electronics and personal care items. The key selling point is the
speed of delivery, often promising goods in minutes rather than hours or days. Migros Sanal Market and Migros Hemen are the online grocery shopping service of Migros, one of Turkey's leading supermarket chains. It offers a wide range of grocery products, similar to what customers would find in a physical Migros store, with the convenience of home delivery.

While e-commerce platforms offer a wide range of products with delivery times that can range from same-day to several days, quick-commerce services like Getir and Banabi emphasize speed, delivering a more limited range of products within minutes or hours. Yemeksepeti and Getir Yemek specializes in meal deliveries, operating on a slightly different model focused on food services. E-commerce platforms manage a broader inventory and focus on logistics that can handle a wide variety of products, including international shipping for Amazon. In contrast, services like Getir and Banabi focus on a limited inventory that allows for rapid delivery times, primarily operating within urban areas where they can guarantee speed. The logistics for quick-commerce and food delivery services are designed for speed and efficiency within smaller geographical areas, often using motorcycles for delivery to ensure rapid service. E-commerce platforms, however, require a more extensive logistics network to manage and deliver a vast array of products over larger distances.

Trendyol and Hepsiburada, traditionally known for their broad e-commerce platforms, have ventured into the quick-commerce space with services such as TrendyolGo and Hepsiburada Market. This move signifies an attempt to capture a share of the rapidly growing market for instant delivery services, directly competing with specialized services like Getir and Banabi. To support this service, they have likely invested in logistics infrastructure that includes local fulfillment centers or partnering with local stores to ensure the rapid delivery of goods. This infrastructure is designed to enable deliveries within minutes or the hour, aligning with the quick-commerce model. This move can be seen as an attempt to leverage its existing customer base and technological capabilities to offer a more comprehensive range of services. Both Trendyol and Hepsiburada are seeking to diversify their services.
beyond traditional e-commerce, responding to consumer trends that favor speed and convenience, especially for everyday items and groceries.

These super apps also serve different services apart from these categories such as renting a car, ordering flower, comparing and presenting flight tickets, or calling a taxi. In this research the main focus holds as purchasing from the product categories such as clothing, furniture, electronics etc. and ordering the food and grocery needs. The other services were not considered core requirements but rather extras.

In summary, the transformation into a super app involves not just the addition of multiple services but also a deep focus on integration, user experience, personalization, financial services, and technological infrastructure. This comprehensive approach aims to create a digital ecosystem that caters to a wide range of user needs, making the super app an indispensable part of daily life.

4.1 Trustworthiness

The trustworthiness theme can be defined as users approaching the platform without any doubts in their minds, placing trust in it. The trustworthiness will be explained as specific factors in various actions and steps during the shopping process. These factors and their hierarchical impact on users' brand perceptions are highlighted in Figure 4.2. Within the chart, the size of the area covered by each delineated factors indicates the degree of its importance.
Figure 4.2 Factors to Deliver Positive Brand Perception of Trustworthiness  

Within the context of Trustworthiness in customer experience, factors such as Trusting the App and Seller, Other Customers’ Reviews and Comments, and Customer Loyalty were encountered. The direct relationship with the identified service design elements, the UI, is not immediately apparent; however, it will be explained as Secure Transaction during the payment stage. For logistics, it will be examined as Reliability of the Service, Cargo Tracking and Feasibility, and Packaging Care. In the return process, it will be addressed as Trust and Easiness, while in customer support service, it will be termed as Resolution of Customer Problems. Lastly, in brand recognition, Trustworthiness will be associated with Visual Identification and explained accordingly.
4.1.1 Trustworthiness in Customer Experience

Trustworthiness is a fundamental aspect of customer experience when users engage with super apps and their associated sellers. Trust in both the app and the seller is crucial for building a positive customer experience and brand perception. Participants emphasized the importance of their preferred brand creating a sense of trust in them as the first priority with different reasons and connotations. Following their experiences, it can be said that the approach of the brand to stand by the consumer and protect their rights in case of any problems creates trust among users. Participants have indicated that the attitude of service-providing-brand potentially negative scenarios is critical. They also mentioned that the brand's visibility and global presence shape their thoughts about new applications they haven't experienced. In other words, it is not always necessary to have experienced the service to have a sense of trust in the brand. On the contrary, this sense of trust can be seen as an opportunity and possibility when they experience the brand for the first time, thanks to the identity created by the brand. Participant 2 and 5 explain the significance of Amazon's guarantee and global presence from their perspective as follows:

“The Amazon guarantee means something to me, I feel that if I have a problem, it will be replaced and I will not have any problems. It is also important that it has a quality connotation on Amazon, that it is a global brand and that it is accountable.” (Participant 2)

“And you know, the fact that everybody all over the world is using Amazon is changing my attitude towards the brand. And I also realize from the stories I've heard around or read somewhere that Amazon is very much behind its customers.” (Participant 5)

Participants mentioned that the approach of aiming only to make a profit on the platform where they shop creates a negative perception in them. It has been observed
that the guarantee that they will not be victimized at this point is associated with the recognition and global presence of the brand. Since the focus is not on making small profits, it can be said that the brand that prioritizes customer satisfaction and experience over its own interests represents trust for them. Participant 3 explains this perception of trust by attributing it to the brand’s popularity worldwide, stating the following:

“Amazon is also one of the biggest companies in the world. In general, I prejudge that such companies will not follow policies that will victimize the customer for small profit purposes or small bargains. Because you look at it, it is a digital market that has spread all over the world.” (Participant 3)

Super apps cannot be considered separately from the many different sellers they host in their marketplace. Because users buy products from those sellers, they also establish a trust relationship with that seller in terms of the product. Trust related to the service is associated with the brand itself, while trust in the purchased product is associated with the seller. From this perspective, users have mentioned that in their decision-making process for shopping, they rely on seller ratings, reviews, and evaluations. The highlight at this point is the original sellers that brands offer on that platform. It has been observed that the original sellers assured by the brands arouse more trust in users. In this case, trust has been established not only in the application that provides the service but also in the seller advertising the product for sale, completing a decision-making process in which users are convinced from start to finish.

“In technological products in Hepsiburada, the seller is usually the brand itself. That gives me confidence, so it feels safer.” (Participant 13)

In these crowded marketplaces, where the number of sellers has increased, users have also expressed the difficulty of finding trustworthy sellers. Users, who were both concerned about the authenticity of the product being sold and worried that the service they would receive would be disrupted, mentioned that their search for reliable sellers sometimes resulted in turning to different apps. They also added that
they would like to have a super app experience with more trustworthy sellers or to find trustworthy sellers more easily. Participant 5 explained that she changed his habit and preferred brand to make this struggle more effortless:

“Trust is a very sensitive issue when shopping from online platforms because even if I trust that brand, maybe the seller is not reliable, whether he sells knockoffs, whether he is ripping off, there are a lot of questions. It seems like there are infinite sellers on Trendyol and maybe x% of it is reliable and I have to make an effort to find them, so my preference has shifted a little more to Hepsiburada.” (Participant 5)

Trust in the app and the seller can be examined on many different bases. The last example of these can be framed as the consistency of product prices within the app and the reliability of campaigns and discounts. When compared among different sellers, the same product being sold at different prices has been described as inconsistency by users. This inconsistency creates distrust due to the pricing policies of the brand's affiliated sellers. In addition to the inconsistency in original product pricing, the discounts and the campaigns offered should also instill trust in users. Users have mentioned that they realize the discounts are not as promised when the initial prices are raised, leading to distrust in both the seller and the brand. Brands trying to gain the trust of users in this regard provide users with the price change history of a product over a specific time period. (Figure 4.3)
Stating that the existing perception of distrust was diminished with this update, participant 4 added the following:

“You know the thing about raising prices before this discount. I mean, for example, I think Trendyol does it a lot. Although we can follow it a little bit now that we can see the price history, if it is corrected, maybe my trust in Trendyol may increase specifically.” (Participant 4)

The accuracy of the campaigns offered is considered by users as a result of the campaign competition between sellers and brands. Participants believe that these promised advantages are not profitable for sellers and are made because they are dictated by the app. Therefore, sellers who raise their initial prices take advantage of the system's control gap and do not provide users with the benefits stated by the brand. Participants have mentioned that at this point, their experiences are negatively affected due to the situation between the seller and the super app brand.

“I've noticed that there are abuses in the Getir, like there is a discount and they are putting the product at a higher price just so that the discount does not
affect them. So, at some point it seemed to me even like a mini war campaign war between the brand, seller and the buyer.” (Participant 10)

Other Customer's Reviews & Comments

Due to the nature of online shopping, users can make purchase decisions for products and services they have not seen or tried based on various recommendations. The most important factor for this is the reviews and comments of other users. The importance of reviews and comments from users who have previous experience cannot be underestimated in building trust in the seller and the brand.

“There is a comment function in the app, I think it is an important thing in online shopping because we cannot go and try the product, regardless of the product. It is a very useful feature to see hundreds or thousands of times the comments of different people who have already bought the product.” (Participant 7)

Brands have recognized the importance of user reviews and make some improvements and updates related to them. For example, users can support their reviews with photos, providing a more realistic opportunity for potential customers. In fact, brands have noticed the size and fit information provided in reviews, especially for clothing products. They have incorporated this informative content from reviews into the product photo for users to see as a product feature. By highlighting recommendations such as "users recommend buying one size larger," some apps promote reviews that are popular and influential in customers' purchase decisions. (Figure 4.4)
Figure 4.4 Highlighted recommendations to promote products on Trendyol

Overall, transparency in customer reviews and ratings contributes to trustworthiness. Authentic, unfiltered feedback from other users helps prospective buyers make informed decisions.

“For example, I bought a product and I have never seen this product before in my life and I will never see it in my life, there is only a concrete seller. If there are no comments, I wait for comments to buy. Trendyol, for example, says that the first comment came to the product you liked. I think this is a nice service I like.” (Participant 11)

Participants mentioned that they shaped their shopping decisions by looking at the comments and reviews of other users regarding purchased services and products. It can be said that the basis of the user reviews they take as a reference actually relies on trust in those other users. Participants have especially noted that when they have similar taste and evaluation criteria with the user profile that the brand addresses, they tend to have more trust. Participants also stated that they felt more belonging to the brand thanks to other users and their comments, with whom they shared a close brand perception. Participant 4 compares user groups of different brands and states the following:
“I think the quality of reviews and the user base is much better on Amazon than on Trendyol. For these reasons, Amazon makes me feel safer.” (Participant 3)

In the category of food orders, participants exhibited a quite different attitude from the previous user behavior. This is because users who prioritize taste in food orders mentioned that they take Google reviews more into consideration. They have noticed that there are also reviews about the quality of service in super apps, but they do not always reflect the truth. For this reason, it can be said that the perception that reviews are less reliable in the service branches of brands that provide services in this category. According to the participants, users who have more negative experiences tend to leave reviews in this category of ordering. It has been observed that user behavior has changed over time with the judgment that those with positive experiences do not contribute to this communication. Participant 8 rationalized his distrust of negative reviews as follows:

“I think that if I order food ten times, he (the user who makes a negative comment) orders it once. I think they exaggerate the negative experiences a lot in the comment part, so they may not affect me very badly.” (Participant 8)

Customer Loyalty

Even though users may build trust in a particular brand and use it regularly, this loyalty can evolve into using another app with an expanding range of competitors. Participants have emphasized that their brand perspectives about the apps they regularly use and shop from have changed and can change with competitors and updated services. They have attributed this situation, which they define as 'stealing the customer' to the brand's targeted identity and perception management. Participant 12 has described changing user preferences regarding the brand he is loyal to for years as follows:

“There was Yemeksepeti since university, then there was Getir, then it opened to the world and so on, but when I look at it now, I see that while I was a user
of these, my hand now goes to Trendyol. So, there is a consumer perception created correctly here, or they really act towards the needs of the consumer, so my brand perception and interest in TrendyolGo is increasing in a positive sense.” (Participant 12)

As a conclusion, trustworthiness is a key element in customer experience when interacting with super apps and their associated sellers. Trust in the app and the sellers creates a positive experience, fosters brand loyalty, and enhances overall positive brand perception. It is a cornerstone of successful super app operations.

4.1.2 Trustworthiness in Payment

Trustworthiness of the Platform and Secure of Transactions

Users have frequently mentioned factors related to the payment stage when discussing their trust in or distrust of the app. The critical and financial trust-requiring payment step, has created varying degrees of trust in customers due to different attitudes and methods in brands. Users who pay attention to their credit card being linked to the app infrastructure have mentioned that registering it with a third party like Masterpass instills trust. Participants have stated that they save their credit cards on platforms that use infrastructures they trust. Participant 12, aware that the brand they shop from is a large marketplace, has described the habit of card registration as follows:

“Although Trendyol is a big marketplace, I would not want to use its infrastructure in such a thing, because [financial] information is critical.”

(Participant 12)

They have also emphasized the issue of data breaches and leaks that have occurred in some brands, mentioning that they do not trust the app itself in this regard. Participant 7, mentioning that he has suffered from this issue in the past, has added the following:
“Since the information security practice in Turkey is not very strong, you know, user information has been stolen many times in Yemeksepeti. So at least I don't want to save my credit card. They try to steal your credit card from unrelated countries and try to shop, and since that happened to me a few times, I don't save my credit card information.” (Participant 7)

In addition to the distrust in card registration, respondents also expressed a lack of trust in some brands regarding the sales contract, which is presented to the users at the checkout stage and must be approved. This factor has not been observed to lead to users changing the platform they shop from. Participant 3, one of the users who completed their purchases feeling more insecure, explained that she felt helpless in this regard as follows;

“I feel insecure when buying products from Trendyol. I know that Trendyol makes me completely vulnerable to what we tick before we buy due to the legal regulations in Turkey.” (Participant 3)

Trustworthiness ensures that transactions within the super app are reliable. Users need to trust that their payments are secure and that they will receive the products or services they ordered as described. Users must trust that their payment information, including credit card details, is handled securely. Trustworthiness in payment processing ensures that financial transactions are protected from fraud and unauthorized access. Platforms that offer strong authentication methods, such as two-factor authentication, enhance trustworthiness. These measures provide an additional layer of security for users.

4.1.3 Trustworthiness in Logistics Service

Cargo Tracking & Feasibility

After completing their orders, users have emphasized the importance of tracking their deliveries or packages through the application or other service channels (such as information SMSs) as a significant factor in building trust during this process.
Although information such as estimated delivery time or shipping time is provided to users before making a purchase, the transparency and step-by-step tracking of this process are crucial for the participants. These tracking steps differ for different services (Figure 4.5). For example, since the delivery time is expected to be shorter for food and grocery delivers and minutes are mentioned, the display here is given in a different approach than the service through cargo companies. If the brand’s own courier system is used for grocery and food orders, participants can see the current location and estimated time of the motor courier with the help of GPS with live tracking from the map.

![Figure 4.5 Different order tracking systems from Getir (left), Yemeksepeti (Middle), and Yemeksepeti Market (right)](image)

Participants' statements indicate that such live tracking provides a gamified experience. Users who receive transparent and real-time information through this feature have stated that they do not have any doubts about the delay of their orders. They also mentioned that seeing the courier making stops at other addresses can create the feeling that the order will be delayed or food will be spoiled. Apparently, brands have realized that providing this information to users at certain points will negatively affect their experiences. This is evident from the fact that Migros Yemek, for example, has announced a new delivery system in which orders will be delivered only for that person without making stops at other addresses (Figure 4.6). Although direct insights from users regarding this update were not obtained after the
completion of the fieldwork, it can be said that customers’ concerns were noticed by brands and that they have renewed their approach accordingly.

Figure 4.6 A screenshot from the Migros Yemek advertisement that announces special delivery to each customer

In the system that includes delivery by courier companies, separate from the super app brand, these directions appear as steps and notifications spread over a few days. Information such as preparing the shipment, its departure, and shipment details can be learned through the application, while some are sent as notifications. For participants, transparency and reliability in tracking the delivery are crucial for making plans, such as whether they should be at home or redirect the delivery to another address. Participant 7 mentioned the effect of these features on brand trust as follows;

“In Trendyol, messages such as your product have been shipped, for example, these are very positive things. After the order is placed, you can understand when you will have it. Also, when you look at the app, since it is integrated with the cargo company, when a change and update is made there, this is reflected in the app, it is up to date.” (Participant 7)

Open and transparent communication from both the app and sellers helps build trust. Users should be informed about order status, shipping, and any issues that may affect their purchase.
Reliability of the Service

Users’ trust in the delivery and shipping process can be examined from two different perspectives. The first is whether the delivery occurs within the promised and displayed time frame. The consistency in the information provided through courier companies is evaluated by users in terms of brand trust. In other words, users hold the brand responsible for the accuracy and consistency of the information provided, even if it is delivered through third-party logistics services. Because users attribute the control mechanism for confirming and checking the delay of the order to the brand itself. Viewing the brand as the element that connects and establishes trust between the logistics service and the user has played a role in shaping this perspective. Participants, especially in food and grocery orders, emphasized the critical nature of time and minute accuracy in deliveries. They emphasized that discrepancies in service times negatively impact their experiences. Participant 8 described how this situation, while not directly affecting his preference for using the app, did damage his trust:

“It seems to be delivered before my product arrives, probably restaurants do it to show their own deliveries in a short time, I get angry. With this, my distrust of the system has increased. This is not a situation that leads me to give up an application (Yemeksepeti), it just doesn’t seem that reliable.” (Participant 8)

Packaging Care

Another aspect of delivery reliability is the safe and undamaged delivery of purchased products to users. Participants mentioned that they attach more importance to this issue, especially when they buy expensive or fragile products. It has been observed that product packaging, which is the physical component of the meeting between the user and the service, directly affects the perception that users have about brands. Users, whose first encounter with the product was through packaging, also mentioned that this encounter had a critical impact on their shopping experience. Users have noted that although packaging provides information about the brand identity, the key factor is whether the product is securely packaged to
They have emphasized the importance of careful packaging. Participant 4 explained how Amazon's attention to packaging details gained his trust:

“Amazon gains my trust in that regard because its cargo is very high quality, so seriously, I was surprised at first, even for such a tiny thing, they prepared a very safe cargo, they squeezed the papers into it so that it wouldn't fly here anywhere. They also made such an effort, so it does not come with nylon paper, at least it comes in recyclable cardboard boxes, so it makes me happy.”

(Participant 4)

4.1.4 Trustworthiness in Return Process

Trust and Easiness

Users’ trust in the product return process and their confidence in being able to return have been observed as significant aspects of their experiences. Users define trust in this context as the reliable attitude toward accepting product returns. It is essential for them that the platform or seller they engage with for purchasing provides the option to return products within specified timeframes and conditions. Users have highlighted that in cases of incorrect deliveries or defective product deliveries, the seller’s attitude and, more importantly, the trust established by the brand play a crucial role. Participants have indicated that they were able to return products they wished to return, and receive the refund, based on the trust established by the brands. They emphasized that the guarantee of returns and the brand’s stance of supporting customers during this process directly influence their platform preferences for shopping. Participant 6 shared her experience with a return that was not accepted and resulted in a negative outcome, stating that such experiences could lead to customer loss for the brand:

“I bought perfume once and I never bought anything expensive from Trendyol again. Then I gave up and wanted to return it. They rejected my return and
sent it back. After that, I had to use that perfume. They lost me as a customer with this move.” (Participant 6)

4.1.5 Trustworthiness in Customer Support Services

Resolution of Customer Problems

Trust is reinforced when users can easily access responsive customer support for assistance with any issues or concerns. Brands that are quick to address problems build trust among their users.

Users can seek assistance by using the support services provided by the application when they encounter issues related to their orders or shopping. Users have emphasized the importance of factors such as the adequacy of responses, the way solutions are provided, and the speed of customer support service. Users have highlighted that the manner in which issues or requests are resolved through customer support plays a critical role in shaping their trust in the brand. They also express the desire to see that the brand stands behind them with support in any situation. Users also attributed the task of finding solutions to the super app brands in case of problems arising from the seller or the place of ordering. It can be inferred that the reason for using this system with multiple stakeholders is to feel the support of big brands in solving possible problems. Participant 8, based on his own negative experiences, expressed his thoughts about the brand and the support he was looking for as follows:

“I have said things like the brand has to stand behind me, but I still attribute more meaning to the big company being responsible. If there is a problem, I think there should be that super application in the restaurant that will prioritize customer satisfaction at that point.” (Participant 8)

For brands that reflect the confidence that they will stand behind their customers and solve their problems, users stated that they shop with peace of mind. In this process, knowing that the brand's attitude in potential negative situations or when support is
needed will be supportive and solution-oriented helps establish trust from the users' perspective. After establishing this trust, users have mentioned that they continue to carry this trust to different sellers or services, continuing their experiences with the brand in this context. Participant 3 has described her trust and peace of mind based on their past experiences in the following way:

“I know that if I have a problem with any product, I can solve it with peace of mind and the response time is very fast and that's what builds my confidence (Amazon).” (Participant 3)

Users’ confidence that their problem will be solved is shaped by their past experiences. How the problem is compensated for the problems experienced is one of the most important factors that users pay attention to. In such situations, participants have mentioned that they pay attention not only to how brands provide solutions but also to the compensation methods. For example, in experiences where a problem occurred with a product, sending a new one without the need to return the defective one or providing coupons for future purchases in cases of delays can be cited as examples of compensation methods aimed at customer satisfaction. Participants said that when they encountered such approaches, it was not just about money or material compensation, but instead lasting feeling was the main factor. In fact, emphasizing that it is directly related to customer loyalty, it can be said that negative experiences do not have a negative impact on their brand perception as long as compensations are made. Participant 2 highlights his loyal attitude in this regard and expresses his thoughts about the brand as follows:

“For example, a product came in a different color, they say to me, okay, you can keep that product, this has happened to me a lot, it is very good that they do not chase after 100 TL and give me a new product. I say I will not leave you (Amazon) if you make a mistake, as long as you compensate me like this.” (Participant 2)

Participant 5, on the other hand, expresses the compensatory trust she feels towards the brand and has built up over time as follows:
“I mean, if the product is a fake or expired, I feel like Hepsiburada will always stand by me and even do something to compensate me for its mistake. It happened here a few times. A product I ordered from Hepsiburada did not arrive, the expected date was too late, then they define x TL coupon as an apology gift.” (Participant 5)

4.1.6 Trustworthiness in Brand Recognition

Visual Identification

Brands communicate with their users through visual elements they create and aim with visual identity in line with their targeted brand identity and user profile. Users have indicated that visual design elements are the first components they notice before interacting with brands. Elements such as logos, slogans, which are used in advertisements and user interfaces, play a significant role in building a sense of trust and the feelings they evoke in users (Figure 4.7).

![Logos of the super apps and their certain services](image)

Figure 4.7 Logos of the super apps and their certain services

Visual elements used are not just limited to colors and shapes designed to capture attention; they also serve as tools for creating associations. However, these visual identities may not always be perceived by users in the way brands intend or aim for. At this point, what matters is not the brand's intended perception but how it is
perceived from the user's side. Brands can only understand why they have created these perceived identity elements and what goals they have in mind by reaching out to their users and gathering insights from their perspectives. While it is possible to revise or change this, for established or familiar brand identification, this situation may lead to undesirable results from the brand's perspective.

Brands that manage to align the impression created in users with the targeted brand identity can be considered successful in this regard. It cannot be generalized that misunderstanding the user's perspective will always lead to negative outcomes. For example, the interpretation of Amazon's logo, which actually represents a direction and arrow as a smiling face by participant 3, reflects the positive sentiment it evokes and the expectation that the brand will make them happy.

“Also, it's going to sound funny, but the fact that the icon is a smiley face and that's on the box creates a little something in me, something positive. The fact that Amazon has a smiley face box emoji makes me feel happy while shopping. I mean, subconsciously, I look at Amazon's advertisements, that box and smiley face are always used, you know, it subconsciously creates the feeling that it will make people happy when they shop there.” (Participant 3)

4.2 Seamlessness

Seamlessness is described as users seamlessly navigating their shopping experiences without facing any obstacles, encompassing both pre- and post-purchase interactions. The primary focus in this perceived quality is on convenience and efficiency, and the manner in which brands deliver this convenience to users holds significant importance. The quality of seamlessness will appear as distinct factors within different actions and stages of the shopping process. These factors and how they influence users' brand perceptions in a hierarchical manner are illustrated in Figure 4.8. Within the chart, the size of the area covered by each delineated factors indicates the degree of its importance.
Figure 4.8 Factors to Deliver Positive Brand Perception of Seamlessness

Within the context of Seamlessness in customer experience, factors such as App & Product Category Relations, and Integration of Social Media Platforms (influencer links on Instagram) were encountered. In the UI, Quick Transitions Between Services and Ease of Use will be explained in detail. For the payment services the factor can be named as Automated Fast Payment System in this main theme. While in the logistic services Speed will be addressed; in the return process Flexibility in Time and Place of Delivery will be discussed. The customer support services include Accessibility of Customer Support and Exempting the Super App Services. As a last factor Consistency will be explained under the brand recognition title.
4.2.1 Seamlessness in Customer Experience

App & Product Category Relations

Users have mentioned that they associate certain super app brands with specific product categories. These associations are based on users' past experiences, word-of-mouth recommendations, and brand identity. These bases determine the first app that users will look at when they decide to shop for products from a certain category. Categories such as electronics, clothing and cosmetics, furniture and home goods, short-term use products, and others have specific brands associated with them in users' perceptions. Users have linked these associations with the prominent brand identities. For users, the research phase of deciding on a product - applicable to goal-based shopping - begins with this app, and other apps are considered potential competitors for that specific product. The perception of "This product is bought from here" means that users start their shopping with a more seamless step. However, this perception is not always advantageous for super apps. Because in the minds of users, some products should be purchased from the brands' own official websites, not through super apps. A minority group has mentioned that they prefer to buy a Dyson vacuum cleaner from Dyson's official website, for example, due to this mindset. Except for such cases, users generally associate electronic products with Amazon and Hepsiburada, and clothing, cosmetics, and short-term use products with Trendyol. It is important to note that given the methodology and data collection method of this study, generalization is made for a very small group. The key point is that having this association in the minds of each user implies strategies can be employed to provide access to brands via superapps.

“I have been using internet shopping for a long time since it came out, then Hepsiburada was generally more technology-oriented. Trendyol was more clothes-oriented and so on. At that time, I had such a perception of buying a lot of products, you know, I had such a loyalty." (Participant 6)
In the background of this perception, certain inferences can be made when product categories and expectations are analyzed with user responses. Users have indicated that they tend to purchase products they perceive as more valuable, both in terms of price and significance, from applications they trust more. For instance, in the category of technological products, it has been observed that this trust is established by the application and conveyed to the user through representations such as official distributors or original sellers. Participant 2 expressed their attitude towards Amazon in this regard as follows;

“The amazon guarantee means something to me, I feel that it will be replaced if I have a problem, I feel that I will not have a problem. I prefer Amazon, especially for high-priced electronic products and so on.” (Participant 2)

“If I’m looking for a laptop, I don't buy it from Trendyol, because the laptop is a very expensive thing, I will use it there, I want the reliability of the seller, so my priority is reliability. My priority is not that it is the cheapest, it changes according to my priority there, I usually buy expensive things from Amazon or something.” (Participant 6)

Users have mentioned that for disposable or fast-moving consumer goods (FMCG) products, they tend to explore applications that offer a wide range of product variety. In these shopping scenarios, what stands out to them is the variability of the brand.

“Trendyol is normally supposed to sell clothing, but then it seems to have taken a hand in technology. I don't know, of course, this is exactly the perception of me, but that's why I rarely look at Trendyol for such technological things, so I buy it all here.” (Participant 6)

**Integration of social media platforms**

Seamlessness in the decision-making process of users, driven by the matching of product categories and brands, can be framed in this way. Apart from this, users also have social media channels that facilitate their shopping experiences by providing various guidance through advertisements or product promotions. Users who act as
influencers on these social media platforms often share ready-made shopping collections or specific product links with their followers, offering them the possibility of a seamless shopping experience (Figure 4.9).

Figure 4.9 Influencer links on Instagram stories (left) and directly reaching the product page on Hepsiburada (right)

Participants have mentioned that when they come across product links on social media, it enhances their shopping experiences due to the convenience and speed it offers. These links that provide a seamless experience also directly impact users' preferences for shopping platforms. For them, it's not just about the product being advertised or marketed; it's about how smooth the entire purchasing process is. Users have highlighted Instagram links as a standout application in this regard, affecting their shopping experiences through its seamless influence. Participant 11 described a scenario in which they made a purchase through Instagram as follows:

“Instagram is very effective, I accept this, for example, while I am browsing somewhere, a link comes up, if I like that product, I go to it, it directs me to
4.2.2 Seamlessness in User Interface

Quick Transitions Between Services

Super apps offer various services through a single application interface, allowing users to choose the services they want based on their objectives and start their experience within the app or switch to a selected service as needed. The importance of this choice or transitions between services cannot be underestimated, as the interface changes depending on the service to be received or the selected service to continue. Participants emphasized the importance of consistency in these transitions between different services within the app. This consistency, according to users, should extend to the brand language and approach used in different services within the app. Participants believed that these services, which should allow easy switching between them within the app, are key points in making the app versatile. Users mentioned that being able to switch between these services in line with their changing instant needs positively impacts their overall experience.

More specifically, it was highlighted that a cart prepared in one service should not change or reset when transitioning to another service within the app. Participants considered it important to be able to easily switch between, for example, continuing a grocery shopping journey while also starting another shopping journey within the app, and ensuring that the process runs in parallel. The retention of cart memory during these transitions can be crucial for a seamless experience.

“I found the problem now, I entered this, I entered the fast market, there is no trace of Trendyol anymore. So if this (Trendyol logo) had stayed here, it would have been better if I could return to this, if I could return to Trendyol itself.”
(Participant 6)
In addition, within the same service interface, when there are redirects to third-party pages, users have mentioned that they find it convenient for these actions to be done in one place without the need to change the application or extension. For instance, users can view shipping updates and information provided by the courier company directly within the application interface while tracking their ongoing orders in a tab. This eliminates the need for users to make the effort of going to a different application or website through a link to track their orders (Figure 4.10).

![Figure 4.10 Cargo tracking system integration on the Trendyol (left) and Hepsiburada (right)](image)

With these aspects from seamlessness users can easily navigate through various services and features without disruptions. A seamless experience provides customers with the ability to transition from one service to another within the app effortlessly.

**Ease of Use**

Users have mentioned that the ease of use of the application interface has a significant impact on their seamless experience and the completion of their tasks. This is naturally to be expected, since ease of use and usability is a key factor in all task-based or instrumental UI design. While the concept of “Ease of Use of UI” is a common theme among users, it has been interpreted from different perspectives by various participants. Users who agree on the impact of ease of use on their
experiences have explained the reasons behind this and shared their perspectives on how a seamless journey positively influences their brand perception.

Users have pointed out that the ability to perform specific tasks and access desired features in the application interface from where users’ expect them is the most significant example of ease of use. They have described the application interface as either simple or complex, with the most common issue being confusion when using it. Participant 6 explained the impact of interface layout on the experience of tasks within the application:

“Amazon's application is much clearer, it is very clear what is where, it is a very simple application. In that respect, it does something for me, so I am never confused here.” (Participant 6)

Participant 2 also expressed a similar approach, discussing how ease of use and a seamless experience can be disrupted by advertisements within the application. These distracting factors, such as advertisements, have a negative impact on the use of the interface, as described here:

“I like the simplicity of the amazon application very much, you can find what you are looking for very quickly, Trendyol is more complex and there are colorful advertisements everywhere, and I don't like it very much.” (Participant 2)

Highlighting the impact of ease of use on habit formation, users have mentioned that they can spend more time in the applications of brands they find user-friendly. They have even described a behavior where they utilize their free time within the application, similar to spending time on social media, even if they don't have any shopping intentions. Participant 12 compares their experience in two different applications, associating the time spent with ease of use as follows:

“When you are free during the day, you like to go to Trendyol and play with it, I mean, you like it because it is very easy to use and you can reach it very easily. I think Amazon is really bad in terms of UI. People shop, but I mean, it
wins because of the perception it creates for us, otherwise I think Amazon is a disaster, I mean, you can't find anything, anyway. (Participant 12)

A user-friendly interface enhances brand perception positively. When users find an app easy to navigate, they perceive the brand as efficient and user-centric. An easy-to-use interface reduces friction in the user journey. An intuitive interface encourages users to explore and use various features within the super app. As they become more familiar and comfortable with the app, they are more likely to stick with it, fostering brand loyalty. They feel that the brand values their time and provides a convenient platform, which strengthens brand perception. In a crowded e-commerce market, an easy-to-use interface can set a brand apart. If users consistently find one super app easier to navigate than others, it becomes a key differentiator, enhancing brand perception.

4.2.3 Seamlessness in Payment

Automated Fast Payment System

When users reach the payment step, they make decisions such as selecting their address and payment methods before completing the payment. Users who describe their experiences from the scenario where address and card information is saved have stated that the seamlessness of the payment process is not only about entering this information. They discuss the variability in the speed of their experiences between different applications where card and address information are stored, in relation to the features provided by the application for the payment step.

Brands are keen on speeding up the payment step, as it also serves their profitability. To differentiate themselves from competitors, they have developed some innovations. For example, the one-click payment system developed by Amazon, which aims to enable users to complete the purchase process with a single click, can be cited as an example (Figure 4.11 and 4.12).
Figure 4.11 One-click payment system developed by Amazon

Figure 4.12 One-click payment system on Trendyol
Participants can be divided into two groups: those who have used this feature and are very satisfied with its speed and those who have not used it and are more reserved. Users who have previously experienced this shortcut have spoken positively about the convenience and speed of the payment process within the framework of brand perception. Participant 3 summarized the impact of this shortcut on the user experience and brand perception as follows:

“There is One click Buying at Amazon, for example, with a single button, all your transactions are finished in an instant, for example, direct single transaction with a single button, I like these shortcuts and these events of Amazon.” (Participant 3)

On the other hand, brands trying to differentiate themselves from competitors in the payment process may not always yield positive results. While participants mentioned having similar payment experiences in every app, they complained that Amazon’s introduced shortcut was unclear. They expressed concerns that this feature, presented in a way that would change their habits, left them with question marks because they were not familiar with it. For example, they mentioned that they were uncertain about what the next step would be, whether the payment would be taken directly, or whether they would be directed to the place where the cart, address, and payment method would be selected. It was observed that this uncertainty in the payment process, a critical and irreversible step, resulted in them sticking with the method they were already familiar with. Users prioritize their habits and trust in the payment stage, and it was observed that they did not want to take an unknown risk for the sake of making an already fast process even faster. Participants 5 and 12 explained why their choices did not change due to the lack of information about this feature as follows:

“There is a confusion of things, should I complete the shopping or go to the cart, what is the difference between these two buttons because in my experience at Hepsiburada, I was going to the cart first and then I was going to pay, what is the difference between the two here, when I click directly, will there be a
payment option or something like that, I'm probably going to a cart to be guaranteed to be sure.” (Participant 5)

“When we look at Amazon as a payment step, for example, there is a 'buy now' feature. I think buy now is very complicated. If I add it now, it will create my order immediately, because my card information is saved, so if it gives information about the feature, we will be clearer, we will buy it, so you don't need to be that fast.” (Participant 12)

In the payment step, there are certain options that users need to specify. These options, offered by the app to provide payment convenience or advantages to the user, disrupt the user experience by interrupting the seamless completion of the checkout process. Loading and using a wallet, paying with shopping credits, offers like "buy now, pay in 3 months," and similar advantageous offers may be perceived as interruptions in the payment process by users who want to complete the process as quickly as possible.

Having too many options can confuse users, and if the payment step is not seamless, it can negatively impact their perception of the brand. A participant expressed their frustration due to the prolonged process, associating it with practicality, as follows:

“The application (Trendyol) asks me if I want to buy from the 'gel-al point', I'll buy it and leave, don't ask me that much anymore, or let it remember my preference so that it doesn’t ask me again every time. But it is important that the payment is practical.” (Participant 9)

A streamlined checkout process with clear steps and user-friendly payment options can lead to higher conversion rates, positively impacting brand perception. An automated fast payment system simplifies the checkout process, making it convenient for users. This positive user experience contributes to a favorable view of the brand. Users are more likely to complete purchases, leading to higher conversion rates and increased revenue, which can positively impact brand perception. Users who have a hassle-free payment experience are more likely to
return to the super app for future purchases. This contributes to brand loyalty and long-term positive brand perception.

### 4.2.4 Seamlessness in Logistics Service

**Speed**

After user interviews, it has been inferred that seamlessness quality corresponds to speed in logistics services. Users emphasized the importance of speed in the waiting stage for their orders or deliveries after completing the purchase process. Some users directly associate the speed of shipping and delivery with the app where they made the purchase, while others attribute the speed to the logistics companies they work with. If the brand does not have its own logistics service, participants do not directly associate the delivery time of packages with that brand. Users have emphasized that this issue affects their perception of the logistics company rather than the super app itself. Users also consider delays that may occur depending on the seller, emphasizing that the system here is not solely dependent on the brand where the purchase is made. Participant 8 expresses a perspective that differs from other users on this issue:

“I guess I don't directly attribute the shipping speed to these super applications. I mean, there were others, I see in the comments that Trendyol did this again, but I attribute the speed-related incidents to the seller.”

(Participant 8)

As mentioned earlier, some super apps have established their own logistics and delivery networks to improve their users' experiences. They manage this system with their own infrastructure rather than relying on external partners to deal with or eliminate potential errors in the delivery system. However, it's essential to note that this approach is not applicable to every super app brand, and it may not be sufficient for every sale within the app. For example, while platforms like Trendyol, Amazon, and Hepsiburada have established their own courier services, they continue to work
with other courier companies as well. Nearly all participants expressed the belief that brands using their own courier services would provide faster delivery. This belief is grounded in the perception that a system not involving multiple external stakeholders has the potential for smoother operation.

Participants also noted that minimizing potential errors and having a single point of contact in the process were factors that facilitated smoother operations. Super apps enhance their users' experiences by working with their own courier services, providing a faster system compared to other logistics companies. The next-day delivery feature, initially introduced by Amazon Prime, can only be implemented successfully by using their in-house courier services. While this system has been tested in certain cities by other brands, Amazon's reputation for guaranteeing and delivering on this promise has become ingrained in the minds of its customers. Amazon, as a first mover in this area, has a fast network that allows its users to receive urgent needs the next day, making it a preferred choice for many. Participant 4 highlights that Amazon was the first to introduce this concept in Turkey and associates their preference for the brand with its speed. Here's how Participant 4 explains it:

“I have been favorable since Amazon came to Turkey, one of the biggest advantages is that Prime is very cheap and offers free and next day shipping. When Amazon first did this, I remember that there was nothing like next day delivery in other companies. Then it came to Hepsiburada, but I really liked that feature that started on Amazon. So when I needed something, I ordered it. It was coming directly the next day, and this is one of the biggest reasons why I prefer Amazon.” (Participant 4)

For some users, this situation has become an established perception that using Amazon ensures they won't be inconvenienced when they have urgent needs. Participant 5 relates their preference for a super app brand to the speed of delivery and the urgency of the needed product, explaining it as follows:
“I mostly buy from Amazon for urgent needs, like the other day the hdmi cable I connected to my screen to the computer was broken and I needed it to work the next day, I ordered it from Amazon and it arrived the next day. I prefer Amazon not as a category, but for things that will come quickly, for example dog food is mostly the same way, the food is running out and I need it to arrive tomorrow.” (Participant 5)

In another shopping category, fast-moving consumer goods, users have exhibited a different approach and perspective due to variations in their service time expectations. When it comes to food and grocery orders - unless the restaurant uses its own couriers - we can mention that brands' courier systems are included in the service. However, what sets this apart is that while in other types of shopping, days or even weeks are mentioned, in this category, it's not even hours but minutes that are considered. This leaves brands with very little margin for error. Participants have emphasized that they are more sensitive while waiting for these orders and that speed must meet their expectations. The estimated arrival times mentioned serve as evidence grounding users' expectations, but it has also been noted that these times are often not very realistic and do not hold much meaning. In the case of grocery orders, in Getir, which offers a 'queue when all couriers are busy' and 'delivery when the workload decreases' option, users have highlighted that even though they were in the final stages of their order when they saw this notification, they switched to a different app because they thought the order would be significantly delayed.

“For example, sometimes it says we are queued your order, when it says we will queue, I switch to another application.” (Participant 1)

Users who emphasize that they place food orders when they are hungry have mentioned that they use speed as a direct filtering criterion when choosing a restaurant or app. Participants who emphasized the criticality of speed for orders in this category have also highlighted that the seamless experience is directly related to order speed and product delivery.
The seamlessness of the logistic process, which is the concern of cargo speed, is a crucial element in enhancing user satisfaction and shaping their brand perception. A fast and efficient logistic process enhances user satisfaction. When customers receive their orders quickly through a super app system, they are more likely to have a positive experience and return for future purchases. In the competitive e-commerce landscape, super apps that prioritize seamless logistics, including speedy cargo deliveries, gain a competitive edge. When users know they can expect fast and dependable deliveries, they are more likely to complete their purchases. A brand that prioritizes fast and reliable deliveries tends to create a positive impression among users or customers all of which contribute to a strong and favorable brand perception.

4.2.5 Seamless Return Process

Flexibility in Time and Place of Delivery

Considering that online shopping is more prone to surprises compared to shopping in person, it can be said that the return process is also an important part of the shopping experience. The scenario where users return products due to unmet product expectations or their indecision despite the convenience of online shopping is a common occurrence. Super apps have gradually tried to facilitate their systems with various innovations over time due to these observed behaviors in users. It has been observed that a more seamless return process is just as important as the shopping experience itself.

Users have mentioned that these super apps offer almost identical return processes. Users initiate the return process by selecting the product or products they want to return through the app interface. Users have emphasized that the ease and convenience of using the app interface to obtain their return code without needing any additional information is a critical factor for a smooth and practical return (Figure 4.13).
Users have also pointed out that in other apps, whether previously or currently in existence, there are steps such as creating a request for this process, manually entering address and recipient information after approval, which almost make the return experience an almost impossible process. Super apps eliminate these steps, providing users with a more continuous return process.

The next step for participants is to bring the return package, which they have shaped more specifically based on their experiences and thoughts about the brand, together with the courier service. At this stage, users have two different options: they can either call the courier service to their home or take the return package to the designated courier branch themselves. Users have expressed that the obligation to visit the courier branch in the first scenario contradicts the logic of online shopping. Because encountering such a hassle during the return phase of an online purchase, which is already made to avoid physical effort, is not a preferred option.

Participant 11 and 12 have explained the practicality of their smooth progress in the return process and its impact on their brand loyalty as follows:
“Trendyol Express was going to take a return for something I ordered recently, and they work by appointment and pick it up from home, for example, this is a great thing. So I preferred that, I prepared my package, they called me to say, are you at the address, we will come in 1 hour. This was also very nice information. This is an experience provided by Trendyol Express, for example, I liked it very much. It was very practical.” (Participant 11)

“On Amazon, you already create a request, they come and pick it up directly from my door, so I think this is pretty good, you don't pay money, they pick it up at the door, it's a pretty good experience. They called me when they were coming, etc. The process was very clean. The fact that it doesn't bother me with these things increases my motivation to return and my desire to use that platform.” (Participant 12)

Another scenario is when users take their return packages to the courier branch themselves. While most participants have heard of the option to call for home pickup, they have expressed reservations about it and have not experienced it. They mentioned being prejudiced against it because it is a system that is not under their control, and they believe it could lead to complications. Therefore, they are currently hesitant to use it. Users have expressed that they might consider using it as it becomes more widespread and offers more customization options, such as choosing a specific time of day. However, in the current system, they view it as a risk. Participant 2 has articulated the questions and concerns they have about this system, which they are considering using:

“It makes more sense for me to use cargo to come and pick it up from my home. But since I think this will delay the return process. If I clicked on such an option, I thought I would wait 2-3 days because the cargo will come and pick it up. I did it myself by eliminating that stage, but I can do it at a time when I don't expect it to be appropriate.” (Participant 2)
Participant 4, having experienced the service mentioned by Participant 2, summarized how it changed their user behavior when they used it for the first and last time, echoing some of the concerns:

“I tried this home delivery once for the first time on Amazon. Amazon uses an intermediary company, they call me and say that we will pick it up. It dragged on for a week or so, it took a while, so I can't say that I was extremely satisfied with it. That intermediary company took a little longer, then I never used it after that, then I usually preferred to deliver it myself.” (Participant 4)

4.2.6 Seamlessness in Customer Support Services

Accessibility of customer support

Accessibility of customer support services is a critical consideration for e-commerce super apps. It plays a significant role in shaping the overall customer experience and can have a direct impact on brand perception and customer satisfaction. In the seamlessness, the accessibility can be framed as accessing this support easily without barriers.

Customers may seek support through various communication channels for their support needs related to product details, availability, shipping options, or returns. However, what is most critical for users and also a source of frustration is access to the dialogue they can have with a human through these channels. Participants have mentioned that in their previous experiences, they were able to chat instantly and live with customer service. However, in the applications where they purchase fast-moving consumer goods, they have stated that this instant communication is no longer available or very difficult to access. Users who did not speak positively about this change have emphasized that it creates a barrier for them. This service, which has turned into a system where the brand reaches the user when it wants, rather than the user reaching the brand when they want, has negatively affected the behaviors
that users are accustomed to. Participant 1 has described their experience of not being able to reach the service they want when they want it as follows:

“In these market applications, you used to be able to chat with customer service instantly, but now you can't do that. I had a problem with Yemeksepeti last time, and I think it's the same with Getir, I guess they don't chat live anymore. That's pretty bad. You write your question, we will get back to you, and that's the thing I'm most annoyed about. I would like to reach someone instantly.” (Participant 1)

With this changing system, although brands have not completely replaced live operator support, they have updated it with AI-based robots to lighten the workload of their staff. While there is still a live support option within the application, users now initially interact with a robot and are then transferred to an operator for issues that cannot be resolved there (Figure 4.14). Participants have described this as a slowdown and hindrance in accessing support.

Figure 4.14 Interaction with robot on Trendyol (Asistan)

Participant 7 and 11 have evaluated this step as follows, indicating that it makes it more difficult for them to access support:

“There is a bot, it is very inadequate and it is built on not delivering you to people in any way, it is also a tactic, but I think it is a very negative thing, I
mean, I also use it, I am a customer, but I want to be able to communicate at some point.” (Participant 7)

“I'm someone who likes direct human contact, for example, there is a mechanism to slow us down with a click in front of the robot, so they gain some time there. When I contact the human, the problem is solved in 1 minute, but when I click on the robot, it turns, I click, it turns again and so on...” (Participant 11)

Exempting the Super App Services

Users have also developed some methods to make their support experiences related to their orders more seamless. One example is reaching out directly to the seller or the restaurant where they placed their order. Participants mentioned that they prefer to communicate with a more authoritative contact when seeking information about the order process or addressing complaints about problematic deliveries. The background behind their decision to bypass the super app and communicate directly is often attributed to the longer process and communication breakdown caused by intermediaries. They mentioned that it seems more bothersome for the brand to contact the necessary party (seller, restaurant, or sometimes the courier company) to provide information and then get back to the user. Users find this method less trustworthy because they are not witness to the dialogues. Participant 12 related their desire to establish direct communication for certain personal requests, pleas, or problems to the inadequacy of chatbots, explaining it as follows:

“It is usually better to connect to the restaurant there. Either you can have a small request or you will have a note etc. For example, I called the restaurant directly because of chat bots. it makes more sense to call the branch directly, it makes more sense to call the place where I ordered.” (Participant 12)

Allowing direct communication gives users more control over their interactions. They can ask specific questions, make personalized requests, and customize their orders. Allowing users to communicate directly with sellers or restaurants empowers
them to make informed decisions. Direct communication enables brands to offer personalized assistance. Personalization is highly regarded in brand perception, as it shows that the brand cares about individual user needs and preferences.

4.2.7 **Seamlessness in Brand Recognition**

**Consistency**

A consistent visual identity involves using the same logo, color palette, typography, and design elements across all marketing materials, advertisements, and digital platforms. When customers see these elements consistently, they begin to associate them with the brand, making it easier to recognize. Consistency in messaging and tone means that a brand communicates its values, mission, and personality in a uniform way. Whether it’s through advertising, customer support, or social media, the brand maintains a consistent voice and messaging style, which reinforces recognition. A seamless brand recognition experience includes consistency in the customer journey. Whether a customer interacts with the brand through its website, mobile app, or physical store, they should encounter a consistent level of service, quality, and user experience. Consistency in advertising and marketing campaigns ensures that the brand’s messaging and imagery align with its overall identity. Over time, customers come to associate specific ad campaigns with the brand, further reinforcing recognition. Consistency in the quality of products or services offered by the brand is vital. When customers know they can expect the same level of quality every time they engage with the brand, it builds trust and reinforces recognition. Consistency is a fundamental component of seamless brand recognition. When a brand maintains uniformity in its visual identity, messaging, customer experience, advertising, and product quality, it becomes easier for customers to recognize and connect with the brand, ultimately strengthening brand recognition and identity.
4.3 **Functionality**

Functionality, within the context of this study, refers to the capacity of the application or platform to proficiently carry out its designated functions and fulfill user requirements. Functionality will be delineated through distinct factors within different actions and stages throughout the shopping process. These factors and their hierarchical influence on users’ brand perceptions are elucidated in Figure 4.15. Within the chart, the size of the area covered by each delineated factors indicates the degree of its importance.

![Figure 4.15 Factors to Deliver Positive Brand Perception of Functionality](image)

When examining the methods users employ as Wishlist Methods within the customer experience, these will also be associated with the Functionality of the Application in UI. In the payment process, Cashback and Campaigns will be discussed as factors. In the return process, the functionality cannot be directly linked, while customer
support service will be addressed as Responsiveness to Customer Queries or Issues. Lastly, within brand recognition, the subject of Marketing and Advertising will be discussed.

4.3.1 Functionality in Customer Experience

Wishlist Method

The framework of functionality in customer experience refers to the structure or model that outlines the various aspects and components of how a product, service, or system should perform to meet customer needs and expectations effectively. It defines the key functionalities and features that are essential for delivering a positive and satisfying customer experience. In this regard, participants specified their wishlist methods in relation to ways of purchasing goods. They underline preferred functional methods and approaches while deciding on what they will purchase.

As a most common method, users tend to create their own wishlists by adding products that may potentially be purchased to their favorites. The ‘adding to favorite feature’ was created to provide users with a way to remember their favorite products for the next shopping trip. Making products visible in their favorite lists means that users can keep track of the products they discover during their time on the app without them getting lost. This allows users to revisit and make purchase decisions based on existing products they have previously identified, rather than starting their shopping experience from scratch by searching for products (Figure 4.16). As many participants have pointed out, the process of deciding to purchase a product often involves comparing it with other products. Favorite lists also serve as checkpoints in their decision-making process, where they compare similar products before adding them to their cart.
The method of adding to favorites also provides users with various conveniences. Users have mentioned that they primarily use the "add to favorites" feature because of the functional feedback it provides. An example of this is receiving a personalized notification when the price of a favorite product drops. Users not only become aware of the price drop but also have access to the historical price information of the product when they add it to their favorites, allowing them to make various comparisons. Being able to view the price over the last 30 days plays an important role in verifying the accuracy of the discount graph. Users can add products they are waiting for a discount on to their favorites and, with the help of notifications sent by the app, make a purchase decision for their non-urgent needs. Participant 12 has explained how this user behavior developed in this context and the contribution of adding to favorites to their purchase process as follows:

“For example, when I am going to buy a product, I usually do not buy it directly as a behavior. If I like the product, if there is actually no discount, I wait for it to go on sale by adding it to the favorites. At this point, it actually provides a lot of convenience for me because it gives information such as the lowest price of the last 30 days, the amount you added to your cart, the current amount, etc. And as a filter, for example, you add it at this price, it has a filter to show those with lower prices than you added, it really makes things very easy.” (Participant 12)
Customers who can request notifications when the products they intend to purchase are out of stock have also found this feature functional. In other words, applications provide users with the ability to track not only the products they are about to purchase but also the products they think they might purchase. Participant 11 has emphasized the significance of these conveniences provided by applications and their profound impact on his shopping experience with clear expressions:

“If there is no size, I use let me know when it comes to a feature, for example, I also like that feature, and there is no chance that I will not open it when that notification comes to the product in my favorites that I like. I will definitely click on it and go to that notification to see which one or something. I also give an example, you can add it to favorites and follow a product. Therefore, Trendyol stands out.” (Participant 11)

In addition to the method of adding to favorites, participants also mentioned that they go through a similar decision process by adding the products they intend to purchase to their shopping carts. Adding products to the cart does not necessarily mean they will definitely purchase them; instead, it serves as a place for them to go through the decision-making process by comparing different products, as mentioned in the previous section. However, unlike the favorite list method, users do not have access to the detailed discount information of the products in their carts. Participant 6 explains the connection between the products in their cart and the decision to purchase, noting that there are no triggering notifications that prompt them to make the purchase:

“I throw the product in the basket, so depending on my current state of attention, I can buy it immediately from there. If it is a very impulsive moment, or I can wait a little bit and think about it, it probably depends on my current emotional state. There are also things that I haven’t bought in my cart for years.” (Participant 6)

Users who follow this approach mentioned that they prefer this method because they have the ability to compare similar products in their carts based on specific
parameters. Considering user behaviors and shopping frequencies, it has been observed that users tend to use this method when there are fewer options for the product they intend to purchase. Participant 3 describes the process of adding products to the cart and then going through the elimination process because the application offers product recommendations and the option to compare them based on certain parameters:

“I add it to the cart, then I usually see products similar to the product I added, usually right at the bottom. In fact, the nice part on Amazon is the comparison mode, which gives a comparison of the best-selling products with a few parameters under the product. I examine them, if there is a better product, I add it to the cart, then when I go to the last purchase, I remove it from the cart there.” (Participant 3)

Users who create wishlists by adding products to their carts can use the checkbox at the beginning of the listed products to tick items they intend to purchase during the checkout process (Figure 4.17).
This allows them to keep the products they don't intend to buy still in their carts, avoiding confusion with the items they want to purchase. Users have two opposing views on this matter; another group expressed concerns that even if the items in their carts are not checked, they are worried that the payment will still be taken. In response to this concern, users stated that they remove eliminated items from their carts before the purchase process. When users are presented with a question aimed at adding the removed items to their favorites during this process, they tend to develop an attitude of not re-adding the eliminated items to their favorites since they already use their carts for favoriting purposes.

“In Trendyol, everything I add to my cart is ticked and I think it encourages wholesale ordering, it's not something I want to do, and I get bored when I delete it and delete it and add it to favorites, I wish it didn't ask me constantly, I don’t want to add it to favorites.” (Participant 8)
Another group of participants expressed dissatisfaction with the singularity of the wishlist and mentioned the need for categorization within the list to accommodate various categories of products and needs. Users stated that a system allowing them to group similar and comparable products within their wishlist based on different products and needs would be more functional. They also emphasized that as the wishlist becomes more complex and crowded over time, its usage decreases, and some users eventually abandon it and proceed with their transactions through the cart. Despite the presence of listing and collection creation options in applications, some users were either unaware of these features, did not find them functional, or simply chose not to use them due to laziness, opting for their own methods.

“I use favorites or sometimes there is a need for something, you know, since you add many different products, it may actually make sense to list or use those categories, something you will buy for yourself, a product you will buy for your girlfriend, a category for it, a place where you collect products. But I haven’t used that feature much right now.” (Participant 12)

Participant 1 compared the use and impact of both features, favoriting and creating collections, by experiencing them. They mentioned that the lack of notifications about price changes for products in their collections contributed to their preference not to use this feature.

“I actually tried to create a collection, but when I created a collection, it didn’t work, for example, there is a notification from Trendyol that the price of the product in your favorite has decreased, I remember that it did not come in the collection, there are such trigger notifications, because they work quite well in the favorite, so when I enter anywhere, if I’m going to look for something, I add it to the favorite rather than the basket.” (Participant 1)

In addition to these, super apps provide users with the opportunity to earn money through the collection creation feature, although it appears that they have not clearly explained this to users, as only one participant mentioned its existence during the interviews. Affiliate marketing in super apps refers to a marketing strategy where
these apps partner with other businesses or individuals (affiliates) to promote their products or services. The affiliates earn a commission or a referral fee for customers (Figure 4.18).

Figure 4.18 Affiliate marketing system on Hepsiburada

Super apps leverage their extensive user base and ecosystem to facilitate affiliate marketing, allowing partners to tap into their large and engaged audience for promotional purposes. This can include various strategies like displaying affiliate products or services within the super app, using referral links, or integrating affiliate marketing features into the app's functionality. With the affiliate marketing system, users can inspire others and earn a certain amount from the products purchased through their created collections. Participant 12 mentioned using this feature with their acquaintances and even turning it into a system for their own benefit, as explained below:

“For example, when I'm going to buy something for myself, my girlfriend adds it to her list, if she shares that list and I buy it, she makes money, so this has
not become more widespread, I guess people are not doing it yet, but I can say that that way has entered my life with a little more listing with affiliate marketing." (Participant 12)

4.3.2 Functionality in User Interface

Functionality of the App

User Interface (UI) plays a vital role in presenting and facilitating the app's functionality. An intuitive and user-friendly UI can enhance the overall functionality of the app by providing a useful and productive experience. The functionality of the app, including its features, capabilities, and purpose, should drive the design of the user interface. UI elements, such as buttons, menus, navigation bars, and screens, should align with the app's functionality and user goals. Users' interactions with the app and their feedback on its usability and performance can lead to UI and functionality enhancements. In this section, based on the user interview findings, the relationship between functionality and user interface (UI) will be discussed, starting with the most interacted interface elements and concluding with more comprehensive experiences mentioned.

Participants have mostly mentioned their interactions with the user interface during the filtering and product search stages. They have emphasized that the applications they use generally have similarities in the stages of adding to the cart, selecting addresses and cards, and completing the payment. Therefore, they have noted that the cross-application experiences do not differ significantly in terms of the interface.

The initial stage of purchasing a product or service, which is the search and filtering stage, has been observed to vary for users across applications and even within the same application when different services are offered. The way products are listed based on keywords entered into the search button is a critical approach in terms of meeting users' expectations. Users have mentioned that when searching with
keywords, they want to see products that are more likely to be liked by them, have more reviews, higher ratings, or are more popular (Figure 4.19)

Figure 4.19 Searching and filtering on Trendyol (left), Hepsiburada (middle) and Amazon (right)

These super apps, being massive marketplaces, have numerous different sellers within them. Therefore, the number of products that appear in direct keyword searches can be overwhelming for users. To find products that suit their tastes or meet their needs, users often resort to filtering to reduce the options presented to them. Participant 3 emphasized the critical importance of the total number of products shown and their ranking when comparing the filtering and search features of two frequently used applications.

“I think the filtering features of the product I want to search for are better on Amazon. When I compare it with Trendyol, for example, when I write glasses to Trendyol, it shows 18,000 products, but you cannot see such a number on Amazon, I can see the product with the most comments and the highest star at the top.” (Participant 3)

When users order food or groceries with different shopping approaches and requirements, their expectations for search and filtering also differ. Users often make food orders without having a specific product or restaurant in mind and rely on the application's discovery and guidance. In this context, categories and cuisine selection take the place of the keyword they wrote for shopping experiences mentioned in the previous section. Users expect the application to provide them with an approach that
helps them find what they want to order. Additionally, sorting and filtering criteria such as speed, ratings, and distance within the selected category are considered. The extent to which the application interface allows for these filtering and categorization options directly affects the user experience. Participant 3 listed the criteria he prioritized in his experience as follows:

“On Amazon, for example, I say I'm going to buy a glass and I type a glass, but here I make a first attempt to see what to eat. I'm hungry because I'm going to eat, but I don't know what to eat. I pay a lot of attention to filtering, that is, I try to choose the most optimum one in terms of service there, speed and flavor.” (Participant 3)

Within the application, some information is conveyed to users through the application interfaces, and users have noticed certain subtle details in this information that can expedite their purchase decisions. The cards displaying the products contain updates related to stock levels that encourage users to take an action. For example, users become aware of decreasing stock levels, indicating high demand by other users. This creates the impression that the application is providing functional data to inform users about stock availability and accelerates their purchase decisions. In the application's interface, such information is written using expressions like "hurry, running out, last... item, best-seller," and/or highlighted with badges. Users mentioned that expressions like these expedite their decision-making process and have a significant impact on their purchase decisions. Users also noted that they don't always make decisions based on these stock updates or that it's not always a decisive factor. However, they mentioned that clear expressions like "last 1 item," especially for products they are undecided about or not yet sure about, prompt them to take an action and make the purchase (Figure 4.20).
Participant 5, who expressed a change in their mindset after the purchase, stated that despite buying the product with the "last 1 item" expression, seeing the same expression still present afterward made them doubt the reliability of this data and its accuracy.

“Sometimes I don’t want to believe the information (hurry up, it's running out, last 1 piece), but when there is the last one or something like that, it encourages me to buy it, but after I bought the last one, I saw that there was the last one, and now my trust is a bit shaken.” (Participant 5)

The cards containing product information, as mentioned, aim to guide users towards quick shopping by providing details such as stock information. While these details may initially serve their purpose for first-time purchases, their long-term impact has been observed to diminish.

In these interface cards representing products, the most prominent element is the product visual. These cards also include price information, an "add to cart" button, and a "add to favorites" icon. Users have emphasized the significance of product images, as they convey a lot of meaning to them. They mentioned that when comparing online shopping to traditional in-store shopping, online shopping falls short in terms of understanding and comprehending the product. Therefore, the variety and inclusion of different details in product visuals are critical factors for users. Realistic photos that accurately depict the size, scale, and details of the product are essential. Moreover, it's not only about providing information but also about presenting it in a clear and understandable manner.
“Because I can't see the size I want, it says a number there, but actually I need to hold it in my hand and look at it like this, I need to understand the dimensions in my head.” (Participant 8)

Participant's comments highlight the importance of providing product information beyond just mathematical data. Details like providing references to comparable products or environments can be crucial. Additionally, displaying product photos from various angles can enhance understandability. The goal is to make the online shopping experience as close as possible to the traditional in-store experience, helping users make informed purchasing decisions. The disadvantages of not being able to physically touch or examine a product can be compensated for with these approaches, as Participant 7 has suggested in their list of product presentation improvements.

“It is important that the photos of the product are very diverse. I mean, when I'm going to buy a product, I want to see it from every angle, after all, I can take it in the store and examine it and see it, for example, if you are going to buy a shoe, you look under it, look inside, try it on, I don't know, you try the laces, etc. This is not available online, but what will compensate for this is to have something about the product, to have as detailed a visual as possible.” (Participant 7)

In the case of food and grocery shopping, while users' expectations for product images are fundamentally similar, there is a notable difference. Users emphasize that the product images of items they are considering ordering should reflect real meals prepared or served by restaurants. While this may not have a direct impact on users’ app preferences, it is considered a critical factor, particularly when ordering from a new brand. Although the efficient use of the app interface may not necessarily conclude the shopping experience, it has been underscored as a way to make the experience more authentic.
“I used to use Yemeksepeti. For example, I haven't used it for a long time, like two years or something, but it was important for me that at least the food image there was taken directly by the restaurant.” (Participant 10)

This section has covered how the user interface affects users in terms of functionality. Specific UI elements have been discussed, and as mentioned at the beginning of this section, the overall significance of user interface experiences for users will be addressed here. Throughout the interview process, questions about the app interface were asked specifically in parallel with users' shopping timelines. Therefore, sharing their experiences in the context of the entire process will be more effective than discussing specific interface components. Since this is not usability-based research and specific interface tests were not conducted, users have already shared their experiences in this regard.

If we were to compare traditional brick-and-mortar stores and online shopping in terms of the environment, online shopping's store environment is the application interface. Users navigate products with the help of these interfaces, which provide the environment. If we were to list the components of the physical store experience, such as shelf layout, labels, price information, displays, and outfit details, the online shopping experience's interface components would be the design elements that fulfill these functions. More importantly than the details in a physical store, how the store makes users feel and how much time it engages them are critical in online shopping.

A similar expression of this can be seen in the amount of time users spend inside the app during online shopping, considering user emotions and behaviors. It's expected that users can navigate within the app without confusion and with ease. It has been observed that complex and unintuitive interfaces in apps can hinder users from spending time inside.

Users typically enter these apps with the intention of directly purchasing the selected product. The app's interface for product search or discovery can be considered the missing piece of the shopping experience. In fact, users often discover products through the interfaces of other brands that they are satisfied with and enjoy spending
time on. They may then proceed to complete the purchase in a different app. Although the app chosen for the purchase phase ultimately achieves its goal, an app that offers a better experience and a price advantage has the potential to attract the customer. User have described their thoughts on apps with unsatisfactory interface experiences as follows:

“Amazon is not very easy for me to use, I find it very difficult to use in the application, I find it very confusing where something is very confused, as if it is very outdated.” (Participant 5)

“In fact, I use Amazon when there is a discount during prime times, but other than that, it is very difficult to spend time inside, so let me sit and look at something for 10 minutes, it doesn't interest me much, so it is necessary to know those tips or something, so it is a bit.” (Participant 12)

“Amazon's application interface is very complicated. If I'm looking for specific product, I'll enter and look at amazon, but other than that, I don't usually look much like what products are there, let me enter Amazon. If I'm going to visit, I visit Hepsiburada and Trendyol.” (Participant 13)

Participants have indicated that, even in the absence of specific shopping goals, opening and navigating the application has become somewhat akin to browsing social media for them. Spending time on these applications without a specific product in mind allows for shared experiences. Through the frequency of such experiential sharing, brands and users can get to know each other better and build a strong connection, thereby fostering customer loyalty.

Functionality in the context of payment systems and services within the elements of service design is crucial for ensuring a proper and satisfying user experience. Payment functionality encompasses a wide range of elements that impact how users make transactions, manage their financial activities, and interact with the payment service. In this research framework, the payment phase can be defined as cashback
and campaigns. Participants were mainly talked about the certain campaigns’ effects while mentioning the super app selection in the payment process.

Users tend to frame their shopping experiences during the payment stages in terms of various promotions and refunds offered by the application rather than discussing their experiences in the interface specifically. The significance of coupons and discounts in both their app preference and product selection has been debated. Users have mentioned that they become acquainted with new applications through various campaigns. They have also noted that, within an existing super app, they are encouraged to try and prefer newly added services through promotional incentives. It has been observed that, following a change in branding due to the introduction of a new application, a new service integrated into a super app, or an update, applications tend to offer more persuasive and abundant campaigns tailored to that period. This is because it becomes possible to promote and make a service preferable to users by highlighting it among existing competitors. Participant 1 expressed the potential impact of an expanding new service model on the habits of a super app as follows:

“When Getir first came, I was looking at the coupon, if there was one, I would order it from there, otherwise I would go back to Yemeksepeti. I had such a habit.” (Participant 1)

Participant 4 acknowledges that users may be concerned about their existing habits being disrupted by the updates to the application. However, they believe that this change will ultimately result in financial benefits for users. They explain the advantageous situation brought about by the interface update that they were initially dissatisfied with as follows:

“There was an update in Yemeksepeti, everyone cursed and I was happy because after the update, they started to give discounts, for example, it says that with our new update, my first purchase is 40 TL discounted. I mean, they are good and all that, my preference in food is coupons, so I am a couponer.” (Participant 4)
Particularly when ordering food and grocery, the reasons for users adapting more easily to this change are rooted in their ability to already view similar restaurants and products through different applications and services. Users have indicated that they prefer the intermediary application (service provider) over its competitors due to the coupons that differentiate it. Even though users show a willingness for their accustomed app preferences not to change, the prospect of making a more cost-effective or advantageous purchase with promotions can alter their decisions for that specific shopping experience. Even loyal customers have expressed the belief that they can be "swayed" by such advantageous offers. Participant 11 conditions their preference for the initially preferred brand, which has been acquired by a competitor and integrated into their systems, through coupons, as follows:

“There is N11, for example, I did a shopping there the other day. And I realized that I have never shopped from N11, I have never even opened and entered it. I became a member of N11. For example, I bought something more affordable than Trendyol. They were defining coupons or something, for example, N11 has just started a new shopping experience, maybe the shopping experience and my bond will start to increase. My priority is always Trendyol, unfortunately, the others have to steal me, giving the coupon 100 TL, etc. In that way, N11 also attracted my attention in that way, by the way, maybe they may be promoting coupons because they are integrating in Getir, but they are successful, which means that I ordered from N11, which means that they have been effective, so let me say that they have attracted the attention of a user as blind as me.” (Participant 11)

As mentioned, users have emphasized the significant role that promotions and various advantages play in their brand selection. It has been concluded that these promotions play a critical role in users' choice of shopping platforms, as they compare different applications to decide where to make their purchases. Users have mentioned that they add the products they intend to purchase to their carts in different applications, effectively creating the same cart in different apps. They then proceed to try out the mentioned promotions and coupons, determining which one is more
advantageous based on the final amount they will pay. Therefore, the choice is not always based solely on whether there are coupons or not; it is also determined by which coupons offer the better deal.

In addition to coupons and promotions specifically tailored for shopping, super apps have aimed to be preferred by users for their various services through long-term loyalty programs. These loyalty programs, designed with different approaches, aim not only to provide users with an advantage for one-time purchases but also to generate profit for both the user and the app in the long term by including specific conditions and usage continuity.

The core idea behind these approaches can be exemplified in various ways and frameworks. For instance, the "frequent customer" campaigns by apps like Getir offer users the advantage of ordering food for free after a certain number of orders. Users are required to make the targeted number of purchases to qualify for a free meal order. In doing so, the brand has transformed a one-time discount into a longer-term shopping commitment (Figure 4.21).

![Figure 4.21 Loyalty programs & campaigns (called as ‘Regular Customer’) on Getir](image)

Similarly, super apps have adapted this approach to inter-app coupon usage, aiming to encourage the preference of different services within their ecosystem. Given their inherent structure, it is undeniable that they can leverage the advantage they possess and enable different services within the app to provide advantages to each other. For example, Migros allows users to earn valid coupons for Migros Yemek right after making a purchase, facilitating the preference for various services offered by the
same brand. It has been observed that cross-functional coupons like these play a crucial role in making it easier for users to opt for different services offered by the same brand. Participant 1 expresses the benefits derived from expanding services and utilizing the loyalty program as follows:

“When Getir food first entered the market, it was constantly distributing coupons or something, no regulars, etc. there is also such a more affordable price there, sometimes I prefer it for that reason.” (Participant 1)

On the other hand, Yemeksepeti’s Yemeksepeti Club loyalty-based advantage programs can be cited as an example of this approach. A system has been designed where users accumulate points with each order, and when they complete certain milestones, they can use these points for discounts on future orders. However, users have expressed difficulty in understanding how many points will result in what level of discount or what kind of advantage, as the specific details of how points translate into benefits are not clear. Unlike the Getir “frequent customer” example, where a free meal order is given after a certain number and amount of purchases, the Yemeksepeti Club program lacks a clear framework (Figure 4.22).

![Figure 4.22 Yemeksepeti Club Program](image)

Despite being implemented with the intention of gamification and providing users with various advantages, users have found this system complex and unrewarding, making it challenging to use.
“Because although food is mentioned in this perception, it does not offer any added value (Yemeksepeti club), it is not something that increases the quality of the food, you collect extra points or something like that, I have never used it like this and never had a side that I could make sense of from my point of view.” (Participant 8)

Users have indicated that the discount program known as the "Joker discount," which used to influence their restaurant choices when entering the application, is no longer as effective as it once was. The fundamental approach of Joker was to offer specific promotions and discounts to certain rides and users when they first entered the app. Users have mentioned that they used to place orders quickly because they knew they wouldn't be able to avail themselves of the promotion again and because the duration was limited. However, they have now expressed that they no longer feel chosen or lucky. The reduced preference for this habit can be attributed to the observed frequency of Joker discounts being lower and not providing discounts at the same high percentages as before.

“In the past, when I was a student staying in the dormitory, we would open Yemeksepeti when we were going to order something, first we would return from his, then we would return from mine to see if the joker was coming out. or I'm sitting there, 'Joker came out, let's order together'. If he was not going to order food, we could expand the basket. When the joker came, you felt really lucky, now that's gone. The feeling of luck has disappeared.” (Participant 7)

Brands used to offer payment methods integrated into their systems, such as application wallets. The logic behind this payment system was to transfer money to the application wallet through a bank or credit card and complete payments through the wallet. They attempted to encourage users to prefer this system by offering certain advantages. For example, they would refund a percentage of the paid amount back to the users’ wallets, which could then be used for future purchases within the app. While the refund amount for a single transaction might have seemed small, it had the potential to accumulate over time, offering various advantages. Participant 4
has described their experience with this payment habit, stating that the refund amounts were not convincing enough to continue using it:

“I used to use Trendyol wallet before, and I liked the money returned there, but then they started not to do much, they started to return really little money, so I say it's better not to have it anymore. I liked it at first, but now I don't care much.” (Participant 4)

Due to the new e-commerce law, super apps were compelled to remove specific payment methods that had been integrated into their platforms. According to this particular law, even though these platforms appeared to profit from small refund amounts given to users, they had actually operated with a high financial volume. Interestingly, during the user interviews conducted for this research, most participants were unaware that this payment system had been removed, even though it had already been discontinued. When informed that this payment system was no longer available within the apps, they attributed their lack of notice to the fact that using the wallet was no longer as financially rewarding as it used to be. In fact, they expressed that they no longer used the wallet in the app by their own choice and will.

On the other hand, the group of participants who were unaware of the system's removal mentioned that the wallet payment method had disappeared from their lives due to the lack of encouragement and visibility. When this payment method was available, users were strongly encouraged and incentivized to make payments through the wallet. However, as the habit of making payments through the app's guidance began to lose its profitability, users no longer received guidance in this direction, and as a result, they abandoned this payment method. Many users, including Participant 8, mentioned that they used this payment method because it did not pose any disadvantages or difficulties for them. However, they did not perceive any missing advantages when this payment method disappeared from their lives.

“I used the wallet, I don’t use it now, and I think the reason for that is that it doesn’t direct me, if you pay from the wallet, it doesn’t tell me that much money will come or something like that. But when it directed me, I was using it on
Trendyol. The reason for that is that there is nothing disadvantageous for me and Trendyol is a place I use frequently. For example, I have a 6 tl or something left in Yemeksepeti, I get annoyed with it, but I didn't feel such discomfort from Trendyol, maybe there was something left in it, by the way, I never look at it.” (Participant 8)

While participants mentioned that they used wallet payments because it did not create disadvantages for them, it was observed that things changed when it came to refund scenarios. Making payments through the wallet during shopping negatively affected their expectations in the experience of returning purchased items. The refund amount for items purchased through the wallet payment system is also credited back to the wallet in the same manner. Users who experienced this situation expressed dissatisfaction with the fact that the refund amount was not directly credited to their cards and considered the wallet payment step as a "trap" confirmation. Users thought of keeping the amount in the wallet for use in another purchase as the only option.

In reality, there is a feature within the app's interface to transfer the refund amount from the wallet to their cards (as cashback), but users were either not informed about this feature or the process of transferring from the wallet to the card was not visible. As a result, users' money remained in the app's wallet. Participant 13, who experienced the inability to transfer the refund amount from the wallet to the card, expressed that this payment method seemed deceptive to users and impacted their payment habits as follows:

“I wasn't paying attention before, I was saying to pay from the wallet, then one day I wanted to return a product, they gave me the money directly from Trendyol's own credit, you know, like a trick, so I felt cheated there. As I said, when I returned the product, I actually stopped using it after I saw that it returned the credit to me, not a refund to my own card.” (Participant 13)
4.3.3 Functionality in Logistics Service

Functionality of the Services & Bundle

Users, after placing their orders, have mentioned some convenient services offered by the application during the waiting stage for their deliveries. These can be primarily characterized as facilitating communication with couriers and delivery companies for the expected deliveries. The application provides users with interfaces to track their packages. In addition to tracking, users have certain controls within this system, including changes they can make to delivery addresses or dates. Users have found these experiences useful, particularly when it comes to changes in delivery addresses and dates. Furthermore, the option to pick up the product from a delivery point provided by the application and/or the delivery company has also been observed as a feature that users find convenient and functional.

To provide a more specific explanation, participants, when describing their experiences, expressed frustration with the difficulty of being at home during specified time intervals, especially if remote working options were not available. Thanks to the improved and updated systems, although cargo firms and the application attempted to provide estimated delivery times and dates, users voiced their preference for the delivery system to accommodate their schedules rather than adjusting to specific timeframes. These features, which users used extensively and found beneficial, led them to mention that their communication with delivery companies had improved, making the entire process more convenient.

“Amazon already uses KolayGelsin for shipping. It already transfers you directly to Kolaygelsin when there is such a situation. You can also set the day selection through it. So I don't think they have a problem in that regard, I even had my neighbor drop it off, so I tried that too, it is a really easy and comfortable solution.” (Participant 13)

The use of parcel lockers, leaving packages with neighbors, or designated local businesses has made the shopping experience more convenient for users. Some users
even mentioned that they were exempt from delivery fees for items left at designated pickup points, emphasizing that this made their experience even more advantageous and profitable. The specific advantages offered by the application may vary depending on the time period and brands. Some companies provide users with a certain amount of cashback for items they collect from designated pickup points. Users have mentioned that they choose these pickup points based on their location and the size of the product packages.

“I think the delivery point is a good solution, I also used it, I mean, I live on the Levent side, I was constantly ordering to Kanyon etc., so I was picking it up when I passed there, it is nice, it is usually free of cargo, etc. in general, people do not like to pay for cargo, I do not like it either, I prefer it to come to the delivery point, so I actually prefer it to come to the delivery point.” (Participant 12)

“There was also something that Trendyol once had, they would leave it somewhere nearby, there would be a grocery store with a contract, a buffet market somewhere, and you could go and pick it up from there, there was a very small fee drop in the cargo, and you could accumulate points. I was also using it on delivery.” (Participant 10)

In addition, the option to call a courier to the home for return shipments provides users with a system where they can have more control not only when receiving the product but also during the return process. Users have mentioned that this system is not yet widespread, and some were not aware of it, but they would consider using this innovation when they find it useful and are confident it will work as stated.

In the logistics service for food and grocery shoppings, there are different expectations and processes compared to others. This is because the order waiting and logistics process in this context consists of minutes rather than hours or days, so the concern here is not about changing the delivery address or time but rather about timing. Participants have found the system provided through the application interface, which allows them to track the whereabouts of their orders, useful and
consider it a factor that simplifies the process. Displaying the stages in basic steps or allowing direct tracking helps eliminate users’ doubts and ensures that their communication with the application remains uninterrupted, keeping them informed throughout the process.

“Not food, but in the market, since it is already brought directly by itself, it even shows the time delivered at this minute and there is tracking on the map. But there is also something in the food, the restaurant started to prepare your order, your courier is on the way, your courier is on the way, etc. These issues have just arrived, I think they are not bad. At least it gives you some hope.”

(Participant 4)

4.3.4 Functionality in Customer Support Services

Responsiveness to Customer Queries or Issues

During the process of receiving their orders or after the delivery, users may need to seek support services for various reasons. In this section, we will discuss the importance of the communication style of the individuals or systems users interact with during the support process and the impact of these interactions on brand perceptions. As discussed in the previous sections, while resolving issues, the speed of accessing support, and the ability to eliminate this service when necessary, the communication style and response approach of individuals or pre-designed systems towards users have been observed to impact brand perceptions. When evaluating this support process, it is more accurate to consider two separate approaches based on the parties involved in the communication.

In the scenario where users speak with a real customer representative, they have mentioned that they have certain expectations for dialogue and communication since they know they are dealing with a real person. Users have expressed the importance of the quality of communication, value, and approach of the person they are speaking with. Participant 8 even mentioned having low expectations regarding problem
resolution but still felt that the language used made them feel good and had a positive impact on the brand perception, stating:

“Trendyol has recently started to seem more sympathetic to me again because it has a good customer service team and its training team. you know, they don't solve problems and I know they don't solve problems, for example, on some issues. But in a very exaggerated way, they do very well by saying okay sir, of course we will help you immediately. it is a certain degree of okay for me, it makes me feel better.” (Participant 8)

The importance of the mentioned dialogues is also seen as a critical factor in the evaluation section where users rate their communications. Users have expressed that after experiencing support where sincere and heartfelt dialogues are established, they tend to view the service they received more positively. From the perspective of applications, the advantage of users dealing with a real customer representative holds significant importance in terms of being able to receive feedback from them. Participant 11 expressed the sensitivity to evaluating the effort in this approach as follows:

“For example, it says that your order is at your door in 40 minutes, it has been 50 minutes. I wrote to the support, the support tried to reach, etc. Anyway, the team at Trendyol is very helpful, so when I connect to Trendyol and say that my order is delayed, their tone is like, for example, they say how are you ... Mrs. Are you okay, these are a lot of things, I mean, I definitely rate them there, I never leave without rating them, I will definitely rate them if you participate in the survey, I have endless respect for the laborer.” (Participant 11)

In the second scenario, users interact with chatbots instead of real customer representatives. In this system, users have expressed their opinions regarding the content of the responses and the communication style, which is different from the previous scenario where they interacted with real customer representatives. Users have expressed dissatisfaction with receiving generic and emotionless responses in their interactions with chatbots, and they have also mentioned that they can access
this information through the application interface. Due to the chatbot's inability to provide users with useful and accessible information, this service has not been effective in their eyes.

“Everyone puts something based on ai there and improves the processes. I give an example of the user, they say there is a 30% 50% improvement, but in fact it is not so, so you enter there, you already have a specific need, here the chatbot answers the question of where is my order, etc. I always live here and Trendyol, I mean, or it takes a very long time to connect to the Call Center in Yemeksepeti, something very Basic, you know.” (Participant 10)

4.3.5 Functionality in Brand Recognition

Marketing and Advertising

It was observed that the impact of advertisements plays a significant role in shaping users' brand perceptions. Participants mentioned that they can form opinions about super apps they haven't previously experienced in their shopping based on advertisements and marketing strategies. Brands' efforts to position themselves in the eyes of potential and existing users depend on the advertising and marketing approach they create. This is because the advertisements created by brands serve as a means to introduce their services and their approach. In this perspective, participants discussed the frequency of advertisements, their memorability, and the emotions they evoke.

While the frequency of advertisements is important for brands to gain visibility, users perceive this differently. Participants mentioned that the frequency of brand advertisements can be overwhelming for them. Users are exposed to advertisements on various platforms such as social media, television channels, and websites, and they believe that this excessive exposure negatively affects the image they have of the brand. Participant 12 criticized Trendyol's advertising strategy by emphasizing that super apps are already well-known among users, saying:
“For example, Trendyol also sends SMS, constantly sends push messages, you go on TV, it appears there, etc. I think they put too much pressure on the user, so it's like over engineering. I think it's disturbing, I mean, we all already know Trendyol, so there was no need to print so many ads, it was like we were spending a little bit of money. I was a little uncomfortable with these advertising processes.” (Participant 12)

Super apps promote their newly integrated services through their own apps and various channels. While users may already be aware of these brands, they may not have yet used or experienced their expanded services. It has been observed that the high visibility of advertisements for services that users have not used before, or what users describe as "inescapeable" ads, increases their concerns about using that service (Figure 4.23).

Figure 4.23 Advertisement of different services’ advantages on Trendyol

Participant 3, who already uses the shopping section of Trendyol, expressed his skepticism about trying the expanded food delivery service due to their relentless advertisements in the following way:

“I did not try Trendyol food, I did not use it because I did not know, I heard that it advertises a lot. Every time I enter Instagram, I see this coupon from this food, and the reason I do not enter is that it advertises a lot. It creates the
perception that there is a problem in this. I feel like there is a problem in this, which creates the perception that the system is not fully settled, and the number of people using it around me is very few, so I avoid Trendyol food. I am irritated by excessive advertising.” (Participant 3)

Participants have mentioned that the attitude of brands in their advertising approaches not only in terms of frequency but also in terms of content and meaning leaves an impression on them. While high visibility does not necessarily mean that a brand's advertising has been successful, it is important that the advertisements make an impact on viewers in terms of creativity, meaning, or message. Participants have expressed that despite being exposed to advertisements frequently, brands should strive to leave a creative, meaningful, or impactful message in the minds of their audience.

“But obviously it worked on the thing that worked in my brain, you know, the ad is very good, it stayed in my mind very well, but I never approached Trendyol ads in the way that I was enchanted when I watched it had such a creative ad. but the ads that put the brand in my mind.” (Participant 7)

When we take a closer look at the mentioned meaning and messages, it has been observed that advertisements that evoke positive feelings in users have a more positive impact on their brand perceptions. At the core of these positive feelings are the actors depicted in the advertisements, the topics addressed, and the emotional impact. Participant 5, when comparing Amazon's advertising approach to others, describes the sentiment the advertisement evokes in them as follows:

“I remember Amazon's ads on TV, I remember that it makes more sensitive ads like that, more emotional ads. For example, in the ad that comes to my mind, the family is sitting like this, they have a dog, they have ordered something from Amazon for the child, for example, This makes you feel like this, you know, buy, buy the most, buy the most of everything, and it doesn't say to shop constantly, but it makes you feel like it says that you can buy what you need emotionally here.” (Participant 5)
Super apps can advertise their own services and the products they sell through these services. In addition, they can have advertising approaches that focus on promoting their brand and their approach. Users have mentioned that they find advertisements that display the products, campaigns, and possibly even prices through a product marketing approach. These ads, devoid of storytelling, narratives, and emotions, give users the impression that brands are solely focused on selling products. This approach, aimed at encouraging more purchases, has even been described as coercive by users. Participants expect a more customer-friendly approach at this point. Participant 5 describes their discomfort with this approach and the campaign slogans that cause it as follows:

“Super Wednesday, great weekend, you got it, perfect Tuesday, it's like every day of the week, every day of the week, it's like it's forcing me to shop and pushing me and trying to persuade me. The applications tell me that this Tuesday, for example, there are a lot of discounts on cleaning products, buy a lot of them, on Wednesday there are a lot of discounts on electronics, buy a lot of them. On the weekend, there is a lot of clothing, there is a lot of it, buy a lot of it, so it is a bit disturbing.” (Participant 5)

When looking at the impact of brand advertising approaches from the users' perspective, it can be said that they play a role in influencing users' preferences. However, this does not mean that the perception created by advertisements leads to a continued positive shopping experience for users. Participants mentioned that, irrespective of finding advertising approaches very successful, they do not continue to use services that are not useful and do not satisfy them when it comes to actual use. While we can say that marketing and advertising influence users’ brand perception and shopping preferences, they alone are not sufficient for users to make purchases and continue these habits.

“I like the advertising and marketing part of Getir, they definitely make very good advertisements, they make very good collaborations and sponsorships, but I think in practice... you know, I see the advertisements or something like
that. I say how nice, they did it well, and then, for example, I can't go to the application, yes, definitely, I bring everything in front of my eyes, visually advertisements are more ok, but I can't use, I think not everything is done with marketing. Well, because how can I say, practicality of use is also important.” (Participant 11)

4.4 Variability

Variability, in the context of this study, can be described as the platform or application's ability to offer a wide range of adaptable and personalized choices to cater to the diverse preferences and requirements of its users. It will be discussed under certain and specialized sub themes according to the process of user experience. These sub-themes and their hierarchical impact on users’ brand perceptions are clarified in Figure 4.24. Within the chart, the size of the area covered by each delineated factors indicates the degree of its importance.
Figure 4.24 Factors to Deliver Positive Brand Perception of Variability

Variability, also encompasses specific factors that specialize in certain stages or aspects. In the customer experience, this manifests as the factor of Product Comparison. Similar to trustworthiness, there isn't a direct inference in the UI, so no specific factor is identified. In the payment service, it is specialized as different Payment Methods. Within the logistics service, factors diversify as Cargo Company Options and Alternative Delivery Options. In the return process, just like in functionality, a direct connection and relationship could not be established within the scope of this study. In customer support service, it is discussed as Support Channels Diversity, while in brand recognition, Competitive Advantage and Brand Extension will be thoroughly debated.
4.4.1 Variability in Customer Experience

Product Comparison

Brands offer users a wide variety of services, products, and sellers in response to competition and demand. Users exposed to this diversity from various apps have developed methods to distinguish the options and recommendations provided to them based on specific conditions. They mentioned that they have adopted an approach of comparing over time due to the diversity of all these applications and the diversity of products and sellers within each app.

Users stated that they prefer to start the decision-making and research stages for the product they will shop for using the service of the brand they prefer. During this process, users who compare these products among different sellers within the same app mentioned that they take into consideration the product price, seller rating, and reviews. Participant 11 explains how he selects the app he uses during the comparison process, taking into account the diversity of user reviews:

“If I can find five comments when I enter Hepsiburada, I can find 60-70 comments on Trendyol for the same product. This also affects my decision inevitably, so I look at it in detail, I examine it in detail, if, for example, there are more comments there, I read it, now if the price is more affordable, I go back to Hepsiburada, honestly, the thing that affects me the most in Turkey right now is the price comparison and a shipping price.” (Participant 11)

In this example, comparisons occur with different stakeholders within the service design. Specifically, after users decide on a product, they mentioned transitioning to the comparison stage with direct rival companies. Participants stated that they use various conveniences to view the prices of the selected product in rival companies. Due to the observed habit of comparison during the shopping process, new services like Cimri and Akakçe have become part of the system. Through these websites and applications that show the prices and product details of products in various apps,
users can easily access the prices and product details of the products they decide to purchase from rival companies (Figure 4.25).

Figure 4.25 Screenshots from the Cimri and Akakçe apps

“I make comparisons from akakçe or Cimri. For example, when I buy dog food, I write on Google, I write this brand, this size and so on, they give a comparison there, sometimes I look, sometimes that dog food is more suitable in N11, it is more suitable in flower basket, I buy it from there.” (Participant 5)

In addition to third-party applications like Cimri and Akakçe, some participants mentioned that they directly search for the product on Google for price comparison. They explained that they find it easier to make decisions by checking the current prices from different brands in the Google Shopping section when searching for the product.

“For example, I type directly into Google and look at the things that come out in the Shopping section, it is easier for me. Sometimes there is also çiçeksepeti or Amazon, and I buy from them accordingly.” (Participant 1)

The comparison with rival companies primarily revolves around the price of the products, as observed. Users may claim that their goal is to find the cheapest price, but they have also mentioned that they continue to make comparisons based on certain criteria to decide which brand with the cheapest price they prefer. They stated
that they first compare the price of the product in the app they prefer to use with the app they have less experience with but which offers the cheapest price. In this value comparison, they assess the risk of changing the app based on the price difference. Participant 3 has rated the product price difference that would make them take the risk and switch apps as follows:

“I usually at least search for the product I buy on cheapskate, I look at cheapskate and see how much price difference there is and is it worth giving this price difference, for example, I don't leave amazon because it is 20 TL cheaper on çiçeksepeti, or 5 TL cheaper on trendyol. I don't leave Amazon, which means that this difference can be up to 100 TL, but I still prefer to buy from Amazon.” (Participant 3)

Certainly, the critical factor identified in this context is that users have their accounts in the app, and their address and card information is saved. Users have stated that even if they find the best price, they prefer to use their existing accounts with saved information instead of creating a new account and going through the hassle of entering their details, despite the price difference. Participant 2 summarized their biased attitude on this matter as follows:

“First I look at Trendyol, I find the product, then I search for it on the internet, I look for the most affordable one from those comparison sites, that is. If there are cheaper ones, but if there are sites that I do not know, for example, I have never used çiçeksepeti, it is a new application for me, most likely I will not use it, if even it is not more suitable, I will buy it from Trendyol.” (Participant 2)

In the case of ordering food and groceries, another comparison occurs at the stage of creating the same basket in different apps to take advantage of discounts and coupons, which is then based on the total amount after applying these discounts. Users have compared the price of the product in restaurant and grocery shopping to be more important than the quality of the service they receive. The main reason for this is that these apps only provide courier services, and users have mentioned that
the meal or product they will receive from a restaurant is the same in other apps as well.

“I definitely make comparisons between Trendyol and Yemeksepeti. Because in many products, there are things like the discount of the month, the discount of the week, and you get a 30 TL discount due to your previous order. When I buy these products, when I create my cart, I create the same cart in both applications to see if there is a discount code or any discount. I look at Getir, I also look at Migros food. I'm looking for small calculations like how much it would cost if I used a coupon on it.” (Participant 2)

It has been observed that the participants use these comparison practices primarily to have knowledge about where a specific product is sold at what price. When they are confident that their preferred app does not significantly differ in terms of product pricing or disadvantages compared to rival companies, it has been observed that their app preferences do not change.

4.4.2 Variability in Payment

Payment Methods

Variability in the payment phase of users' purchasing process can be exemplified by the availability of different payment methods. Super apps provide customers with various payment options such as payment at the door, online payment, specific meal cards, and more. In evolving systems, it is not just the diversity of payment methods that matters; it is also the advantageous or convenience-enhancing initiatives that make a difference. Super apps differentiate themselves by offering niche payment methods, given that they typically have similar varieties of online payment tools and channels. In this crowded marketplace, brands can stand out in users' eyes through these approaches.

These payment methods could involve meal cards with partnerships, wallet payment systems offering various benefits within the app, or shopping credits. Users have
mentioned that they change their app preferences based on the payment methods that distinguish brands and are their preferred choices. The ability to use specific meal cards through apps directly impacts participants' decisions to change the app they regularly shop with.

Participant 11 has explained how the diversified payment methods have changed their shopping habits and how the practicality of the offered method plays a role, without ignoring the convenience factor:

“For about six months, trendyolGo has been bringing Multinet, I have placed my last 10-15 orders from there because it is very advantageous. There were only multinet meal cards that just started to come. I saw sodexo or something last time, probably they are just making a new deal. I looked and multinet came to TrendyolGo, I went directly there. Trendyol can even be saved multi net, it is a very practical payment method.” (Participant 2)

It has been observed that the preferred apps due to meal cards do not always provide users with a consistently positive shopping experience. Users have mentioned that they place orders even if they know the app won't meet their expectations because the niche payment system offered by the app is a higher priority for them. Users who are hesitant to change their app choices in this regard have emphasized that their thoughts may change or could change when another brand offers the same service.

Users have expressed that they view their preferred apps as a necessity due to the meal card options offered. Participant 7, despite having a negative brand perception, mentioned their experience with the app they used, primarily because this payment method was offered:

“Let me tell you the reason why the sodexo meal ticket was not available on Trendyol at first, and even if it is available now, I am not aware of it. Since it is integrated with Yemeksepeti, I can use sodexo mobile payment in Yemeksepeti, so I use it even though the perception of Yemeksepeti is very bad for me.” (Participant 7)
4.4.3 Variability in Logistics Service

Cargo Company Options

Variability in logistic services can be characterized as different cargo company options. Brands can offer users preference options by partnering with various cargo companies or by supplying products through the seller's affiliated cargo company. While this aspect may not apply to fast-moving consumer products, it has been observed that in other shopping categories, users' brand perception is influenced by the quality of the chosen cargo company.

Participants have mentioned that the variety of cargo companies offered to them and the fact that the decision is up to them can lead to changes in the scenario of going to the branch to pick up the product. They have stated that the choice of the location of the cargo branch influences their decisions, and if the pricing for cargo varies between different companies, they opt for the cheaper one. This is because they believe that the services offered by the existing companies are parallel, and these choices do not significantly impact their experience.

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“I prefer not to be offered a cargo option. Because usually, I mean Aras, Sürat or Yurtiçi, they are all the same. It is not good from each other, so there are places that offer such an option, sometimes I don't think it makes a difference, so I don't prefer it much.” (Participant 1)
“I usually choose the cheapest one because where I live there are all the cargo branches.” (Participant 6)

Another group of users have mentioned that their choice of cargo company has been influenced by negative experiences, which, in turn, have affected their app preferences. These participants, due to problems they have experienced with certain companies, believe that there will be issues and problems with the deliveries they will receive through those companies' services. As a result, when they see the affiliated cargo company at the final step of the shopping process, they abandon the idea of buying the product from that app.

In this scenario, users who choose to access the same product from another app and have it delivered by a different cargo company have had to purchase products from rival companies. Even though the brand they purchased from did not provide a negative experience, the fact that the affiliated cargo company was the only option led them to buy products from other brands.

It can be said that, aside from the perspective brands create through their own services, the service providers they work with can also have a significant impact on users' brand perception. Participant 2 exemplified their negative logistic service experience using Aras Kargo and outlined their user behavior as follows:

“I don't like a few of them, for example, if there is UPS, I buy it, for example, I also buy it from PTT, but I have had problems with Aras cargo before, if there is Aras cargo, I look elsewhere. if I have to choose, this affects me to change the application. In another application, I try to buy the same product with another cargo company.” (Participant 2)

Participants have also emphasized that such negative experiences could be related to the city, the cargo branch, or even the courier themselves. They acknowledge that these negative experiences may not necessarily be attributed entirely to the brand or the cargo company but could be random.
Brands seem to have realized the potential negative consequences that can arise from the service provided by other stakeholders they work with. Some of them have created their own courier systems. In these shipping systems, brands have expanded their services with their unique names and branding. Participants seem to speak from a consensus in this regard. For them, brands working with their own couriers and cargo systems can be seen as the reason for a more reliable experience.

Participant 3 mentioned that brands working with their own courier companies improve these services, address their issues, and reduce unrelated risks, ultimately enhancing user experience and brand perception:

“Yemeksepeti’s creation of its own courier systems, for example, users have great problems with delivery, let's not stay with the courier systems in the hands of the restaurant, let's develop a faster and better quality courier system and provide a service to restaurants has positively affected my brand perception. The development of the cargo system and the shortening of delivery times are important for me in terms of my brand perception.” (Participant 3)

**Alternative Delivery Options**

When discussing the options provided by cargo companies, it's important to consider the Delivery Options variability from the perspective of the cargo companies themselves. While online shopping has become widespread, the habit of waiting for deliveries at home has started to diminish due to these developments. Participants have expressed frustration with the timing of delivery systems, especially when work hours don't align. They have mentioned that they don't want to invest the effort in waiting for packages because they chose online shopping to avoid the physical effort of going to a store or market.

In this context, participants have argued that cargo companies need to adapt to the changing expectations of users. With the option to deliver packages to different collection points, the experience of waiting for deliveries at home has also improved. Participants have explained that they can update their preferences using the
communication link provided by cargo companies, which allows them to choose to pick up their packages from neighbors, local businesses, or have them left at their doorsteps.

Participants have emphasized the convenience of these changes, noting that they don't always use these options through the application or services provided by brands. They have also mentioned that, for security reasons, they arrange with familiar local businesses or agree directly with the courier to leave the package in a place they trust. Participant 8 shared an experience where they discussed the option of leaving the package at a trusted location with the courier, highlighting the courier's sensitivity to ensuring the package's security:

"The solution suggestions from the courier are usually like, 'I leave it at the taxi station or butcher, because I know them'. I have my neighbor or my doorman leave it, or I write the password directly to the courier to enter the building and leave it at my own door." (Participant 8)

Participant 1 has expressed a cautious stance towards leaving packages with unfamiliar local businesses despite finding the service useful and convenient. This caution is understandable, as trust and familiarity play a significant role in deciding whether to use such delivery options. While these options can enhance the overall user experience by providing more flexibility, they may not be suitable for everyone, especially if users do not have a trusted relationship with nearby businesses. Trust and security remain paramount when considering alternative delivery methods.

"No, I never chose it (the option to pick up the cargo from the shopkeeper), I never used it, in fact, I thought about using it, but usually something like this happens, you know, the market grocery store I don't know at all, the florist or something like that, I mean, it doesn't give me much confidence. probably nothing will happen, but I never tried it, so I said let it come to my address." (Participant 1)
Apart from home delivery options, some users have also mentioned that they use specific pick-up stores or box systems to receive their items. In this scenario, users do not change their delivery address based on their current location through instant updates. Before completing the purchase, they specifically indicate that they do not want home delivery and will pick up their items from designated delivery points. Users prefer to collect the package from the chosen delivery point rather than dealing with the uncertainty of being at home when the delivery arrives. The advantage of this service for users is that they are rewarded with benefits such as cashback or free shipping offered by the app. While users find motivation in such incentives, brands also plan to save both time and resources by reducing the number of addresses they need to reach in their logistics services.

“For a while, I used to use delivery from the vending machine a lot, and that was the thing, Trendyol didn’t add the shipping price at that time, I guess, so that it would be used more at first. I used to use it frequently because there was a vending machine close to my house.” (Participant 9)

Similarly, a group of users has emphasized that brands need to offer more profitable and convincing incentives for them to engage in this physical effort. They have expressed that they are not very willing to change their existing habits under these conditions and have summarized their reluctance as follows:

“I prefer it to come to my door. Because if there is an advantage for me in the box option, I can use it, but if the stone you throw is not worth the bird you scare, I usually don't use it. Trendyol or other applications do not follow a policy that motivates me to use the box.” (Participant 3)

“I don't prefer to buy from a place like a come and buy spot, if there is no extra advantage for me, if there is not a very big financial return, I do not prefer to go and buy it.” (Participant 8)
4.4.4 Variability in Customer Support Services

Support Channels Diversity

When Customer Support Services are examined in terms of Channels Diversity, it has been observed that the expected impact on users is not very significant. Participants have explained that they already prefer specific channels based on their habits. They primarily prefer the chat option for its ease of use and convenience, and they use the call option when they believe it would be more effective in addressing their issues, even if the problem is not resolved. Despite the availability of various channels for communication, participants emphasize that what matters more to them is the effectiveness and issue-solving approach of these channels rather than their diversity.

4.4.5 Variability in Brand Recognition

Brand Extension

The impact of the initial service offerings on the market is significant because brand perceptions were shaped in that direction, and when new services were added, there were already existing applications providing those services. Super apps are comprehensive systems that encompass various services. However, when looking at their initial market entry, they were initially known as applications that focused on niche services. Over time, as these brands expanded and continue to expand, it has been observed that the image they have created in the eyes of users has changed, especially in relation to these specific services.

Specifically, the initial services offered upon entering the market provide brands with numerous clues and gains in line with their objectives. Users have stated that they strongly associate brands with the service with which they initially gained experience. The introduction of a new service by a brand is framed as something that will significantly change or add a new experience to users' lives (Figure 4.26)
According to the interview findings, users have matched and integrated brands with the service they first started offering. In some application examples, brand names have even been created to directly summarize the service they provide, making it challenging to introduce and adopt these integrated services later on. Participants 9 and 10 describe their perspectives on brands with which they have this associated bias in their minds due to this matching in the following way:

“I usually use the flower and chocolate section (in Çiçeksepeti) I do not prefer the other side because it creates a question mark in me as if the products sold are real or not.” (Participant 9)

“Sahibinden sounds very sketchy, for example, I don't know why, it was a place where more second-hand products were sold, we have known it like this for years, so maybe that's why.” (Participant 10)

Despite the observed negative bias and prejudice that this perspective - brands being first movers in the market - has on expanding services, it has also been observed that the innovative services they initially offered are equally strongly embraced. Thanks to the brand perception that has expanded and strengthened in parallel with these services, brands have become the most recognized and pioneering ones in the market specifically in terms of that service, from the users' perspective. Users have stated that they gained more experience and habits with these initial services offered by brands, primarily because of the uniqueness of these services in the market. As a result of these gains, their position in the market is perceived by users as more
dominant. Participant 8 and 9 describe these perspectives on different application brands as follows:

“Yemeksepeti, for example, still maintains its status as a master of this business more recently.” (Participant 8)

“I used çiçeksepeti for flowers and chocolates, but since it is the most well-known app in general, I prefer it without thinking too much, I don't go and look for another app instead. It has a perception on me as if it is the only and most successful application that does this job, so I prefer it directly and I don't look for anything else because I use it constantly.” (Participant 9)

The brands that have gained this advantage among their competitors have continued to expand with various services in line with their goal of becoming super apps. However, at some points, they have fallen into a position where they offer services that cannot be associated from the users' perspective. The necessity for these services in the expanding services of the application to have a specific common point of origin and parallelism can be considered an effective issue for users. Despite the positive and strong brand perceptions about the launch services in the market, it can be said that the expanding unrelated (non-related) services over time have started to change the existing positive perception. Services that are seen as parallel and related to their existing services are more likely to instill trust and increase their preference. Super apps trying to exist in many different sectors have been aggressively described and attempted to be described with negative feelings from the users' perspective. While complex services that lead to a competitive advantage in the market due to the loss of focus are described as factors that negatively affect brand perceptions from the users' perspective.

“Trendyol's entry into many different sectors and services seems aggressive, it irritates me. Trendyol dominates the market, they already have a great power in their hands, they can also make campaigns that's why I stay at a distance like this. For example, I was using Getir for the market, then Yemeksepeti entered, and I didn't feel aggressive like Trendyol's aggressiveness, you know,
I already ordered food, the courier brought it, etc. Its entry makes more sense to me as a brand, a smoother transition, but Trendyol is completely aggressive.” (Participant 13)

This brand extension can also take the form of brands integrating existing applications into their own applications. Brands that expand by acquiring applications and even preserving their names can be seen as trustworthy by some participants in existing scenarios.

4.5 Habituality

In the context of this research, habituality can be described as the brand perceptions that develop within users due to their familiar and routine experiences. Habituality reflects the inclination of users to consistently engage with a particular e-commerce super app. The relation between the sub themes and habituality can be seen in Figure 4.27 to understand the impact level and importance of each category. Within the chart, the size of the area covered by each delineated factors indicates the degree of its importance.
In the realm of customer experience, the habituality theme intersects with aspects such as Brand Emotional Attachment and Reviewing Users Their Own Experiences. When it comes to the user interface, Path Dependency can be considered as a sub-theme in this context. Within the payment phase, it will be discussed as the practice of Saving Credit Card Information. However, habituality cannot be directly associated with logistic service, the return process, and customer support service, and thus, within the scope of this study, no sub-theme will be discussed in these areas. Lastly, within brand recognition, the sub-theme of Knowing Their Users will be examined.

4.5.1 Habituality in Customer Experience

Brand Emotional Attachment
The term "Brand Emotional Attachment" is used in this study to refer to the emotional connection between a brand and its users. In this context, it signifies the phenomenon where users develop an emotional bond with a brand, perceiving it not only as a service provider but also as a partner or friend. This connection involves users forming an intimate relationship with the brand and making the brand experience more meaningful. In summary, "Brand Emotional Attachment" is a concept that represents the emotional relationship between a brand and its users, and in this study, it is examined how this attachment is formed and its effects.

Participants expressed a preference for being regarded as users rather than customers (the money-making party). They emphasized the importance of perceiving themselves as independent from the profits of the super applications. In light of these remarks, it becomes evident that users are inclined to form an emotional connection with brands beyond the conventional provider-receiver relationship. Furthermore, this inclination is not one-sided; mutual emotional engagement appears to strengthen their feelings. The foundations of the emotional attachment with brands, which will be supported with quotations shortly, are outlined.

Firstly, it can be observed that the emotional attachment to a brand, although not directly influenced by customer support services, results from the customer experience with the brand in the context of service design elements. Customer support services, which serve as a channel for super apps to communicate with users, play a critical role in establishing brand emotional attachment. How the interaction takes place with the user, the sincerity and closeness in the language used can be cited as reasons for building this connection. Regardless of problem resolution or outcome, the attention during the ongoing communication period fosters the formation of this attachment between users and the application. Participant 4 provides an example to explain this, referencing past dialogues in the following manner:

"The people in Amazon customer service speak in such a way that it's unbelievable, like they're your friend. For example, we were waiting for our
dog's food, and they talk to me like, 'Oh, do you have a dog? How cute! How old is it? Give it a kiss for me.' See, that's how customer service talks. I guess they established that connection, you know, through customer service. Customer service is very effective on Amazon." (Participant 4)

Taking a broader perspective on this description, participants do not always provide specific examples through individual service design elements. But they establish this connection when they feel a sense of intimacy with super app brands based on their own experiences. It can be pointed out that user experiences and feelings are not overshadowed by brand profits. Instead, services designed with the user at the center - but not alone, in conjunction with the super app brand - find a more meaningful place in their perception. Participant 5 explains her connection in the context of super app's friendly approach, stating as:

"Amazon feels like it's something that genuinely cares about you from start to finish, both economically and experientially. It's like someone who strives to give you the best and works for your happiness. I think they approach it with a "customer-friendship" approach. I feel an emotional connection there that I haven't been able to establish with many other brands." (Participant 5)

Users have appreciated initiatives that are made for them in order to make them feel special. A concrete example of these initiatives is the annual summary story series created by Hepsiburada. Through this gamification where personalized experience summaries are included, users have perceived the super app not just as an intermediary or service provider in their shopping experiences but as a partner with whom they share the experience by spending time together (Figure 4.28).
Participant 5 describes the sense of togetherness created by her sharing with the app as follows:

“Hepsiburada did something like Spotify, they created a yearly summary for me. It told me things like, ‘You shopped the most on Tuesdays, you shopped the most in this category, you earned this much,’ and so on. By the way, it was really sweet; it gave me the feeling of spending the year together, just like how we often feel with Spotify. Also, when it provided information about me, it made me feel like it was right there with me.” (Participant 5)

While some participants have been able to establish Brand Emotional Attachment with the super apps they use and have rationalized these experiences; others have expressed a sense of lack and need for it. In fact, despite using these apps frequently, participants have mentioned that there is no connection between themselves and the certain brands. Even the points they emphasize in their examples have similarities to those who have been able to establish this connection. Exclusive experiences offered by certain statuses (Trendyol Elite, Hepsiburada...), which include certain advantages that users obtain within the framework of user loyalty in such apps, may seem to provide brand loyalty in terms of material gain, but it falls short in terms of Brand Emotional Attachment. In this regard, users whose expectations of a personalized experience remain unanswered have stated that the matter is not about material or tangible privilege. Instead, they have emphasized that their loyalty and commitment to the brand are worth more than profit and tangible benefits.
Participant 7, who highlights the duration of his app usage, has expressed the stark difference in his approach between the periods when he had elite status due to his shopping and when he did not, as follows:

“...I used to be a Trendyol Elite member for a while, that was really nice because the more you use the brand, the more benefits you get. Even if it's just for show, you get some extra profit. But here, there's nothing like that. I mean, I've been using the app for so many years, and you'd expect something like, ‘It's your anniversary, here's something special for you today.’” (Participant 7)

“I think Trendyol is like a crowded marketplace, completely settled on the internet. It just feels overwhelming to me. That's why I lost my emotional attachment to it. I used to order a lot from Trendyol, even more than ordering food, but when I got really turned off, I decided not to do anything with it anymore. So, I don't love Trendyol anymore. I don't know why I feel this way, it might be because it's so popular.” (Participant 4)

The issue of feeling special and intimacy, exemplified differently on the same basis. It has also been related to how intensely the brand used is preferred by others. Popularity and user density, believed to affect intimacy, have been discussed as a value that existed in the past and was lost in terms of Brand Emotional Attachment. The identity of a crowded and complex sales platform has led users to distance themselves with the brand. They do not feel a sense of belonging, because of this perception. In fact, these reasons have directly and negatively affected the frequency of orders. The loss of that connection with the users of crowded and frequently chosen platforms can even result in customer loss.

**Reviewing Their Own Experiences**

Users' attitudes towards the service and product evaluations can be discussed within the framework of their habits. Participants have mentioned the significant influence of other users' comments when making a decision to purchase a product. They have stated that their expectations are shaped through the review given by participants
who have previously used the service and experienced the product. Despite benefiting from the comments of others, their habits of making comments or evaluations on the products and services they have purchased do not go in parallel. Users exhibit certain behavior patterns when evaluating their experiences.

The first and the majority of the group, which constitutes most of them, tend to evaluate the product and service only for experiences that are either extremely satisfied or highly dissatisfied. For this group of users, the criterion for making evaluations is whether the product or service differs positively or negatively from their expectations. They do not contribute with any evaluations for shopping experiences they consider as expected and normal. Although Participant 10 defines happiness as a reason for making comments for himself, he has illustrated that this happiness occurs in the extreme cases as mentioned above. An experience that meets his expectations, which he defines as normal, is not sufficient for him to make a comment.

“I leave reviews when I'm really happy with the service or when something extremely bad happens. If everything goes as expected, I don't bother leaving a review, but if it's exceptionally fast or some other outstanding situation, I write a review as a recommendation.” (Participant 10)

Participants who have had negative experiences stated that exceptional situations hardly occur, are not forgotten, and that negative reviews are somehow made. When it comes to positive reviews, they mentioned that they can skip the same behavior. Participant 7 emphasized the loyalty to leaving negative reviews and expressed the following:

“I never leave a rating unless the experience is extremely negative. If it's extremely positive, I still don't give a positive rating unless it's exceptionally outstanding. But when there's a negative experience, I immediately leave a negative rating.” (Participant 7)
Although users mentioned making expectation-based reviews, these expectations may not always be focused on product quality or the service received. Some small gestures from the seller or sender, or efforts to make the user feel special, were mentioned as reasons for leaving positive reviews. Users viewed these gestures, where they felt considered and emotionally moved, as an incentive to write reviews.

“If it's something negative, I don't want people to go through that. If it's something positive, and they've really put in great packaging, incredible notes, and personal touches, I am not having the heart to, but feel emotionally indebted.” (Participant 6)

“I rate the order, for example, if a seller puts a card inside with "goodbye and enjoy" written on it, or adds a little candy or something, it encourages me. I say ‘oh, the seller showed courtesy and made me smile,’ and then I give a rating.” (Participant 7)

In addition to the overall rating and evaluation of the product or service received, users also maintain similar approaches in the delivery type where there is an option to evaluate the courier personally. Participants have mentioned the importance of a smile and politeness in deliveries. Since individual ratings are involved, which is different from evaluating a tangible product, participants tend to be more measured and positive in assessing favorable situations in this context.

“Also, if I see especially a courier who is friendly and cheerful, I try to review the courier.” (Participant 2)

“In the rating section, for example, in Getir, I think it shows me who the courier is, so I feel uncomfortable morally and because I always come across good couriers, I morally constantly give five stars. But I have never used the tipping feature.” (Participant 9)

In the event of a delivery-related inconvenience, a negative experience that could be evaluated differently depends on how the courier takes action, in other words, how the crisis is managed, and it can even be resolved positively with a tip.
“You know, sometimes they send an extra promotion with it, or something happened, like they forgot my coke, sometimes such things happen, and if the courier quickly brings it back, it increases my tipping inclination, but generally, I don't tip, to be honest.” (Participant 3)

The motivation behind all of this reviewing approach and attitude is their desire to inform people about their negative experiences. While they sometimes believe that this approach only leads to negative reviews and does not fully reflect the truth, they still feel the need to share their negative experiences. so that other users do not make the same mistakes. Although their motivation is to guide people, they also describe positive reviews made when they receive special gestures as a necessity to appreciate and reciprocate the effort.

“If I've had a bad experience, I share it because people should know that it's a bad place or what they might encounter. When something nice happens or there was this place where we used to order regularly, and their courier would ask if I could leave a review, so I did it to make them happy, it's usually positive. Most people, generally don't share positive experiences, but if it's negative, they definitely do.” (Participant 12)

Another group of users have mentioned that they regularly evaluate the products and services they receive, knowing how important it is for them. They have stated that purposeful reviews and evaluations make their own shopping experiences easier, so they also engage in this utility for others. The main motivation in these evaluations is to guide new users who will purchase that product or service.

“I really feel the urge to help people. For example, I love it when people leave photo reviews; they make my life so much easier. So sometimes, I also feel like writing detailed reviews, really, just so that others can benefit from them. Like, I'd write something like, ‘Get your regular size,’ or ‘I bought it from the store, and it fits perfectly,’ purely with the intention of helping others see that.” (Participant 1)
“It's not like regular shopping; I always leave reviews for food. I mean, almost always, whether I'm satisfied or not. I think it's important because, there, the restaurant's rating is more important because there's a big turnover.” (Participant 4)

Users' motivation for making purposeful reviews is to inform people about the service they will receive and to provide a kind of consultancy to other users by commenting on the measurable features of the product.

Users have also mentioned that they understand the importance of reviews from the sellers' perspective. They stated that they leave comments not to inform other users but to support the seller they are satisfied with, as they know what evaluations mean to sellers. Because reviewed products mean that the seller's products become more reliable and visible. In fact, they tend to enhance their comments with visuals because they believe that adding product photos to reviews, offered as a feature by the application, yields more effective results.

“I leave reviews for about 90% of the things I purchase. If I really like something, if it exceeds my expectations, I leave a photo review. I think it's important because a friend of mine was selling products on Trendyol, and she told me that making photo reviews leads to better results. So, if I really like something and it surpasses my expectations, I take a photo and leave a review.” (Participant 2)

In addition to all of this, users rarely use the review option that appears as a pop-up notification when they first visit the app after completing their purchases. In this notification's review options, they share fewer details. Sometimes even just provide a rating, as compared to users who voluntarily write reviews (Figure 4.29).
In fact, this review, which only expresses the service numerically without describing it in semantic terms, does not hold specific meaning for other users. This type of review, which only has the ability to influence the average rating, is a form of evaluation shown by users who do not feel a connection with the application. These participants do not perceive themselves as part of that community. Participant 9 explains the care she took in her review influenced by the pop-up notification as follows:

“Sometimes quick reviews come up, like if it's a five-star rating system, and if I like the product, I usually just mark five stars and move on. But I never use the comment part. I read a lot of reviews myself, especially looking at photo reviews to see how the product looks, but I never write my own, I have a bit of laziness about that. I'm just a reader.” (Participant 9)
4.5.2 Habituality in User Interface

Habituality can be built among the customers by giving the attendance to the User Interface design (UI) and payment services. In the theme of habituality, there were no direct associations observed with service design elements such as logistics service, return process, and customer support services. Although there is no direct relation with them, the customer experiences, which are the overall consequences of these services, were impacted as already discussed.

When considering the UI, path dependency was the major concern from the users’ perspective. Path dependency in UI design refers to the concept that the design choices made early in the development of a product or system can have a long-lasting impact on the user's experience and can be difficult to change later on. It means that once a particular design or interaction pattern is established and users become accustomed to it, it becomes challenging to deviate from that path without causing confusion or frustration.

“Now I might encounter problems, like entering the address, entering the card information. If it doesn't find the address the first time, what will happen, and I just feel lazy about those things. I already have a system in place, and I approach it a bit rigidly, like ‘I have my system, I shouldn't disrupt it.’”
(Participant 3)

Users do not always derive their familiarity with the application interface from a positive experience. Getting accustomed to interfaces they are not satisfied with does not necessarily mean that their experiences have improved. After that period, a bond is formed between the user and the interface, which is not satisfactory but is also hard to break due to familiarity. In fact, sometimes this situation leads to a new quest, resulting in trying similar services from competing brands. Users tend to seek a new experience from scratch in another application rather than dealing with interfaces they have become estranged from due to changes in already familiar and used applications. While this quest does not always lead to customer loss, the advantages
that rival brands offer to newcomers are a critical factor. Participant 3 expressed the inability to find this new application and service quest as follows;

“The current interface of Yemek Sepeti, I mean, there is no significant reason for me to quit, and I do want to quit, actually. I don’t want to use it anymore. If I had a better alternative, with a much better interface and quality.” (Participant 3)

These applications that have been in our lives for a long time are being updated in line with the requirements of the current era. Users sometimes expressed their discomfort with these updates, which resulted in changes in their accustomed experiences. It is understood that they are not satisfied with the old version of the application interface, but at least their needs in terms of convenience and usability are met (Figure 4.30)

Figure 4.30 Evolution of UI on Yemeksepeti

Updated interfaces that have undergone fundamental changes do not remind users of their past experiences and, because they reduce usability, users resist getting used to them. Thus, major discontinuities compared with past and expected UI can cause friction in the user experience. Participant 7 described the compulsion in the negatively changed user experience as follows;

“The new interface is terrible, as I mentioned, and the old interface wasn't that great either, but it was functional. If something is working, there's no point in messing with it. It's very bad, and there haven't been any improvements to fix it. We've just gotten used to its bad state.” (Participant 7)
“Trendyol’s interface actually seems confusing, but once you get used to it and organize it the way you want, you start noticing it. Trendyol already has a certain level of trust, so I know that I’ll have a good experience. If I encounter any issues with delivery, I know that Trendyol will somehow resolve that issue, and I won’t be left stranded. It gives me a sense of reliability and stands out with its trustworthiness.” (Participant 12)

The UI of the application is a design element where users carry out their habits in a certain pattern. Users have expressed their discomfort with the interruption of these habits. An example of this interruption is the advertisements of other services offered by super apps or the advertisements of services within the super app through the application interface. As mentioned in the literature chapter, Super apps are service providers that aim to offer multiple services they host within a single application. By its nature, it allows users to choose which service they intend to use when they enter the application, initiating the desired flow. It has been noted that this interruption, where the familiar experience on top of this flow is disrupted by advertisements related to other services that users did not select when entering the application, not only fails to achieve the intended advertising goal but also negatively impacts the current user experience. Users have expressed that they perceive this disruption as a barrier to a good UX.

“I enter Trendyol, and when an ad pops up, it annoys me because it confuses me, and my attention quickly scatters, making me wonder why I even entered. When I click on it, it drains my energy.” (Participant 6)

“Amazon is calmer. For example, I can spend 1 hour on Amazon. But in Trendyol, my head gets confused in 10 minutes. This tires me out, and I need to take a break from this app and go to Amazon to clear my mind calmly.” (Participant 6)

Another example of the disruption of their familiar experience was the pop-up notification for users to rate their past orders as a way of evaluating their own experiences. While one group of participants completed this notification by quickly
and conveniently rating their experience (as exemplified in the "reviewing their own experience" section); there is another perspective that expresses complaints about how the same feature disrupts the experience.

“Every time I enter the website, there's a pop-up asking me to rate my last order. I mean, I don't have to close that rating tab every time; I've already shown my will not to rate it once. Don't keep showing it up in front of me.” (Participant 7)

4.5.3 Habituality in Payment

Saving the Credit Card Information

Habituality can be framed in the payment phase where users' habit of saving their credit card information is concerned. Users have mentioned how manually entering their card details during the payment phase disrupts their experience with each purchase on shopping platforms. Therefore, they can continue their experience without interruption by using the application's credit card saving feature. However, the crucial point here is to understand the underlying approach behind users' habit of saving their credit cards. Based on user interviews, it can be said that users save their card information not as a decision made with trust in the application but rather out of the concern to continue their experience uninterrupted in the way they are accustomed to. Participants emphasized that they exhibit this behavior regardless of the application brand. As a second step, they highlighted that they can overcome this issue by receiving a confirmation code on their mobile phones, emphasizing that this matter is independent of their trust in the application. Participant 8 humorously illustrates this lack of trust as follows:

“I have a habit of saving my card information from one app to another. Now, I've become the kind of person who even gives my credit card information to AliCabbar.com, I mean, that fear is no longer there in me. Yes, there's still a bit of anxiety, like when a code comes to your phone, you have to confirm it.
Users prefer to establish their habit of saving their credit card information through the shortcuts provided by the application, rather than performing this process manually. Therefore, application creators make certain prompts during the payment phase to shorten users’ experiences in this direction. It has been observed that the options integrated as an extra part of another action are perceived by users as 'traps.' While users are aware that the offered option will facilitate UX improvements, they have emphasized that the way it is presented can be misleading.

“The only thing that bothers me about Trendyol is that they ask about saving the credit card information as a tricky question at the very end. You know, you're shopping, and there's this tricky question there, as if you won't be able to continue shopping without saving your card. I don't like that at all. As far as I remember, Amazon doesn't have something like that.” (Participant 7)

In the service design elements, the UI and payment processes can be affecting the users’ habituality. However, it can’t be said that Logistics Service, Return Process, and Customer Support Services didn’t affect the users’ habituality, because their indirect effects were already mentioned in customer experience which can be defined as overall reflection of the service design elements in different configurations.

4.5.4 Habituality in Brand Recognition

Knowing Their Users

As previously framed, users are in constant interaction with applications in the formation and continuation of their habits. With the successful progression of these interactions, users and applications get to know each other better. Over time, this mutual understanding can lead to brand emotional attachment. In the theme of habituality, the importance of this connection for applications and how it can be established, as mentioned in the first part of the user reflections chapter, holds a
dominant place. Users have emphasized the significance of establishing a bond where brands get to know their users. Participant 7 illustrated this by giving examples from two different applications, attributing it to the time when the acquaintance with the brand occurs.

“One reason for this is probably that Trendyol entered our lives in Turkey much earlier, so we are more familiar with it. But with Amazon, we are still quite new to each other. I don't really know the site or the company well.” (Participant 7)

The personalized recommendations offered by the application serve as a concrete example where the mentioned recognition can be tested. Participants have observed that when they believe the recommended products align with their preferences, it strengthens their shopping bonds with the application. This can result in both a financial gain for the app company and an increase in the time spent within the application. As users become more recognized by the application, they also provide more opportunities for recognition. To achieve recognition, applications need to make sense of users' experiences. Therefore, providing areas where preferences can be observed within the application is crucial for brands, as they need to make inferences based on users' searches and selected products to offer new recommendations.

“I think Trendyol understands my user behavior better because I use it more frequently. The recommendations and suggestions it provide me with are appealing and useful. For example, when I'm looking at a ceramic mug, it feels like it's suggesting the right things to me, and it guides me accurately, which I like.” (Participant 6)

In fact, users have developed new behaviors in line with their habits towards the recognition approach by the application. They have adopted the habit of initiating pre-searches and in-app research patterns - in other words, introducing their intentions to the application - to see product recommendations that they might not have found themselves, leaving the rest to the application's algorithms.
“I also like how, on Trendyol – and to some extent, not on “HepsiBurada”– when I look at certain products, it suggests related items. It seems like it understands my algorithm correctly, and it shows relevant products. So sometimes, if I'm planning to buy something, I check a few days earlier and then use those tactics to get personalized recommendations for me.” (Participant 10)

4.6 Approach to Social Responsibility

In the context of this study, it was observed that on February, 2023, during the earthquake that affected different cities in Turkey, super apps were involved in various relief campaigns or integrated relief related aids into their own applications and services. In this regard, participants were asked to evaluate these initiatives and discuss how the experienced new features may have affected or not their existing brand perceptions. Since the earthquake occurred after the completion of five participant interviews during the fieldwork process, the approaches to social responsibility could be discussed in the interviews of the last eight participants. Specifically, in addition to the changes and initiatives that we observed, this topic also encompasses insights beyond the disaster case mentioned under this heading. These insights also can be collapsed by the advantageous situations that brands offer to female entrepreneurs and/or small businesses, as well as the steps taken for street animals and environmental awareness.

Participants have expressed the possibility that brands involved in certain social responsibility projects may change the brand perception positively. They believe that they are represented by the brands they purchasing from, and thus, this kind of social responsibility approaches of the super apps should be aligned with customers’ own values. Participant 11, who prefers a brand which pays attention to its sensitivity, states that:
“Ultimately, when a person prefers a brand, the sensitivity of the brand or the platform they prefer to the concerns of the environment, street animals, or social issues can be important. I pay attention to these aspects because they represent me. I was pleased when I saw that they were doing something like this.”

How these approaches in the context of social responsibility specifically impact users' existing brand perceptions in various aspects will be elaborated in the further subheading as Public Relations Concern the customer experience, Accessibility & Easiness in the UI, Lack of Confidence in the Logistic Services and Perception of Brand Attributes in the theme of brand recognition (Figure 4.31). Within the chart, the size of the area covered by each delineated factors indicates the degree of its importance.
4.6.1 Approach to Social Responsibility in Customer Experience

Public Relations Concern

The approach to social responsibility in the context of customer experience can be explained as attempts that affect the customer experience in a social context. In a more specific manner of this project, after the 2023 earthquake happened, some of the super apps took an initiative to integrate certain aid and donation campaigns to their current services. For instance, Trendyol, Hepsiburada and N11 developed a system where various charitable organizations such as Afad, Alhabp, Akut, Kızılay have integrated their donation cards into their applications, allowing customers to make donations through these organizations using these platforms. In this system, cards displaying the names and logos of organizations that can be donated to, as well as the amounts to be donated, have been designed and added to the application UI (Figure 4.32).

![Donation card integration to Trendyol (left) and Hepsiburada (right)](image)

The attitudes and thoughts of users towards these approaches can be summarized in two contrasting directions as follows. Some participants are pleased that the platforms they are already customers of are involved in various charity campaigns. They describe themselves as motivated to donate, because they have already trusted these platforms. Participants feel comfortable making donations through them. P9 summarized her feelings and opinions about the donation cards’ usage in the context of trustworthiness that accommodates brand perception as: "Trendyol, for me, meant
trust and speed. During the earthquake, instead of making a donation somewhere else and not knowing where my money was going, I found it more reassuring to directly participate in these donation campaigns on Trendyol and send money from there. Generally, there is a question mark about where the money from SMS donations goes. That’s why I used this method, and it was a good thing. There were different types of assistance, and I think I used them all, including the one for the Kızılay, which was listed there."

On the other hand, contrary to this view, most participants have questioned the preference of super apps, which they normally use for very different purposes (shopping and ordering), as intermediaries in these donation campaigns. This questioning stems from the fact that, since there is already a direct option to donate to these organizations that exist for the sole purpose of collecting donations, they see no reason to choose a super app instead. Although they do not have doubts about these platforms transferring the money directly, their concerns arise from the perception that the brand might advertise that they have collected donations through users. The possibility of charitable acts happening between the organization and individuals being turned into profit-sharing by the intermediary super app has created a sense of distrust among users, explaining why they do not prefer this system and raising questions about it.

“"I didn't find the charity campaigns sincere. I mean, if I'm going to make a donation, I probably wouldn't do it through Yemeksepeti. I might be okay with the assurance that the money will reach its destination, but I wouldn't want to give them the credit for it. I'm not into the whole "look, we've collected this much money" thing. I don't know who you are, and you're probably not someone who aligns with my views very well. I might be willing to make a small contribution through you, but I wouldn't want your name associated with what I'm doing."” (Participant 8)

Most of the participants, in light of these thoughts and uncertainties, believed that brands were taking these steps within the framework of public relations concerns.
Since their main goal was not to help, they found these actions and ongoing campaigns insincere. They noted that these attempts did not have a positive impact on their existing brand perceptions.

“But, for example, when PR concerns become too prominent in these kinds of things, I don’t really like it. And then at Trendyol, they did charity work and later became a sponsor for football teams, suddenly putting their own ads there. I thought, "Okay, it's all about marketing now." Those kinds of things make me feel like PR concerns are taking the forefront. Then, when the result is also linked to this, I thought, "Ah, okay, the outcome is here."” (Participant 13)

“It doesn't really influence me in a very positive way, to be honest. I mean, they all seem to be marketing-oriented, all trying to make money. What Trendyol did, for instance, didn't create a strong impression of being genuinely good for me, and that applies not just to Trendyol but to all companies. They’re all trying to stand out in some way, and it seems a bit silly to me. They are all, after all, companies trying to make money, and I don't find it very sincere.” (Participant 12)

These approaches, public relations concerns, were perceived as efforts by brands to further promote themselves by leveraging the emotions and sensitivities of their users. It was emphasized that for such approaches to be sincere and effective and to resonate with users, there should be longer-term initiatives aimed at development and business engagement by giving chance to the people.

4.6.2 Approach to Social Responsibility in User Interface

Accessibility and Easiness

As an example of the impact of the Elements of Service Design approach on users’ brand perceptions in the context of social responsibility, some updates and features implemented in the application interface can be cited. For instance, a special badge
was designed for sellers operating from earthquake-affected areas to enhance their visibility to users, providing users with exclusive guidance in their preferences (Figure 4.33).

Figure 4.33 Special badges for earthquake-affected sellers

The majority of participants have found this approach beneficial in terms of accessibility and ease. They have stated that their existing brand perceptions have been positively impacted by the brand's approach to social responsibility. In their purchasing process, when making comparisons between different sellers, participants mentioned that the earthquake-affected seller badge speeds up their decision-making process while shopping. They expressed motivation to purchase from such sellers because they believe that not only will they receive the service they are already familiar with but also, they feel that their purchase will contribute to helping those sellers in need.

“Apart from that, it does have a positive impact. For instance, in the earthquake-stricken areas, when a seller displays a badge of honor, it's encouraging. I don't pay much attention to it when I'm searching for a product because I'm specifically looking for the product, but when I see it
while making a purchase, it creates a sense of motivation. I think the badge idea is quite successful." (Participant 9)

From another perspective, participants expressed skepticism about the badges given to sellers from earthquake-affected areas and found them unrealistic and unreliable. They justified this belief by noting that the frequent appearance of these badges on many sellers within the app raised questions about how they were awarded with this badge or whether the sellers were genuinely conducting sales in those regions. This, in turn, led to a loss of trust among users.

“But the seller's badge from the earthquake area also appears quite frequently, and it actually raises questions about its reliability for me.” (Participant 8)

“I remember seeing something on the internet, like on Twitter, where people bought from sellers claiming to be from a disaster area, but there were no products, no one to contact, basically a scam. When that happens, it can create a completely different perception, like questioning the quality of the product or when it will arrive, it can create a different perception in that way as well.” (Participant 13)

4.6.3 Approach to Social Responsibility in Logistics Service

Lack of Confidence

On the other hand, while some participants acknowledged the usefulness of these enhancements, they expressed reservations about the possibility of being adversely affected by potential deficiencies or difficulties in packaging, logistics, and the return process when purchasing products from earthquake-affected areas. They voiced concerns that, despite not having a direct relationship with payment, product returns, and customer support services, the elements of service design and the quality of the service received could still be influenced by these circumstances. The speed of preparation, packaging, and logistics service of products purchased from sellers in earthquake-affected areas was a primary concern for users. During the logistics
phase, users expressed discomfort with the process by highlighting their lack of confidence. Furthermore, the perception that a potential return might lead to a lengthy and problematic process led to reluctance among users to engage in such purchases. Users also believed that the intermediary super app might not offer a satisfactory solution that would benefit both parties (seller and customer) in such situations.

“The perception of a seller being from an earthquake area can create a positive initial impression. However, when you purchase electronics, for instance, you may also consider the quality of the product in such a situation and whether there have been any issues with it or not.” (Participant 8)

4.6.4 Approach to Social Responsibility in Brand Recognition

Perception of Brand Attributes

Considering the users’ experiences and the effects of service design elements, the approaches discussed earlier, such as the advantageous situations that brands offer to female entrepreneurs and/or small businesses, as well as the steps taken for street animals and environmental awareness, are perceived by users as actions driven by the brands' self-interest and concerns about their visibility, despite appearing to benefit the target groups in need. Users expressed the belief that the positive changes and improvements in brand perception, which were expected to occur, did not actually materialize. In many cases, these efforts were not perceived as sincere, leading to a lack of trust in brands, as users suspected that brands primarily sought their own interests behind these initiatives.
CHAPTER 5

DISCUSSION AND CONCLUSIONS

This section will provide an overview of the perceived qualities which were detailed in the results section. A matrix will be presented, demonstrating the connections between most critical factors to deliver positive brand perceptions and perceived qualities with customer experience, service design elements, and brand recognition. This aims to offer a more comprehensive perspective and understanding. Following this, the main and sub-research questions mentioned in the introduction will be addressed and revisited. While answering these questions, specific emphasis will be placed on how customer experience, service design elements, and brand recognition are influenced by and impact various factors, supported by graphical representations. Finally, the chapter will conclude with discussions on the study's limitations and directions for future research.

5.1 Overview of the Perceived Qualities

The most crucial point in this study is how all the perceived qualities and factors under the headings of customer experience, different service design elements and brand recognition, which were determined in line with the research questions, became specific. To observe these components together and establish connections among various themes, a matrix has been created. It is critical to understand how a specific service becomes specialized across different themes and converges under the main theme heading. All these come together to shape brand perception, while also elucidating the relationships between service design elements and customer experiences. The inability to pinpoint a direct relationship for some qualities within a given stage or service highlights research gaps and offers opportunities for future studies. These insights are not only valuable for future research but also for brands,
as they can determine the user behaviors that require the most attention and understand their intensity in influencing brand perceptions based on the assigned colors' intensity.

Although the study was conducted specifically with super apps in mind, which offer various services under one brand, it can be said that certain factors are common even for specialized applications. In this context, even without the super app-specific feature of hosting multiple sellers, the trustworthiness quality can still be readily discussed in terms of confidence in the seller. The remaining factors are more encompassing and retain their validity regardless of different brands and service design elements. Seamlessness can be considered the quality within this study that has the most factors specific to super apps. However, when considered as transitions within a single app, rather than between different services or tabs, it emerges as a more inclusive subject. Social media integration and providing links, ease of application interface, and consistency in their design system are parallels that will also shed light on brands that are not super apps. Functionality at each separate step can be the unique potential for new brands in terms of special features and directions. Variability can be maintained by expanding product variety or options to give customers a more diverse experience. Most importantly, competitive advantage tactics can be a great potential to leverage this advantage. Habituality results can also be achieved in single-purpose applications in terms of brand emotional attachment and understanding their users. Almost all these factors can also be discussed for non-super apps, thanks to the structure of the research.

The matrix provides an opportunity to examine horizontally, exploring the relationships and impacts of perceived qualities on customer experience, service design elements, and brand recognition. Examining vertically allows investigation into how the brand perceived qualities (e.g. trustworthiness, seamlessness) are associated (or not) with the various aspects of service design (e.g. UI, logistics services). Various intersections provide the ability to identify user opinions for specific highlights, as well as observe their relationships with other factors and qualities (Figure 5.1). The matrix is arranged with rows formed by perceived
qualities listed in order of importance from top to bottom; while columns are created by the sequence of the shopping process as experienced by users and as indicated in interview questions. Each factor can be examined individually according to intersections of time and importance. The most significant area within each perceived quality is highlighted in darker color.

Figure 5.1 Matrix of Factors to Deliver Positive Brand Perceptions and Perceived Qualities

### 5.1.1 Trustworthiness

Trustworthiness can be defined within the scope of this study as the instinct of users to shop from a brand without any doubt or hesitation. When considering the factors that constitute the concept of trust, it has been observed that trust is not primarily associated with specific services or features, but rather with a more comprehensive approach to the overall customer experience. This is because trust is an aspect that is built over time and through the accumulation of experiences.

Within this quality, Customer Experience stands out the most, consisting of Trusting the App & Seller, Other Customers’ Reviews & Comments, and Customer Loyalty. Ensuring the protection of user rights and prioritizing customer satisfaction over other stakeholders is a critical factor in Trusting the App & Seller. Brands should not
view their users solely as sources of revenue, even though they profit from them. Brands should adopt policies that do not victimize users and should act as part of this system. On the other hand, ensuring that both parties benefit without causing victimization in terms of pricing and campaign conditions for sellers is an important factor. Consistent approaches in pricing instill trust in users, and it can be inferred that brands should have various controls and measures to prevent customer disadvantage in this regard.

Other Customers’ Reviews & Comments are crucial because users provide guidance, especially regarding products, sellers, or services they haven't experienced before. Brands can make this significant feature more visible and encouraging for users. This way, users will actually promote the product or service through their positive feedback. Of course, trust in users should also be considered in these reviews. Platforms where user groups share the same taste or evaluation criteria create a more reliable impression. The user groups that brands target also directly affect trust in the brand. While brands are known for the services they offer, users who benefit from these services provide a more reliable and transparent representation. Individual user trust, when viewed cumulatively, serves as a common point that brings a group of people together. Users exist with a shared brand perception at this common point.

When service design elements are analyzed, trust is not directly associated with the user interface of a super app. Even though a sense of trust is created through the interface for the services users’ experience, brands do not necessarily establish trust with users through interface design. In fact, Amazon can be cited as the prime example of this. Amazon, which is most closely associated with trust and places trust at the forefront of its services, has one of the most challenging and limited user interfaces. In other words, users have managed to make this inference by strongly expressing their trust in the Amazon brand, despite their poor and inadequate experiences with the interface design. It can be said that the trust provided by the brand compensates for the negative experience in interacting with the interface.
In the payment process, trust can be defined as the protection of card information and the secure storage of customer data. Brands should emphasize in their sales agreements that they will not victimize users, instead employing a reliable approach during the payment stage. In this regard, seeking assistance from third-party infrastructures and integrating systems that users have previously trusted into their own platforms can be considered as alternative solutions. This issue has become even more critical, especially since there are examples of brands where user information has been stolen. Saving credit card information is a preferred action by brands as it offers convenience and faster shopping for users. To encourage these actions, it is essential to first provide and implement a guarantee of preserving users’ sensitive information.

In logistics services, the brand now often operates this system with another stakeholder, unless they have established their own shipping and delivery systems. Brands should ensure that the logistics process for their products is trackable and provide transparent information to users. Delivering the product on the promised time also plays a crucial role in building trust during this process. Especially if the brand aims for repeat purchasing, it should pay attention to coordinating with logistics stakeholders to ensure the reliability of estimated delivery times. In terms of the safe and damage-free transportation of products, packaging care should be carefully controlled and maintained with a consistent brand approach for sellers. Brands should not solely rely on third parties for responsibility but also create a trust bridge between themselves and the users. Paying attention to these aspects is critical for building user trust.

In the scenario of a possible return process after a purchase, brands should once again prioritize the user and their satisfaction. One of the main purposes of using super apps is to enable users to access unknown or inexperienced sellers via a well-established brand. For the brand that provides this advantage, it is important to offer users a return guarantee without causing any harm to the sellers it includes and to follow through with it. The return process and the refund should be confirmed with the assurance of the super app brand.
In the customer support service, which is the system created by brands to provide solutions to users, building trust can be associated with the method of Resolution of Customer Problems and the brand's approach. This stage, where communication takes precedence, not only provides users with the opportunity to speak directly with a representative but also represents the brand identity. The super app's attitude towards potential issues and its methods of compensation are critical in determining whether users will choose the brand again. Therefore, brands should structure their support services in a way that instills trust in resolving problems to prevent loss of users.

In addition to all these experiences and services, brands have established themselves in the minds of users through the identities they have created. Brand elements such as logos and slogans, through the feelings and associations they evoke, give a brand its identity. The goal here is to create an image and approach, which is important for forming the target user group and exhibiting more specific approaches towards them.

5.1.2 Seamlessness

Seamlessness can be defined as the degree to which the user's journey and interactions with the app or brand are smooth, efficient, and uninterrupted. It involves creating a user experience where transitions between different features, services, or touch points within the system are almost frictionless. For example, transitions from one part of the app to another, or from one touchpoint to another should be seamless. The experience of transitioning should be smooth and without resistance.

Seamlessness, within the scope of this study, is defined as users completing their shopping experiences smoothly without encountering any difficulties, including both before and after the purchase. Convenience and speed are the standout keywords in this category, and how brands provide this convenience to users is crucial. Brands should introduce various updates and innovations, considering users' expectations
for a seamless experience. Some methods developed by users behaviorally can also serve as opportunities for brands.

Within the framework of the customer experience, these touchpoints have been developed by examining the mindsets of users. Behaviorally, the ‘App & Product Category Relations’ that users develop over time are associations where specific product categories are linked with various advertisements and approaches by brands. Brands can become the first choice in users' minds for a particular product category. They can achieve this opportunity through the advertisements they offer, their brand identity, and user reviews. For brands, this matching in users’ minds is significant, since it provides an insight into users’ perceptions about the brand and its offerings. Furthermore, through the links provided by content creators on social media, product category associations are strengthened, and the stages of product search, comparison, and purchase decision-making are eliminated, allowing for direct shopping. Brands can also associate themselves with specific product categories based on the product links provided by social media influencers they collaborate with. Shaping and managing this opportunity significantly contributes to the perception that brands want to create in users’ minds.

In user interface experiences, super apps offering different services should facilitate seamless transitions between these services for users. Interactions between services should make the user experience smooth and be completed without any difficulties or unfamiliarity. Brands can prevent alienation by carefully implementing the placement from the users' perspective in their information architecture for the apps, considering user expectations and behaviors. In addition to transitions between different services, the interface provided to users should be specifically easy to use for each service. ‘Ease of Use’ means that brands have correctly structured an interface to meet the needs of their target users by thoroughly analyzing their behaviors. Users who find complex interfaces time-consuming or even impossible to navigate expect brands to provide them with the opportunity to easily complete their desired tasks by identifying their expectations. When brands meet these
expectations, a seamless user interface experience ensures that the shopping process is completed.

Some factors that highlight seamlessness in the payment step can be attributed to the user interface. The payment stage is critical both from the users' and brands' perspectives. Brands should ensure that this step is completed smoothly without users changing their minds or encountering any obstacles. Even though users have made the decision to make a purchase up to this point, any hitch they encounter can result in them abandoning their experiences at the last moment. For these reasons, brands should not distract users too much at this stage. Having to answer or select options (different payment methods, delivery methods, installment or credit options, etc.) for every transaction can be tiresome for users. Speeding up and smoothing out the check-out process is both the user's demand and the brand's goal. Brands can create improvements and shortcuts to streamline the experience for this step, keeping in mind user habits, as expectations align, and the point of convergence.

The waiting period for the delivery after placing an order falls within the framework of seamlessness as a smooth experience. Brands should ensure control over processes that may not have a direct relationship with them, such as the speed of delivery, and make sure that there are no problems in reaching the user. While brands that have established their own courier companies have improved the process due to various problems in this area, there are still some issues due to the lack of defined courier branches. Of course, the solution may not necessarily involve a physical investment like a courier branch, and there could be some attempts to enhance the network and speed up the process.

The return scenario cannot be considered as a separate process from courier companies. The main focus here is how the brand and the collaborating courier company adapt to changing user behavior and expectations over time. It can be said that the more successful and well-integrated this adaptation progresses and continues, the more brands will be valued in the perception of their users. This stage is where physical effort is required, highlighting the disadvantages of online
shopping. For these reasons, brands can improve by offering Flexible Time and Delivery, not by forcing users to adapt to them but by aligning with their lifestyles. This process, which can be described as a sore spot for users, is equally challenging for sellers. At this point, it is important for brands to take on more responsibility, make the process easier, and ensure that they do not inconvenience their stakeholders, which is crucial for users' perception of the brand.

The accessibility to brands is facilitated through customer support services. It wouldn't be wrong to mention that it's not solely used for issues or negative situations. However, what is critical for this service, which often stands out in these situations, is that accessibility is indeed provided as claimed. Brands should not place barriers or adopt strategies that slow down their users' ability to reach them. Users may not perceive this service merely as a means to talk to a representative regarding their problems but rather as a way to reach the brand itself. This plays a crucial role in the perception created by the brand in terms of the importance and value it assigns to the user. In fact, users have come up with solutions to these accessibility challenges over time Exempting the Super App Services. Brands can utilize this opportunity to observe changes in user habits and seamlessly integrate direct communication with sellers or restaurants into their services.

Users perceive that consistent brand identities will provide a more seamless experience. Therefore, it is important for brands to maintain both consistent brand identity across different services and the consistency of the service descriptions they promise. In light of all this, brands can strengthen users' brand perceptions by considering the effects mentioned in the context of the perceived quality, which is another aspect users highly value, namely seamlessness.

5.1.3 Functionality

Functionality can be defined as the ability of the application or platform to effectively and efficiently perform its intended tasks and meet the needs of users.
Functionality in the super app system and brand perception means providing a robust and user-centric digital environment that not only meets user needs but also fosters a positive perception of the brand.

In the framework of users' experiences and habits, this theme appears as the Wishlist Method. Over time, acquired behaviors and product decision-making methods can be facilitated by the various functions offered by brands. Users create wishlists through methods such as adding items to their cart or creating collections before directly making a purchase. Brands can expedite users' decision-making processes by introducing features to make this approach more meaningful. Functions that allow profit from these listings or enable users to view price changes of listed products and provide feedback on them are factors that strengthen brand perception. Of course, how these functions are introduced and explained to users also plays a critical role. In this theme, brands have the opportunity to capture user behaviors more effectively and directly through updates. Since functionality varies in different services with specific examples, this theme carries a feature that can yield positive results for brands in the short term.

One of the elements of service design in the user interface is functionality, which measures how effectively users can perform their intended tasks through the brand's application. This factor, crucial for brands to guide users towards more shopping, should continue to evolve in line with user behaviors and expectations. However, at this point, users may not have a direct channel to reach the brand and provide feedback on their usage, presenting an opportunity for brands to make improvements. By building a bridge between users and the brand, communication can be established to address and enhance existing experiences. Otherwise, users may lean towards shopping from competing companies due to unresolved interface issues and their inability to communicate these problems effectively.

In the payment section, functionality can be characterized as Cashback and Campaigns. Considering the existing economic conditions and the abundance of competing firms, users generally aim to find cheaper or more advantageous products.
In this regard, brands looking to differentiate themselves from competitors can offer personalized or more advantageous payment systems and campaigns to individuals. This is because it is frequently observed that once users have decided on a product, they tend to prefer the cheaper option. Besides pricing policies, how brands implement and offer these advantages is also crucial. Functions such as limited-time discounts, coupon distribution for promotional purposes, and the introduction of unique payment systems can make the brand more visible from a user perspective, making it more likely to be chosen.

In the logistics stage, the specific opportunities that stand out in different themes can be addressed more comprehensively in this theme. Offering various delivery options and their trackability, among other factors, affect the user's perception of the brand, regardless of how they are presented and the functioning of the system. Of course, when these services are experienced, they may yield different results, but users have appreciated the new functionality of the delivery services and Bundle. Brands' adoption of this approach to improve users' experiences in this regard has been positively received.

In the return process, while functionality is not directly associated, the part of this process attributed to logistics services due to courier companies has been discussed within the logistics service theme. At this stage, users who separate functionality from the brand and only evaluate it based on courier companies and logistics actually emphasize the deficiency in this area. As mentioned earlier, the introduction of innovations and features in the return process can be seen as an application that users would consider giving a chance, provided that it is approached in a significantly different way that can change user experiences. Since similar systems are offered by competitors, users with a significant opportunity for differentiation should evaluate this opportunity based on functionality.

In the context of customer support service, functionality is associated with the way the person or system that users interact with responds, which can be named as Responsiveness to Customer Queries or Issues. Users want to feel valued, so the
language used and the tone created by the brand provide insights to users in this regard. The importance of language and approach used for brand perception formation and change cannot be underestimated. This, in fact, is a critical factor in which brands can differentiate themselves from competitors with some simple innovations and updates.

In this theme, Marketing and Advertising emerge as the most critical factor. It's not surprising that brand recognition takes the forefront when discussing this sub-theme because users become aware of brands through advertising and the identities presented in these advertisements. Alternatively, breaking biases and potentially changing existing perceptions can be achieved through these advertising approaches that reach the users. Giving a chance to brands they have no prior experience with can be successfully accomplished through the functionality of marketing. Especially in the context of digitalized systems, personalization in advertising has become essential. The goal here is to ensure the brand's visibility among potential and existing competitors and to attract the customer. As mentioned in the previous factor of "Cashback and Campaigns," the customer's process of giving a brand a chance and experiencing it can be effectively achieved by blending these two sub-themes, considering user behaviors and expectations.

5.1.4 Variability

Variability can be defined as the platform or application's capacity to provide diverse and customizable options to meet the varying preferences and needs of users. While variability offers users the advantage of having a wide range of choices and the freedom to make selections, it poses an interesting dilemma for brands and competing services as it may result in reduced preference. However, when we consider diversity in terms of different services, products, or methods within the same brand, it can be seen as a factor that provides advantages and sets them apart from competitors.
The method of Making Comparisons between different brands or among different sellers within the same brand is the most significant element of variability that emerges in the customer experience. In fact, this need for comparison has led to the emergence of specialized websites and mobile applications that focus solely on this aspect over time. Users who engage in comparisons by looking at various customer reviews can do so in applications where there is a wide variety of reviews and evaluations. Brands can emphasize that their applications are preferred more by encouraging users to leave reviews and evaluate products or services. On the other hand, comparison has been primarily seen in terms of price among applications. Brands that offer more affordable prices or provide an advantageous system become noticeable within the diversity for users. It is not just about the price; the trust that the provided service instills in users is also a prominent factor within this diversity. Brands can differentiate themselves not only from their competitors but also within their own offerings through diversity. Applications with a greater number of products or sellers are a significant opportunity, especially for indecisive customers. Diversifying the services they offer also leads to brand loyalty in the long run, as users develop their usage habits.

Variability, much like trustworthiness, has not been directly associated with the user interface. Offering diversity through the application interface can be considered an opportunity for brands. Personalizing this diversity or providing personalized options can be an element that brands can explore. Brands can achieve differentiation and the advantage of being noticed within this diversity through user interfaces.

In the payment stage, the various Payment Methods offered to users have a positive impact on their experiences because they are given the freedom to choose according to their preferences. While users may mention the diversity of payment methods, when examined in comparison to competitors, it can be inferred that they may not differentiate themselves since this diversity is also present in their competitors. At this point, more specialized payment methods (such as meal cards or payment systems offered by the application itself) are important for brands to gain this perspective in their users.
When it comes to logistics services, similar to the approach seen in payment methods, we can observe a comparable approach in this theme as Cargo Company Options. While brands may work with different courier companies internally, the fact that sellers have an agreement with a specific courier company for that product actually leaves the user face to face with only one option within this diversity. It is not incorrect to say that the courier companies have created themselves a privileged position in this diversity, especially among others. More important than the offered courier company options are the delivery options offered by these courier companies. Brands have improved users' experiences and brand perceptions by freeing them from the system where they are required to stay at home and providing diversity in delivery addresses, which is a necessity for users to adapt to their lives. Brands that offer this convenience through the principle of diversity have the advantage of expanding and updating the improvements in the existing system by considering other themes.

The return process is not directly associated with variability in this experience. While different delivery options offered to users could be somewhat related to the return process, the return process itself operates in a similar manner across all brands and courier systems. Brands can differentiate themselves from competing companies by providing ease in return processes, similar to the diversity in delivery. Diversifying methods or tools can gain traction with users at this stage and positively influence their existing brand perceptions.

The freedom to communicate through various channels in customer support service is not of significant importance to users. In this system where the goal is to reach and resolve issues, diversity is often utilized as an alternative way to reach the support unit when initial attempts fail to provide a permanent solution. In other words, the methods offered by brands such as chatbots, messaging, emailing, or calling by phone are initially preferred, but users resort to trying their luck through other channels when their issues are not resolved. At this point, rather than diversifying channels, if brands focus on improving and enhancing the frequently preferred channels, it will have a more positive impact on users.
Diversity is most prominently encountered in the context of brand recognition, where brands differentiate themselves from competitors and expand their range of products and services. Competitive advantage is closely related to how users remember and associate a brand in this crowded marketplace. The brand perception created and how it resonates with users are often shaped by comparing existing applications. For example, when users have a platform they trust more, even though they may still trust other applications, they tend to mentally compare them with the one they trust the most, which can lead to the perception that they trust the others less. While this diversity may pose a disadvantage for brands, they can use this competitiveness to analyze their competitors effectively and adopt observed brand perceptions and certain approaches as a case for themselves. This way, they become more visible and preferred in the market thanks to their openness to improvement and change, driven by their competitors. Another approach to achieving diversity is through the different services and products offered by the brand itself, rather than among brands. While the first service they introduce to the market is still the one most associated with them from the users' perspective, the expansion of their services is already profitable for brands because users are already using them. The key here is that these services make sense to users and are similar to other services (for example, being able to order groceries from the same app where they order food).

However, in another scenario, if the expanding services are perceived as unrelated in terms of their relationship to each other, users have expressed that it negatively affects the services they have adopted and used from the same brand. In fact, users have indicated that these negative effects on their brand perception can even lead them to stop using the application. Brands should not overlook the negative impacts of over-diversification on brand perception.

5.1.5 Habituality

Habituality in the context of this study can be defined as the brand perceptions formed by users based on their accustomed experiences. Habituality represents users'
tendency to regularly use a specific e-commerce super app and their loyalty to a brand. A brand or app can increase habituality and build a strong brand perception by encouraging users to make it a regular part of their routines and preferences. In this approach, brands can establish systems to encourage users to choose them frequently and seize the opportunity to turn their habits into regular shopping. Users who prioritize the continuity of their habits in their shopping experiences have not strongly associated their habits with service design elements. Habituality, which is mostly associated with customer experience, can be said to have developed in the preference for that application and the maintenance of that preference.

In the realm of customer experience, it can be said that emotional bonds are formed between users and brands based on their habits. When brand emotional attachment is established, it is observed that the results are highly profitable for the brand. Conversely, users have mentioned that when brands approach them solely with a profit-oriented perspective, they distance themselves from the brand, and their perspectives are negatively affected. Brands should view their users not as opportunities for profit and monetary gain but as integral parts of the system in order to build this connection. Users who feel valued and appreciated by brands that make them feel important tend to place those brands in a different light compared to others. When examining user behavior and habits more specifically, it can be said that users have a habit of evaluating their own experiences. As mentioned in previous themes, these evaluations play a critical role as bridges in helping subsequent users make purchasing decisions. The essence of these evaluations lies in users' positive comments and reviews when their expectations are met. On the other hand, for products or services that fall short of expectations, a different scenario can be observed. In the theme of habituality, the stage of evaluating experiences holds the most significance. It falls upon brands to guide their users in this stage and ensure that their experiences are as positive as possible through incentives. Users who have the power to voice their opinions and evaluations within the system tend to feel more present, and this can have an impact on the establishment of brand emotional
attachment. Because the ability of doing this makes users feel closer to the brand by feeling like they are at liberty to express themselves via the brand’s channels.

In the context of habituality, the user interface reveals a situation where users continue to use the application despite having negative experiences and not being satisfied with it. This phenomenon can be described as “path dependency,” where users persistently use the application solely due to their habits, without deriving positive effects from the user interface experience. Brands, unfortunately, find themselves somewhat helpless in this situation. This is because attempting to radically change users’ habits can result in losing customers who have already formed usage habits. Brands are reluctant to take this risk, so they often focus on making minor updates and limited changes. However, this approach may not fully satisfy existing customers and can pose challenges in integrating new users into their systems. Therefore, brands should closely monitor and adapt to changing user habits and seek feedback from users to make the system more sustainable.

In the payment stage, user habits can be defined as customers saving their credit card information. Although this sub-theme is related to payment, trustworthiness, or seamlessness, it is primarily framed within the context of habits because what stands out here is the habitual nature of saving credit card information. It should be emphasized that this behavior, driven by the goal of saving time, tends to be repeated across different brands over time, often without much consideration for the brand itself or the trustworthiness of the platform. For all these reasons, if brands offer the option to save credit card information with an emphasis on trust and speed, it is likely to result in a more positive brand perception.

Logistics services, return processes, and customer support services cannot be directly associated with habituality. For users to establish habits related to a service, it is necessary for that service to have regularly experienced or needed details. Logistics services primarily deal with the shipping, delivery, and fulfillment of orders placed on the e-commerce super app. While these services are crucial for a seamless shopping experience, they are not typically the primary drivers of habituality. Users
may not interact with logistics services frequently unless they have specific inquiries or issues related to their orders. Habituality is more associated with the front-end user experience, such as product browsing, making purchases, and engaging with the app's features. The return process is often a reactive process that users engage with when they encounter issues with their orders. Users do not return products habitually; rather, they do so on the basis of a need when they face problems with their purchases. Habituality is more about proactive, regular use of the app's core features. Customer support plays a vital role in resolving user issues, answering inquiries, and providing assistance. While it contributes to overall user satisfaction, it is a service that users ideally do not need to use frequently. Habituality is about users voluntarily and regularly engaging with the app's primary functions, not necessarily contacting customer support regularly.

In the context of habituality, how a brand is perceived by its existing users or potential users who have not experienced it before can be described as the brand's understanding of its own customers. In this regard, brands need to analyze user behaviors and expectations effectively, offering them customized services or features to positively influence their brand perception. By creating algorithms to achieve this, they can also assist in establishing brand emotional attachment among users.

5.2 Revisiting the Research Questions

The main aim of this research was to examine the impact of service design elements (including user interface, payment process, logistics services, return process, customer support services), customer experience and brand recognition on users' brand perception within super apps in the e-commerce industry. In the light of the aim, a main research question was posed, along with several sub-questions to reach certain objectives along the way. With the research questions established, the study sought to comprehensively explore the multifaceted dynamics between service design elements, customer experience, brand recognition, and users' brand
perception within the realm of super apps in the e-commerce industry. The main research question was:

- What are the effects of service design elements in super apps on users' brand perception by considering the brand recognition and customer experiences?

Each of the sub-questions contributes to a more comprehensive understanding of the factors that collectively influence users' brand perception.

- How does the overall customer experience in super apps contribute to users' brand perception?
- What is the relationship between service design elements provided by super apps and users' brand perception?
  - How does the user interface design of super apps influence users' brand perception?
  - How does the payment process in super apps affect users' trust in a brand and their perception of transaction seamlessness?
  - What is the relationship between logistics services provided by super apps and users' brand perception?
  - What impact does the return process within super apps have on users' brand perception?
  - What role does customer support service play in influencing users' brand perception within super apps?
- To what extent does brand recognition affect users' brand perception in the context of super apps?
- How does the approach to social responsibility within super apps shape users' brand perception?

In this section, before addressing the main research question, a more comprehensive approach will be achieved by first answering the sub-questions, thereby focusing on specific elements.
How does the overall customer experience in super apps contribute to users' brand perception?

![Customer Experience Diagram](image)

**Figure 5.2 Customer Experience**

The overall customer experience in super apps can have a significant impact on users' brand perception. Users interact with these apps for various purposes, and their overall experience can shape their perception of the brand behind the super app.

Building trust in both the super app and the individual sellers within the app plays a most crucial role in shaping users' brand perception in the customer experience. Users are more likely to have a positive brand perception when they trust the app's reliability and the credibility of the sellers.

The alignment of product categories with super app brands is the most critical factor for a seamless experience. This pairing streamlines the decision-making process for
users when choosing a platform to view products in the customer experience, making it faster and smoother. Users perceive the brand more positively when they can associate it with their desired product categories.

On the other hand, as this product category matching becomes established over time, users exhibit product comparison behavior based on variability. Product comparison is an ingrained behavior in customer experience. In a marketplace with a variety of offerings, users make decisions based on various parameters, with product price being the most significant factor. Because super apps provide users with the convenience of accessing multiple services in one place. This convenience enhances the user experience and positively influences brand perception.

Users often assess their own experiences with the super app based on whether their expectations were met. When users’ expectations are met or exceeded, it leads to habituality in using the app, positively affecting brand perception. Meeting expectations leads to satisfaction, which is a key driver of brand loyalty. Satisfied users are more likely to continue using the super app's services and recommend it to others, which can contribute to a positive brand image.

When users consistently have favorable experiences with a super app, they are more likely to exhibit loyalty behaviors, such as frequent usage, repeat purchases, and a willingness to recommend the app to others. Trustworthiness is a key factor in sustaining customer loyalty. If users trust the app, they are more likely to continue using it regularly, even when new competitors enter the market.

Positive reviews and comments from the other customers act as social proof, building trust among potential users. When they see that others have had positive experiences, they are more likely to trust the brand. Consistently positive feedback contributes to the overall trustworthiness of the super app. Users believe that the app delivers on its promises and provides a reliable and quality experience.

Having a wishlist method for organizing items allows users to engage with the app more effectively by saving items of interest. When users find that the super app offers
functional features like the Wishlist Method, they are more likely to be satisfied with their experience. This satisfaction positively influences their perception of the brand. When users have positive, emotionally fulfilling experiences with a super app over time, they are more likely to develop a deep emotional attachment to the brand. Habitual use of the super app can create a sense of belonging or community, especially if the app offers social features. Users may feel connected to others who also use the app. Users who are emotionally attached to the brand are less likely to switch to competing apps. This resistance to switching is a sign of strong brand attachment.

Integrating social media platforms, including influencer links, can enhance user engagement within the super app. Users may discover new features, promotions, or content through their favorite influencers. Users may associate the super app with the positive experiences and endorsements they see from influencers. This association contributes to a positive brand perception. Seamlessly integrating influencer content with the app's features and services allows users to access and interact with that content without disruptions.

In summary, the overall customer experience within super apps plays a pivotal role in shaping users' brand perception. Users evaluate the brand based on their interactions with various services offered by the super app. Therefore, super app providers must prioritize delivering a consistently excellent customer experience across their entire system to build and maintain a positive brand perception.

**What is the relationship between service design elements provided by super apps and users' brand perception?**

The relationship between service design elements provided by super apps and users' brand perception is crucial for building a positive and lasting brand perception. Service design elements encompass various aspects of the user experience within the super app, and they can significantly influence how users perceive the brand. The

*How does the user interface design of super apps influence users' brand perception?*

![User Interface Diagram](image)

Figure 5.3 User Interface

The ease with which users can navigate the app greatly affects their satisfaction. Clear menu structures, intuitive icons, and logical placement of features make it easier for users to find what they need. Ease of Use in the context of seamlessness enhances the user experience and reflects positively on the brand, as users appreciate apps that respect their time and effort. A well-designed user interface enhances positive brand perception as a biggest impact and leads to increased user satisfaction and seamless experience.
The functionality of the app within the user interface design plays a pivotal role in shaping users' brand perception. Brands that prioritize user-centric features, efficiency, support, and improvement within their app interfaces tend to be perceived more positively.

Users perceive the brand as committed to providing a seamless and smooth experience which positively influences brand perception. Quick transitions between services contribute to the seamless integration of services within the app. When services flow seamlessly from one to another, users perceive the brand as cohesive and innovative.

Habitual use of the app creates a sense of familiarity and comfort. Users perceive the brand as a reliable and trusted choice, enhancing brand perception. Brands that respect user preferences for habitual paths are perceived as considerate and attentive, improving brand perception. Brands that prioritize habitual paths and consistency in the User Interface Design can differentiate themselves and maintain a favorable brand image.

*How does the payment process in super apps affect users' brand perception?*
The payment process in super apps, particularly concerning cashbacks and campaigns within the theme of functionality, can have a significant impact on users' brand perception. Cashbacks and campaigns create a sense of added value in using the super app for payments. Users perceive the brand as generous and customer-oriented, enhancing brand perception. Unique and compelling cashback and campaign offerings set the brand apart from competitors. Users recognize the brand's efforts to stand out, which can lead to a more positive brand perception.

Offering a variety of payment methods caters to users with different preferences and needs. Allowing multiple payment methods provides users with a more user-friendly experience. Users may view the brand as globally oriented and inclusive, contributing to a positive brand perception. Brands that provide a wide range of payment options gain a competitive edge in the market.
Fast and automated payments create a seamless user experience, minimizing interruptions. Users associate the brand with a smooth and hassle-free process, enhancing positive customer journeys. With an automated payment system, users are less likely to encounter payment-related issues or friction during the checkout process. This frictionless experience contributes to a more positive brand perception.

A transparent and reliable payment process, backed by clear policies and communication, enhances users' trust in the platform. When users perceive the platform as trustworthy, it positively influences their overall brand perception. Super apps that prioritize the security of transactions by implementing encryption, multi-factor authentication, and other security protocols instill confidence in users. This confidence extends to their perception of the brand behind the app. This step contradicts with the expectation of the payment process being automated and fast while the check-out process being seamless.

Saving credit card information within a super app encourages users to make the app a regular part of their shopping routine. This enhanced habituality leads users to perceive the brand as a familiar choice for their online shopping needs in terms of habituality. Habitual users who save their credit card information are more likely to become loyal customers.

**What is the relationship between logistics services provided by super apps and users' brand perception?**
The most significant and highly relevant aspect in this context is the tracking feature in logistics services, which plays a crucial role in brand perception. Cargo tracking and feasibility features offered by super apps enhance users' trust in the brand. Users value transparency in the delivery process, and the ability to track their orders in real-time contributes to a sense of reliability. When users can track their orders and assess the feasibility of delivery, they are more likely to be satisfied with the service. Satisfied customers are more likely to have a positive perception of the brand and are more inclined to recommend it to others.

The speed at which logistics services in super apps deliver products plays a pivotal role in users' brand perception. Faster delivery times are often associated with professionalism, enhancing the seamlessness of the brand. A delay in logistics services can disrupt the seamless flow of the customer journey, potentially leading to frustration. Users are more likely to choose and stick with brands that offer faster
logistics services, influencing their brand perception. This competitive advantage can be leveraged to shape a more favorable brand perception compared to competitors.

Super apps that offer a variety of delivery options, such as pick-up stores, box system delivery, take from the merchants or neighbors provide users with flexibility. The availability of diverse delivery options allows users to tailor their experience based on their preferences, which positively affects brand perception. Super apps that consider individual user preferences and offer personalized delivery options demonstrate a commitment to meeting users' specific needs. Users who can choose delivery options that align with their preferences are more likely to view the brand favorably. Variability in logistics services, as represented by different delivery options, allows users to adapt their shopping journey according to their current requirements.

Users perceive a brand positively when its logistics services consistently deliver packages on time as promised. Reliable delivery schedules enhance trust in the brand, as users can depend on the service. They feel confident that their orders will be handled professionally, reducing the perception of risk associated with online shopping.

Super apps that offer a range of cargo company options provide users with flexibility and choice. Users value the ability to select from multiple carriers based on their preferences, including price, speed, and reliability. The availability of well-known and reputable cargo companies among the options can boost users' trust in the super app. Offering cargo company options with varying price points enables users to find cost-effective shipping solutions. Users may have specific requirements, such as same-day delivery, international shipping, or specialized handling. Cargo company variability allows users to find options that align with their unique needs. The ability to select a suitable option contributes to a positive user experience.

The functionality of logistics services plays a role in users' brand perception. Users expect efficient and user-friendly features within the super app's logistics services,
such as easy order tracking, real-time updates, and clear delivery options. Users expect efficient, well-designed, and user-friendly logistics functionality that seamlessly integrates with other app functions. Brands that prioritize functionality, customization, and user experience design are likely to enhance their brand perception.

Secure and well-packaged items instill trust in users. When users receive items in good condition due to packaging care, it enhances their trust in the brand's logistics services. Careful packaging positively impacts the overall user experience. Users who receive items in excellent condition are more likely to have a positive view of the brand.

What impact does the return process within super apps have on users' brand perception?

![Figure 5.6 Return Process](image-url)
A return process characterized by trustworthiness and seamlessness contributes to the establishment of trust in the brand's practices. An easy return process provides users with confidence in their purchasing decisions. Users find assurance in the knowledge that they can return products, thereby reducing concerns related to their buying choices. Users perceive the brand as reliable and customer-centric when returns are straightforward. An accommodating return process strengthens the brand's trustworthiness.

Flexibility in time and place of delivery plays a pivotal role in shaping users' brand perception in terms of seamlessness. It contributes to a smoother return process. Users appreciate having options such as returning items to a physical store, drop-off points, or through courier services. A variety of return locations reflects a brand's commitment to convenience, positively impacting perception. Positive brand perception, driven by flexibility, can lead to increased customer satisfaction.

*What role does customer support service play in influencing users' brand perception within super apps?*
Accessibility of customer support plays a crucial role in shaping users' brand perception, particularly in terms of seamlessness. Accessibility refers to how easily users can reach and interact with customer support when needed. A seamless and readily accessible customer support service reflects a brand's commitment to user satisfaction, fostering positive brand perception. Brands that prioritize accessibility, offering seamless and efficient support channels, are better positioned to create a positive and user-centric experience, leading to a favorable brand perception among users.

The resolution of customer problems is another key aspect of customer support services, and it impacts users' brand perception, particularly in terms of trustworthiness. When customer support promptly and effectively resolves problems, it enhances the brand's trustworthiness. Users feel more confident about
engaging with a brand that demonstrates a commitment to resolving issues in their favor. Problem resolution often involves compensation as a means to address users' issues and concerns effectively. Users appreciate brands that acknowledge their mistakes and provide fair compensation, which contributes to a positive perception of trustworthiness contributing to loyalty.

Responsiveness to user queries and issues, in terms of functionality and language intimacy, significantly impacts how users perceive the brand. Language intimacy refers to using a tone and communication style that resonates with users personally. When customer support engages with users in a friendly, personalized manner, it creates a sense of connection with the brand.

The practice of exempting super app services from customer support plays a significant role in shaping users' brand perception. Exempting super app services refers to situations where users directly communicate with the seller or restaurants by passing the brand customer services within to provide a more seamless experience by reducing the time. This means that users apply this method because they believe eliminating will be faster and more effective than receiving the brands own services. Customers’ habit of directly contacting is the result of negative experiences they have had with brands or services before. This negative perception about brands has resulted from these experiences.

The availability of diverse support channels is a critical component of customer support service. Users appreciate having multiple options to seek assistance when encountering issues or having questions. Providing a variety of support channels demonstrates that the brand is attentive to users' needs and preferences. Users are more likely to perceive the brand positively when they can choose the communication method that suits them best. This flexibility enhances the overall user experience.

To what extent does brand recognition affect users' brand perception in the context of super apps?
When a super app excels in its marketing and advertising functionality, it can significantly enhance brand recognition. Well-executed campaigns that effectively communicate the app's value proposition, features, and benefits can increase user awareness and familiarity with the brand. Users are more likely to have a positive perception of the brand when marketing efforts are clear, persuasive, and resonate with their needs. Functional marketing and advertising efforts should align with the overall brand identity and values. Inconsistent messaging or conflicting advertising can confuse users and negatively impact brand perception. In addition, it is essential for brands not only to focus on selling products and encouraging frequent transactions but also to consider creating more sensitive advertisements that aim to make users feel valued and appreciated.
In a crowded super app market, brand recognition can serve as a competitive advantage. Users may prefer a well-known super app over others, even if they offer similar services, simply because of the brand's reputation and perceived trustworthiness. To maintain a competitive advantage in terms of variability within a super app ecosystem, it's crucial to offer a diverse range of services and functionalities that cater to users' changing needs and preferences. Super apps should continually innovate, adapt, and expand their offerings to stay relevant and meet the evolving demands of their user base. A flexible and dynamic approach to service provision can help super apps stay ahead of the competition and maintain user engagement and satisfaction.

The connection between the initial goals and services of brands when they first enter the market and brand recognition is significant. Brands, by aiming to be the first mover of a particular service among their competitors, become associated with that service in the minds of users. It is critical that the newly expanding services align with the brand's initial market entry objectives. When users have a positive experience with one aspect of a super app, they are more likely to explore and use other services offered by the same app, benefiting from the brand extension. This loyalty contributes to a more positive overall brand perception.

Super apps with a strong understanding of their users' habits can tailor their services and offerings more effectively. This customization can enhance user satisfaction and, consequently, improve brand perception. When users feel that the app understands and caters to their needs and preferences, they are more likely to view the brand positively. Users who habitually use a super app with strong brand recognition are more likely to develop brand loyalty. They may actively choose the app over competitors because they trust the brand and have integrated it into their daily routines.

Visual elements of a brand, such as logos, design, and overall aesthetics, play a crucial role in shaping users' perceptions of trustworthiness. When users see a super app with a recognizable logo or visual identity, they are more likely to perceive it as
credible and trustworthy. Familiarity with the brand's visual elements can evoke a sense of security. A well-designed and visually appealing brand identity is more likely to be memorable. Users are more likely to trust and engage with a super app that they can easily remember and recognize based on its visual elements. Super apps that maintain a consistent visual identity across their services and marketing materials convey professionalism and reliability.

Users expect a consistent brand experience, whether they are ordering food, purchasing products, or making a payment. The seamless integration of different services within the super app can enhance the user experience. When users see how well various services work together, it reflects positively on the brand's ability to provide a cohesive and reliable ecosystem.

A consistent visual identity, user interface, and user experience contribute to a seamless user journey within a super app. When users can navigate between different services without encountering inconsistencies, it creates a more pleasant and efficient experience, reinforcing a positive brand perception. In a competitive market, a super app that consistently delivers a seamless experience distinguishes itself from competitors. This differentiation can attract and retain users who value a hassle-free and cohesive ecosystem, contributing to a positive brand perception.

**How does the approach to social responsibility within super apps shape users' brand perception?**

Perception of brand attributes in the theme of brand recognition can shape the current perception of the customers. If a super app demonstrates a strong commitment to social responsibility by showing their intimacy without gaining profit approach participating in disaster relief efforts, users may perceive it as a socially responsible and caring brand. This can positively influence brand recognition and attributes associated with empathy, community support, and reliability. On the other side, when relief campaigns and various integrations are carried out with the aim of promoting their own brand and gaining more recognition, brand perception of customers is negatively affected due to the concern of sincerity of the brands.
‘Accessibility & Easiness’ of campaigns that are newly added to the super app interface shape users’ perspectives. Super apps that swiftly integrate features or functionalities related to disaster relief or assistance, such as providing information, emergency contacts, or donation options, can enhance their accessibility and easiness during a crisis. Users may view the app as a valuable and helpful resource, improving their perception of its user interface.

When users perceive that a super app’s social responsibility initiatives are primarily driven by public relations concerns rather than genuine care for societal issues, it can lead to distrust. Users may question the authenticity of the brand's efforts, which can result in a negative brand perception. To maintain a positive brand perception, super apps should prioritize genuine and authentic social responsibility efforts that align with their core values and demonstrate a sincere commitment to societal issues.

In the aftermath of a natural disaster such as an earthquake, users might have heightened concerns about the reliability of logistical services, including delivery and transportation. If a super app is able to address these concerns effectively and demonstrate its commitment to maintaining service quality, it can mitigate the lack of confidence in its logistic services and maintain or even enhance its brand perception. Developing a system that does not adversely affect sellers in disaster-stricken areas and even ensures that they receive their rights in a more deserving manner is a long-term solution focused on aiding individuals. Such a system encourages brands to make certain sacrifices from their profitability for the greater good. It promotes honesty and genuine solutions. These actions have the potential to positively influence brand perception.

**Main RQ: What are the effects of service design elements in super apps on users’ brand perception by considering the brand perception and customer experiences?**

The effects of service design elements on users' super app brand perception, considering brand recognition and customer experiences, encompass various themes. These multifaceted themes can be listed as trustworthiness, seamlessness,
functionality, variability, habituality, and the approach to social responsibility. They all play a role in shaping how users perceive the brand. A well-thought-out service design that aligns with these themes can lead to a more positive and favorable brand perception among users. In a more specific manner, trust in the app and its sellers is a cornerstone of a positive brand perception. Users need to trust that the app is secure, reliable, and that their transactions are safe. Transparency in data handling, payment security, and a reliable seller vetting process all contribute to trustworthiness. The relationship between the app and product categories can significantly impact brand perception. A seamless integration of various product categories within the app can make it more user-friendly and efficient, enhancing the perception of the brand as a convenient and dependable platform. Offering cashback and campaigns through the app's functionality can positively influence brand perception. Users appreciate added value and savings, leading to a more favorable view of the brand as one that provides benefits and rewards. Allowing users to easily compare products within the app enhances variability and positively affects brand perception. Users value the ability to make informed choices, and a super app that facilitates product comparison is seen as more useful and customer-centric. Encouraging users to review and share their experiences within the app can build habituality and a sense of community. Positive user reviews and testimonials contribute to a more favorable brand perception by showcasing the app's reliability and utility. The super app's approach to social responsibility can influence the perception of brand attributes. When the app actively engages in socially responsible initiatives and communicates them effectively, users may perceive the brand as caring, ethical, and trustworthy, which contributes to a positive brand perception. Incorporating these elements into the service design of super apps can help establish a stronger and more positive brand perception among users. Trust, seamlessness, functionality, variability, habituality, and social responsibility are all essential aspects of the user experience that can shape how users perceive the super app brand and its offerings.
5.3 Limitations of the Research and Future Recommendations

Within the scope of this study, several limitations can be discussed in various areas and sub-topics. Firstly, the sampling inclusiveness chosen for this study can be addressed. The study was conducted with participants aged between 25-35 who make purchases from different services and product categories on super apps at least once a week. In this context, due to the age restriction, it is observed that participants are assumed to have a certain level of technological literacy and usage patterns. While this can be an advantage for the study, as it narrows down the focus, it is worth noting that examining the brand perceptions and experiences of users of different ages could be a valuable direction for future research. This challenging approach would add a different dimension and meaning to the study.

This study was also conducted with users residing in major cities like Ankara and Istanbul, where access to and variety of services offered by super apps are more abundant. To gain a more accurate understanding of the varying quality and diversity of services within super apps, considering the user experiences in cities with fewer services can be beneficial. Expanding the city alternatives and even including users from smaller towns and rural areas could provide insights into how services differentiate under conditions with limited resources and enable a comparison of brand perceptions among users who receive these services.

Given the scope of the study and the planned time constraints, user interviews were solely conducted with end users of the system. However, when discussing a system and its impacts, it is essential to examine the perspectives of other stakeholders within that system. Conducting interviews with sellers, courier companies, or brand employees who are part of the super app ecosystem, using tailored questions for each group, could provide a broader context to the study. In line with the outlined future directions, a more comprehensive approach can be achieved.

Considering the rapidly evolving and digitized nature of the subject matter addressed in this study, it has been observed that numerous innovations have occurred even
within the short timeframe defined for data collection. While differences in user experiences within the evolving system have been identified, it is important to note that these changes may go unnoticed due to their limited prevalence or lack of experience among users. To specify further, in the context of super apps, especially when considering brand extension, these updates, despite being monitored and conveyed by the researcher, may not have been experienced or even noticed by users. In this context, the study can actually provide an opportunity to investigate how changing and updated or newly integrated systems affect users' experiences and current brand perceptions.

Lastly, considering the study's methodology, data collection and analysis processes, it can be concluded that fully comprehending user experiences and brand perceptions has some limitations. Even though users verbally shared their experiences, given the diverse stakeholders they interact with at different times, a more real-time approach could be developed. While observing participants might create a limitation in terms of their shopping experiences and considering the entire pre- and post-purchase process’ time, these interactions could be seen more objectively through a designed workshop or certain activities. On the other hand, it has been observed that users' brand perceptions are sometimes based on factors they are not consciously aware of. For this stage, various tools and activities can be designed and utilized to help users explore their own brand perceptions and describe them in a more concrete manner.
REFERENCES


Husband, G. (2020). Ethical data collection and recognizing the impact of semi-structured interviews on research respondents. *Education Sciences*, 10(8), 206.


APPENDICES

A. Participant Selection Survey

Dijital Satış Platformlarının Kullanım Sıklıklarına Yönelik Katılımcı Anketi

Merhabalar!

ODTÜ Endüstriyel Tasarım Bölümünde yüksek lisans öğrencisi ve araştırma görevlisiyim. Öncelikle bu çalışmaya katılmak ilgili olduğunu için teşekkürler. Yürütmeke olduğum tez çalışmam kapsamında, günümüzde kullanılan ve alışveriş hizmeti sunan super uygulamaların servis tasarımının kullanıcılarının marka algısına etkisi üzerine yapacağım araştırma çerçevesinde online alışveriş deneyimlerini benimle paylaşmak isteyeceğim size 25-35 yaş aralığına, dijital satış platformlarından haftada en az 1 kere alışveriş yapan katılımcılarınaoriesi. Yıllık 1 saat süreci olan katılımcı görüşmelerinde, kullanıcınızın dijital satış platformlarındaki deneyimleriniz hakkında sorular sorulacaktır.

Çalışmaya katılmak isteyenler yanıtlarınızı yaklaşık 5 dakika sürecek olan bu anketi doldurarak ve daha detaylı bilgi almak isteyenler adresine mail atarak benimle iletişime geçebilirler!

Görüşmeler sırasında ve anket paylaşığınız bilgileri hiçbir yerde doğrudan veya dolaylı olarak paylaşmayacağım; cevaplarnız sadece akademik amaçlarla saklanıyor ve kullanılıyor olacaktır. Kimliğinizi ve cevaplarınızın gizliliğini de koruyacağım.

B                F                Ü                ≥                 ≤                 ≠

E-posta *
Geçerli e-posta
Bu form e-posta topluyor. Ayarları değiştir

İsminiz nedir? *
Kısa yanıt metni

Kaç yaşındasınız? *
Kısa yanıt metni
**Cinsiyetiniz nedir?**

- Kadın
- Erkek
- Belirtmek istemiyorum.
- Diğer...

**Mesleğiniz nedir?**

Kısa yanıt metni

**Hangi şehirde yaşayorsunuz?**

Kısa yanıt metni

**En çok kullandığınız 2 dijital satış platformunu işaretleyiniz. (Lütfen yemek ve market kategorileri haricinde alışverişlerinizi göz önünde bulundurarak cevaplayınız.)**

- Trendyol
- Hepsiburada
- Amazon
- Çiçek Sepeti
- N11
- Morhipo
- Diğer...
Bu uygulamaların kullanım siklüğünüz nedir? (Lütfen yemek ve market kategorileri hariçindeki alışverişlerinizi göz önünde bulundurarak cevaplayın.)

- Her gün
- Haftada 2-3 kez
- Haftada 1 kez
- Ayda 2-3 kez
- Ayda 1 kez
- Ayda 1'den az
- Diğer...

Yemek ve market alışverişleriniz için en çok kullandığınız 2 dijital satış platformunu işaretleyiniz.

- Trendyol
- Hepsiburada
- Yemeksepeti
- Getir
- Migros
- İstegebaş
- Diğer...

Bu uygulamaların kullanım siklüğünüz nedir?

- Her gün
- Haftada 2-3 kez
- Haftada 1 kez
- Ayda 2-3 kez
- Ayda 1 kez
- Ayda 1'den az
- Diğer...

Çalışmanın bir sonraki aşamasında bilgi almak için benimle iletişim adresinizi (e-posta, telefon numarası, vb.) paylaşır mısınız?

Kısa yanıt metni: __________________________________________
B. Consent Form

Orta Doğu Teknik Üniversitesi (ODTÜ)
Mimarlık Fakültesi Endüstriyel Tasarım Bölümü

Ocağ 2023

Görüşme için güvence kitabı izin formu

Bu araştırma ÖDTÜ Endüstriyel Tasarım Bölümünde Prof. Dr. Owain Pedgley ve Dr. Öğr. Üyesi Yekta Bakriloğlu danışmanlığından Sümaye Şimşekler tarafından yürütülen yüksek lisans tezi çalışması kapsamında yapılmaktadır. Bu form sizi araştırma koşullarında hakkındaki bilgilendirme için hazırlanmıştır.

Araştırmının amacı kullanıcıların siklikla kullandığı “süper uygulamalar” hakkında marka algilannı ve bu uygulamaların sunduğu servis tasarlarının bahsedilen marka algılannı etkilerini öğrenmektedir. Görüşmeler birebir yapılacaktır ve katılımcının uygulanmasına göre yüz yüze veya bir video konferans uygulaması ile çevrimiçi olarak yapılabilir. Görüşmenin yaklaşık 1 saat sürmesi beklenmektedir.


Bu formu imzalayarak yapılacak Araştırma konusunda sizen verilen bilgileri anladığını ve görüşme yapılmamın onayınızı belirtmiş oluyorsunuz. Formu imzalamaz olmanız yasal hakkınızdan vazgeççiniz anlamına gelmemekte; ayrıca öğrencinin, İlgili kişi ve kurulannı yasal ve mesleki sorumlulukları devam etmektedir. Araştırma katkida bulunugunuz için teşekkür ederiz.

Yukarıdaki bilgileri okudum ve bu çalışmaya tamamen güvenilir olarak katıyorum.

<table>
<thead>
<tr>
<th>Katılımcının adı soyadı</th>
<th>İmza</th>
<th>Tarih</th>
</tr>
</thead>
</table>

Araştırmacı adı soyadı İmza Tarih

Sümaye Şimşekler

Araştırmadan sorumlu öğretim elemanları:
ODTÜ Mimarlık Fakültesi Endüstriyel Tasarım Bölümü
Prof. Dr. Owain Pedgley
Dr. Öğr. Üyesi Yekta Bakriloğlu

232
C. Ethics Approval

27 OCAK 2023

Konu: Değerlendirme Sonucu

Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (IAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın Yekta Bakırlıoğlu

Danışmanlığınızı yürütüdüğüüz Sümye Yeşilceker'in "Alışveriş hizmeti sunan super applerin servis tasarlarının kullanıcılara marşalı algısı üzerine etkisi" başlıklı araştırmaınız İnsan Araştırmaları Etik Kurulu tarafından uygun görülen 0073-ODTULAEK-2023 protokol numarası ile onaylanmıştır.

Bilgilerinize saygıyla sunarım.

Prof. Dr. Şürel KAZAK BERUMENT
Başkan

Prof. Dr. Ismail AKÇOMAK
Üye

Doç. Dr. Ali Emre Turgut
Üye

Dr. Öğretim Üyesi Şerife SEVİNÇ
Üye

Dr. Öğretim Üyesi Murat Perit ÇAKIR
Üye

Dr. Öğretim Üyesi Süreyya ÖZCAN KABASAKAL
Üye

Dr. Öğretim Üyesi Müge GÜNDOZ
Üye
D. Interview Questions

Interview Questions

First, introduce yourself, talk about the project purpose and possible outcomes, ask for permission to start recording etc.

As you mentioned in the survey, you mentioned that you use digital sales platforms (look at the survey and name and name which ones) at least 4 times a month.

- What are the frequency of using these applications?
- ... You mentioned that you shop from these applications. What are your reasons for choosing this app most often?
- Are there any preferred applications for a specific product or product group?
- Can you tell us about the examples of these and the reasons for preference?

Now let's talk about how you decide to buy these products that we're talking about;

- Do you compare in multiple applications when buying a particular product?
- Can you tell us about your process in these comparisons?
  - Which app are you looking at first?
  - Why start from that app?
  - Does the category or brand of the product you are going to buy affect the application you are thinking of buying or looking at the price?
- So what influences you when you decide to buy?
  - App interface and user experience impact
  - Shipping speed and delivery details
  - Trust in the brand
- When making a purchase decision, do you use one of these methods such as adding these products to the cart, creating a collection, adding them to favorites, and then adding them to the buy list?
  - Why do you prefer this method?
  - In which cases do you use which method I mentioned?
  - What is the effect of this method on adding the product to the cart and purchasing?

Before moving on to my next question, I would like to give you a small definition about that question; "Brand perception is the sum of the feelings, experiences and thoughts of the consumer about a product or service" In fact, although this phrase is an association that we create in our minds, it plays an important role in establishing an emotional bond between brands and their users. When choosing between competing products or services, your attitude, feelings and thoughts towards brands are actually serious factors.

- Within the framework of this brand perception definition; How do the experiences you mentioned before the purchase affect your brand perception of these platforms you shop?
  - What changes in this experience changes your brand perception, positive or negative?
Let's talk a little bit about your experiences while making the purchase after being added to the cart...

- **Can you tell us a little bit about your experience in the buying process?**
  - What is the experience of saving addresses and the apps you use?
  - What are the steps you take when you get to checkout?
  - The habit of saving the card, using the cards offered by the wallet or app, using a virtual card, adding the card information manually (in some cases paying at the door)

- **Payment methods vary between different apps, how does this affect your experience?**
  - In which applications do you save the card, what influences you in making this decision?
  - If you compare your payment experience in different applications; what is the importance of this stage in your preferred application?

- **Are you paying attention to delivery options?**
  - Choosing a specific shipping company
  - Asking to be directed to a nearby delivery point rather than home delivery, etc.

I would like to repeat the question I asked for your previous pre-purchase process for this stage. In line with these experiences you have described:

- **How do the situations you experience during the purchase process affect your feelings and thoughts towards the digital platforms you use, that is, your brand perception?**
  - What changes in this experience changes your brand perception, positive or negative?

After creating your order / completing your shopping, we will talk about the process of reaching your hand of the product and your follow-up now...

- **How does product delivery and shipping affect the app you're shopping for?**
  - Do factors such as speed/feasibility/ability to change cargo addresses affect your choice?

- **What do you think about the services and supports offered by the application at the time the product reaches you?**
  - Which way do you choose to support your questions?
  - According to the different applications you use, how does this support affect your shopping and choosing this application again?

After the product arrives, the service offered to you is not complete and there is still an ongoing process. We can talk about your experiences in this process... After the product arrives, you actually have two options in front of you, such as evaluating the product and returning it according to the situation or deciding on its use. Have you returned/were there any products you returned? If so, let's talk a little bit about this process.
• How do you go about this return process, can you share this experience?
  - How do the shipping and return options offered by your preferred app affect your experience?
    - What effect does it have on situations such as calling for the home shipping service or the proximity of the shipping companies offered by the application to your home?

• Have you ever encountered a problem such as incorrect or faulty product delivery?
  - I order from application X because I have experienced a possible wrong delivery or incorrect product shipment of after-sales support.... Are there any situations where you say I think it is? Can you give an example?
    - What kind of support or help did you receive during this process or what kind of service did the application offer you?

• When we look at the scenario where you do not return, which is another way, how does your interaction with the after-sales application continue in terms of the product you purchase?
  - Do you have the habit of commenting on the product you receive and the service you receive, evaluating the seller?
    - How would you evaluate this process?

• Does the fact that your expectations are met or missing in this process affect your next shopping preferences? What kind of impact can you talk about?

Yes, before moving on to the last part, what are your general thoughts about the points and services that you think are missing or not offered by the applications in the specific order delivery and post-order phase of your shopping experience? We’ve already mentioned this brand perception question before and after your buying experience. This is the effect of the services offered to you after shopping on your brand perception against those applications.

  - What changes in this experience change your brand perception, positive or negative?

So far, we’ve talked about your experiences in shopping in categories like textile, electronics, etc. Now we’re going to talk about shorter-term deliveries like food and grocery categories.

Which applications do you use the most for your food and grocery orders?

• How often do you use these apps?
• Can you tell us about your reasons for choosing these applications?
• Are there any applications that you prefer specifically for certain products or product groups? What are the reasons for this preference?
• Do you benchmark these orders with other apps before you create them?
  - What are the factors you pay attention to in these comparisons?
    - Which app are you looking at first?
      - Why start from that app?
      - Does the type or brand of the product you are going to buy affect the application you are thinking of buying or looking at the price?
• So what affects you during the process of ordering the product?
  - App interface and user experience impact
- Shipping speed and delivery details
- Trust in the brand
  - **Can you tell us a little bit about your experience in the ordering process?**
- Decide on the product(s), add them to the cart, create the order, make a payment and select an address, change the selected incoming address, etc.
- **After you create your order, do you continue to interact with the app?**
  - For example, following the courier live, following the information offered by the restaurant/market such as getting ready, etc., writing to the live support for help or calling, etc.
- **Have you ever had a problem with your order receiving you or with the incoming product? Can you tell us a little bit about your experience?**
  - I order from application X because I have experienced a possible wrong delivery or incorrect product shipment of after-sales support. Are there any situations where you say I think it is? Can you give an example?
  - What kind of support or help did you receive during this process or what kind of service did the application offer you?
- **How does your interaction with the application continue in terms of the product you purchased?**
  - Do you have the habit of commenting on the product you receive and the service you receive, evaluating the seller?
  - How would you evaluate this process?
  - What motivates you, positive or negative, in these reviews?
- **Does the fact that your add-ons are met or missing in this process affect your next shopping preferences? What kind of impact can you talk about?**
- **Can you tell us about your brand perception in this process? And what changes in your experience changes your brand perception, positive or negative?**

Yes, finally;
- **Are there any other factors that you have experienced in this process and that you think affect your preferences and your opinion with the application?**
- **Finally, are there any points you would like to ask or add?**
Görüşme Soruları

Öncelikle kendini tanıt, proje amacınından ve muhtemel getirilerinden bahset, başlama ve kayıt izni vs.istes.

Katılım formunda da belirttiğiniz üzere ayda en az 4 kez dijital satış uygulamalarından (ankete bakarak hangileri olduğunu sormendirerek söyle) kullandığınızdan bahsettiniz.

- Bu uygulamaların kullanım skorlarını nedir?
- ..., uygulamalarından alışveriş yaptığınızdan bahsettiniz. En sık olarak bu uygulamayı tercih etme sebeplerinizi nelerdir?
- Spesifik bir ürün ya da ürün grubu için tercih ettığınız uygulamalar var mı?
- Bunların önlerini ve tercih etme sebeplerinizden bahseder misiniz?

Şimdi bu konuştuğumuz ürünleri satın alma ya da karar verdiğinizden bahsetelim;

- Belli bir ürünü satın alırken birden fazla uygulamada kıyaslama yapıyor musunuz?
- Bu kıyaslama adımdaki süreçinizden bahsedebilir misiniz?
  - İlk önce hangi uygulamaya baktığınızı?
  - Neden o uygulamanın başyorsunuz?
  - Alacağıınız ürünün çeşidi ya da markası ilk almayı düşünüğünüz ya da fiyatına baktığınız uygulamayı etkiliyor mu?
- Peki satın alma karar verme aşamasında sizi neler etkiliyor?
  - Uygulama ara yüzü ve kullanıcı deneyimi etkisi
  - Kargo hızı ve teslimat detayları
  - Markaya olan güven
- Satın alma kararı verirken bu ürünleri sepete ekleme, koleksiyon oluşturma, favorilere ekleme, daha sonra alma listesine ekleme gibi yöntemlerden birini kullanıyor musunuz?
  - Neden bu yöntem tercih ediyorsunuz?
  - Hangi durumlarda bağımsız olarak hangi yöntem kullanıyor musunuz?
  - Kullanıcıların bu yöntemleri sepete ekle ve satın alma işlemini etkisi necidir?

Bir diğer soruma geçmişeden önce o sorsuya alakalı size küçük bir tanımlamada bulunmak istiyorum; “Marka algısı, tüketicinin bir ürün veya hizmet hakkındaki duygus, deneyim ve düşüncelerinin toplamıdır” Aslında bu tabir bizim zihnimizde yaratığızmı bir çağışım olba da markalar ve kullanıcılara arasında çağışusal bir bağ kurmasada önemli bir rol oynuyor. Rakip ürünler ya da servisler arasında seçimin yaparken markalarına karşı olan tutumunu, duygus ve düşünçelerinin asında ciddi birer etmen.

- Bu marka algısını tanımlı gerçekleştirdiğinize ne deneyimler sizin alışveriş yaptığınız bu platformlar ile alakalı marka algını nesnel etkiliyor?
  - Bu deneyiminizde ne değişirse marka algınız olumlu ya da olumsuz anlamda değişir?

Sepete ekledikten sonra satın alma işlemini gerçekleştirdirken yaşadığınız deneyimlerden bahsedelem biraz da...
- Satın alma sürecinizdeki deneyiminizden biraz bahseder misiniz?
  - Adres kaydetme ve bununla kullanılanınız uygulamaları cedeyimi nasıl?
  - Öçeme eşasmasına gelindiginde gerekçeştiltirginiz adımlar nelerdir?
  - Karti kaydetme aşkarlanğı, çözün ya da uygulamanın sunçuğu kartları kullanma, sanal kart kullanıma, kart bilgilerini manuel olarak ekleme (bazı curumlar kapica öceme)

- Farklı uygulamalar arasında öçeme yöntemi farklılıklar gösteriyor bu suç deneyiminizi nasıl etkiliyor?
  - Kartı hangi uygulamalarda kaydediyoruz bu, kara vermenizde ne etkili oluyor?
  - Öçeme cenevimizden farklı uygulamalarca kıyaslaryacak olursanız, bu aşamamın tercih ettiğiniz uygulamadaki önemi necir?

- Teslimat seçeneğlerine dikkat ediyor musunuz?
  - Spesifik bir kargo firması seçmek
  - Evde teslimat ceğilce yakındaki bir teslimat noktasına yuvarlandığınız istemek vs.

Bir önceki satın alma öncesi süreciniz için sorğularım soruyu bu aşama için de tekrarlamak istiyorum. Anlatığınız bu cenevimizizin doğru lütusunca;

- Satın alma işlemi sırasında yaşadığınız durumlar kullandığınız dijital platformlara karşı olan duygular ve düşüncelerinizi yani marka algınızı nasıl etkiliyor?
  - Bu cenevimizde ne değişirse marka algınızı olur, ya da olumlu anlamba değişir?

Siparişinizi oluşturduktan sonra/ alıcıverinizi tamamladıktan sonra ürünün elinize ulaşma sürecini ve sizin taktinizinca bahsedebileceğiz şimi de...

- Ürün teslimatı ve kargo sürecinin alışıveriş yaptığınız uygulamaya etkisi nasıl oluyor?
  - Hız/lızibilite/kargo adres değişikliği yapabilire gibi faktörler seçimiınız etkiliyor mu?
- Ürünün size ulaşma sürecindeki zamanda uygulamanın size sunduğu hizmetler ve destekler konusunda ne düşünmeyorsunuz?
  - Sorularında alakalı ceket için hangi yol seçiyoruz?
  - Kullanımda farklı uygulamalar da bir ceket sizin alışıveriş ve tekrar bu uygulamayı tercih etme süreciniz nasıl etkiliyor?

Ürün elinize ulaştıktan sonra asılca size sunduğu hizmet tamamlandı olmuyor ve orada hala çevrem eren bir süreç var. Bu süreçte cenevimizden konuşabiliriz... Ürün elinize ulaştıktan sonra asılca cenevimizce ürün değerlendirme ve duruma göre iade etme ya da kullanımı karar verme gibi iki tane seçeneğiniz oluşuyor. Lade ettiğiniz ürünler olduğu mu/olmu?

- Bu lade süreç için nasıl bir yol izliyorunuz bu deneyimi paylaşılabılır mişiniz?
  - Sizin için tercih ettiğiniz uygulamanın sunçuğu kargo ve lade seçenekleri bir cenevimiz gibi nasıl etkiliyor?
  - Evde kargo hızmetini çarşıma ya da uygulamanın sunçuğu kargo şirketlerinin evini yakışıklı gibi cemqurlar nasıl bir etkisi var?
- Yanılış ya da hatalı ürün teslimatı gibi bir sorunla karşılaştığınız oldu mu daha önce?
Evet; son kısma geçtikten sonra sizin alışıveriş deneyiminizin spesifik olarak sipariş testin ve sonrası aşamalarıyla uygulamaların size şu şekilde, ya da sunamamak ekle ekilenin coğ nuclei, noktalar ve bir sonraki genel işlevinini neler misiniz? Zaten daha önce bu marka alışıverişin alışıverişin öncesi ve satın alma işlemleri deneyiminizin analizi sonucunda bahsetmiş an. Bu, alışıveriş sonrası size sunulan hizmetlerin ön uygulamaları karşı olusun marka algısında etkisi en belirli kısaca.

Bu deneyimizde ne değişirse marka algısını oluştırmak ya da olumsuz anlamda ceşit?
Mesela kuryeyi canlı takip, hazırlanıyor yolda vb. gibi restoranın/market'in sancığı, bilgileri takip etme yarım alma amacıyla canlı desteği yazma ya da arama vb.

- Sıparamızı size ulaşmasyla alakalı ya da gelen ürünle alakalı bir sorun yaşamınız olduğu mu daha önce? Deneyiminizde biraz bahseder misiniz?
- X uygulamasıncanı sıparış veriyorum çünkü yaşamının olması bir yanlış teslimat ya da hatalı ürün göndermimde satış sonrası cesteklerin ..... olduğunu düşünüyorum deşieinizin çarmılar var mı? Örnek verebilir misiniz?
- Bu süreçte nasıl bir cestek ya da yarım alınımıza ya da uygulama size ne gibi bir hizmet sunuldu?
- Satış sonrası uygulama ile olan etkileşiminiz satin aldığınız ürün özelinde nasıl devam ediyor?
- Elinize ulaşan ürünle alakalı ve ảnhiniz hizmetle alakalı yorum yapma, satışçıyı değerlerinime gibi alışkanlığınız var mı?
- Bu süreçte nasıl değerlerinirsiniz?
- Sizi alımınızda da olumsuz bu değerlendirmelerde motive eden şey/şeyler nelerdir?
- Bu süreçte beklentilerinizin karşılanması ya da eksik kalması sonrası alışveriş tercihleriniz etkileyor mu? Nasıl bir etkiden söz edebilirsiniz?
- Bu süreçteki marka algılarınızdan bahsedeabilir misiniz? Ve deneyiminizde ne değişirse marka algıınız olumlu ya da olumsuz anlamada değişir?

Evet son olarak;

- Sizin bu süreçte yaşadığınız ve uygulama ile olan fikrinizi tercihlerinizı etkilediğini düşünüğünüz başka faktörler var mı?
- Son olarak sizin sormak ya da eklemek istediğiniz noktalar var mı?
E. Miro Coding

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<th>Details</th>
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<td>Overall Strategy</td>
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![Diagram of Miro Coding](image_url)
F. Airtable Coding