

**T.C.
BAHCESEHIR UNIVERSITY
GRADUATE SCHOOL
THE DEPARTMENT OF BUSINESS ADMINISTRATION**

**CONSUMER BEHAVIOR UNDER THE LEADERSHIP OF DIGITAL
MARKETING**

MASTER'S THESIS

SELEN KÖSE

ISTANBUL 2024

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**THESIS ADVISOR
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ABSTRACT
CONSUMER BEHAVIOR UNDER THE LEADERSHIP OF DIGITAL
MARKETING

SELEN KÖSE

Master's Program in Marketing

Supervisor: Dr. Cafer Şafak EYEL

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With the increasing use of digital marketing channels by consumers, digital marketing businesses have become a tool of particular importance. Digital marketing; It is a marketing method that works based on digital channels and is very efficient. These channels are the internet, social media and digital platforms. Here, the most basic principles of digital marketing remain valid, and with these, new understandings in marketing, new customer experiences and new producer behaviors emerge. Consumers, the most important factor of digital marketing, have turned directly to consumption in the digital environment due to time, search for affordable prices and the ease of accessing the product they are looking for. This study aims to examine consumers' attitudes and behaviors towards digital marketing, the manufacturer's behavior towards it, and digital marketing in general. In this study, this rapidly developing and developing channel is explained and the tools of digital marketing, the advantages of digital marketing, the marketing features of social media, consumer relations on digital platforms, the effect of digital marketing on the purchasing process, and the manufacturer's reaction are comprehensively discussed.

Keywords: Digital Marketing, Consumers, Consumer Behavior, Producer.

ÖZ
DİJİTAL PAZARLAMA ÖNDERLİĞİNDE TÜKETİCİ DAVRANIŞLARI
SELEN KÖSE

Pazarlama Yüksek Lisans Programı

Danışman Dr. Cafer Şafak EYEL

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Tüketicilerin dijital pazarlama kanallarını kullanmasının artmasıyla birlikte, dijital pazarlama yapan işletmeler, spesifik önem barındıran bir araç haline gelmiştir. Dijital pazarlama; dijital kanalları baz alarak çalışan ve oldukça verimli olan pazarlama yöntemidir. Bu kanallar internet, sosyal medya ve dijital platformlardır. Burada dijital pazarlamanın en temel olan prensipleri geçerliliğini korumakta ve bunlarla birlikte pazarlamada yeni anlayışlar, yeni müşteri deneyimleri ve yeni üretici davranışları ortaya çıkmaktadır. Dijital pazarlamanın en önemli faktörü olan tüketiciler, zaman, uygun fiyat arayışı ve aradıkları ürüne ulaşma hususundaki kolaylık sebebiyle dijital ortamda tüketime direkt yönelmiştir. Bu çalışmada, tüketicilerin dijital pazarlamaya olan tüketim üzerine tutum ve davranışlarını incelemeyi, üreticinin buna davranışını, genel kapsamda dijital pazarlamayı tümüyle ele almayı amaçlamaktadır. Bu çalışmada, hızla gelişen ve gelişmekte olan bu kanal anlatılmakta ve dijital pazarlamanın araçları, dijital pazarlamanın avantajları, sosyal medyanın pazarlama özellikleri, dijital platformlarda tüketici ilişkileri ve dijital pazarlamanın satın alım sürecine etkisi, üretici tepkisi kapsamlı bir şekilde ele alınmıştır.

Anahtar Kelimeler: Dijital Pazarlama, Tüketici, Tüketici Davranışı, Üretici

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Chapter 1

Introduction

1.1 Introduction

Digital marketing has created revolutionary changes in the marketing world with the spread of the internet and digital technologies. Traditional marketing methods have been largely replaced by digital strategies, which has led to radical changes in producer and consumer behavior. This thesis aims to examine the effects of digital marketing on producer and consumer behavior.

Digital marketing consists of a set of strategies and techniques that enable brands and businesses to reach their potential customers through digital platforms. Digital marketing, which includes various tools such as search engine optimization (SEO), content marketing, social media marketing, email marketing and digital advertising, allows you to reach the target audience more effectively and directly. Digital marketing strategies use advanced technologies such as data analytics and artificial intelligence to understand consumer behavior and create content and campaigns tailored to these behaviors.

Digital marketing strategies include many different approaches to influence and direct consumer behavior. While content marketing aims to create brand loyalty by providing valuable and interesting information to consumers, social media marketing allows brands to reach large audiences through social networks. Email marketing makes it possible to interact directly with the consumer through personalized messages. Search engine optimization increases the online visibility of brands by making it easier for consumers to find the information they need.

Consumer behavior in digital marketing is quite different from traditional marketing methods. In the digital age, consumers have become more conscious and demanding thanks to easy access to information. The transparency and wealth of information provided by the Internet enables consumers to conduct comprehensive research and make informed decisions about products and services. Social media and online reviews play an important role in consumer decisions and increase the power of

word-of-mouth marketing in the digital world. Additionally, personalized marketing and data analytics enable a better understanding of consumer behavior and the development of targeted marketing strategies.

In this thesis, the effects of digital marketing on producer and consumer behavior will be examined in detail, and the effectiveness of digital marketing strategies and how these strategies shape consumer behavior will be emphasized. Additionally, future trends in digital marketing and the possible changes these trends will create in the marketing world will be discussed. In this context, a comprehensive evaluation will be made based on current research and practices in the field of digital marketing, and theoretical information and practical examples will be presented together.

1.2 Contextual Background

Digital marketing has created revolutionary changes in the business world with the increasing influence of the internet and digital technologies in our lives. Digital marketing, which goes beyond traditional marketing methods and enables brands and businesses to reach large audiences through digital platforms, has become an indispensable tool for businesses today. The purpose of this study is to examine the effects of digital marketing on producer and consumer behavior. In this section, we will focus on the definition, importance and evolution of digital marketing; An overview of the basic components and tools of digital marketing will also be presented.

Digital marketing refers to the process of promoting, selling and marketing products and services through digital channels. These channels include the internet, social media platforms, email, mobile applications and digital advertising networks. Digital marketing allows brands to reach their target audiences more effectively and cost-effectively. It also provides consumers with a more personalized and interactive experience.

The importance of digital marketing stems from the advantages it offers compared to traditional marketing methods. These benefits include reaching a wider audience, achieving measurable results, lower costs, higher conversion rates and advanced targeting opportunities. Digital marketing also allows us to continuously

optimize marketing strategies by analyzing consumers' online behavior and preferences.

Digital marketing emerged in the early 1990s with the spread of the internet. Digital marketing, which was initially limited to email marketing and promotional activities through simple websites, has undergone a great evolution with the rapid development of technology. In the early 2000s, new methods such as search engine optimization (SEO) and search engine advertising (SEM) emerged, and with the rise of social media platforms, social media marketing gained great importance.

The proliferation of mobile devices and increased internet speeds have made digital marketing more dynamic and interactive. Today, digital marketing strategies aim to provide more personalized and targeted experiences to consumers by leveraging advanced technologies such as data analytics, artificial intelligence, machine learning and big data. This evolution process shows that digital marketing is a constantly evolving field and will be shaped by new trends and technologies in the future

Digital marketing covers a wide spectrum of many different components and tools. These components include search engine optimization (SEO), search engine advertising (SEM), content marketing, social media marketing, email marketing, and digital advertising. Each component uses different strategies and techniques to achieve specific goals.

- Search Engine Optimization (SEO): SEO is the work done to ensure that websites reach higher rankings in search engines. The aim is to attract more visitors by increasing visibility in organic search results.
- Search Engine Advertising (SEM): SEM aims to increase visibility on search engine results pages through paid advertising. These advertisements, made using platforms such as Google Ads, allow you to reach the target audience through certain keywords.
- Content Marketing: Content marketing aims to increase brand awareness and create consumer loyalty by providing valuable and interesting content to the target audience. Content is produced in various formats such as blog posts, videos, infographics and e-books.
- Social Media Marketing: Social media marketing allows brands to interact with

their target audiences through platforms such as Facebook, Instagram, Twitter and LinkedIn. These platforms play an important role in reaching large audiences and spreading brand messages.

- **Email Marketing:** Email marketing makes it possible to communicate directly with the consumer through personalized messages. Emails sent through subscription lists aim to build customer loyalty and increase sales.
- **Digital Advertising:** Digital advertising includes paid promotions through websites, social media platforms and mobile applications. These advertisements aim to increase brand awareness and sales by conveying the right messages to the target audience.

1.3. Purpose of Study

The aim of this study is to comprehensively examine the effects of digital marketing on producer and consumer behavior. The advantages offered by digital marketing compared to traditional marketing methods have created a significant change in the business world with the spread of digital platforms. How this change is reflected in producer and consumer behavior, how businesses shape their digital marketing strategies, and consumers' interactions in the digital world are the main focuses of this study.

The aims of the research can be generally listed as follows;

1. Understanding the Basics of Digital Marketing:

- To determine the definition, scope and importance of digital marketing.
- To analyze the evolution process of digital marketing and how it is shaped by technological developments.

2. Examining Digital Marketing Strategies:

- Elaborating on basic digital marketing strategies such as search engine optimization (SEO), content marketing, social media marketing, email marketing and digital advertising.
- Evaluate the effectiveness of these strategies and how they are used to achieve businesses' marketing goals.

3. Analyzing Consumer Behavior:

- To examine the effects of digital marketing on consumer behavior.
- To determine how consumers interact on digital platforms and which digital marketing elements are effective in their decision-making processes.
- To investigate how consumer behavior has changed in the digital age and how these changes are reflected in marketing strategies.

4. Future Trends and Recommendations:

- To predict the future trends of digital marketing and the possible changes that these trends will create in the marketing world.
- Providing suggestions on how businesses can optimize their digital marketing strategies for the future.

The results of this study will help us understand the broad impacts of digital marketing on businesses and consumers and provide valuable insights for the development of digital marketing strategies. Additionally, it will guide marketing professionals and academics by providing information about the constantly evolving nature of digital marketing and potential future innovations.

1.4. Study Significance

The importance of this study stems from the fact that it provides a comprehensive look at understanding the deep effects of digital marketing on business and consumer behavior. Digital marketing plays a critical role today for businesses to gain competitive advantage and achieve sustainable growth. In this context, the importance of the study can be discussed under several main headings:

1. Academic Contributions:

- **Contribution to Knowledge:** This thesis will make significant contributions to the existing knowledge in the field of digital marketing. It will bring new perspectives to the academic literature by making an in-depth analysis of the basic concepts, strategies and applications of digital marketing.
- **Behavioral Insights:** It will provide important findings on the behavioral aspects of digital marketing by examining the effects on producer and

consumer behavior. This will provide new data that should be taken into account when developing marketing theories and models.

- **Guidance for Future Research:** The findings of the study will provide a basis for future research in the field of digital marketing and will help develop new research questions and hypotheses.

2. Contributions to the Business World:

- **Strategic Direction:** Businesses will gain valuable insights on how to implement their digital marketing strategies more effectively. This will help businesses optimize their digital marketing activities and gain a competitive advantage.
- **Understanding Consumer Behavior:** By revealing how consumer behavior is shaped by digital marketing, the study will enable businesses to communicate more effectively with their target audiences and increase customer satisfaction.
- **Increasing Marketing Effectiveness:** This thesis, which evaluates the effectiveness and efficiency of digital marketing strategies, will contribute to businesses making their marketing campaigns more efficient and using their marketing budgets more wisely.

3. Social Contributions:

- **Increasing Consumer Awareness:** Understanding consumers' behavior towards digital marketing strategies will help make more conscious and informed consumer decisions by increasing consumer awareness.
- **Digital Literacy:** The study will contribute to increasing digital literacy in the general society by explaining how marketing activities work in the digital world and what effects they have on consumers.

4. Political and Regulatory Contributions:

- **Regulation Development:** By examining the effects of digital marketing on consumer behavior, it will provide data that will help policy makers and

regulatory institutions develop more effective regulations for digital marketing activities.

- Ethical Practices: The study will contribute to businesses and policy makers to develop more ethical and consumer-friendly practices by emphasizing the importance of ethical issues in digital marketing activities.
- This thesis will be an important reference point in both the academic field and the business world by discussing the far-reaching effects of digital marketing in detail. This study, which will guide the development and optimization of digital marketing strategies, will be an important resource in adapting to the dynamics of the digital age and making the best use of the opportunities offered by digital marketing.

Chapter 2

Digital Marketing

2.1. The Definition of Digital Marketing and Content

Digital marketing involves marketing the product to be sold in digital environments. The power of the internet and the mobile revolution and the change and development of the understanding of commerce and marketing have created digital marketing. Within the scope of digital marketing channels, there are internet, search engines, social media, mobile applications and much more. In short, while every area accessible via internet connection is used to evaluate advertising and sales strategies, it has created digital marketing.

According to many authorities, the formation of digital marketing dates to 1971, when the first e-mail was sent. As a result, any area where two individuals or institutions can communicate is very suitable for marketing. The term digital marketing first appeared in 1990, and the first clickable banner ad was published in 1994. With these, the foundations of digital marketing were laid. With digital marketing, communication tools that will create a digital signal, such as the internet, are effective and used in the promotion of ready-to-sale products and services to the consumer. Digital techniques are used instead of traditional marketing to create a consumer base and ensure quality communication. Therefore, businesses widely use the power of the internet, mobile and social media networks to support different marketing techniques. This shows how powerful the internet is. To use this marketing technique, the priority is to create demand and then satisfy this demand through technological means. These new technological formations directly aim to enable expansion into more areas with less expenditure. (Yasmin, Tasneem, and Fatema, 2015: 69-80)

Digital marketing, led by the Internet, has now become an open market for consumers and businesses. The fact that the Internet is used as an open market and the high competition between businesses has opened the way for innovative opportunities for customers. For this reason, digital marketing has created a direct competitive environment and led to equal opportunities between large and small businesses. In

addition, simultaneous interaction established in a short time with the right planned target audience, being open to innovations and creativity are indispensable for this type of marketing. In addition, the consumer can examine or purchase the product or service they want at a low cost without worrying about space and time. (Bizhanova, 2019: 7)

In digital stores, with today's technology, it is now possible to obtain and learn a lot of information such as how much time the consumer spends, age criteria, where to reference and log in to the digital store. This is a huge advantage for the digital marketer. It offers a great opportunity, especially for businesses that are new, novice or low-income in the digital marketing industry, to reach large markets because digital marketing, in a way, starts with gaining the customer's attention in the digital environment. This helps create potential consumers and increase more sales. It is easier to analyse people's behaviour with digital marketing.

Monitoring and examining the continuous behaviour of people who use digital stores effectively will increase the success of the digital store. With this method, it is much easier to transform customers' characteristics and habits into digital data and transfer them to the systems of digital stores. With this method, it will be possible to respond to customers' various problems immediately. One of the important conveniences that digital marketing provides to the consumer is the ability to easily communicate not only with the manufacturer but also with other consumers. (İslamoğlu, 1996: 35)

With the combination of commerce and technology, the budget spent by businesses on television advertising activities has decreased significantly. With digital marketing, the way companies do business has changed. This technological development has reduced the costs of products and subsequently enabled companies to directly access the newly emerging market. Companies that use digital marketing correctly can effectively communicate with customers instantly. Businesses can carry out various promotional activities for their consumers with the help of smart devices such as phones and tablets. (Stephen, A. T. 2016: 17-21)

Digitalization has become the step of technological transformation in almost all sectors. Digitalization, which has become one of the important elements of the century we are in, has become capable of managing communication, consumer

behaviour and marketing channels of businesses in our daily life, social and working life. This changing situation in marketing has directly revealed the concept of "digital consumer". Products and services are transferred to consumers in the new generation environment in the digital environment, mostly through social networks. For this reason, it is important for companies to follow the right path in digital marketing and produce the right strategies. With the communication channels established through innovation, companies can communicate closely with consumers. Companies can send all the information needed to implement marketing activities directly to their customers. Mutual communication has accelerated, especially thanks to the technological devices that consumers actively use. If businesses want to reach more consumers and retain existing consumers, they should use digital marketing channels effectively. In fact, companies that want to create an effective digital marketing plan should use more than one digital marketing tool together. (Er Temel, 2016: 21)

2.2. History and Development of Digital Marketing

Electronic commerce, which emerged in 1995, was used for companies to communicate and share data within themselves or with other companies. E-commerce used during this period was an application that was completely closed to consumers.

The first e-commerce site established was Amazon.com. This leap, pioneered by Amazon, has led to the rapid development of digital marketing. Although various applications related to electronic commerce emerged before Amazon, they were not as effective as Amazon.com. The closed system used in the early days was "Electronic Data Interchange", the most important benefit of which is that consumers can easily order from businesses. Mobile advertising started in 2000 and the first step was taken into digital marketing. Especially with the emergence of the Google search engine, advertising and marketing activities on the internet began. These years are a period in which major changes took place and major steps were taken for digital marketing. (Papaoikonomou, 2016: 209-231)

With the proliferation of digital environments and developments in communication technologies, changes in marketing communication have also occurred. Thanks to increasingly widespread digitalization, businesses can establish

close contact with their customers by applying effective communication steps. For this reason, businesses can influence the purchasing impulses of their customers by what they offer. Therefore, when we look at the 2000s from the digital marketing perspective, we see that there has been a major and comprehensive change. In these years, the rapid development and transformation of society with the technologicalization of communication has enabled the emergence of significant developments in digital marketing. (Laroche, 2010: 1015- 1017)

The emergence of marketing is known as "Marketing 1.0" and the centre is the product. The reason is that every product produced can be sold easily. During this period, factories produce products at the most affordable prices and offer them through mass marketing. The traditional marketing approach would sell standard products that they had developed without taking their consumers into consideration. However, with the development in the following years, it became difficult for companies to carry out their marketing activities without thinking about consumers. With "Marketing 2.0", the consumer was included in the campaigns and with this, the centre shifted towards the consumer rather than the product, and the customer became valuable. We can say that this period covers the last 30-40 years of the 20th century. Nowadays, people can access information much more easily and make free choices, and with the choices they make, they can determine the price of the products according to demand. Marketing 3.0 has emerged as a marketing approach that generally addresses human values. Businesses mean marketing not only the service or product offered, but also the identity of the brand associated with the product. According to the marketing strategy developed for the identity of the brand, it is not enough to just convince the human mind. The main thing is that it should be possible to directly appeal to the senses as well as the human mind. (Laroche, 2010: 1015- 1017)

On the other hand, the centre is people rather than consumers. As profitability gives way to corporativism, it is important for businesses to appeal to the consumer's emotion, mind and soul, not just their basic needs and desires. Marketing 4.0, on the other hand, replaces marketing based on people in the past with digital marketing that deepens, develops and expands consumers. It has emerged as a marketing approach that combines online and offline interaction between companies and consumers, combines design and originality in developing the brand, and as a result, completes

machine-to-machine connection and direct human-to-human communication with a single touch in order to increase consumer participation. When promoting a service or product marketed in Marketing 4.0, mobile network, internet and similar environments are actively used. For this reason, digital marketing has risen rapidly with the widespread use of phones today and has even brought an innovative excitement to traditional marketing activities. Thus, significant benefits have been provided to both businesses and consumers. In this way, businesses have transitioned to a new area where they can promote and sell their products easily and customer oriented. (Jara, Parra and Skarmeta, 2012: 854-855)

2.3. Digital Marketing Mix

When you want to exist with your product in a market, the marketing mix plays a big role, and it is important to know the details. To prevent the brand and product from disappearing in the increasing competition, the 4P rule of marketing mix must be mastered. It refers to the work that must be done for the product or service to be put on the market. The marketing mix, which explains how the product will be created to suit the target audience, launched and held on to the market, was first put forward by Philip Kotler. For this reason, market studies are carried out to determine brand value. Marketing mix components namely, the 4 P's give detailed ideas to businesses and companies about marketing. According to a more technical definition, the exchange rate of any good or service with another good or service is called price (Gökdere, 1997: 73).

Marketing mix elements or 4Ps;

1. Product
2. Price
3. Place (Distribution)
4. Promotion

These marketing elements, which come in English, are the elements of the

marketing mix called 4Ps. In order to do marketing, it is necessary to have an output, that is, the product, then the price is determined, distribution is made to determine its place in the market, and the product must be kept in the market. This is how the marketing mix is determined.

If we examine the processing of strategies; Marketing mix comes to the fore when considering what methods should be followed to promote the product or service in the market and to sell it. Article 1 must reveal the product you want to market. This product can be found by doing market research. Whatever the target audience needs and desires can be presented. If all the features of the product are not known in the best way, marketing activities cannot be managed as they should be, so it is important to know the product carefully first. The image of the brand means how the brand is perceived by other stakeholders in the market (Karaköse as cited in Aslan and Kolancı, 2018: 211).

2. A price must be determined for the item, product or service. All costs should be included when determining the price. But cost alone is not enough to determine the price. To which target audience do you want to sell the product or service, at what price, how costly is your labor, how special is the product in the market, to what degree is the competition? According to all these, it is necessary to determine a price for the product and service. These should be taken into consideration when determining marketing mix prices.

3. The third stage of the marketing mix is the concept of Place, or distribution. After the product and price are determined, it should be presented to the target audience. The product or service must reach the consumer when he wants it, that is, the target audience must be able to easily access the product. The product should be easily accessible so that consumers do not turn to other alternatives.

In the 4th concept, it is important to make the product a product that is sought after by the target audience. It is necessary to constantly remind the product or brand and not to interrupt your marketing efforts. Because even if the product is introduced to the market, its price is determined appropriately and it is made visible, if it is not made attractive to the consumer, continuity will not be achieved, and it will not stand out. (Durukal, 2019: 1613-1633)

2.4. Advantages and Disadvantages of Digital Marketing

Digital marketing, led by the Internet, has now become an open market for consumers and businesses. The fact that the Internet is used as an open market and the high competition between businesses has opened the way for innovative opportunities for customers. For this reason, digital marketing has created a direct competitive environment and led to equal opportunities between large and small businesses. In addition, simultaneous interaction established in a short time with the right planned target audience, being open to innovations and creativity are indispensable for this type of marketing. In addition, the consumer can examine or purchase the product or service they want at a low cost without worrying about space and time. (Bizhanova, 2019: 7)

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Considering the disadvantages; With the spread of digital marketing, many brands that have realized its convenience are waging a digital war. Being subjected to existing competition can cause brands to overwhelm each other with their abundance of provided content and advertising. For this reason, the advertisement is expected to be original, eye-catching and distinctive. Because communication is so fast, crises can

occur due to momentary errors. The slightest communication crisis can lead to large-scale customer loss. Privacy and security, which are among the most important issues taken into consideration by the customer, still continue even though this issue has been overcome compared to the past, copying the card information used by the customer and using personal data leaves many users behind from stepping into digital marketing. (Ryan, 2016:16)

- Digital Marketing is less costly than traditional marketing. Digital marketing is an economical and fast way for brands to market products.

- With digital marketing, the brand can be promoted nationally and worldwide.

- The brand can be promoted directly to the target audience.

- With digital marketing, customers who do not have access to the internet are not included in the audience.

- In digital marketing, as the brand becomes national, the competition increases, therefore, as the brand grows, attacks and bad comments from rival brands may increase. This affects consumer behaviour.

2.5. Comparison of Digital and Traditional Marketing

Digital marketing is the promotion and marketing activities carried out through digital channels such as websites and social media. If it reaches social media users through advertisements, this marketing strategy is digital marketing. Traditional marketing includes traditional channels such as television commercials, billboards and print media. Until the development and spread of the Internet in the 1990s, traditional marketing was almost the only type of marketing. (Durmaz, 2016: 34-40)

One of the biggest differences between traditional marketing and digital marketing will be the marketing channel. Different types of marketing channels are used to reach customers. Traditional marketing uses print and TV broadcasting and similar methods to reach the consumer. The front cover of a magazine or an impressive advertisement to be placed on television are examples of this. Digital marketing chooses digital media to market the product. Many consumers browse ads because they are easier to access in digital media. Advertisements published online are specifically aimed at customers who are interested in purchasing. This is because targeting can be

done based on the customer's interests and what they are looking for on their devices. Internet users can also access various platforms for digital marketing. (Sinha, 2018: 234-243)

The cost for marketing is the portion of the budget that businesses allocate for their marketing strategy. In traditional marketing, materials are needed due to various types of advertising. This is more costly than digital. For example, printing, paper and mailing costs for flyers are extra. But it would be a great way for consumers to learn about a product. Compared to traditional marketing, digital marketing is less costly because digital marketing appeals to its potential customers and uses social platforms to advertise. There is no need for paper and printing. This reduces the cost of the business.

Traditional marketing and digital marketing have different target audiences. When it comes to an older segment, this segment may not be close to social media. For this reason, traditional marketing will be more effective for the elderly. The use of advertisements in newspapers and radio can attract older audiences. In short, if you aim to attract an older audience, the traditional method is more useful. Digital marketing is generally more likely to reach a younger audience. Young adults use technology more often and better. Therefore, they can see the advertisement of the promoted product on social media. (Dal, 2017: 1-21)

In traditional marketing, interaction with consumers will be less. There will be no physical or verbal interaction between the company and consumers. In other words, digital marketing allows you to interact better with the consumer compared to traditional marketing. Because consumers can ask questions and get instant answers or comments about any product they want while viewing the company's website or social media account. Consumers will be more likely to purchase with the brand they interact with. It is important to thoughtfully analyse the impact of marketing campaigns. In terms of traditional marketing, it can take weeks or longer to achieve results. For example, you cannot know how many people saw an advertising poster on the road and what they commented on it. To obtain analysis results, it is necessary to use the same ad for longer periods of time. In other words, it is extremely difficult to analyse and obtain data in terms of traditional marketing. But in digital marketing, a

rapid flow of data analysis is provided about campaigns. This will help to gather information about how well the ad is working and to what extent it needs to be optimized. Depending on the data analysis tool used, it can be determined which campaigns the consumer has shown more demand for. Digital marketing is one step ahead when it comes to analytics. (Minculete, 2018: 63-69)

2.6. Digital Marketing Tools

Digital marketing tools are tools used to expand campaigns and marketing communications. These are called digital assets, and these tools are the materials that will be used in campaigns. These tools include social media platforms, websites, mobile applications, search engines and other technology tools. All these tools are a whole because if one of these tools is missing, the intended plan in digital marketing campaigns may not be achieved. Because the aim is to interact with target users and see the campaigns with them on a computer or mobile phone. Therefore, all vehicles must use it. (Efendioğlu and Durmaz, 2016: 1613-1633)

- **Google Analytics**

It is a free service analysis tool used by more than 10 million companies around the world. It provides companies with reliable information on mobile site traffic, conversion rate and similar issues that will provide traffic sources. The phrase "If it's not on Google, it doesn't exist" emphasizes the importance of the internet and consumer behaviour. (Ivanov, 2019: 2)

- **Content Creation Tools**

These tools help businesses manage their social media accounts. It makes it easier for businesses to plan continuous shipments and saves time.

- **Website Testing Tools**

It is used to increase the speed of the website and improve the user experience. For example, tools such as Google PageSpeed Insights and Pingdom are used for this reason.

- **Keyword Research Tools**

It is used to create search engine optimization (SEO) strategies and improve

search traffic to be organic.

- Email Marketing Tools

It is used to strengthen communication with the customer, retain existing customers and increase customer satisfaction.

- Social Media Platforms

It is a tool used to increase brand awareness and expand market share.

- Advertising Management Tools

It is used to minimize advertising costs and maximize conversion rates. Facebook Ads, Google Adwords help most businesses create and manage their ads.

- CRM Tools are used to increase customer satisfaction rate and increase the conversion rate of sales. For example, tools such as Salesforce and Hubspot manage the communication with the customer and the current sales process.

- Search Engine Optimization (SEO) Tools

It attracts organic traffic to the business website and increases the visibility of the website, that is, improves the ranking of the website in search engines.

- Landing Page Tools

It is used to increase the conversion rate and increase interaction with the target audience.

Tools such as Instapage and Unbounce are effective landing pages.

2.7. Digital Marketing and Basic Concepts

Digital marketing refers to the marketing activities carried out by businesses using various digital channels to promote their products and services, strengthen customer relationships and increase sales (Chaffey & Ellis-Chadwick, 2019). Unlike traditional marketing methods, digital marketing aims to reach and interact with the target audience through internet-based platforms. In this section, the basic concepts, strategies and tools of digital marketing will be examined in detail.

Digital Marketing Strategies: Digital marketing strategies are used to determine

how businesses reach and interact with their target audiences. Various strategies such as social media marketing, content marketing, search engine optimization (SEO) and digital advertising are commonly used methods in the field of digital marketing (Dülek, Aydın, 2021).

Social Media Marketing: Social media marketing is the process of businesses using social media platforms to increase brand awareness, manage customer relationships, and promote sales. Popular social media platforms such as Facebook, Twitter, Instagram and LinkedIn are effective tools that allow businesses to reach a wide audience (Gedik, 2020).

Content Marketing: Content marketing aims to increase brand awareness and strengthen customer loyalty by providing valuable, interesting and original content to the target audiences of businesses. Various types of content, such as blog posts, videos, infographics, and e-books, can be used as part of the content marketing strategy (Güleryüz, 2019).

Search Engine Optimization (SEO) and Search Engine Marketing (SEM): SEO is the process of using various techniques to ensure that businesses' websites rank higher organically in search engines. SEM, on the other hand, refers to the process of publishing ads on search engine results pages (SERPs). SEO and SEM are important strategies to increase the online visibility of businesses and increase web traffic (Sucu, Solhan, 2021). These basic concepts provide a general framework of digital marketing and help businesses establish an effective digital presence.

Chapter 3

Digital Marketing Strategies

Digital marketing is about businesses using a variety of strategies to manage their online presence, reach their target audience and increase brand awareness. This section will discuss in detail the basic concepts of digital marketing strategies, their application areas and the opportunities they provide for businesses. Additionally, emphasis will be placed on how different digital marketing strategies can be implemented effectively.

Social Media Marketing: Social media marketing is the set of marketing strategies used to increase brand awareness, interact with the target audience, promote products and services, strengthen customer relationships and increase sales through social media platforms. Social media marketing is done on various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest.

Features of Social Media Marketing:

1. **Ease of Access:** Social media platforms are easy to access and provide access to a wide audience. These platforms enable users to connect and interact with each other around the world.

2. **Reaching the Target Audience:** Social media marketing provides direct access to target audiences with certain demographic characteristics and interests. User profiles and interaction data make it possible to target ads and content to specific audiences.

3. **Engagement and Communication:** Social media platforms allow brands to interact directly with their followers. Through comments, likes, shares and messages, brands communicate with their customers and strengthen their relationships.

4. **Measurability:** Social media marketing makes it easy to measure the performance of campaigns and content. Statistics and analytics tools help brands track and evaluate interactions, conversions, and feedback.

5. **Creativity and Innovation:** social media allows brands to create creative and innovative content. In addition to visual and video content, interesting content that will attract the attention of users can be presented using various formats such as live

broadcasts, stories and interactive content.

Social Media Marketing Strategies:

1. Target Audience Determination: It is important to determine factors such as which social media platforms your target audience is on and what type of content may be interesting.

2. Content Creation: Creative and valuable content should be created. Visual and video content attracts users' attention and increases interaction.

3. Targeted Ads: Social media ads enable reaching target audiences with specific demographic characteristics and interests. Advertising budget and targeting options should be determined carefully.

4. Engagement and Communication: Engaging with followers, responding to comments, and refreshing shares helps the brand connect with the community and strengthen relationships.

5. Analysis and Optimization: The performance of campaigns and content should be monitored and analysed regularly. Based on this data, strategies should be optimized, and improvements made.

Social media marketing is a powerful tool for businesses to strengthen their online presence and engage with their target audience. Using the right strategies and implementing them effectively allows brands to achieve success on social media platforms. (Şengül, 2022).

Content Marketing: Content marketing is a marketing strategy that aims to attract the attention of brands by providing valuable, interesting and useful content to their target audiences, increase brand awareness, strengthen customer relations and ultimately increase sales. Content marketing is accomplished by producing content in various formats such as blog posts, articles, videos, infographics, social media posts, e-books, podcasts.

Features of Content Marketing:

1. Value-Oriented Content Production: Content marketing aims to produce content that will meet the needs of target audiences, solve their problems and add value

to them. These content attract the attention of users and become associated with the brand.

2. Content Diversity: Content marketing appeals to different user preferences and needs by producing content in various formats. Content diversity is ensured by using various formats such as text, visual, video, audio and interactive content.

3. SEO Compatible Content: Content marketing strategies include producing content that complies with search engine optimization (SEO) principles. SEO techniques such as using the right keywords and optimizing titles and meta descriptions make content more visible in search engines.

4. Targeting Appropriate for the Target Audience: Content marketing aims to attract the attention of target audiences with certain demographic characteristics and interests by producing content for them. User profiles and behavioural data are used to target content.

5. Measurability and Analysis: Content marketing strategies enable the content to be analysed by regularly monitoring its performance. Metrics such as content viewing, interaction and conversion rates are used to evaluate the success of the content.

Content Marketing Strategies:

1. Target Audience Determination: Content marketing strategies determine who the target audiences are and what type of content will influence them. Content is determined by focusing on users' needs and problems.

2. Content Creation: Valuable, interesting and useful content is created. Content reflects the brand's expertise and authority and gains the trust of target audiences.

3. Distribution and Promotion: Content is delivered to target audiences through appropriate channels. Social media platforms, email marketing, blogs and other online channels are used to promote content.

4. Interaction and Monitoring: The performance of the content is regularly monitored and analysed. User feedback and content interactions help optimize strategies.

5. Conversion and Cyclic Improvement: Conversion rates and impact of content are constantly monitored and evaluated. Based on this data, content strategies are constantly improved and optimized.

Content marketing is a powerful marketing strategy that allows businesses to engage more deeply with their target audiences, increase brand awareness and strengthen customer relationships. Producing, targeting and distributing the right content helps brands increase their online success (Altindal, 2013).

Search Engine Optimization (SEO): Search Engine Optimization (SEO) is a set of techniques, strategies and processes that enable a website to be better understood and ranked higher by search engines. SEO helps a website gain organic (non-paid) traffic and become more visible on targeted keywords. In this way, the website attracts the attention of potential customers or readers and attracts more visitors.

Features of SEO:

1. Organic Traffic: SEO aims to attract organic traffic to the website. This includes unpaid visitors coming through search engines.

2. Sustainability: A good SEO strategy aims to achieve long-term sustainable results. The improvements made increase the performance of the website in the long term.

3. User Experience: SEO is optimized not only for search engines but also for users. A good SEO strategy makes it easier for users to navigate the website and allows them to quickly find the information they are looking for.

4. Technical and Content Focused: SEO includes technical optimization and content strategies. It is important to optimize both the website's infrastructure and its content.

Basic Elements of SEO:

1. Keyword Research: Identifying targeted keywords is the basis of SEO strategy. This means understanding the terms the website's target audience uses when searching and creating content that suits them.

2. Technical SEO: Technical elements such as optimizing the infrastructure of

the website, increasing page speed, ensuring mobile compatibility are part of technical SEO. It makes it easier for search engines to better understand and index the website.

3. **Content Quality:** Good content is an integral part of SEO. Content should target targeted keywords while also containing valuable information that informs, entertains or motivates users.

4. **Link Authority:** Quality and relevant links from other websites increase the authority of the website and positively affect SEO performance. This includes backlink building and link management strategies.

5. **Analysis and Improvement:** It is important to conduct regular analysis to measure and improve the success of the SEO strategy. Key performance indicators (KPIs) are monitored, and strategy developed.

Benefits of SEO:

1. **High Ranking and Visibility:** A good SEO strategy ensures that the website ranks high in search engines and gets more visibility.

2. **More Traffic:** Ranking high is the key to attracting more organic traffic to the website. This increases the number of potential customers or readers.

3. **Increased Conversion Rates:** A good SEO strategy can increase conversion rates by driving more traffic on targeted keywords.

4. **Brand Authority and Reliability:** Being ranked at the top increases the authority and reliability of the brand. Users trust higher ranking websites more.

5. **More Cost-effective:** SEO is generally more cost-effective than other marketing methods. Organic traffic is obtained without spending advertising budget.

SEO is an important part of the digital marketing strategy and is vital to increase the online success of the website. Targeting the right keywords, performing technical optimization and creating quality content forms the basis of a successful SEO strategy (Türkey, 2022).

Digital Advertising: Digital advertising is marketing strategy that uses digital channels to promote and market products, services or brands on online platforms. This strategy includes website ads, social media ads, search engine ads, email marketing,

video ads, and other forms of online advertising.

Features of Digital Advertising:

1. Reaching the Target Audience: Digital advertising provides direct access to target audiences with certain demographic characteristics and interests. User behavior and profiles are used to target ads.

2. Measurability: Digital advertising makes the performance of advertising campaigns easily measurable. Statistics and analysis tools allow monitoring the effectiveness of ads and conversion rates.

3. Flexibility and Personalization: Digital advertising allows ad content and targeting to be easily changed. Advertising campaigns can be personalized specifically for specific target audiences.

4. Quick Results: Digital advertising allows you to quickly reach the target audience and receive instant feedback. It is possible to run ads instantly and monitor their performance instantly.

5. Cost Effectiveness: Digital advertising is generally a more cost-effective option than traditional advertising methods. Advertising budget can be optimized based on advertising results.

Digital Advertising Strategies:

1. Identifying Target Audience: The first step is to identify the target audience and understand their behaviour, preferences and needs.

2. Advertising Format Selection: Digital advertising includes a variety of ad formats. The most appropriate format should be chosen among formats such as banner ads, video ads, search engine ads, social media ads.

3. Targeting and Personalization: Ads should be targeted directly to audiences with specific demographics and interests. Advertising message and content should be customized to the target audience.

4. Visual and Text Content: Advertising content should be eye-catching and impressive. The quality and attractiveness of the images and text affects the success of the advertisement.

5. Analysis and Optimization: The performance of advertising campaigns should be monitored and analysed regularly. User feedback and ad metrics help optimize advertising strategies.

Benefits of Digital Advertising:

1. Direct Reach to the Target Audience: Digital advertising allows to reach the target audience directly and effectively.

2. Measurable Results: The performance of advertising campaigns can be easily measured and tracked. In this way, the advertising budget can be used more effectively.

3. Flexibility and Personalization: Ads can be personalized and optimized to suit the target audience and marketing goals.

4. Cost Effectiveness: Digital advertising generally offers a more cost-effective advertising option. Advertising budget can be optimized based on advertising results.

5. Quick Results: Instant publishing of digital ads and quick monitoring of their performance enables instant feedback.

Digital advertising is a powerful marketing tool for businesses to strengthen their online presence, increase brand awareness, reach their target audience and increase sales (Eren, 2021).

3.1. Digital Marketing Tools and Techniques

Digital marketing uses a range of tools and techniques for businesses to strengthen their online presence and engage with their target audience. In this section, commonly used digital marketing tools and techniques will be discussed.

Social Media Marketing: Social media provides an effective platform for businesses to promote their brands, engage and directly reach their target audiences. Social media platforms such as Facebook, Twitter, Instagram and LinkedIn are powerful tools that enable businesses to interact with their audiences and increase brand awareness (Erkan, 2020).

Features of Social Media Marketing:

1. *Massive Audience Reach*: Social media platforms have millions of active users across the world. These platforms allow brands to reach a wide audience.

2. *Reaching the Target Audience*: Social media platforms provide direct access to target audiences with certain demographic characteristics and interests. User profiles and interaction data are used to target ads.

3. *Interaction and Communication*: social media allows brands to interact directly with their followers. Through comments, likes, shares and messages, brands communicate with their customers and strengthen their relationships.

4. *Measurability*: Social media marketing strategies make it easy to measure the performance of campaigns and content. Statistics and analytics tools help brands track and evaluate interactions, conversions, and feedback.

5. *Creativity and Innovation*: social media allows brands to create creative and innovative content. In addition to visual and video content, interesting content that will attract the attention of users can be presented using various formats such as live broadcasts, stories and interactive content.

Social Media Marketing Strategies:

1. *Target Audience Determination*: It is important to determine factors such as which social media platforms your target audience is on and what type of content may be interesting.

2. *Content Creation*: Valuable, interesting and useful content should be created. Visual and video content attracts users' attention and increases interaction.

3. *Targeted Ads*: Social media ads enable reaching target audiences with specific demographic characteristics and interests. Advertising budget and targeting options should be determined carefully.

4. *Engagement and Communication*: Engaging with followers, responding to comments, and refreshing shares helps the brand connect with the community and strengthen relationships.

5. *Analysis and Optimization*: The performance of campaigns and content should be monitored and analysed regularly. Based on this data, strategies should be

optimized, and improvements made.

Social media marketing is a powerful marketing tool for businesses to strengthen their online presence, increase brand awareness, engage their target audience and increase sales. (Şengül, 2022).

Content Marketing: Content marketing allows businesses to increase brand awareness by providing valuable and interesting content to their target audiences. A variety of content formats, such as blog posts, videos, infographics, and e-books, enable brands to engage with customers and build a loyal audience. Content marketing is a marketing strategy that aims to attract the attention of brands by providing valuable, interesting and useful content to their target audiences, increase brand awareness, strengthen customer relations and ultimately increase sales. This strategy is accomplished by producing content in various formats such as blog posts, articles, videos, infographics, social media posts, e-books, podcasts, etc.

Features of Content Marketing:

1. *Value-Oriented Content Production:* Content marketing aims to produce content that will meet the needs of target audiences, solve their problems and add value to them. These contents attract the attention of users and become associated with the brand.

2. *Content Diversity:* Content marketing appeals to different user preferences and needs by producing content in various formats. Content diversity is ensured by using various formats such as text, visual, video, audio and interactive content.

3. *SEO Compatible Content:* Content marketing strategies include producing content that complies with search engine optimization (SEO) principles. SEO techniques such as using the right keywords and optimizing titles and meta descriptions make content more visible in search engines.

4. *Targeting Appropriate for the Target Audience:* Content marketing aims to attract the attention of target audiences with certain demographic characteristics and interests by producing content for them. User profiles and behavioral data are used to target content.

5. *Measurability and Analysis:* Content marketing strategies enable the content

to be analyzed by regularly monitoring its performance. Metrics such as content viewing, interaction and conversion rates are used to evaluate the success of the content.

Content Marketing Strategies:

1. *Target Audience Determination:* Content marketing strategies determine who the target audiences are and what type of content will influence them. Content is determined by focusing on users' needs and problems.

2. *Content Creation:* Valuable, interesting and useful content is created. Content reflects the brand's expertise and authority and gains the trust of target audiences.

3. *Distribution and Promotion:* Content is delivered to target audiences through appropriate channels. Social media platforms, email marketing, blogs and other online channels are used to promote content.

4. *Interaction and Monitoring:* The performance of the content is regularly monitored and analyzed. User feedback and content interactions help optimize strategies.

5. *Conversion and Cyclic Improvement:* Conversion rates and impact of content are constantly monitored and evaluated. Based on this data, content strategies are constantly improved and optimized.

Content marketing is a powerful marketing strategy that allows businesses to engage more deeply with their target audiences, increase brand awareness and strengthen customer relationships. Producing, targeting and distributing the right content helps brands increase their online success. (Türkay, 2022).

Search Engine Optimization (SEO): SEO uses a variety of techniques and strategies to make businesses' websites more visible in search engines. SEO techniques such as keyword research, content optimization and link building help businesses increase organic search traffic.

Email Marketing: Email marketing allows businesses to inform and influence customers by sending them direct messages. Email newsletters, promotions and

personalized communications help businesses strengthen customer relationships and increase conversions. (Derinözlü, 2022).

Email marketing is the marketing strategy of businesses using email to communicate with their customers or potential customers, strengthen their relationships, and promote their products or services. This strategy includes creating subscription lists, segmentation and targeting, creating engaging content, and sending regular emails.

Features of Email Marketing:

1. *Direct and Personal Communication:* Email marketing provides a direct and personal communication channel with customers. It provides a personalized experience by delivering special content to the right people at the right time.

2. *Low Cost:* Email marketing is generally lower cost than other marketing methods. It avoids expenses such as email sending, printed materials or advertising space.

3. *Measurability:* Email marketing strategies can be easily measured through metrics such as open rates of emails sent, click-through rates, and conversion rates. This data allows optimizing and improving strategies.

4. *Conversion Focused:* Email marketing is designed to influence the subscribers' purchasing journey and increase conversions. Conversion rates can be increased through special offers, promotions and reminders.

5. *Building Long-Term Relationships:* Email marketing is an effective tool for increasing customer loyalty and building long-term customer relationships. It keeps customers interested by regularly providing valuable content.

Email Marketing Strategies:

1. *Creating a Subscription List:* The basis of e-mail marketing strategies is to create subscription lists suitable for the target audience. Subscriptions are received from website visitors, social media followers or event participants.

2. *Segmentation and Targeting:* Subscription lists are segmented based on

criteria such as demographics, interests or purchasing history. This segmentation enables creating more personalized and effective email campaigns.

3. *Content Creation*: Valuable and interesting content is created. Content such as educational articles, product demos, promotions, customer stories and tips attract subscribers.

4. *Automation and Scheduling*: Automatic email sends and scheduling enable subscribers to respond to specific actions. Automated emails like welcome emails, abandoned cart reminders, and birthday greetings enhance user experience.

5. *Analysis and Optimization*: The performance of sent emails is regularly monitored and analyzed. Strategies are optimized and improved through metrics such as open rates, click-through rates and conversion rates.

Benefits of Email Marketing:

1. *Low Cost*: It is generally lower cost than other marketing methods.
2. *Personalization*: Provides personalized content based on subscribers' interests and behavior.
3. *High Conversion Rates*: Provides high conversion rates with correct targeting and personalization.
4. *Measurability*: The performance of email campaigns can be easily measured and tracked.
5. *Long-Term Relationships*: Increases customer loyalty and supports building long-term customer relationships.

Email marketing is an effective marketing strategy that allows businesses to communicate directly with their target audiences, strengthen customer relationships and increase conversions. Producing the right content and using targeting and timing strategies are important for a successful email marketing campaign. (Dülek, Aydin, 2021).

Digital Advertising: Digital advertising allows businesses to reach their target audiences through online advertising campaigns. Various digital advertising platforms such as Google Ads, Facebook Ads, and Display Network ads help businesses increase

brand awareness and increase sales. The digital marketing tools and techniques discussed in this section are important strategies that businesses can use effectively to strengthen their online presence and engage with their target audiences (Berki, 2019).

3.2. Social Media Marketing

Social media refers to platforms where internet users can interact and share content online. For businesses, social media is a powerful tool to increase brand awareness, manage customer relationships, reach target audiences and increase sales. In this section, we will examine the strategies and practices that will enable businesses to be successful in social media marketing.

Creating a Social Media Strategy: The first step to a successful social media marketing campaign is to create an effective strategy. Businesses must define their target audience, determine their goals, and choose appropriate social media platforms. In addition, a comprehensive strategy should be determined, including elements such as content planning, interaction strategies and crisis management (Yengin, Sağiroğlu, 2012).

1. Goal Setting:

- The first step is to determine the purpose and objectives of your social media strategy. These goals can often include increasing brand awareness, increasing engagement with the target audience, driving website traffic, increasing sales, or increasing customer loyalty.

2. Defining Your Target Audience:

- Define your target audience. Determine who your target audience is by considering factors such as demographics, interests, behaviors and online habits. This will help you target your content and marketing strategies more effectively.

3. Competitive Analysis:

- Analyze your competitors and industry. Examine your competitors' social media strategies, observe what kind of content they share, which platforms they are active on and what tactics they use. This will give you insight as you develop your

own strategy.

4. Platform Selection:

- Determine which social media platforms are best suited to your target audience. Each platform has its own features and target audience. For example, while LinkedIn is an important platform for B2B businesses, Instagram may be more suitable for brands that want to share visual content.

5. Content Strategy:

- Create your content strategy. Prepare content that will attract the attention of your target audience and offer solutions to their problems. Use a variety of formats such as images, video, text-based content and interactive content. Also, ensure a consistent flow of content by creating a specific content publishing schedule.

6. Interaction and Participation:

- Interact with your target audience. Respond to comments, answer questions, welcome feedback, and encourage users to share your content. Engagement allows your brand to establish a stronger connection with the community.

7. Measurement and Analysis:

- Measure and analyze the success of your social media strategy. Monitor the performance of posts, regularly evaluate metrics such as open rates, engagement rates and conversion rates. Optimize and improve your strategy using this data.

8. Flexibility and Adaptability:

- Constantly review and update your social media strategy. Social media platforms and user behavior are constantly changing, so keep your strategy flexible and adapt to new trends and techniques.

Creating a social media strategy is important to strengthen your brand's online presence and engage your target audience. Setting the right goals, choosing appropriate platforms, producing consistent content, and constantly monitoring and improving your strategy are key to a successful social media strategy (Sucu, Solhan, 2021).

Content Production and Publication: An important part of social media strategy is the regular production and publication of attractive and engaging content.

Businesses must convey their brand messages, educate and entertain their target audiences through visual and textual content. Various types of content are available, such as video content, infographics, surveys and stories. (Gökşin, E. 2018).

Engagement and Customer Service: social media provides a platform where businesses can interact directly with their customers. Businesses should answer customer questions, evaluate feedback, and encourage positive interactions. Additionally, negative feedback should be responded to sensitively.

Analysis and Improvement: Analysis tools should be used to measure and improve the effectiveness of social media marketing campaigns. Businesses should regularly monitor content performance, engagement rates, follower growth, and conversion rates. This data can be used to evaluate the success of the strategy and optimize future campaigns.

Social media marketing is a powerful tool for businesses to increase brand awareness, strengthen customer relationships and increase sales. A successful social media strategy includes several elements, from choosing the right platforms to implementing engagement strategies (Pala, 2021).

3.3. Content Marketing

Content marketing is a strategy that aims to increase brand awareness, strengthen customer loyalty and encourage sales by providing valuable, interesting and original content to businesses' target audiences. In this section, the importance of content marketing, its basic components and effective applications will be examined.

Creating a Content Strategy: The first step to a successful content marketing campaign is to create a comprehensive content strategy. Businesses must identify their target audience, determine content types and formats, and set specific goals and key performance indicators (KPIs). (Armutcu, 2022).

Content Creation and Publication: The next step of the content marketing strategy is the regular production and publication of attractive and engaging content. Businesses must educate, entertain and inform their audiences using a variety of content formats such as blog posts, articles, videos, infographics, e-books and podcasts.

Content Distribution and Promotion: Proper distribution and promotion of the produced content is an important factor that determines the success of the content marketing strategy. Businesses must deliver their content to their target audiences using a variety of channels such as social media platforms, email newsletters, SEO and digital advertising. (Tastepe, 2020).

Content Performance Measurement and Improvement: To evaluate the effectiveness of content marketing campaigns, content performance should be measured regularly. Businesses should track content engagement rates, website traffic, conversion rates, and other KPIs. This data can be used to evaluate the success of the strategy and improve future content production.

Content marketing is an effective strategy for businesses to strengthen their online presence and engage with their target audience. The right content strategy and effective content production and distribution help businesses increase brand awareness, strengthen customer loyalty and increase sales.

3.4. Search Engine Optimization (SEO) And Search Engine Marketing (SEM)

Search engine optimization (SEO) and search engine marketing (SEM) are important marketing strategies for businesses looking to strengthen their online presence and reach target audiences. In this section, the importance, basic concepts and effective applications of SEO and SEM will be discussed.

Search Engine Optimization (SEO): SEO is the use of various techniques to make businesses' websites more visible in search engines and increase organic search traffic. Various strategies such as keyword research, content optimization, technical SEO and link building form the basis of an SEO campaign. (Tam, 2022).

Basic Concepts: The basic concepts of SEO include keywords, meta tags, title tags, URL structuring, and internal links. These elements should be optimized to help websites rank better in search engines.

Keyword Research: Keyword research helps businesses understand the search behavior of their target audience and identify appropriate keywords. Factors such as competitive analysis and keyword density play an important role in determining

keyword strategy. (Aliji, 2016).

Search Engine Marketing (SEM): SEM is a marketing strategy that allows businesses to pay to advertise on search engines and reach target audiences. Platforms like Google Ads allow businesses to create and manage targeted advertising campaigns.

Google Ads: Google Ads is an advertising platform that allows businesses to advertise in Google search results and other Google networks. Businesses place ad bids on specific keywords and their ads are shown to specific audiences. (Küçün, Erol, 2022).

Key Performance Indicators (KPIs): Various KPIs are used to measure the success of SEM campaigns. Metrics such as cost per click (CPC), click-through rate (CTR), conversion rate (CR) and conversions per cost (CPA) are important to evaluate the effectiveness of advertising campaigns. SEO and SEM are important strategies for businesses to increase their online visibility and reach target audiences. Using the right strategies and regular monitoring and improvement helps businesses achieve their digital marketing goals. (Karaman, Çavuşoğlu, 2023).

3.5. Digital Advertising

Digital advertising is an important aspect for businesses to increase brand awareness, promote products or services and promote sales. This is a platform, it can be used to advertise the campaign and to use it in the sun. Digital advertisements are available in the form of advertisements, advertisements, advertisements, target audience, bid strategy and conversion tracking. The advertising campaign is based on a wide range of advertising and advertising campaigns. Digital advertising in this platform (Derinözlü, 2022)

Google Ads, Facebook advertising, Instagram advertising, Twitter advertising, LinkedIn advertising and YouTube advertising are available on the platform, allowing businesses to reach their target audiences. Digital advertisements are also available for advertisements in the form of advertisements, advertising advertisements, video advertisements, social media advertisements and e-mail advertisements. Each advertising door represents a different marketing approach with different goals and advantages. Digital advertising campaign and other information

and analysis is an important part of evaluating the success of the strategy. KPIs such as cost per click (CPC), click-through rate (CTR), conversion rate (CR) and cost per conversion (CPA) are used to track advertising campaign performance. Digital advertisements are also available to you and trendslers. You can use the advertisements, the optimization of the advertisements, the advertising and video advertising programs will be carried out, and the advertisements will be sent to you in a strategic manner.

Digital advertising is an effective way for businesses to strengthen their online presence and reach their target audiences. Using the right strategies and continuous monitoring and improvement enables businesses to benefit from digital advertising campaigns (Celep, Topaloğlu, 2019).

Chapter 4

Consumer Behaviour in Digital Marketing

4.1. Consumption and Consumer Concept

People by nature have some needs that they constantly try to satisfy. Needs, in their meaning, are the basic deficiencies that must be met for the continuity of individuals' lives, for their balance, for their harmony with the environment, and for their well-being and comfort. The concept of need and meeting the current need, that is, consumption, which is one of the most basic concepts of economic life, is among the most important phenomena that shape economic activities and shape the lifestyle of the individual depending on the production process. If individuals' vital needs are not met, individuals may encounter both psychological and physiological problems. If these problems are not resolved, the individual may personally harm his environment and other individuals around him. For this reason, consumption is an important concept for people to meet their needs and needs. (Roncovic, 2019: 330-340)

Consumption is the use of produced goods or services or different things in line with their needs and with the aim of meeting the wishes and desires of the consumer. In addition, consumption is a primary activity and is mentioned as the opposite of production. The consumer supplies, production begins, demand is met and consumption begins. The main purpose of consumption is to meet wants, needs and requirements. Consumption is the act of reducing or destroying anything that has been produced. In other words, it is primarily an activity and an action. In addition to a produced output, the use of naturally occurring inventories is also included in the consumption activity. For this reason, everything that living beings use, spend or destroy in line with their needs means consumption. Consumer, in its meaning, is the person to whom demands are made and who seeks to meet the needs in line with these demands. Consumers' expectations are maximum benefit and minimum cost.

Many factors play a role in reaching this level; The products must be long-term, and the durability period must be satisfactory, the after-sales service level must satisfy the customer, ease of payment opportunities, price, warranty period and service, possibility of return, etc. Many examples can be listed, such as: Any negativity in any

of the listed factors will be enough to reduce the benefit to the consumer. (Aksoy, 2014: 46-64)

4.2. Factors Affecting Consumer Behaviour

In this new world, where digitalization is accelerating and online networks are increasingly developed, the way of production and consumption has changed, and the new demand has begun to be met. While in the past people were classified based on what they produced, today this classification has begun to be classified according to the consumption habits of the consumer. Individuals in the consumer class demand what they need from the market, and they pay the price of the goods in order to purchase the goods they demand. Consumers expect to obtain maximum benefit at the lowest cost when deciding to purchase a product to meet their needs. In this case, influencing the consumer depends on the strategy that the producer will implement. General marketing factors affecting consumer behaviour; Location and distribution factors play a role based on the design of the product, how the price is applied, promotions, product packaging and digital marketing. Factors belonging to the consumer are gender, age, income, education level and living areas. And the main factors are Psychological, personal, social and cultural factors. Psychological factors create the consumer's purchasing motivation and are the perception and attitude that will develop towards the product. Personal factor is the physical conditions and social environment in which the consumer is at the purchasing stage, that is, the consumer's purchasing time. Social factor is the social status of the consumer and the reference group he/she takes into consideration. Cultural factors are the consumer's religion, social class level and local tastes. (Stephen, 2016: 17-21)

- Psychological Factors

The consumer's motivation is the factor behind the behaviour he exhibits. The basis of the consumer's behaviour is a need that must be satisfied with his own power. Therefore, motivation motivates the consumer. The consumer trusts the manufacturer, which reduces tension when making a choice.

- Personal Factors

The consumer's purchasing decision is affected by the person's own characteristics. Personal preferences are the conditions that exist when a consumer

makes a purchasing decision. Sometimes, the purchasing decision may occur suddenly, such as purchasing a ticket for the transportation vehicle that a person will use when he needs to go to a city to visit a sick relative. Another factor is that the individual who is considering buying a car loses his job due to negative situations in the company he works for and as a result gives up his decision; On the contrary, the individual's salary increase may lead him to decide to buy a better vehicle than he thought. As a result, personal factors; demographic, that is, the person's age, occupational group, economy, lifestyle, and personality.

- Social Factors

Social factors: It is influenced by various factors such as reference groups, family, roles and statuses.

1. Reference Groups

It is seen as a group of people who influence an individual's attitudes, thoughts and value judgments. Reference groups are people with whom the individual has a direct, one-to-one relationship and is influenced by them.

2. Family

To create marketing, it is important who makes the purchase and who influences the purchasing decision. The buyer and the person making the purchasing decision may not be the same person in the family, so marketers are interested in the relative impact of the purchase decision on various products and services for spouses and children. These roles may, of course, differ across different countries and across various social classes.

3. Roles and Statuses

The individual's different position in each group is his role and status in that group, that is, family, school and class, social environment and so on. Various roles of the individual, such as friendship, student, employee, boss, mother, father and child, affect their behaviour in general and also their purchasing behaviour.

- Cultural Factors

Cultural factors have the most fundamental and broad influence on the

consumer's purchasing decision. The main factors are: It is the culture and subculture of the consumer.

1. Culture

Since cultural factors cover a significant part of an individual's life, they affect the consumer's purchasing decision because they include concrete concepts such as food, clothing, and housing, as well as abstract concepts such as education, welfare, and laws.

2. Subculture

Although it is mostly regional in nature, it is the tendency to think and act in a similar way with the close relationships established by those living in a certain region.

4.3. Consumer Purchasing Decision Process

4.3.1. Occurrence of need. The purchasing decision process of a consumer begins with an impulse created by a need that has not yet been satisfied. The need for consumption arises when there are differences between what the individual has and what he wants to have. The impulse created by need makes the individual, that is, the consumer, realize that there is a problem that needs to be solved. The first step in the decision to consume is to determine the need. Warnings to the individual are important in determining this need. However, the consumer may see a product around him and decide to purchase it for himself. Sometimes the need occurs suddenly, sometimes the needs are subconscious, and these needs can be satisfied after a while. There are two consequences for the consumer because of the emerging needs. The first is that the consumer perceives the emerging need as a problem, that is, considers the difference between the current situation and the designed situation as unimportant. The second result is that this difference is perceived as large and therefore the problem is defined as a problem. The purchasing decision process mechanism occurs because an unsatisfied need creates tension. When a need arises, the problem of how to eliminate it is tackled. After the need arises, the consumer searches for alternatives. In order to meet the emerging need, consumers conduct research and obtain information about the situation. After the individual consumer determines his needs, he begins to look for

options and alternatives that will satisfy him. (Sheth, 2021: 3-12)

4.3.2. Determination of options. After the need arises, the consumer begins to search for goods and services in line with his determined needs. The consumer determines alternative options to meet his needs with the information he obtains. While choosing these options, the consumer first begins to scan information in his memory, based on his needs and, accordingly, previous advertisements about the brands, what he has heard from the environment, having used the same product before, and other experiences he has. Consumer

While doing research; It is based on personal sources, i.e. friends, family or reference groups. As a public source, programs broadcast on television are influenced by newspapers. (Ivanov,2019: 1-6)

Commercial sources are channels such as advertisements, sales consultants and exhibitions.

Experimental resources, on the other hand, are resources that the consumer experiences by first-hand experience.

In this process to meet their needs, consumers collect information about products and brands through these sources, learn the sales areas of the product, the features, prices and payment methods for each product or brand. The individual consumer tries to get rid of the feeling of uncertainty by collecting information through these methods. By watching television commercials, going to shopping areas with family or friends, or telling an expert that the product they need is very good, they engage in the information search process to reduce uncertainty and provide a basis for evaluating alternatives.

4.3.3. Evaluation of options. The important step in evaluating the options is what the selection criteria will be. These criteria may vary depending on the situation and the individual consumer. But these criteria can be concrete or abstract, such as price and brand. In this case, the consumer makes a choice among the alternative products he/she determines with the information he/she obtains and collects. At this stage, the concept of time is an important factor because for the consumer, if his need is not urgent, he is more interested in alternatives and lingers in the selection phase. Past consumption experiences, various brands and their knowledge and attitudes are

effective factors in the consumer's evaluation phase.

4.3.4. Transition to purchasing decision. At this stage, the consumer must make a positive or negative decision as a result of the evaluation he has made among the alternatives. Evaluating the alternatives and options, the individual consumer decides which brand to choose and which product with which features to purchase and goes to sales centres to implement this decision. Where to purchase the product or brand will vary depending on factors such as the consumer's past experiences, sales procedures, and return process. Consumers may prefer a store that has a higher level of return procedures to a store that is more dominant in this regard; a consumer who does not like slow progress may prefer a brand that he thinks is more closely cared for. When to receive the product or brand is also an important issue. (Gedik, 2020: 63-75)

Discounts on competing products or brands, promotional sales of relevant alternative companies, persuasive ability of salespeople, attractiveness of the store, payment method of the consumer, such as having a credit card.

4.3.5. Post-purchase evaluation and manufacturer behaviour. For manufacturers, the consumer's behaviour, evaluations, and feelings and thoughts after the purchase are very important. At this stage, after purchasing the need, consumers make an evaluation between the performance they expect from the product and the level of satisfaction provided by the product. If the consumer is satisfied with the product, he/she purchased as expected, this will lead him/her to repurchase. If the consumer feels negative thoughts about the product he purchased, he will not buy the product again, but will express this opinion to his surroundings and the effect of word-of-mouth marketing will occur. From the perspective of businesses and companies, the business will notice its shortcomings and try to complete them with the feedback provided by the consumer. If the products sold have a negative impact on the consumer, this is a huge loss for businesses. Efforts to eliminate this effect may be insufficient, and the negative effects on the consumer are very difficult to change. For this reason, the producer is consumer oriented. (Eti, 2021:42-52)

4.3.6. New consumer behaviours emerging with digital marketing. In the continuation of a world order in which marketing was traditionally designed, with the rapid advancement of technology, this traditional perception has given way to new

meanings. Nowadays, with the technological tools that we can easily access in every aspect of our lives, many transactions can be done "online" and for this reason, the people of the new age can act faster in the order required by the world. In this new era, where communication progresses rapidly and is connected to each other through networks, marketing, as in every field, has changed shape and started to take shape for the new demand. While in the past, individuals were classified according to what they produced, in today's innovation age, this classification is made in response to people's consumption habits. (Cantalops, 2014: 36-41)

With technological innovation, communities that have access to all kinds of information and resources from all parts of the world have no difficulty in purchasing "fashionable" or "trend" items. The concept of popular culture, which is a kind of compulsion of digitalization, shows its influence at this point.

In our age, defined as the new world, technology itself is among the most preferred popular culture products and technological outputs.

When examined as a definition of technology; R&D is a science or skills containing scientific knowledge that aims to use a production process that includes consumption, production, marketing and after-sales service in the most effective and beneficial way. Or technology is the technical knowledge and skills that humans produce repeatedly and use in their relationship with nature. As can be understood from these naming, technology is a part of human evolution and takes place in almost every aspect of our lives. Technology has ceased to be just a tool that makes life easier and has turned into one of the most demanded "consumption" tools in both entertainment and daily life in various ways. Consumers who aim to benefit from the advantages of technology in digital marketing have begun to create an individual culture. Before deciding to purchase a product or service, a digital marketing consumer exhibits different attitudes and behaviours than the traditional consumer. The new digital consumer can access all information about a product before purchasing it, and therefore has the authority to access perfect information. One of the tools through which the consumer obtains perfect information to gain maximum benefit is digital marketing applications. (Michael,1973:378-396)

Digital shopping allows consumers to access all kinds of products or services

through internet applications, access information about products or services, make comparisons with competing platforms, digital payment, electronic insurance, banking, consultancy transactions, etc. is that it can be done easily. The fact that consumers are freed from the effects of asymmetric information and the formation of new trends in their purchasing habits is due to the high features that digital shopping provides to the consumer.

Consumers describe digital shopping as a new promotional approach and sales strategy because consumers are offered an unlimited shopping environment, making the purchasing process easier by making easy comparisons and using options such as consulting familiar or unfamiliar references and getting ideas, without having to visit stores without getting tired or bored. (Folkes, 1988: 548-565)

Digital shopping has become more common among consumers over time. Reasons why customers choose online shopping: This is due to reasons such as accessibility and availability, perfect information, various opportunities and equivalent options, and price comparison. (Marie, 2013: 263-273)

For most product options, digital commerce has surpassed physical purchases in stores. In other words, the new consumer has a positive attitude towards digital consumption and the digital marketing offered by the manufacturer.

The Effect of Digital Marketing Applications on the Consumer Purchasing Decision Process According to Statista's research, which was conducted in 25 countries and with 22,618 participants, with data in October 2016, it is shown how consumers are affected by digital production tools and how they prefer these tools;

According to research, 78% of consumers are mostly influenced by social media platforms when shopping digitally. 45% of the participants review and read comments about the products they examine on digital media, and 22% state their comments. 44% of them decide on their digital purchases to receive discount offers and 30% to see the advertisements offered.

The fact that the digital environment gives the opportunity to contact manufacturers has caused 20% of consumers to use the digital environment. Since 20% of the consumers in the research purchase products directly, another 25% use digital shopping to follow trends. And as a result, 78% of consumers are influenced by social

media in digital marketing. (Koçarslan, 2019:1263-1273)

Especially in a period when digital evolution is inevitable to hold on to the digital marketing market; Manufacturers need to offer digital ideas to specific target audiences, so it is inevitable to develop a common language suitable for digitalization. In order to reach the consumer in digital marketing, it must be adapted to the business strategy; digital planning, search engine optimization, campaign and paid search and regulation, measurement and algorithm of advertisements, use of social media, consumer experience and transformation, consumer relationship management and use, completed personalization, consumer services and the use of these service channels, content strategy development It covers the subjects of analysis and reporting with models containing databases, and each includes a separate marketing effort.

One of the consumer persuasion strategies built on the right foundations is that manufacturers who want to keep up with the times and constantly communicate with their target audiences use Influencer marketing methods. Influencer marketing: It appears as many channels, intermediaries and contact points used by the producer's target audience. It is a digital marketing method developed for the producer to be in contact with the consumer and establish rapport with them. Influencers, the partners of manufacturers in their digital adventures, have the main purpose of influencing existing and potential target audiences, directing them to purchase and creating loyalty to the reputation of the brand. (Bulunmaz, 2016: 348-365)

Ensuring Consumer's Current and Future Digital Marketing Integration

To respond to the similar demands and needs of consumer individuals, businesses and manufacturers must analyse the targeted market criteria very well. Consumers, who have unlimited desires and needs that will always exist, take part in similar target businesses to meet their needs and make purchases.

Decision processes may differ from each other. Differences in consumers' demographic characteristics, values, personalities, attitudes and lifestyles shape many elements of consumer behaviour. At this point, one of the most important elements to keep in mind to integrate the consumer into digital marketing is personal values. Because a person's values significantly shape the individual's behaviour and direct the goals and actions that the person aims to achieve. Values, which are an important factor

in integrating the individual into marketing strategies, are also seen as important research topics in consumer behaviour. (Eti, 2021: 42-52)

Consumers' desire to meet their needs also reflects their individual structures. The most well-known type of marketing refers to the solutions and benefits the consumer finds, not the individual products. In other words, the aim is to attract someone else's attention or to enjoy one's own scent when buying perfume, to consider the level of cleanliness when buying detergent, and to experience the feeling of comfort when buying sports shoes. For this reason, the product and service provided are purchased at the level they contribute to the individual's values. Based on this, the values held by consumers must be in parallel with the satisfaction expected from the product. It states that values play an important role in consumption habits because the product and service purchased by an individual serves to achieve the value-oriented goals of the consumer. While businesses aim to integrate with the target audience, the consumer should determine and address appropriate communication methods, considering all the general values of the target audience. Especially in digital marketing, all the values that are effective in the attitudes of consumer individuals are an important factor in their use of digital tools and their attitudes towards these communication channels. (Minculete, 2018: 63-69)

The sustainability of businesses will be achieved by the individual consumer's purchasing decision, post-purchase emotions, referencing the product and service he/she has purchased, and making the purchasing process sustainable within the framework of all marketing activities. In this progress, each of the digital marketing elements such as personalized communication, internet advertisements, digital promotion brand communities, social media channels that will influence the consumer's purchasing decision process have been evaluated with their general structure in this slide, and digital marketers have been evaluated in order to use existing online platforms in the most effective way and to make them more effective. With the vision of introducing new alternative platforms, it integrates the consumer and directs it to digitalization. It is envisaged that new studies and research to be conducted on how and at what level they affect consumer behaviour by separately reviewing the digital advertisements, internet brand communities and online social media channels that affect this process throughout the consumer's purchasing decision will yield useful

results for digital marketing businesses. (Mert, 2018: 1299-1328)

Since the studies in the field of digital marketing are present in every step of the consumers' vital routines, the aim is to direct the users to the digital store, to bring them to the consumer profile that constantly visits the digital store, to get them used to the idea of consumption and to convince them, to measure the shopping experiences of consumers, and to develop the trust of existing consumers. (Bulunmaz, 2016: 348-365)

Meanwhile, short-cut videos that are instantaneous should be published with a content format that varies as the duration of advertisements decreases due to the attention that is distributed very quickly on social media, and with these, permanence is ensured in the consumer's mind. If there are problems in producing content on different social media platforms, there is a risk of great loss in the business. At this point, since consumers see content in different ways, the business should distribute the content it produces on main platforms such as Facebook, Twitter, Instagram, and now TikTok. For example, when a content video is created to be published now, publishing it on all social media platform channels at the same time shows that the business works in an integrated manner. Interactive and targeted communication with customers through digital channels is at the heart of digital marketing communications. (Tekvar, 2016: 1601-1616)

Chapter 5

Conclusion And Recommendations

Considering the increasing number of digital stores and online sales sites following the rapid development of technology and the time consumers spend in digital environments, the strategies that marketers will follow will provide a high rate of sales profit. Digital marketing applications developed with software technologies ensure that the target consumer audience is equipped with criticism and knows what they need as time progresses. Since the field of digital marketing is a constantly evolving structure, it has become important to include almost all manufacturers in the progress process. For the sustainability of businesses and producers, consumers' purchasing decisions depend on their satisfaction or reference to the product after the purchase. Digital marketing tools such as consumer-specific communication methods, digital games, digital advertisements, social media platforms, brands and the communities they create, which affect consumers' purchasing decision processes, enable the effective use of existing digital platforms. Social media has become an important part of digital marketing development as brands actively use digital platforms. Consumers who trust social media are pleased to share their opinions about products with their own circle and contribute to increasing their circle's awareness of the products and also review other people's references.

Telephones and similar digital devices enable communities in the digital environment to interact and communicate regardless of time and place. Pages are created not only for users but also for products of businesses and brands, allowing them to carry out advertising and marketing activities. Consumers can directly follow the profiles of businesses and access even the most detailed information about products and services. Accordingly, businesses create marketing activities by placing advertisements in online social media channels. The data and results obtained, depending on the purpose of the requested data, inform the business and obtain information about the situations and opinions of consumers that are effective in their purchasing decisions and their digital purchasing tendencies from their mobile devices. Consumers' use of digital media differed according to their gender, age and demographic characteristics. These factors highly affect the goods or services that the consumer will purchase.

In this case, businesses need a marketing strategy in the form of targeting, segmentation plans, promotion and positioning policies.

Digital marketing elements have made an impact because they are cheaper, faster and offer one-on-one communication with the consumer. In this way, consumer behaviour is positively affected at the purchasing stage. To implement the right strategy, surveys must be conducted, and mobile systems must be used to understand customer profiles.

Making a personalized consumer experience also has a positive effect on attracting consumers because almost every user will continue their reviews with personalized results, and in this case, demographic criteria such as age and gender should also be considered. At this point, it is confirmed that the information conveyed by the "influencer" people included in my study affects consumer attitudes.

Systems should be produced that will allow comparisons or product matching between the digital store and the physical store, so that consumers can choose products through digital businesses and benefit from digital marketing such as physical store opportunities, to be least affected by the effects of the pandemic we have experienced. In other words, businesses should think comprehensively and attract consumers, while making good use of today's technological opportunities.

The reliability of the business and its attitude greatly affect the behaviour of the consumer. Consumers are more loyal to brands they trust.

Relationships with businesses gain importance and consumers show little sensitivity to price, and businesses play an active role in making purchases related to goods or services as they provide frequent information to consumers. Businesses implement consumer loyalty programs to keep frugality and reliability at the highest possible level. Businesses will benefit from activities such as membership cards at sales points, free shipping when a product is sold, point collection systems, and individual discounts.

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