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An exploratory study of dialogic communication on mobile gaming company websites: The Turkish context

Abstract

Dialogic communication remains an essential strategy for companies to build ways to interact with the relevant publics in the most effective and ethical approach. The current study aims to explore the dialogic communication potential of mobile gaming companies' websites via quantitative content analysis. The sample includes the websites of international mobile gaming companies that virtually communicate with their visitors in English as the primary language. The sample includes websites of mobile gaming companies producing the most popular games among Turkish gamers. Findings indicate that there is still room for such companies to increase their potential for dialogic communication with mobile gamers via their websites by increasing user interaction and enhancing user experience. Given the absence of research on dialogic communication strategies in mobile gaming company websites, this study provides foundational insights for both scholars and practitioners.

Keywords: dialogic communication, public relations, mobile gaming, website, Türkiye

1. Introduction

Digital games, defined as “any form of computer-based entertainment software, either textual or image-based, using any electronic platform such as personal computers or consoles, and involving one or multiple players in a physical or networked environment” (Frasca, 2001, p. 4), remain one of the most popular forms of leisure and entertainment. The digital game industry has experienced sustained growth in recent years and is projected to expand from \$219 billion in 2023 to \$300 billion by 2027 (Read, 2022). This growth, driven by increasing sales of video game consoles, mobile games, and PC games, positions the industry ahead of traditional sectors such as film and music. Notably, mobile gaming holds the largest share of the global market, accounting for 52.1% of total revenue in 2023 (Statista, 2023).

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The evolution of information and communication technologies (ICTs) has broadened the appeal of mobile gaming across a wide range of audiences over the past four decades (Cagiltay, 2005; Cai et al., 2022). As the mobile gaming audience expands, companies are employing increasingly targeted marketing strategies to engage core gamers, those who consistently demonstrate strong preferences for diverse game genres and contribute significantly to industry revenue (Ortutay, 2008). Public relations practitioners play a key role in this process by fostering direct, ongoing dialogue with gamers, encouraging them to co-create culture around the games (Spaulding, 2016).

Websites are a constant and accessible medium for organizations to connect with their audiences. Websites play a pivotal role in facilitating two-way communication, enabling organizations to disseminate information and receive feedback and insights from their audiences. They serve as a central platform for organizations to develop sustainable relationships with target audiences (Sadiq et al., 2022). Websites can effectively operate as a crucial mechanism for relationship building and management (Kent & Taylor, 1998). Therefore, dialogic communications on the website are significant for mobile gaming companies to enhance community building and management, brand loyalty and trust, and strategic marketing in the dynamic and competitive gaming industry.

Consequently, this study aims to investigate how interactive a mobile gaming company website is in facilitating company and gamer relationships that could enhance the gaming experience. Digital games remain an understudied communication platform in public relations scholarship, despite their growing cultural and economic significance (Seiffert & Nothhaft, 2015; Spaulding, 2016; Fisher, 2021). A review of the literature concerning dialogic communications on the websites also demonstrated that the concept has been applied in various organizations outside of the mobile gaming industry. Moreover, it seems that global discussions about dialogic concepts have predominantly occurred within developed economies, neglecting the discourse in developing nations, thus prompting us to investigate the dialogic potential of Türkiye's mobile gaming company websites. Türkiye is a unique and suitable country for such exploration, with its dense population and engagement with digital media.

In line with these discussions, this study addresses one central question: to what extent are Türkiye's mobile gaming companies successfully incorporating the core principles of dialogic communication within their official corporate websites? Specifically, the research aims to evaluate how effectively these companies utilize key dialogic elements to foster meaningful two-way interaction with their audiences. By analyzing the design, structure, and interactive features of their websites, this study provides insights into the strategic communication approaches adopted by mobile gaming firms in Türkiye, focusing on enhancing stakeholder engagement and building long-term relationships in the digital space.

2. Literature Review

2.1. Dialogic Communication Theory

The concept of dialogic communication, sometimes simply referred to as *dialogue*, has received considerable scholarly attention in the context of public relations. The traces of scholarly work on dialogue can be found in the works of Ancient Greek rhetoricians such as Aristotle, Socrates, and Plato (Zappen, 2004) as well as 20th-century thinkers including Bu-

ber (1958; 2002), Rogers (1961), and Bakhtin (1981). In the context of PR, the concept was primarily introduced by Grunig and Hunt (1984). It was popularized by Pearson (1989), who treated the concept as an ethical tool for maintaining effective and healthy relationships with organizations and the relevant public. Grunig and Hunt's (1984) theoretical approach has remained essential in defining effective public relations practice, in which the scholars distinguish between a two-way symmetrical communication process and a two-way asymmetrical communication process. Dialogue, defined as „any negotiated exchange of ideas and opinions“ (Kent & Taylor, 1998, p. 325), represents efforts within a relationship to engage in honest, open, and ethically grounded communication. McAllister-Spooner and Kent (2009) argue that dialogue has become a crucial aspect of public relations, consistent with Pearson's (1989, p. 177) earlier statement that public relations is best conceptualized as the management of interpersonal dialectic, emphasizing the effectiveness of a dialogic system over a monologic one.

Botan (1997, p. 4) previously proposed that dialogue is more evident as a communication orientation than a distinct method, technique, or format. According to Kent and Taylor (2002), there are five features of dialogue: mutuality (i.e., the identification of organization–public relationships), propinquity (treating the public as colleagues as opposed to outsiders), empathy (support and trust inherent in a dialogic relationship), risk (willingness to communicate with individuals and the public in their preferences), and commitment (the extent to which an organization engages in dialogue, interpretation, and comprehension in its interactions with the public). Similarly, such dialogic possibilities have been extended to websites and social networking sites such as Facebook, X, Instagram, and WeChat.

Kent and Taylor (1998) define dialogic communication as any negotiated exchange of ideas and opinions (p. 325). In public relations, Rybalko and Seltzer (2010) explain that facilitating dialogue involves creating channels and procedures to nurture positive relationships between corporations and stakeholders. Utilizing new relationship-building technologies enables organizations to engage with stakeholders conveniently and promptly. Following the five dialogic principles, as highlighted by Campbell and Kwak (2012), this not only strengthens communication links between organizations and the public but also caters to the preferences of investors and journalists seeking specific content on websites. Abiding by dialogic principles encourages organizations to perceive stakeholders as individuals with intrinsic value, transcending a transactional perspective. Despite the acknowledged complexity by Kent and Taylor (2002) in incorporating dialogic communication systems, organizations are urged to approach it as a commitment, acknowledging the inherent value of fostering relationships.

According to Rolland and Bazzoni (2009), corporate websites, as a central repository for organizational messages, are pivotal in shaping, enhancing, and upholding corporate identity and reputation while also fulfilling the vital function of communicating and disclosing information to stakeholders. Wanderley et al. (2008) opined that the Internet enables organizations to disseminate tailored information to diverse stakeholders and solicit their input. Websites hold significance for marketing communication professionals due to their interactive nature, which facilitates the establishment of dialogue. This perspective aligns with Jankowski and Hansen's (1996) assertion that interactivity is widely recognized as a fundamental concept in theorizing about new communication technology. Dialogue, as delineated by Kent and Taylor (1998, p. 325), denotes a negotiated interchange of these ideas and viewpoints, emblematic of the joint endeavors of relational entities to partake in communication marked by honesty, openness, and ethical considerations.

A review of the literature concerning dialogic communications on the websites demonstrated that the concept has been applied in various organizations such as churches and religious organizations (Waters & Tindall, 2010; Wirtz, Ngongo, & Poe, 2013), non-profit activist organizations (Kent, Taylor & White, 2001; Kent, Taylor & White, 2003; Naudé, Froneman & Atwood, 2004; Kang & Norton, 2006; Reber & Kim, 2006; Waters, 2007; Ingenhoff & Koelling, 2009; Kim et al., 2014; Olinski & Szamrowski, 2017), congressional offices (Taylor & Kent, 2004), community colleges and universities, (McAllister & Taylor, 2007; Gordon & Berhow 2009; Ibrahim, Adam & De Heer, 2013; McAllister-Spooner & Kent, 2009; McAllister, 2012; McAllister, 2013), the corporations in Fortune Global 500 (Park & Reber, 2008; Kim et al., 2010; McCorkindale & Morgoch, 2013), insurance firms (Hinson et al., 2014), police service (Madichie & Hinson, 2014), hotels (Ibrahim, 2016), banks (Hinson et al., 2012), museums (Capriotti & Kuklinski, 2012), litigation public relations firms (Reber et al., 2007), and libraries (Agyeman et al., 2015), outside of mobile gaming companies. These investigations indicate a deficiency in organizations effectively leveraging the Internet for dialogic communication. Gaps are evident between organizational goals for relationship-building, the execution of online strategies, and the actual engagement in dialogic communication (Bortree & Seltzer, 2009). Given these gaps, this study applies Kent and Taylor's (1998) dialogic framework to analyze mobile gaming company websites.

In the specific context of organizational websites, Kent and Taylor (1998) argue that websites and home pages serve various functions, such as sharing news releases and organizational developments, and providing information for stakeholders. Firstly, the authors argue that *dialogic loops* incorporated into websites must be complete if a company desires to respond effectively to public concerns, questions, and requests. Continuing this idea, a dialogic loop refers to responding to public demands promptly and effectively. Secondly, *the usefulness of information* refers to the availability of information on the website, which is valued by the general public. Thirdly, *the generation of return visits* is related to offering attractive content on the website that would encourage users to repeat their visits via engaging in online forums, surveys, and consultations with online experts. *The ease of the interface* is associated with the user-friendliness of the company website via useful formats and organized content. Lastly, *the conservation of visitors* is about providing only essential links for visitors to conserve the user's visit and encourage them to return to the original website.

2.2. The brief history of the gaming industry in Türkiye

Regarding the birth of mobile games, 2001 was a pivotal year in Türkiye. A mobile version of the Okey tile-based game, where players score points by collecting specific tile groups, was presented to the Internet users. The game quickly became an Internet sensation among Turkish users (Genç, 2021). Additionally, the physical version of Okey holds cultural significance in Türkiye, being an integral part of *kıraathane* (coffee house) culture, where elder individuals gather, socialize, and engage in leisure activities such as card games (Balci & Salah, 2015).

The economic interest, incentives, and investments especially increased in the second half of the 2000s in Türkiye in the mobile gaming industry. It was a time when the social and economic support of the game production was enhanced with the establishment of the Animation Technologies and Game Development Center (ATOM), aiming to support game start-ups and qualified human resources for the industry. The second half of the 2000s also witnessed

the establishment of non-governmental organizations such as Oyunder and Turkish Game Developers Association (TOGED), which aimed to influence perceptions of various stakeholders about digital games in a positive direction, thus paving the way for involvement in policy-making processes (Sezgin, 2018).

Türkiye's mobile gaming market has proliferated in terms of the volume of games and the number of actors over recent years. The emergence of the COVID-19 pandemic also contributed to this process due to the governmental social isolation policies that aimed to further prevent the spread of the COVID-19 virus among Turkish society (Republic of Turkey Ministry of Health, 2020). This situation resulted in individuals spending more time on the Internet via their smartphones and engaging in leisure activities such as surfing on social media and gaming. According to a report published by Aydemir (2022), mobile gamers surpassed 42 million in 2022, up from 40 million in 2021 in Türkiye. Young players constitute a dominant demographic, with 37% of users falling within the age range of 14 to 29. Additionally, 41% of Turkish players engage in mobile gaming for approximately 10 hours weekly, and 47% participate in gaming sessions two to three times daily (Akin, 2023).

The mobile gaming industry remains one of the most profitable segments of the international economic market. In 2022, mobile game consumer spending reached \$110 billion, which represents a 5% decline compared with the rates of 2021 because of economic headwinds such as higher prices and borrowing costs (Browne, 2023). This trend in world statistics is not parallel with the gaming sector in Türkiye. According to the Gaming in Türkiye agency, the industry in Türkiye increased to \$1.4 billion in 2023 from \$1.2 billion in 2021. The increase is partially a consequence of new investors, who contributed more than \$424.7 million in 2022 (Berktaş, 2023). Additionally, Turkish-developed mobile games composed 20% of the top 100 downloaded titles in the US market in 2021 (Crean, 2022).

Despite Türkiye having undergone its worst economic crisis during the last two decades, with a huge loss in the value of the Turkish lira due to the government's unorthodox policy of keeping the interest rates very low, economic hardship has not impacted negatively in the domestic gaming industry (Askew, 2022; Türkiye Cumhuriyeti Dijital Dönüşüm Ofisi, 2023). For instance, Royal Match, created by the Turkish Dream Games company, has emerged as one of the most successful global mobile games, with 13 million monthly active users and \$85 million per month in revenues from in-game purchases. Additionally, the Toon Blast, produced by Peak Games Company, has been downloaded more than 100 million times on the Google Play Store and generated \$23.34 million per month through in-game purchase revenues (Statista, 2024).

Türkiye's population reached 85.2 million by 2023, while Internet users increased from 85% in 2022 to 87.1% in 2023 (Turkish Statistical Institute, 2023). Moreover, the number of mobile gamers increased from 40 million in 2021 to 42 million in 2022, which assisted Türkiye in preserving its position as the 30th country with the highest revenue obtained from the mobile game industry (Aydemir, 2022). The consumption patterns and economic data within Türkiye's gaming industry prove that mobile gaming cannot be neglected or considered a fringe phenomenon. This steady growth created an increasing demand for public relations practitioners, both traditional PR agencies and numerous consultancy companies that specialize in PR of mobile gaming.

3. Methodology

The current study aims to explore the dialogic communication potential of websites by mobile game companies active in Türkiye's global mobile game market via quantitative content analysis. Previous studies (Olinski & Szamrowski, 2017; Agyemang et al., 2015; McAllister-Spooner & Kent, 2009; Madichie & Hinson, 2014; Taylor & Kent, 2004; Taylor et al., 2001; Wirtz et al., 2013) utilized content analysis to explore the dialogic potential of organizational websites in the context of dialogic communication, validating the methodological effectiveness and relevance of the content analysis technique. According to Schreier (2012), content analysis is one of the most effective methods for analyzing data and interpreting its potential meanings. The method provides an objective and systematic approach to understanding and describing the phenomena under question (Downe-Wamboldt, 1992).

For curation of the sample, Aydemir's (2022) industry report for the year 2021 is taken as the basis, which analyzes the mobile game market in Turkey, composed of domestic and international actors. Aydemir's (2022) industry report lists 360 mobile game companies. Among these, 164 are domestic mobile game companies, while 197 are international mobile game companies. After systematic research on the web, we have reached 327 websites of mobile game companies. Thirty-two websites are not included in the study. Some of these websites are not found online, and some are under restoration.

The dialogic classification system in this study was modified from previous studies applying the dialogic principles to websites (Kent & Taylor, 1998; Taylor et al., 2001; Taylor et al., 2003; Taylor & Kent, 2004; McAllister & Taylor, 2007; McAllister-Spooner & Kent, 2009; Kim et al., 2010; McCorkindale & Morgoch, 2013; Madichie & Hinson, 2014). The categories of the dialogic classification system are as follows: *the usefulness of information*, *the ease of interface*, *the generation of return visits*, *the dialogical loop*, and *the conservation of visitors* (Kent & Taylor, 1998). The *usefulness of information* category includes items based on the usefulness of the information provided to the visitors (i.e., company history, corporate mission statement). The *ease of interface* category contains items that explore the user-friendliness of the website interface (i.e., website map, search engine box). The *generation of return visits* category involves items that explore whether the provided materials can potentially encourage users to revisit the company website (i.e., news forums and calendar events). The *dialogical loop* category includes items that explore tools to collect information from website visitors (i.e., phone numbers and physical addresses). The *conservation of visitors* includes items that aim to assess the existence of relevant materials to encourage visitors to engage with the provided content (i.e., links to mobile games' social media accounts).

The data, collected between June and August 2023, has been content-analyzed and coded under 5 categories, which have 49 items in total. The coding process was conducted by two researchers of the current study, and the results were compared and double-checked to ensure maximum scientific accuracy. Inter-rater reliability was assessed using Krippendorff's alpha, which yielded a value of $\alpha = 0.89$, indicating high agreement among coders. Subsequently, the double-checked data coded on Microsoft Excel was transferred to the IBM SPSS Statistics 29 software for frequency-based analyses.

4. Findings

The findings are reported under five different categorical variables. The first part focuses on the usefulness of information, while the second part explains the findings on the ease of the interface. The following subsections report the findings on the generation of return visits, the dialogical loop, and the conversion of visitors accordingly.

4.1. Usefulness of information

Usefulness of information refers to the importance of the website for its visitors. The dialogic communication potential evaluation on the usefulness of information was conducted by exploring 17 items. Findings indicate that mobile gaming website creators pay moderate attention to the usefulness of information made available to potential gamer visitors.

Table 1. Usefulness of Information in Mobile Gaming Company Websites

Usefulness of Information		
Categorical Variable	Number (n:327)	Valid Percent (%)
Organizational authorities	100	30.60%
History of the company	206	63.00%
Mission statement	247	75.50%
Goals	141	43.10%
Philosophy statement	82	25.10%
Logo display	317	96.90%
Dedicated pressroom	54	16.50%
Press release	51	15.60%
Corporate speeches	32	9.80%
Downloadable graphics or images	288	88.10%
Career placement services	206	63.00%
List of mobile games	291	89.00%
Audio or videoclips	112	34.30%
Specific media contact person	19	5.80%
Privacy policy	272	83.20%
Clearly stated position about social issues	16	4.90%
Online application to career placement services	174	53.20%

While the majority of websites display their logos on their official website (96.9%), provide a list of mobile games (89 %), and downloadable graphics and images (88.1 %), they fall short in terms of specific media contact person accessibility (5.8 %) and engagement with social issues (4.9 %). This situation indicates that the gaming websites remain inefficient in standing out as resourceful platforms for mobile gamers, who aim to obtain philosophical competency in the logic of mobile games offered to them.

4.2. Ease of interface

Ease of interface, which stands out as one of the essential components for fostering website dialogue, refers to the situation in which websites should be curated to encourage ease of navigation by visitors. In the case of the ease of interface category eight items are explored.

Table 2. Ease of Interface in Mobile Gaming Company Websites

Ease of Interface		
Categorical Variable	Number (n:327)	Valid Percent (%)
The availability of sitemaps on homepages	88	26.90%
Accessibility of options for people with disability	3	0.90%
Image maps	281	85.90%
Possibility to select languages	76	23.20%
Incorporating a search engine on the homepage	40	12.20%
Minimal graphic reliance	302	92.40%
Link to download mobile games	274	83.80%
Easy identification of menu links	236	72.20%

The assessment results indicate that mobile game companies do not pay sufficient attention to the ease of interface components. While the majority of the websites rely on minimal graphic design (92.4 %), image maps (85.9 %), and links to download mobile games (83.8 %), there is room for development in the context of the availability of sitemaps on homepages (26.9 %), incorporating search engine on the homepage (12.1 %) and accessibility of options for people with disability (0.9 %). The finding on the lack of accessibility of options for people with disability intersects with the reluctance of mobile gaming website companies to engage with social issues in the context of the usefulness of information.

4.3. Generation of the return visits

Return visits are associated with the ability of a website to encourage visitors to make potential future visits. If a website offers two-way communication and engagement, one may expect future visits from mobile gamers to sustain the relationship built between the website and them. In the context of the generation of return visits, 10 items are explored.

Table 3. Generation of Return Visits in Mobile Gaming Company Websites

Generation of Return Visits		
Categorical Variable	Number (n:327)	Valid Percent (%)
News item posted in 30 days	60	18.30%
Explicit statement invites user to return	1	0.30%
FAQ's or Q&A's	50	15.30%
Bookmark now	303	92.70%
Links to mobile games websites	50	15.30%
Calendar of events	12	3.70%
Downloadable information	24	7.30%
Sign-in, sign ups, membership	47	14.40%
Push notification	1	0.30%
Forums	43	13.10%

The findings indicate that mobile gaming websites do not effectively encourage two-way communication and engagement patterns since most items within this category scored below 20 %. While the availability of the “bookmark now” button remains as an exception (92.3 %), items on the availability of FAQs or Q&A’s, sign-in/sign-up/membership options, forums, push notifications, downloadable information, and explicit statements that invite users to return scored poorly.

4.4. The dialogical loop

The dialogical loop remains one of the most essential features of a website with dialogic communication potential. The dialogic loop refers to the website’s potential to allow visitors to voice their comments, opinions, and feedback on issues. Nine items are explored within the context of the dialogical loop.

Table 4. Dialogic Loop in Mobile Gaming Company Websites

Dialogic Loop		
Categorical Variable	Number (n:327)	Valid Percent (%)
Phone numbers	41	12.50%
Physical address	153	46.80%
Opportunities for visitors to send messages and request information through mail	156	47.70%
Message to visitors on front page	1	0.30%
Links to social media accounts	269	82.30%
Option to fill out survey instruments and express opinions on issues	1	0.30%
Chatbots	2	0.60%
Links to blogs	42	12.80%
Links to online chats	23	7.00%

Findings point out that the mobile gaming websites explored scored poorly in establishing a dialogical loop, as items on the message to visitors on the front page, the availability of chatbots, and the option to fill out survey instruments and express opinions on issues remained below 1 %. Even though the availability of links to social media accounts remains an exception (82.3 %), the items on physical addresses, opportunities for visitors to send messages and request information through the mail, and links to blogs did not score high enough to argue that the website's creators paid enough attention to establish a dialogical loop within the mobile gaming websites explored.

4.5. Conversion of visitors

The conversion of visitors is associated with the principle that companies should engage effective instruments on their websites so that visitors can be stuck on the platform rather than surfing on other websites.

Table 5. Conversion of Visitors in Mobile Gaming Company Websites

Conversion of Visitors		
Categorical Variable	Number (n:327)	Valid Percent (%)
Short loading time	322	98.50%
Homepages providing important information about the organization	241	73.70%
Date of site's last updates	203	62.10%
Links to mobile games' social media accounts	52	15.90%
Videos or photo gallery	53	16.20%

Mobile gaming companies demonstrate strong visitor retention across key conversion metrics: short loading times (98%), informative homepages (73.7%), and visible update dates (62.1%). Still, the websites explored remain inefficient in providing links to mobile games' social media accounts (15.9 %) and including videos or photo galleries (16.2 %).

5. Discussion

The Internet has become a crucial platform for mobile gaming companies in terms of creating an interactive, flexible, personalized, and collaborative experience for gamers. By utilizing Internet technologies, mobile gaming companies develop various tools with high dialogic potential for engaging in dialogue with their various publics. The current study points out that mobile gaming companies are not utilizing all the advantages the Internet offers for interactive, multidirectional, and symmetrical communication.

As regards the usefulness of information, the current study concludes that mobile gaming companies prioritize providing general information about the company, its products (mobile games), and career placement services on their websites, which can hardly be associated with the principles of interactive dialogic communication. This situation points out that mobile gaming companies prefer using their websites as a marketing communication tool to foster relationships with potential players.

Game enthusiasts can seamlessly engage with game companies through the interface of their websites. These entities must leverage their online platforms to foster meaningful interactions with players, cultivating enduring interactive relationships. This strategic utilization of website interfaces elevates gaming experiences and fortifies the competitive positioning of firms within the gaming industry (Chuang, 2020). The performance of mobile gaming companies' websites showed generally good incorporation of the ease of interface principle into their website design, with menu links and image maps, as the minimal complexity in design, image quality, and minimal reliance on graphics adds to the uncluttered characteristic of the websites, which gives a pleasant impression about the mobile games. However, as a dialogic communications platform, mobile gaming company websites must move beyond the graphical display by incorporating sitemaps, internal search engines on homepages, and different language options to facilitate navigation and easy information access.

Enhancing the website interface to provide valuable information for all stakeholders, including individuals with disabilities, is imperative. However, gaming companies have failed to integrate accessibility options for individuals with disabilities into their websites. Consequently, there is a pressing need to augment the website interface to ensure inclusivity and accessibility for all, including those with disabilities (Cairns et al., 2019; Hassan, 2023). By implementing features such as alternative text for images, keyboard navigation, color contrast adjustments, and compatibility with screen readers, the accessibility of websites for individuals with disabilities can be substantially improved (Brown & Anderson, 2020; Yang & Gong, 2021; de Oliveira et al., 2024). Thus, guaranteeing that gaming company websites are accessible to all users, irrespective of their abilities, enhances social engagement and productivity within the gaming community and fosters a more inclusive and equitable online gaming environment. Such endeavors not only enhance user experience but also contribute significantly to the overall success and reputation of gaming companies within the competitive gaming market (Abascal & Nicolle, 2005; Gonçalves et al., 2012; Maboe et al., 2018).

Mobile gaming companies face the challenge of standing out not only through the quality of their games but also by enhancing the overall user experience, including their website features. Websites that effectively engage visitors and encourage return visits can provide a competitive advantage, aiding in attracting and retaining users in a saturated gaming landscape (Djamasbi et al., 2014). Companies, overall, did not focus on return visit engagement to the extent that they focused on visitor conservation. Over three-quarters of the companies did not feature a sign-in or sign-up link, FAQs or Q&A section, explicit invitation to return, or links to mobile game websites that help companies understand their player needs and preferences. However, 303 gaming companies out of 327 used the “bookmark now” widget or link. Moreover, more than half of gaming companies have a short loading time (less than 4 seconds), display the last date of update, and provide important information about their history, mission, and mobile games.

Ensuring return visits and fostering the conservation of visitors is primarily influenced by the dialogic loop principle performed by gaming company websites. According to Taylor et al. (2001), the dialogic loop emerges as the fundamental pillar of website dialogic quality, owing to its substantial influence on interactivity, shaping visitor conversion and return visits. Gaming companies demonstrated abysmal performance in incorporating the dialogic loop principle in their website. While slightly more than half of gaming companies included a link to their social media platforms on their websites, the vast majority of them did not incorporate chatbots, which play a crucial role in organizations’ digital public relations strategies and marketing communication strategies (Tsai et al., 2021; Men et al., 2023).

Interactive gaming company websites play a pivotal role as platforms for users to express their opinions on gaming experiences, provide feedback, and engage in chat forums to discuss and exchange gaming tips. To enhance user engagement and foster a sense of community, gaming companies should prioritize offering visitors options for subscriptions to receive updates on relevant gaming news and tips. Additionally, gaming companies should adapt chatbots and FAQs or Q&A sections to enhance the user experience. This approach facilitates two-way communication between users and the gaming company and establishes positive relationships within the gaming community. By providing these communication channels, gaming companies create opportunities for users to interact freely, share insights, and contribute to the improvement and innovation of games. Moreover, such channels promote stronger connections between gaming companies and their user base, enhancing gaming experiences and increasing user satisfaction.

6. Conclusion

This research proposes strategies for enhancing brand loyalty among mobile gaming companies in Türkiye through effective communication with their player base. It is noteworthy to highlight that despite the theoretical foundations in various established scholarly articles in established public relations journals, there exists a gap in the literature regarding investigations into the online platforms of mobile gaming companies. Therefore, this study serves as a pioneering endeavor to establish a foundational framework for prospective research endeavors in this domain.

This study presents a methodological advancement by examining the dialogic communications framework of Kent and Taylor (year) within the context of mobile gaming compa-

nies. While previous research has extensively explored the dialogic principles in various sectors, such as for-profit corporations and not-for-profits, this study uniquely focuses on extending this discourse to the mobile gaming industry. Rather than replicating analyses based on public relations models, the research emphasizes the need for mobile gaming companies to enhance their websites to leverage the potential of tools like blogs and chatbots. By verifying and extending the applicability of Kent and Taylor's dialogic communications framework to the mobile gaming domain, this study paves the way for further research in this area, highlighting the importance of evolving communication strategies in the digital landscape.

A third contribution is in terms of originality/value, where we posit that adequate usage of accessibility options for people with disability on websites is part of the duties of the gaming companies and, hence, a dynamic aspect of corporate social responsibility. Mobile gaming companies should not only integrate accessibility options for individuals with disabilities in their digital communication channels but also integrate them into their mobile games to embrace diversity and contribute to building brand loyalty among the public (Tay et al., 2022).

We argue for the imperative of leveraging website interfaces to foster meaningful interactions with players, thereby cultivating enduring interactive relationships. By enhancing the website interface to provide valuable information for all stakeholders, including individuals with disabilities, gaming companies can contribute to a more inclusive and equitable online gaming environment. This enhances user experience and fosters a sense of community and positive relationships within the gaming community.

The study posits that future research needs to begin exploring the dialogic potential of gaming companies' social networking sites and mobile games. Future research can also begin to explore the user experience of gaming company websites. An in-depth interview with gamers may contribute to a better understanding of website use in PR by examining whether an integrated specific or unique organizational strategy exists utilizing websites. This exploration can provide valuable insights into user behavior, preferences, and interactions within the gaming community, thereby contributing to developing effective public relations strategies and fostering positive relationships between gaming companies and their audiences.

The study emphasizes the need for future research to delve into the dialogic potential of gaming companies' social networking sites and mobile games and explore the user experience of gaming company websites. It suggests that in-depth interviews with gamers could offer valuable insights into user behavior, preferences, and interactions within the gaming community. This exploration is crucial for developing effective public relations strategies and fostering positive relationships between gaming companies and their audiences.

While our findings and recommendations are significant for the Turkish mobile gaming sector, we acknowledge the study's limitations. While critics might argue that Kent and Taylor's (1998) contribution is outdated, we posit that it is a solid foundation for future studies. The website remains the most popular landing page for the users of most common search engines since it is a platform from which you can get further access to social media channels.

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