

# UWS

## UNIVERSITY OF THE WEST *of* SCOTLAND

**Strategic Business Project (Dissertation)**

How important and effective is social media marketing on consumer behaviour in the retail services sector, especially in coffee and cake shops? A comparison study on the impact that social media has on consumer behaviour in London and Istanbul.

Author: Busra ALTINER  
Banner ID: B00354577  
Cohort: MBA19  
Supervisor: Mr Paul REYNOLDS

November 2019

## Table of Contents

<b>ACKNOWLEDGEMENT</b> .....	<b>8</b>
<b>ABSTRACT</b> .....	<b>9</b>
<b>CHAPTER 1</b> .....	<b>10</b>
INTRODUCTION .....	10
BACKGROUND OF THE STUDY .....	11
JUSTIFICATION OF THE TOPIC .....	12
IMPORTANCE OF THE TOPIC .....	13
AIMS AND OBJECTIVES OF THE STUDY .....	14
QUESTIONS OF THE STUDY .....	14
RESEARCH METHODOLOGY .....	14
<i>Philosophy of the Study</i> .....	15
<i>Approach of the Study</i> .....	15
<i>Design of the Study</i> .....	15
<i>Method of the Study</i> .....	16
<i>Data Collection Methods of the Study</i> .....	16
SYNOPSIS .....	16
CHAPTER SUMMARY .....	17
<b>CHAPTER 2</b> .....	<b>18</b>
LITERATURE REVIEW .....	18
INTRODUCTION .....	18
A REVIEW OF MAIN CONCEPTS .....	18
1. <i>SOCIAL MEDIA ANALYSIS</i> .....	18
2. <i>SOCIAL MEDIA TYPES</i> .....	19
3. <i>CONSUMER BEHAVIOUR</i> .....	21
4. <i>MODELS AND THEORIES OF CONSUMER BEHAVIOUR</i> .....	22
5. <i>DECISION PROCESS OF THE CONSUMERS BUYING BEHAVIOUR</i> .....	25
6. <i>THE IMPACT OF SOCIAL MEDIA ON DECISION MAKING</i> .....	28
7. <i>UNDERSTANDING THE EFFECTS OF SOCIAL MEDIA IN RETAIL SECTOR</i> .....	29
THEMATIC ANALYSIS.....	30
CONCEPTUAL FRAMEWORK .....	33
CHAPTER SUMMARY.....	33
<b>CHAPTER 3</b> .....	<b>34</b>
RESEARCH METHODOLOGY .....	34
INTRODUCTION .....	34
RESEARCH PHILOSOPHY.....	34
<i>Positivism</i> .....	35
<i>Realism</i> .....	35
<i>Interpretivism</i> .....	35
<i>Pragmatism</i> .....	36
RESEARCH APPROACH .....	36
<i>Deductive</i> .....	36
<i>Inductive</i> .....	37
RESEARCH STRATEGY .....	37
<i>Experiment</i> .....	38
<i>Survey</i> .....	38
<i>Case study</i> .....	38
<i>Action research</i> .....	39
<i>Grounded theory</i> .....	39
<i>Ethnography</i> .....	39
RESEARCH CHOICE .....	39
RESEARCH TIME HORIZON .....	41

<i>Cross-sectional</i> .....	41
<i>Longitudinal</i> .....	41
RESEARCH TECHNIQUE AND PROCEDURE .....	41
<i>Data collection and analysis</i> .....	42
<i>Sample Size:</i> .....	42
<i>Validity and the Reliability of the Study</i> .....	42
<i>Research Ethics</i> .....	43
<i>Limitation of the Study</i> .....	43
CHAPTER SUMMARY.....	43
<b>CHAPTER 4.....</b>	<b>44</b>
RESULTS AND DISCUSSIONS.....	44
INTRODUCTION .....	44
DEMOGRAPHIC BACKGROUND.....	45
1. <i>Gender of Respondents</i> .....	45
2. <i>Age of Respondents</i> .....	47
3. <i>Income Status of Respondents</i> .....	49
4. <i>Educational Status of Respondents</i> .....	51
5. <i>Occupational Status of Respondents</i> .....	53
6. <i>Marital Status of Respondents</i> .....	55
SOCIAL MEDIA PLATFORMS ENGAGEMENT .....	57
7. <i>The Aim of Internet Use of the Individuals who participated survey</i> .....	57
8. <i>Respondents' time on Social Media</i> .....	58
9. <i>The Aim of Social Media Use of the Individuals who participated survey</i> .....	60
10. <i>The Social Media Tools which is most used by Respondents</i> .....	61
11. <i>Whether or Not the Respondents Went to Coffee and Cake Shops</i> .....	63
12. <i>Respondents' Decision to Go Somewhere via Social Media</i> .....	65
13. <i>Respondents' Decision to Go Coffee and Cake Shops via Social Media</i> .....	67
14. <i>The Status of Respondents to Share Their Favourite Places on Social Media</i> .....	69
15. <i>The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media</i> .....	71
16. <i>The Status of Respondents to Follow Celebrities and Influencers on Social Media</i> .....	73
17. <i>The Reasons of Respondents to Follow the Accounts of the Cake and Coffee shops, If They Follow</i> ....	75
18. <i>The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account</i> .....	76
19. <i>The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account</i> .....	78
20. <i>The Status of Impact of Social Media on Respondents' Choices</i> .....	80
21. <i>The Status of Effects of Comments in Social Media on the Respondents</i> .....	83
22. <i>The Status of the Respondents to Share Their Ideas on Social Media</i> .....	85
23. <i>The Status of Respondents about Changing Their Minds After Seeing Comments on Social Media</i> .....	87
HYPOTHESIS.....	89
CHI SQUARE ANALYSIS .....	89
1. <i>The Correlation between the Sexuality of the Respondents and the Most Used Sites in Social Media</i> .....	89
2. <i>Connection between Income Status of the Participants and Whether or Not to Go to Coffee and Cake Shops</i> .....	90
3. <i>The Relationship Between Participants' Occupational Situations and Participants' Decisions of Going Coffee and Cake Shops by seeing in Social Media</i> .....	93
4. <i>The Relationship Between Participants' Marital Status and Participants' Status of Following Coffee and Cake Shops' Accounts in Social Media</i> .....	94
T TESTS.....	96
<i>Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media</i> .....	96
FINDINGS .....	98
CHAPTER SUMMARY.....	100
<b>CHAPTER 5.....</b>	<b>101</b>
CONCLUSION .....	101

<i>Objectives</i> .....	101
RECOMMENDATION.....	103
LIMITATION AND FUTURE SCOPE OF THE RESEARCH.....	104
<b>APPENDIX 1</b> .....	<b>105</b>
<b>APPENDIX 2</b> .....	<b>106</b>
<b>APPENDIX 3</b> .....	<b>114</b>
<b>LIST OF REFERENCES</b> .....	<b>115</b>



Table 1: Thematic Analysis (Author, 2019).....	30
Table 2: Sexuality of Respondents Istanbul.....	45
Table 3: Sexuality of Respondents London.....	46
Table 4: Respondents' Age Istanbul (Author, 2019).....	47
Table 5: Respondents' Age London.....	48
Table 6: Income Condition of Respondents Istanbul.....	49
Table 7: Income Condition of Respondents London.....	50
Table 8: Educational Condition of Respondents Istanbul.....	51
Table 9: Educational Condition of Respondents London.....	52
Table 10: Occupational Condition of Respondents Istanbul.....	53
Table 11: Occupational Condition of Respondents London.....	54
Table 12: Marital Condition of Respondents Istanbul.....	55
Table 13: Marital Condition of Respondents London.....	56
Table 14: Respondents' Time on Social Media Istanbul (Author, 2019).....	58
Table 15: : Respondents' Time on Social Media London (Author, 2019).....	59
Table 16: The Social Media Tools which is most used by Respondents Istanbul (Author, 2019).....	61
Table 17: The Social Media Tools which is most used by Respondents London (Author, 2019).....	62
Table 18: Whether or Not the Respondents Went to Coffee and Cake Shops Istanbul (Author, 2019).....	63
Table 19: Whether or Not the Respondents Went to Coffee and Cake Shops London (Author, 2019).....	64
Table 20: Respondents' Decision to Go Somewhere via Social Media Istanbul (Author, 2019).....	65
Table 21: Respondents' Decision to Go Somewhere via Social Media London (Author, 2019).....	66
Table 22: Respondents' Decision to Go Coffee and Cake Shops via Social Media Istanbul (Author, 2019).....	67
Table 23: Respondents' Decision to Go Coffee and Cake Shops via Social Media London (Author, 2019).....	68
Table 24: The Status of Respondents to Share Their Favourite Places on Social Media Istanbul (Author, 2019).....	69
Table 25: The Status of Respondents to Share Their Favourite Places on Social Media London (Author, 2019).....	70
Table 26: The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media Istanbul (Author, 2019).....	71
Table 27: The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media London (Author, 2019).....	72
Table 28: The Status of Respondents to Follow Celebrities and Influencers on Social Media Istanbul (Author, 2019).....	73
Table 29: The Status of Respondents to Follow Celebrities and Influencers on Social Media London (Author, 2019).....	74
Table 30: The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account Istanbul (Author, 2019).....	77
Table 31: The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account London (Author, 2019).....	78
Table 32: The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account Istanbul (Author, 2019).....	79

Table 33: The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account London (Author, 2019) .....	80
Table 34: The Status of Impact of Social Media on Respondents' Choices Istanbul (Author, 2019).....	81
Table 35: The Status of Impact of Social Media on Respondents' Choices London (Author, 2019).....	82
Table 36: The Status of Effects of Comments in Social Media on the Respondents Istanbul (Author, 2019).....	83
Table 37: The Status of Effects of Comments in Social Media on the Respondents London (Author, 2019).....	84
Table 38: The Status of the Respondents to Share Their Ideas on Social Media Istanbul (Author, 2019).....	85
Table 39: The Status of the Respondents to Share Their Ideas on Social Media London (Author, 2019).....	86
Table 40: The Status of Respondents about Changing Their Ideas After Seeing Comments on Social Media Istanbul (Author, 2019).....	87
Table 41: The Status of Respondents about Changing Their Ideas After Seeing Comments on Social Media London (Author, 2019) .....	88
Table 42: The Correlation between the Sexuality of the Respondents and the Most Used Sites in Social Media Istanbul (Author, 2019).....	89
Table 43: The Correlation between the Sexuality of the Respondents and the Most Used Sites in Social Media London (Author, 2019) .....	90
Table 44: Connection between Income Status of the Participants and Whether or Not to Go to Coffee and Cake Shops Istanbul (Author, 2019) .....	91
Table 45: Connection between Income Status of the Participants and Whether or Not to Go to Coffee and Cake Shops Istanbul (Author, 2019) .....	92
Table 46: The Relationship Between Participants' Occupational Situations and Participants' Decisions of Going Coffee and Cake Shops by seeing in Social Media Istanbul (Author, 2019).....	93
Table 47: The Relationship Between Participants' Occupational Situations and Participants' Decisions of Going Coffee and Cake Shops by seeing in Social Media Istanbul (Author, 2019).....	94
Table 48: The Relationship Between Participants' Marital Status and Participants' Status of Following Coffee and Cake Shops' Accounts in Social Media Istanbul (Author, 2019).....	95
Table 49: The Relationship Between Participants' Marital Status and Participants' Status of Following Coffee and Cake Shops' Accounts in Social Media London (Author, 2019) .....	95
Table 50: Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media Istanbul (Author, 2019)	96
Table 51: Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media Istanbul (Author, 2019)	97
Table 52: Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media London (Author, 2019)	97
Table 53: Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media London (Author, 2019)	98
Figure 1: Social Media Landscape (FredCavazza.net,2015).....	19
Figure 2: Apps by Worldwide Downloads (Sensortower.com, 2019) .....	20
Figure 3: Maslow's Hierarchy of Needs (Researchhistory.org, 2012) .....	22
Figure 4: Maslow's Hierarchy of Needs in the Digital Age (Rethinkandfocus.com, 2018).....	24
Figure 5: Customer Buying Decision Process (iedunote.com, n.d.) .....	25

Figure 6: Consumer Decision Process (Puccinelli, Goodstein, Grewal, Price, Raghubir and Stewart, 2009) .....	27
Figure 7: Elements affecting the decision-making process of customers (Constantinides and Fountain, 2008) .....	29
Figure 8: What online retailing provides and restricts (Grewal, Iyer and Levy, 2004). .....	30
Figure 9: Conceptual Framework (Author, 2019).....	33
Figure 10: Research Onion (allassignmenthelp.com, 2017) .....	34
Figure 11: Research Philosophy (Author, 2019).....	35
Figure 12: Research Approach (Author, 2019).....	36
Figure 13: Research Strategies (Author, 2019).....	38
Figure 14: Research Choices (Author, 2019).....	40
Figure 15: Research Time Horizons (Author, 2019).....	41
Figure 16: Sexuality of Respondents Istanbul.....	45
Figure 17: Sexuality of Respondents London .....	46
Figure 18: Respondents' Age Istanbul (Author, 2019).....	47
Figure 19: Respondents' Age London .....	48
Figure 20: Income Condition of Respondents Istanbul.....	49
Figure 21: Income Condition of Respondents London .....	50
Figure 22: Educational Condition of Respondents Istanbul.....	51
Figure 23: Educational Condition of Respondents London .....	52
Figure 24: Occupational Condition of Respondents Istanbul .....	53
Figure 25: Occupational Condition of Respondents London.....	54
Figure 26: Marital Condition of Respondents Istanbul.....	55
Figure 27: Marital Condition of Respondents London .....	56
Figure 28: The Aim of Internet Use of the Individuals who participated survey Istanbul (Author, 2019).....	57
Figure 29: The Aim of Internet Use of the Individuals who participated survey London (Author, 2019).....	57
Figure 30: Respondents' Time on Social Media Istanbul (Author, 2019) .....	58
Figure 31: Respondents' Time on Social Media London (Author, 2019) .....	59
Figure 32: The Aim of Social Media Use of the Individuals who participated survey Istanbul (Author, 2019).....	60
Figure 33: The Aim of Social Media Use of the Individuals who participated survey London (Author, 2019).....	60
Figure 34: The Social Media Tools which is most used by Respondents Istanbul (Author, 2019).....	61
Figure 35: The Social Media Tools which is most used by Respondents London (Author, 2019).....	62
Figure 36: Whether or Not the Respondents Went to Coffee and Cake Shops Istanbul (Author, 2019).....	63
Figure 37: Whether or Not the Respondents Went to Coffee and Cake Shops London (Author, 2019).....	64
Figure 38: Respondents' Decision to Go Somewhere via Social Media Istanbul (Author, 2019) .....	65
Figure 39: Respondents' Decision to Go Somewhere via Social Media London (Author, 2019) .....	66
Figure 40: Respondents' Decision to Go Coffee and Cake Shops via Social Media Istanbul (Author, 2019).....	67
Figure 41: Respondents' Decision to Go Coffee and Cake Shops via Social Media London (Author, 2019).....	68

Figure 42: The Status of Respondents to Share Their Favourite Places on Social Media Istanbul (Author, 2019).....	69
Figure 43: The Status of Respondents to Share Their Favourite Places on Social Media London (Author, 2019) .....	70
Figure 44: The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media Istanbul (Author, 2019).....	71
Figure 45: The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media London (Author, 2019) .....	72
Figure 46: The Status of Respondents to Follow Celebrities and Influencers on Social Media Istanbul (Author, 2019).....	73
Figure 47: The Status of Respondents to Follow Celebrities and Influencers on Social Media London (Author, 2019) .....	74
Figure 48: The Reasons of Respondents to Follow the Accounts of the Cake and Coffee shops, If They Follow Istanbul (Author, 2019).....	75
Figure 49: The Reasons of Respondents to Follow the Accounts of the Cake and Coffee shops, If They Follow London (Author, 2019) .....	76
Figure 50: The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account Istanbul (Author, 2019).....	76
Figure 51: The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account London (Author, 2019) .....	77
Figure 52: The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account Istanbul (Author, 2019).....	78
Figure 53: The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account London (Author, 2019) .....	79
Figure 54: The Status of Impact of Social Media on Respondents' Choices.Istanbul (Author, 2019).....	80
Figure 55: The Status of Impact of Social Media on Respondents' Choices London (Author, 2019).....	81
Figure 56: The Status of Effects of Comments in Social Media on the Respondents Istanbul (Author, 2019).....	83
Figure 57: The Status of Effects of Comments in Social Media on the Respondents London (Author, 2019).....	84
Figure 58: The Status of the Respondents to Share Their Ideas on Social Media Istanbul (Author, 2019).....	85
Figure 59: The Status of the Respondents to Share Their Ideas on Social Media London (Author, 2019).....	86
Figure 60: The Status of Respondents about Changing Their Ideas After Seeing Comments on Social Media Istanbul (Author, 2019).....	87
Figure 61: The Status of Respondents about Changing Their Ideas After Seeing Comments on Social Media London (Author, 2019) .....	88

## ACKNOWLEDGEMENT

Writing this thesis and getting a master's degree in London has been one of the most important steps of my career and myself. In this important step, I would like to thank all of my tutors for their support, especially Dr Paul Reynolds. Of course, I send my best gratitude to my dear parents. Their support and trust in me cannot be ignored.



## ABSTRACT

Technology has developed and developed very quickly and also affects human life. New tools and definitions are entering the lives of people through technological developments. Social media is one of the most important and influential new definitions of human life. Social media, which existed and used only to communicate with people at the beginning, has reached a very different dimension in human life and has become a tool that affects people. This has attracted the attention of many sectors, especially the business world and has gained the concept of social media marketing to digital marketing.

This study aims to investigate the effect of social media marketing on consumer behaviours in retail sector, especially coffee and cake shops. The purpose of this study is to determine whether social media is important for consumers, whether consumers are affected by social media, whether consumers decide to go to the place influenced by social media and whether social media has an effect on retail sector, especially cake and coffee shops. In addition, while examining all these, it was investigated whether the effect of social media on consumer behavior varies from region to region. For this purpose, a survey was conducted on the use of social media with consumers selected from Istanbul and London.

In this study, quantitative methods have been taken as basis for the research to achieve the above aims. The information collected from the online surveys in Istanbul and London were analysed by SPSS, a reliable statistical program. While analysing the data, Chi Square and T Test were performed by using SPSS program.

This study proves that social media is an effective and important tool for consumers, consumers are influenced by the comments on social media, consumers are influenced by social media and decided to go to coffee and cake shops.

# CHAPTER 1

## INTRODUCTION

Since the beginning of human history, there have been major changes in the field of consumption as well as changes in every field. Consumer behavior has also been affected by these changes. Consumers are now using the internet and mobile media as well as the traditional media with the effect of developing technologies and innovations. With the development of the Internet and technology, social media is the most noticeable tool that enters people's lives. Nowadays, the increase in the use of social media is inexcusable. Das and Sahoo (2011) says that with the increasing popularity of social networking sites in the world, people's social lives are integrated with their personal lives. More than 1.5 billion people worldwide have a social media account. By means of social media, words, sounds and pictures are integrated with technology. It is a platform that allows sharing of information in one way, two way or simultaneously. With the development of technology, the widespread use of the internet and social media has affected the retail sector as well as the retail sector and has introduced the concept of digital marketing into the business world. Social media is also one of the easiest and low-cost ways of digital marketing.

Consumer behavior is one of the main topics of marketing and is a very important issue. Consumer behavior is also discussed in theories of human behavior and is one of the sub-topics. Human behavior examines the relationship between individuals and their environment and the whole process. Specifically, human behavior in the area of purchasing is examined under the title of consumer behavior. Companies aim to make consumers prefer themselves. The selection of their products and brands by the consumer are the reasons for their existence and they must provide customer satisfaction in order to achieve this. They must earn the loyalty of their customer. Consumers always towards the product that will provide the most benefit at the most affordable price. Companies are aware of this and must determine their strategies according to consumer purchasing behaviour.

Compared to the past, consumers now have more product options. In addition, thanks to technological advances, new social networks are constantly being added to the lives of consumers and these networks cause confusion in consumers and at the same time provide information and manipulate communities. In sum, consumer behavior is influenced by social media. With the increase in the use of social media, differences in consumer behavior are observed.

With the development of technology, social media has become one of the most important tools in our lives. The use of social media has greatly increased the use of the internet and this has also helped the

business world. As well as consumers were informed about the products via internet and social media, companies became aware of consumers and consumer feedback.

Today there is a huge increase in the number of social media users and people are more reflecting their social and personal lives on social media. Users spend more time on social media and show more interest. Social media is so popular that has brought a new breath to the business world. Social media, which emerged with the idea of socializing people, has become a new marketing approach for businesses. Research has revealed that consumers in social media are affected by content and this has attracted the attention of companies. Social media has become a new communication between companies and consumers. Companies can learn more about consumers' views about the product, and consumers can learn more about the product and can reach companies much more easily if they are not satisfied.

It is a proven fact that social media is effective on consumer behavior. In this study, this issue will be more specific, and it will be investigated how effective it is on the consumers in retail sector especially in cakes and coffee shops. It will be searched on social media whether the users follow the cakes and coffee shops, whether they go to any coffee and cake shops by seeing other users and so on. In summary, the extent to which social media consumers' behavior in the coffee and cake shops is affected by social media will be examined. In addition, this study will be conducted on consumers in Istanbul and London to see whether consumer behavior will differ from region to region.

## BACKGROUND OF THE STUDY

In today's world, technology is a concept that has a visible effect on human life. With the development of technology, many new words have entered human life and literature. One of these words is social media. The word social media entered human life in 1971 with the launch of the first e-mail. There were small attempts later on, but the most noticeable ranking was Facebook in 2004, and this has progressed even faster. At first it was understood that social media, which was only used for the purpose of socializing, affected people in time and this situation attracted the attention of the business world. After this stage, it has become one of the most significant devices of computerized showcasing. Since internet-based life has increased such significance, it has pulled in the consideration of scientists and its examination has become an alluring point. Numerous specialists have looked into internet based life and its effect on customer conduct. For example; Ioană and Stoica's Social media and its impact on consumers behavior (2014), Fotis, Buhalis and Rossides's Social media use and impact during the holiday travel planning process (2012), Heinonen's Consumer activity in social media: Managerial approaches to consumers' social media behavior (2011), Goh, Heng and Lin's Social media brand community and consumer behavior: Quantifying the relative impact of user-and

marketer-generated content (2013), Hajli's A study of the impact of social media on consumers (2014), Voramontri and Klieb's Impact of social media on consumer behaviour (2018), Godey, et al.'s Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior (2016), Bigne, Andreu, Hernandez and Ruiz's the impact of social media and offline influences on consumer behaviour. An analysis of the low-cost airline industry (2018), Moustakas's the impact of Social Networking on consumer behaviour (2015). ). Online life is an exceptionally well known and significant issue today, and as innovation keeps on advancing, it will turn out to be much progressively significant. The theme is additionally investigated each day. In this examination, the impact of web-based life on buyer conduct is explored in retail part, particularly in espresso and cake shops.

## JUSTIFICATION OF THE TOPIC

Many of the basic concepts underlying the search for the influence of communication, persuasion, attitude formation and voting intentions can be generalized from a common idea: the concept of influence (Parsons, 1963). Today, the basis of the strategies used in business life is to benefit from this effect.

On the other hand, business life has taken its share in today's world where technology is now spread to every field. Social networks, which started the journey with the idea that only friends are aware of each other and stay connected, have become indispensable for digital marketing. "Recent years have witnessed the rise of new media channels such as Facebook, YouTube, Google, and Twitter, which enable customers to take a more active role as market players and reach (and be reached by) almost everyone anywhere and anytime. These new media threaten long established business models and corporate strategies, but also provide ample opportunities for growth through new adaptive strategies" (Hennig-Thurau, Malhotra, Frieger, Gensler, Lobschat, Rangaswamy and Skiera, 2010). Also, Wang, Yu and Wei (2012) says that "Consumer socialization through peer communication using social media websites has become an important marketing issue through the development and increasing popularity of social media".

Additionally, the above-mentioned concept of impact is highlighted in this section. People are influenced by social networks and are reflected in their attitudes, behaviours and decisions. The method of reasoning of this investigation is to gauge the adequacy of informal communities in the present business world where innovation and interpersonal organizations are acknowledged as a verifiable spot, to decide the degree to which purchasers are influenced by informal organizations.

In this investigation, the degree to which customer practices and frames of mind are affected by long range informal communication destinations and whether these impacts incorporate retail and particularly espresso and cake shops will be estimated. The high utilization of online networking has stood out by the segments and has gotten one of the most significant devices of computerized promoting. Despite the fact that individuals at first utilized internet-based life to mingle, they have now begun to utilize this medium as an instrument for profiting. Brands and parts saw this new promoting channel and transformed the circumstance into a chance and began to publicize. Mulling over these elements, the significance of online life is perceived today and is relied upon to be progressively significant later on and its effect on the retail segment will be inspected.

## IMPORTANCE OF THE TOPIC

Today, technology is a phenomenon that penetrates every aspect of life. It is used in every field from business to education, from sports to health. There is no branch in the business world where technology is not used, so that companies that cannot adapt to technological developments are wiped out of the sector. With technology, new concepts have emerged in every field, including the business world. One of the most important concepts emerging in the business world is digital marketing. One of the easiest and most affordable methods of digitally marketing a product and introducing it to the public is to use social media. Although social media has emerged to strengthen communication between people and revive social relations, it has evolved over time to become one of the tools of digital marketing. Companies and brands in the business world were quick to realize this. The behavior and approaches of companies and consumers are noticeably changing by being influenced by social media (Rohm, Kaltcheva and Milne, 2013).

Social media and digital marketing occupy an important place in the retail sector as well as other sectors in the business world. Organizations need to cause deals so as to keep up their reality and to be effective, and to do publicizing and advancement works so as to make deals. Thusly, they should give additional significance to their promoting systems and exercises. In this unique circumstance, the principal thing they have to do is to comprehend the significance of promoting for the coherence of the organization, at that point to comprehend the significance of computerized showcasing and online networking in the field of advanced advertising. In this examination, the degree to which purchaser conduct is impacted by informal communities, one of the most significant components of computerized advertising, will be inspected. In this investigation, the effect of internet-based life on buyer conduct will be talked about on the grounds that web-based life is one of the irreplaceable components of advanced showcasing and computerized advertising is significant in the present business world.

## AIMS AND OBJECTIVES OF THE STUDY

The aim of this thesis is to investigate whether the retail sector, especially coffee and cake shops, is affected by the social networks which have a big effect on the consumer behaviours, and to what extent it is affected. The retail sector is an industry that cannot be overlooked in the business world, and the challenges that the business world has to face include this sector. In today's world, as in the business world, the retail sector must be integrated with the digital market. In this context, considering the importance of social media in digital marketing, retail sector, especially coffee and cake shops should include social media in their marketing strategies. In this study, it is aimed to prove how important social media is, how users are affected by social media, and whether their ideas and attitudes have changed in line with social media.

1. Objective of Research: To discover the importance of social media for consumers.
2. Objective of Research: To clarify whether consumers are affected by social media.
3. Objective of Research: To see if consumers decide to go to any place influenced by social media.
4. Objective of Research: To see if social media has an impact on the retail sector, especially coffee and cake shops.

## QUESTIONS OF THE STUDY

When answered, 6 questions that may clarify the subject are listed below:

Do social media users decide to go anywhere by seeing it on social media?

Do social media users decide to go any coffee and cake shops by seeing it on social media?

Do famous people have any influence on people on social media?

Do social media users change their decisions by being influenced by celebrities?

Are there any changes in the demand for places after being seen on social media?

Do these criteria affect customer buying behaviour?

## RESEARCH METHODOLOGY

In the research methodology, all approaches, techniques and methods used in this study have been explained one by one by obtaining the research onion guide.

## Philosophy of the Study

The research philosopher is the first and most important layer of the research oncology because in this layer the methodology of the study is decided and the initial steps for the study are taken. Recognizing and understanding philosophical approaches are the steps that researchers must take to integrate into their research (Collis and Hussey, 2013). The philosophy of research is related to the source of information and aims to develop and internalize information. In a simple way, the research philosophy gives the researcher how to collect, examine, and use data about any event (Research Philosophy, n.d.). The research philosophy has basically four approaches. These approaches may be positivism, interpretivism, pragmatism and realism. In this study, positivism approach will be used to determine whether social media has a direct or indirect effect on consumer behavior, and if so, how much it affects.

## Approach of the Study

Approaches of research are plans and the procedures for examination which expand the means among broad hypothesis to expound strategies of data gathering, analyse, and explanation (Research guide, n.d.). The research approach, which has two approaches to be inductive and deductive, is the research onion layer on which round data is decided to be collected. While qualitative data collection is correlated with inductive approach, quantitative data collection is related to deductive approach. In this study, by using deductive approach, collecting quantitative data, it will be measured whether the decision of consumers to go to coffee and cake shops is affected by social networks.

## Design of the Study

Maxwell (2012) says that based on a productive work is a plan wherein the parts work in agreement and based on disappointment and terrible work are flawed structures. One of the most significant strides of a scholastic research is the effective utilization of information and a legitimate assessment of the means. The structure of the examination is a fundamental piece of the exploration procedure and must be done toward the start. It frames this three-advance research configuration layer which can be recorded as information gathering, estimation and investigation. The examination configuration is separated into two sorts, which are subjective and quantitative information accumulation techniques. Quantitative techniques are strategies that empower us to acquire numerical information that can be broke down. Subjective perceptions are the strategies by which elucidation and perception-based information can be gathered. In this investigation, by gathering quantitative information, it will be estimated whether the choice of purchasers to go to coffeehouses and baked good shops is influenced by interpersonal organizations.

## Method of the Study

Research techniques with three unique strategies can be recorded as subjective, quantitative and blended techniques. The technique for learning and utilizing members' feelings and dispositions is a subjective research strategy. It causes it feasible for analysts to better to comprehend and adjust to an intricate thought, social cooperation, or social issues (Research methods, n.d.). Quantitative look into technique is utilized to gather numerical information that can be examined by factual strategies. Quantitative techniques are utilized to create and clarify models and their connections and their connections (Research methods, n.d.). In the blended technique, two kinds of information accumulation strategies are utilized, so it is known as the blended strategy. Since two techniques for information accumulation are utilized in the blended strategy, both measurable information and the frames of mind and practices of the members are used. More profound and customized data is joined and examined with measurable information. In this investigation, subjective research strategy will be utilized to utilize factual information.

## Data Collection Methods of the Study

For whatever length of time that the information is gathered for use in the examination, it is known as the information accumulation process. The purposes for any investigation are to discover an answer for an issue, to demonstrate potential presumptions for the arrangement, and to assess the outcomes accomplished. Information gathering strategies are inspected in two gatherings. One of them is the essential information technique that the specialist gathers himself/herself through strategies, for example, survey, talk with, experience and so on. (Hox and Boeije, 2005). Essential information is simply the information gathered by the analyst/herself utilizing subjective and quantitative techniques. Data that can be found on recently distributed online stages, and so on., is likewise called optional information. The effect of online networking on purchaser conduct is broad and there is a lot of auxiliary information accessible, however essential information will be utilized in this investigation as there is not sufficient data on the impact of retail area particularly on espresso and cake shops.

## SYNOPSIS

### Chapter 1

In the first chapter, an introduction to the study and general information about the subject is given. The necessity of addressing the issue and the importance of the topic are mentioned. The purpose and

objective of this study are mentioned and the questions that will be answered at the end of the study are mentioned. Finally, the methods used in the study are briefly mentioned.

## Chapter 2

In the second chapter, a broad literature review has been made on whether social media has an impact on consumer behavior and how effective it is, the basic concepts related to social media and the effects of social media on consumers and sectors are defined. In addition, detailed information about consumer behavior models and theories has been given in order to better explain the connection between purchasing behaviours of consumers, which have become one of the most important elements of the marketing sector, and digital marketing with the development of technology.

## Chapter 3

In the third chapter, the methods used in the research are discussed in general and the methods selected from them are explained and the reasons for their selection are explained. When all these methods are disclosed, they refer to Saunders' research chronicles and the layers within the chronicle are described one by one. Research philosophy, approach, strategy, design, etc. examined.

## Chapter 4

In the chapter four, all the data collected by the researcher is analysed. In this research, the extent to which the retail sector consumers in London and Istanbul are affected by social media is compared. The collected statistical data are evaluated and interpreted.

## Chapter 5

In the fifth chapter, the results of the data are evaluated, and suggestions are given according to the results and the position of the subject in the future is discussed.

## CHAPTER SUMMARY

This section provides an introduction to the study and general information on the subject. The necessity of dealing with the subject and the importance of the subject are indicated. The aim and purpose of this study were stated and the questions to be answered were stated. Finally, the methods used in the study are briefly mentioned. Then, in the synopsis section, what is going to be done in the short sections of this section and the following sections is mentioned.

## CHAPTER 2

### LITERATURE REVIEW

#### INTRODUCTION

In this section, where a large literature review is conducted on whether social media is effective on consumer behavior and how effective it is, the basic concepts related to social media, the effects of social media on consumers and sectors will be defined. In addition, detailed information will be given on consumer behavior models and theories to better explain the link between the buying behavior of consumers and digital marketing, which has become one of the most important elements of the marketing sector with the advancement of technology.

#### A REVIEW OF MAIN CONCEPTS

##### 1. SOCIAL MEDIA ANALYSIS

Individuals associate online from various perspectives. Long go casual correspondence areas, email, messaging, video-and photo sharing goals, and comment posting are generally instruments that assist people with conferring and partner with each other (Mooney, 2009). Every association is a bit of the bigger field of online long-range informal communication. Widely portrayed, online relational cooperation is a Web site or other sort of online correspondence that empowers people to work together with each other. People's experiences with individual to individual correspondence, regardless, are as different as the choices they make on the web. There are various perspectives, approaches and definitions about online networking and its utilization.

Das and Sahoo (2011) says that with the expanding prevalence of long-range informal communication locales in the Internet world, individuals' public activities are incorporated with their own lives. More than 1.5 billion individuals worldwide have an internet-based life account. Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content.” by Kaplan and Haenlein (2010).

“The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter” (Lee, Choi, Kim and Kim, 2014, pp.702-722).

Kerns (2014) argues that there are still many unknown things about social media, but there are things we know. For example, consumers now share more ideas and chat on social media. Such conversations can be personal as well as brands. At this point, brands need to give people a reason to talk about them and to share them.

Social media varies from traditional marketing tools. As it varies from traditional marketing tools, it provides individuals who are doing marketing with the opportunity to work in different dimensions than the ones done so far (Kerns, 2014, pp. 24).

Social media has six different functions. These are collaborative plans, substance groups, social networking websites, imaginary game globes, and imaginary social globes and blogs and microblogs (Kaplan and Haenlein, 2010).



Figure 1: Social Media Landscape (FredCavazza.net, 2015)

## 2. SOCIAL MEDIA TYPES

Social networks are a platform where original content can be published, photos and videos can be shared, conversations can be made, and many other possibilities are provided.

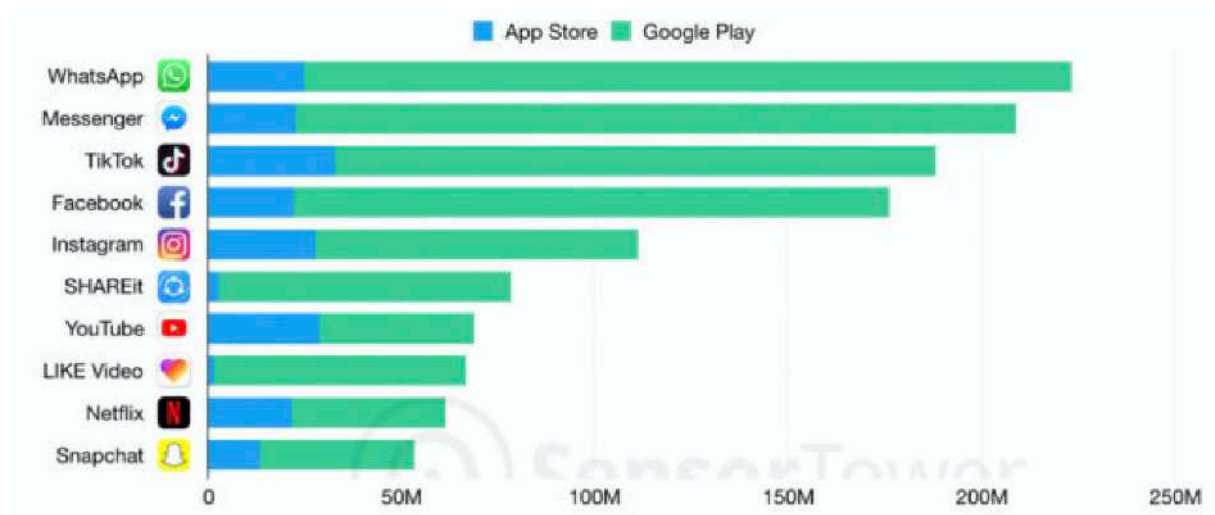


Figure 2: Apps by Worldwide Downloads (Sensortower.com, 2019)

## 2.1. SOCIAL NETWORKING SITES

“Social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other. These personal profiles can include any type of information, including photos, video, audio files, and blogs” (Kaplan and Haenlein, 2010, pp.63).

In today’s World people are communicating by internet and social networking sites. People suddenly found themselves in social networking world because of the intensive and tiring business life. They do not have time to go out and spend some time with friends and family, so they are communicating with them by social networking sites.

“Online Social networking is a type of virtual communication that allows people to connect with each other. This concept arises from basic need of human beings to stay together in groups forming a community. Michael Wesch, cultural anthropologist at Kansas State University, compared the tribal societies to online social networking. Like the tribal culture, in Facebook people project their identity by demonstrating their relationships to each other” (Das and Sahoo, 2011, pp. 222-228).

## 2.2. MEDIA SHARING SITES

Media sharing sites are platforms that allow users to store or share files, such as photos, music, and videos, with other users (Dibb, et al., 2016). Videos and medias can be produced and uploaded to these

platforms, and some have subscription capabilities. The feature of subscribe to channels in media sharing platforms is very clever because users are notified immediately after a new video or any media is uploaded (Zarrelle, 2010).

### *2.3. BLOGS*

The blogs, the oldest known social media platform, have historical stamps of content, but are displayed in reverse chronological order (OECD,2007).

Probably the most punctual long-range informal communication occurred on blogs. A blog is a Web page that capacities as an online diary or journal. Blog destinations made devices that let clients effectively post passages and photographs on an individual Web page. The blogger did not require specific specialized information to post content on the Web page. Rather, most blog devices made posting as basic as utilizing an essential word handling program. All of a sudden, nearly anybody could post substance to their very own Web page.

Mooney (2009) says that firsts bloggers posted journal sections for different clients to peruse. As long-range informal communication developed, the blog locales added highlights to market he experiences increasingly intuitive. Peruses currently had the capacity to react to blog passages by presenting remarks on the blogger. The blogger, thusly, could answer to the post in another remark or journal passage.

### *2.4. FORUMS*

Forums are discussion platforms where participants can share information through written messages. Forums are different from normal chat platforms and are temporarily archived. Text longer than one line is written. There are moderators on some platforms and the moderator's approval before the shared content is seen by other users.

## **3. CONSUMER BEHAVIOUR**

Consumer decision making has a very important place in business and marketing and has attracted the attention of those who have been interested in this subject for many years. Richarme (2007) says that Early economists led by Nicholas Bernoulli et al. 300 years ago began to examine consumers' decision-making behavior. According to Loudon (1993), the first studies focused solely on the purchase process because it was approached from an financial view. Therefore, the best-known model is the theory of utility. Consumers are advised to evaluate the possible consequences of their decisions and make choices accordingly.

There are many different approaches to define consumer behaviour. Solomon et al. (2006) says that “Consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (p.p.6). Schiffman (2007) have same approach for consumer behaviour definition “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs” (p.p.3).

#### 4. MODELS AND THEORIES OF CONSUMER BEHAVIOUR

##### 4.1. MASLOW'S THEORY “HIERARCHY OF NEEDS”

Maslow expected to understand what motivates people. He acknowledged that individuals have a great deal of motivation systems unimportant to prizes or unaware needs. Maslow (1943) communicated that people are awakened to achieve certain necessities. At the point when one need is fulfilled an individual attempt to satisfy the accompanying one, and so on. (McLeod, 2007). Notwithstanding physiological needs, Maslow placed requirements for security, belongingness and love, regard, and self-completion, in rising request on the chain of importance (Koltko-Rivera, 2006). Maslow's theory consists of five layers and is shown in the table below.

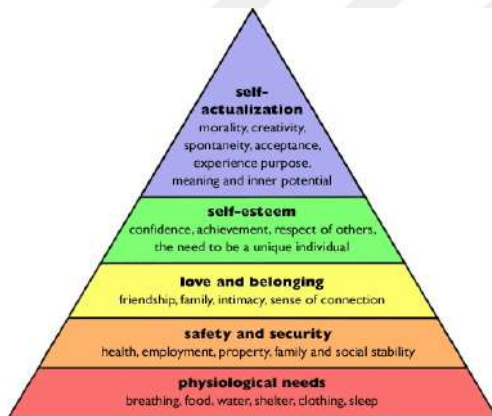


Figure 3: Maslow's Hierarchy of Needs (Researchhistory.org, 2012)

##### 4.1.1. PSYCHOLOGICAL NEEDS

Physiological needs are impacted commonly through the longings that people have. In the event that an individual is parched, the person finds a water fountain. Thus, if the individual is eager, the person will discover nourishment. In the event that the body is being denied of oxygen, it will most likely respond.

On the off chance that there is a nutrient lack, the body has unobtrusive methods for satisfying that need (Poston, 2009).

#### 4.1.2. SECURITY NEEDS

In addition to physical needs, a life-long quality care is also needed, and at this point, the desire to feel safe comes into play. This is a psychology-related need and may be different for each individual according to the individual's position and living conditions (Poston, 2009).

#### 4.1.3. BELONGING NEEDS

The social level generally transforms into the need essentially after the physiological and security needs have been enough gotten and kept together. A sentiment of having a spot can be felt when an individual ends up being progressively trotted around the yearning to develop relationship with others. This joins the aching for a nostalgic associate, to have dear partners, and conceivably to get hitched and have youths (Poston, 2009).

#### 4.1.4. ESTEEM NEEDS

When the necessities of physiology, security and having a place have been met, the individual will presently proceed onward to the requirements of their confidence. Confidence, similar to all the earlier needs, should likewise be kept up. This is the most noteworthy stage in the cate-violent of shortfall needs. The procedure of development, when addressing one's confidence, manufactures the scaffold to one's mindfulness. Confidence starts to build up itself in life as ahead of schedule as age two (Poston, 2009).

#### 4.1.5. SELF-ACTUALIZATION

According to Maslow, the most important structure of the hierarchy model is its realization. This need is independent of other needs, and having this need is not a part of other needs. In order to keep up with the standards of society and become a sellable individual, other needs must be met but this need is completely individual. This stage is an internal dialogue where the person lives by himself (Poston, 2009).

“It refers to the person’s desire for self-fulfilment, namely, to the tendency for him to become actualized in what he is potentially. The specific form that these needs will take will of course vary greatly from person to person. In one individual it may take the form of the desire to be an ideal mother, in another

it may be expressed athletically, and in still another it may be expressed in painting pictures or in inventions” (Maslow, 1943, pp. 382– 383).



Figure 4: Maslow's Hierarchy of Needs in the Digital Age (Rethinkandfocus.com, 2018)

#### 4.2. THEORY OF SYMBOLIC INTERACTION

Emblematic association is one of various speculations in human sciences. This speculation ensures that substances rely upon and composed by pictures. The foundation of this theory is suggestions. Agent participation investigations the suggestions ascending out of the relative relationship of individuals in social condition with various individuals and spotlights regarding the matter of "which pictures and suggestions ascend out of the joint effort between people?" Emblematic interactionism that considers individual to be a social component has lost its dynamism since 1970's.

While representative interactionism has in fact built up a methodology for the investigation of patterned social association, including progressive separation and dissymmetry of intensity, interactionists possess valid justifications to see social structure as a dangerous idea (Dennis and Martin, 2007).

#### 4.3. BOURDIEU'S THEORY OF SOCIAL CAPITAL

Bourdieu distinguishes three elements of capital, every one of that has a correlation to the class: financial, social and social capital. These three resources get communally successful and their proprietorship is justified owing to emblematic capital. Bourdieu's idea of social capital stresses clashes

and the capacity of intensity. Social situations when all is said in done and the division of financial, social assets are justified by the guide of emblematic capital. According to Bourdieuan, social capital turns into a wellspring of social battles in various social fields or circles (Siisiainen, 2003).

"I developed the concept of 'habitus' to incorporate the objective structures of society and the subjective role of agents within it. The habitus is a set of dispositions, reflexes and forms of behavior people acquire through acting in society. It reflects the different positions people have in society, for example, whether they are brought up in a middle-class environment or in a working-class suburb. It is part of how society produces itself. But there is also change. Conflict is built into society. People can find that their expectations and ways of living are suddenly out of step with the new social position they find themselves in... Then the question of social agency and political intervention becomes very important" (Bourdieu, 2000, p.p. 19).

## 5. DECISION PROCESS OF THE CONSUMERS BUYING BEHAVIOUR

The purchasing process of consumers covers the process from receiving information about a product to receiving it. Understanding the consumers and the purchasing process is very important for the marketing and sales departments. Understanding this process helps the marketing and sales departments create plans to both convince the consumer to make decisions and solve consumer problems. The consumer purchasing process consists of five stages.



Figure 5: Customer Buying Decision Process (iedunote.com, n.d.)

### *5.1. PROBLEM RECOGNITION*

Consumers must have a reason and a need to make a purchase. What the product will be, where the shopping will take place, the customer needs to realize the method of self-convincing, etc. varies from person to person.

A good marketer sees these situations as opportunities. If the solution for identifying the problem and need of the customer and correcting the need is correct, the potential customer becomes the customer.

### *5.2. INFORMATION RESEARCH*

After the needs of consumers are identified, the second stage is to seek information about their needs. The second stage of consumers' decision-making process is the information search phase. After the needs of consumers are determined, they try to buy products that will meet these needs. They search for more information about these products that will meet their needs. Bray (2008) says that once the consumer identifies his / her needs, he / she searches for information by utilizing both his / her own experience and previous experience as well as external sources.

The sources of this information vary.

- Personal resources: Sources that the consumer knows himself or herself. Examples include relatives, friends, and groups to which they are based.
- Experimental resources: Consists of one's experiences. Examples include touching, testing, and attempting to use them personally.
- Public resources: Resources for consumers. Newspaper advertising corners, television ads, etc. are examples.
- Commercial resources: All commercial resources aimed at the customer. Fairs, advertisements, sales representatives, exhibitions, etc. are examples.

“If an advertisement causes a consumer to feel good, he or she is less likely to scrutinize the factual details of a message and be more persuaded by superficial attributes, such as the physical attractiveness of the spokesperson” (Batra and Stayman, 1990, n.p.p.).

### *5.3. ASSESSMENT OF OPTIONS*

Evaluating the options available is the third stage of consumers' decision-making process. After identifying the needs of consumers and receiving information for any product that meets these needs, the alternatives must be selected. Customers evaluate alternatives according to various criteria. Examples of these criteria are how important the product is to the consumer, whether they trust the brand, customer satisfaction and the characteristics of the product. “As consumers move into the evaluation stage, affect likely influences how they perceive and evaluate products. A positive mood generally pushes consumers to think in a broader, more abstract fashion, which can make them more open to new products, especially those that serve long-term goals (e.g., a gym membership)” (Labroo and Patrick 2008, pp.25).

#### 5.4. PURCHASE

The fourth step in the decision-making process is the purchase. After evaluating the alternatives, they have, customers should decide whether they will buy the product that will meet their needs, the type, brand, quantity and price of the product, the place of purchase and when they will buy it. “In the purchase stage, affect may serve an informative function, especially if the feeling appears relevant (Pham et al. 2001), by exerting a mood-congruent weighting of product attributes (e.g., happy consumers weight positive attributes more heavily; Adaval 2001)” cited in (Puccinelli, Goodstein, Grewal, Price, Raghurir and Stewart, 2009, pp. 23).

#### 5.5. POST-PURCHASE

The final stage of the consumer purchasing decision-making process is the after-sales process. Post-sales activities include customer satisfaction, customer-related product complaints, etc. In this process of the purchasing process, the consumer evaluates the outcome of the purchase and asks whether he has made the right decision.

	Need Recognition	Information Search	Evaluation	Purchase	Post-Purchase
Goals, schema, and information processing	•	•	•	•	•
Memory		•	•		
Involvement	•	•	•		
Attitudes			•	•	•
Affect	•	•	•	•	•
Atmospherics			•	•	•
Attributions and choices			•	•	•

Figure 6: Consumer Decision Process (Puccinelli, Goodstein, Grewal, Price, Raghurir and Stewart, 2009)

## 6. THE IMPACT OF SOCIAL MEDIA ON DECISION MAKING

In today's world where internet usage and access to all information is very easy, consumers benefit from each other's experiences and ideas through social media resources. Internet based life, which is the pillar of computerized showcasing, contrasts from the more conventional promoting types, for example, TV commercials, email ads, as it empowers correspondence among organizations and buyers just as buyers in web-based social networking (Xie and Lee, 2015). Clients who gather information about any brand from internet-based life are bound to change their purchasing conduct than clients who get information from ordinary media (Xie and Lee, 2015). Social media with an advanced infrastructure increases its impact in daily life and enables people to connect with their friends and share information resources (Power and Phillips-Wren, 2011).

“In the past, marketers assumed that consumers started with a large number of potential brands in mind and narrowed their choices regularly until they decided which one to buy. Relationships with the brand after purchase are often focused on the use of the product or service. However, with the emergence of social media, a more complex view has emerged as to how consumers interact with brands” (Hudson and Thal, 2013, pp. 156-160).

Social media users share their experiences with other users, and they are influenced by their shares. The posts shared on social media not only give consumers an idea about the products but also affect the purchasing decisions. Consumers can get positive or negative ideas about the products they want to buy because of the shares they see on social media. Consumers who comment on the products in this way also have a positive or negative effect on the enterprises. Any blog post containing satisfaction or complaints can be reached even after years and a consumer researching any product can be affected by these articles. These blog posts can reach thousands of people. Blog posts containing any complaints or discontent about any product or any sharing on social media are seen by consumers and businesses are affected negatively. According to Olenski (2012) “social media surely has impacts on sales, loyalty and brand awareness as the business world is more focus on serving and delighting customers. Due to the digitalisation, buying behaviours are not solely impacted by traditional channel but also extend to online platforms”. Social media platforms and other online resources are creating a new platform for sharing negative comments (Goodrich and De Mooij, 2014). Any social impact on social media can instantly reach millions. At this point, it is clearly seen that social media has an impact on consumer behavior and decision-making. Consumers can change their decisions positively or negatively via social media.

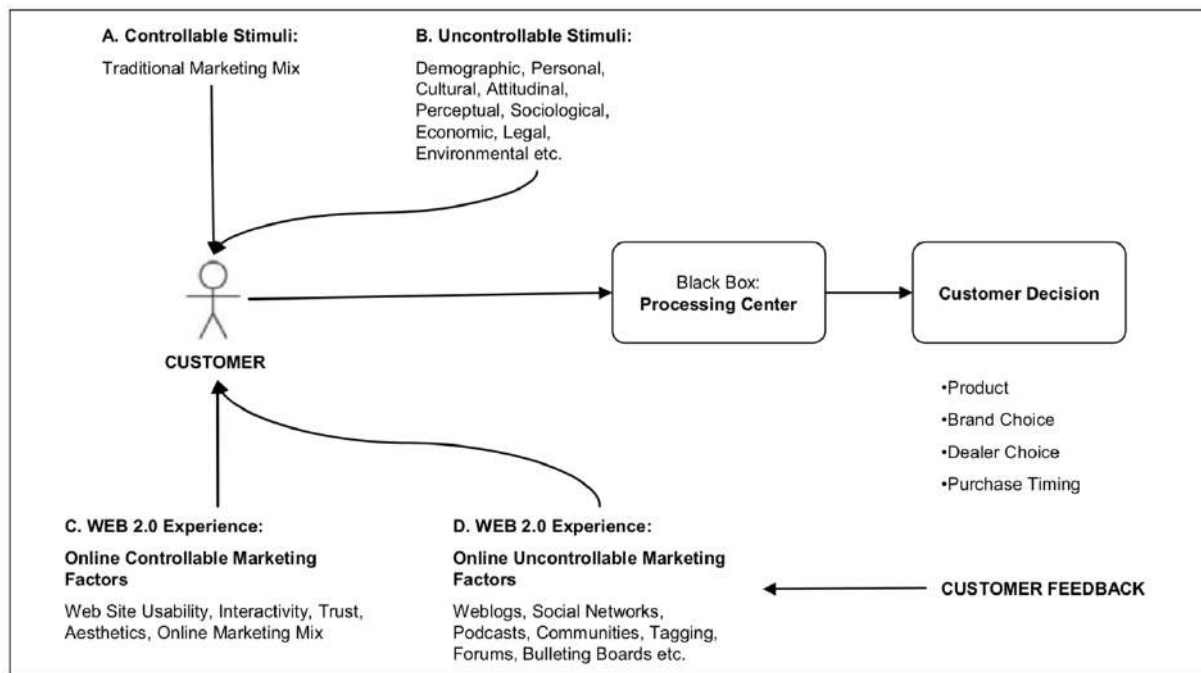


Figure 7: Elements affecting the decision-making process of customers (Constantinides and Fountain, 2008)

With the rapid spread of the Internet, marketers and social media users use the Internet as a medium for communication and processing, adding two new elements to the input-processing-response model that can affect the buying behavior of customers. These elements can be termed as online-controllable marketing elements and online-uncontrollable marketing elements (Constantinides, 2004).

## 7. UNDERSTANDING THE EFFECTS OF SOCIAL MEDIA IN RETAIL SECTOR

In today's world where technology is an indispensable part of the business world, the retail sector is one of the sectors affected by technological developments. These developments encourage retailers to offer more creative business models to combat the competitive environment. "Customer reviews available through social media need to be taken into account by retail networks to design a model with unique service operations and marketing approaches that will improve loyalty by adding value to customers" (Ramanathan, Subramanian and Parrott, 2017, pp.105-123).

The retail sector has developed rapidly over the last twenty years and has had to change rather like many other sectors. One of the reasons for these changes and developments is the technological developments, especially the rapid growth of the Internet. Constantinides, Romero and Boria (2008) argues that after the widespread use of the Internet and social media tools, consumers' market dominance and market-related information increased greatly, leaving retailers with difficulties.

“...no other innovation has received as much attention from retailers, manufacturers, consumers and the general public as has been accorded to Internet retailing, or e-tailing. Indeed, no other form of intertype competition threatens to upset traditional retailing more than Internet retailing” (Grewal, Iyer and Levy, 2004, pp. 703-713).

Following the expansion of social media, new units and new concepts emerged in the business world and in different sectors. One of the most prominent concepts in the retail sector is internet retailing. There are some factors that influence the growth and development of Internet retailing. The table below gives examples of the issues that are provided and restricted by internet retailing.

Enablers	Limiters
- Product category	- Lack of trial
- Information availability	- Lack of interpersonal trust
- Access to price information	- Lack of instant gratification
- Novelty	- Customer service issues
- Accessibility	- Loss of privacy and security
- Convenience	- High economies of scale
	- Lack of stable consumer base
	- Poor logistics
	- Lack of experience
	- Lack of in-store shopping experience

Figure 8: What online retailing provides and restricts (Grewal, Iyer and Levy, 2004).

Constantinides, Romero and Boria (2008) says that in spite of the fact that these prohibitive and steady issues don't have an immediate association with online life, internet-based life majorly affects these issues. After the increase in the use of social media, some providers of internet retailing have been strengthened. Consumers have access to much more reliable and reliable sources of information more easily. Social media has made it easier to access, compare and use information. Social media has made internet shopping easier for both consumers and retailers with the tools and resources that interest them (Constantinides, Romero and Boria, 2008).

## THEMATIC ANALYSIS

Table 1: Thematic Analysis (Author, 2019)

Theme	Author's name	Area of Focus
-------	---------------	---------------

<p>Review of main concepts</p>	<p>Dibb, S., Simkin, L., Pride, W. M. And Ferrell, O. C., 2016.</p> <p>Mooney, C., 2009.</p> <p>Das, B. and Sahoo, J.S., 2011.</p> <p>Lee, J.K., Choi, J., Kim, C. and Kim, Y., 2014.</p> <p>Das, B. and Sahoo, J.S., 2011.</p>	<p>Understanding the main concepts of the topic.</p> <p>Definitions of the main topics about subject.</p>
<p>Development of Consumer Behaviour</p>	<p>Richarme, M., 2007.</p> <p>Loudon, D. L., <i>et al.</i>, 1993.</p> <p>Solomon, M., <i>et al.</i>, 2006.</p> <p>Schiffman L. G., <i>et al.</i>, 2007.</p>	<p>Understanding the process of consumer behaviour development in years and the factors that affect its development.</p>
<p>Consumer Behaviour Models and Theories</p>	<p>Coser, L., 1976.</p> <p>Dennis, A. and P. J. Martin. 2005.</p> <p>Dennis, A. and Martin, P.J., 2007.</p> <p>Siisiainen, M., 2003.</p> <p>McLeod, S., 2007.</p> <p>Poston, B., 2009.</p>	<p>Understanding the consumer behavior models and theories to better explain the link between digital marketing and the buying behavior of consumers</p>

	Maslow, A., 1943.	
Consumer Buying Behaviour Decision Process	Labroo, A.A. and Patrick, V.M., 2008. Batra and Stayman, 1990 Bray, 2008 Puccinelli, N.M., et al., 2009	Understanding the process of consumer buying decision process.
Influence of Social Media on Decision Making	Power, D.J. and Phillips-Wren, G., 2011. Goodrich, K. and De Mooij, M., 2014. Xie, K. and Lee, Y.J., 2015.. Constantinides, E., 2004	Understanding the influence of Social Media on Decision Making.
The effects of social media in retail sector	Ramanathan, U., Subramanian, N. and Parrott, G., 2017. Constantinides, E., Romero, C.L. and Boria, M.A.G., 2008. Grewal, D.; Iyer, G.R.; Levy, M.,2004. Constantinides, E.; Fountain, S.,2008.	Understanding the effects of social media in retail sector

## CONCEPTUAL FRAMEWORK

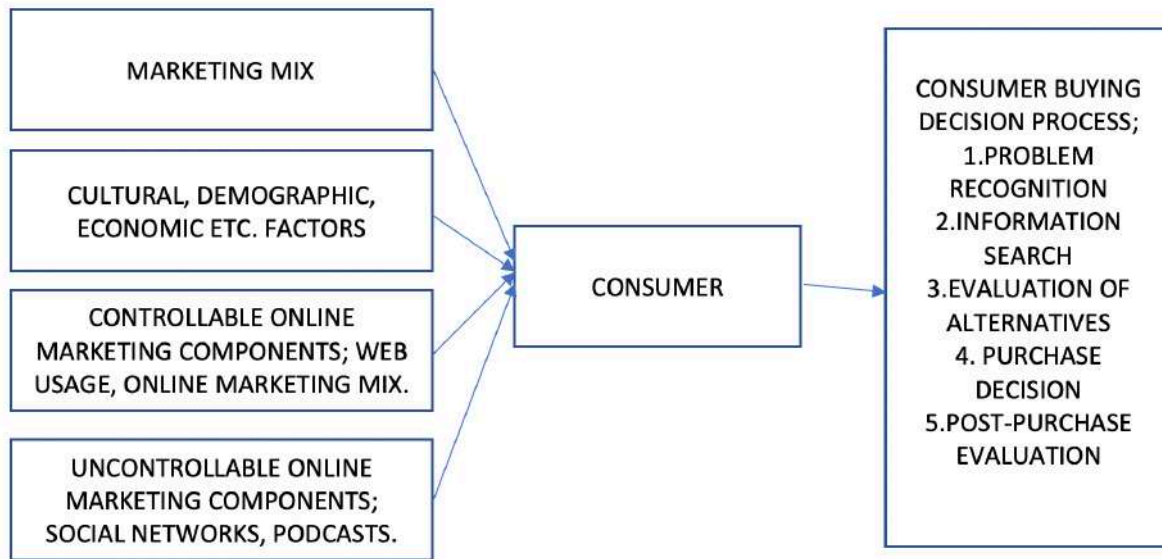


Figure 9: Conceptual Framework (Author, 2019)

## CHAPTER SUMMARY

In this section, a broad literature review has been made about whether social media has an impact on consumer behavior and how effective it is, the basic concepts related to social media and the effects of social media on consumers and sectors are defined. In addition, detailed information is given about consumer behavior models and theories in order to better explain the connection between digital marketing, which has become one of the most important elements of the marketing sector, and the purchasing behavior of consumers.

# CHAPTER 3

## RESEARCH METHODOLOGY

### INTRODUCTION

In this section, the methods used in the research will be discussed in general and the methods chosen among them will be explained and the reasons why they will be selected will be explained. When all these methods are explained, Saunders' research chronicle will be referred to and the layers within the chronicle will be explained one by one. The philosophy, approach, strategy, design, etc. of the research will be examined.

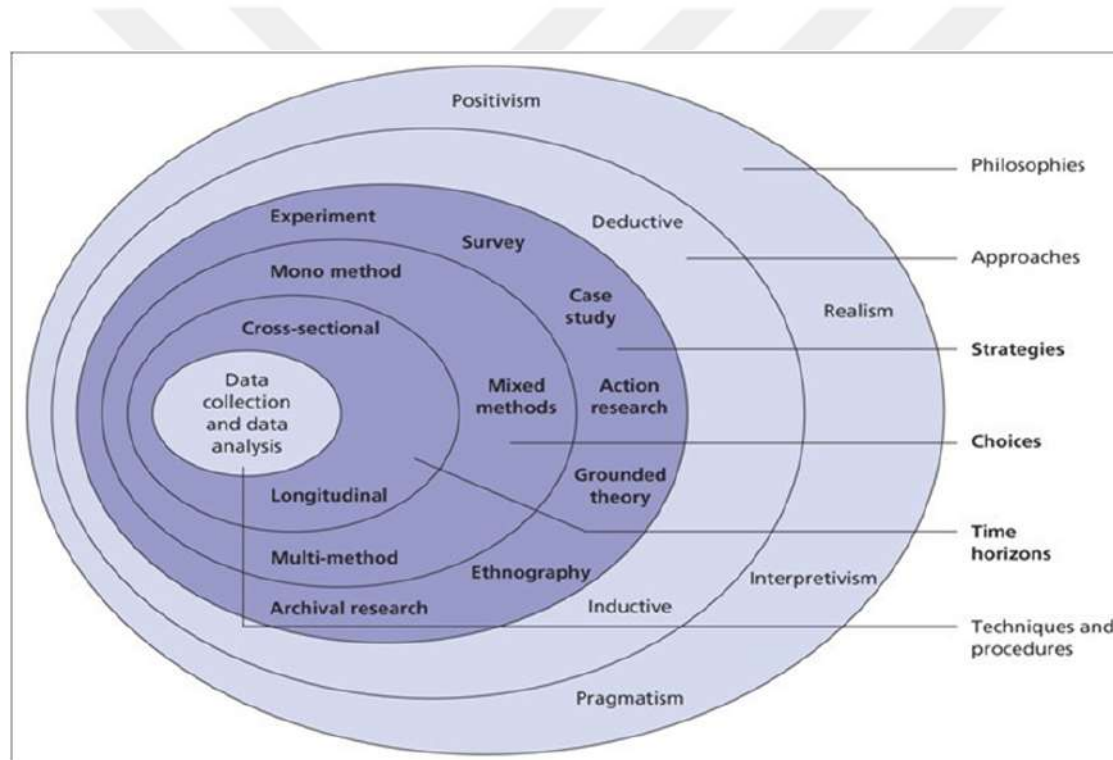
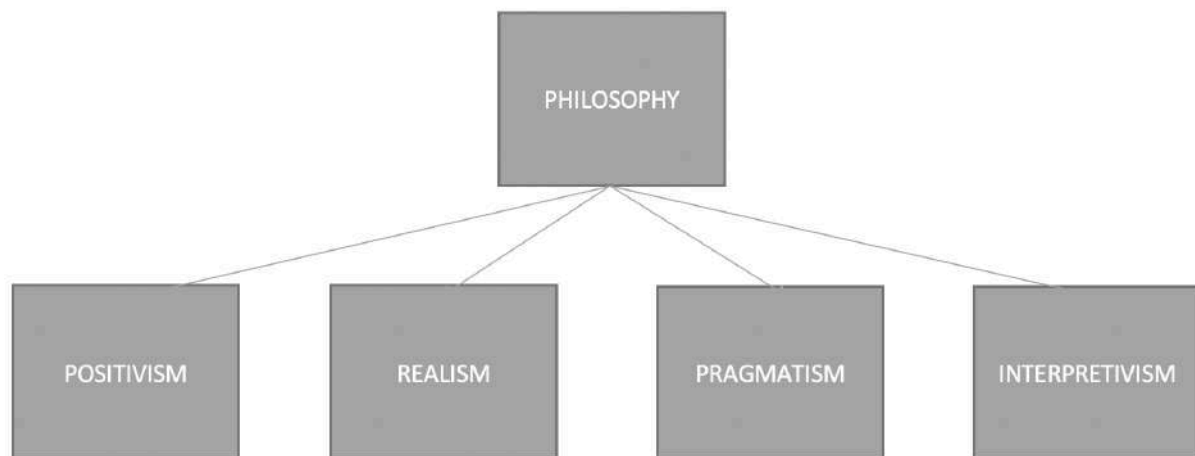


Figure 10: Research Onion (allassignmenthelp.com, 2017)

### RESEARCH PHILOSOPHY

The philosophy of research is the first stage of the research onion diagram. This phrase mention to a composite of sensations, faiths and approximations regarding to the progression of information in a specific area (Saunders, et al., 2015). The research philosophy can be divided into four headings. These are positivism, realism, pragmatism and interprevism.



*Figure 11: Research Philosophy (Author, 2019)*

### Positivism

Positivism identifies with the philosophical position of the regular researcher and involves working with a discernible social reality to create law-like speculations (Saunders, Lewis and Thornhill, 2007). Positivism is a philosophy in which hypotheses and assumptions can be tested. With positivism, important information which is accepted in the world such as the law of gravity is obtained

### Realism

According to realism, each theory can be revised, and multiple theories can be used to reach the conclusion. Reliable results are obtained because the current of realism that advocates continuous research supports the use of more than one research methodology.

The method for reasoning of authenticity revolves around explaining what people watch and experience, similarly as the essential structures of reality that structure the observable events.

Authenticity began in the late twentieth century in made by Roy Bhaskar, as a response to positivist direct legitimacy (Saunders, Lewis and Thornhill, 2007).

### Interpretivism

The flow of interpretivism has also emerged as a critique of positivism. In this way, realism is similar to the current. Unlike realism, it has a subjective perspective. They argue that people are different from physical phenomena through their meaning-making functions. Advocates of the current movement of interpretivism examine these meanings (Saunders, Lewis and Thornhill, 2007).

## Pragmatism

“It strives to reconcile both objectivism and subjectivism, facts and values, accurate and rigorous knowledge and different contextualised experiences. It does this by considering theories, concepts, ideas, hypotheses and research findings not in an abstract form, but in terms of the roles they play as instruments of thought and action, and in terms of their practical consequences in specific contexts” (Saunders, Lewis and Thornhill, 2007, p.p. 151).

When the content of this study and the methods used are considered, the most appropriate research philosophy is positivism because quantitative data collection methods are used. In addition, the philosophy of interpretivism was also used because people's actions and people's perceptions were measured and interpreted.

## RESEARCH APPROACH

Two approaches are encountered in this trend of research onion. At this point, previous levels may influence decisions at the current level. The imperative here is to explore individuals' research purpose and limits. In addition, it is necessary to evaluate personal opinions to find the right research method. Two conditions of the second layer of this onion will be helpful in conducting research.

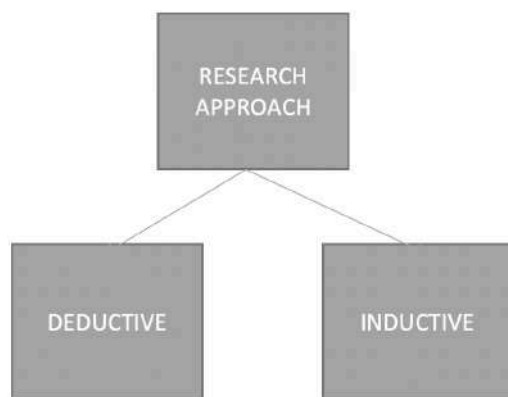


Figure 12: Research Approach (Author, 2019)

### Deductive

In the deductive approach method is usually started with a theory, developed by academic literature review and a strategy is developed to test the theory (Saunders, Lewis and Thornhill, 2007). The aim of deductive method is to find the answer to the question we asked at the beginning of the research. First

of all, the goal is to find the answer yes or no to the research question. Research questions may change from time to time as expressions or informed speculation. In the deductive process, people are scanning theories to the research question. It also allows people to collect data and ultimately confirm or reject the problem. People can revise the theory. What's more, it is also an appropriate approach to start the process from the beginning.

### Inductive

If an inductive approach is used, the study starts by collecting data with the intention of discovering a phenomenon, then the theory is formed or the existing theory is developed (Saunders, Lewis and Thornhill, 2007).

Inductive method is the approach of researchers who want to form their own theory. It works in the opposite way to the circumference method, that is, from the beginning the focus is on the title of the theory. In this approach, the section from the research question to the observation forms the hierarchy. The theory emerges after observation, explanation and analysis.

In this study, deductive approach will be used because in this study the theory of social media has an effect on consumer behaviors and this theory is known to be developed by academic literature and it is tried to be verified by appropriate research methods.

### RESEARCH STRATEGY

It is determined which research method will be used in the third layer of the research onion. A research method is used to collect and analyse data. Each method has its own benefits and limitations, so researchers should carefully examine all of these benefits and limitations to find the right method. More than one method can be used in an investigation.

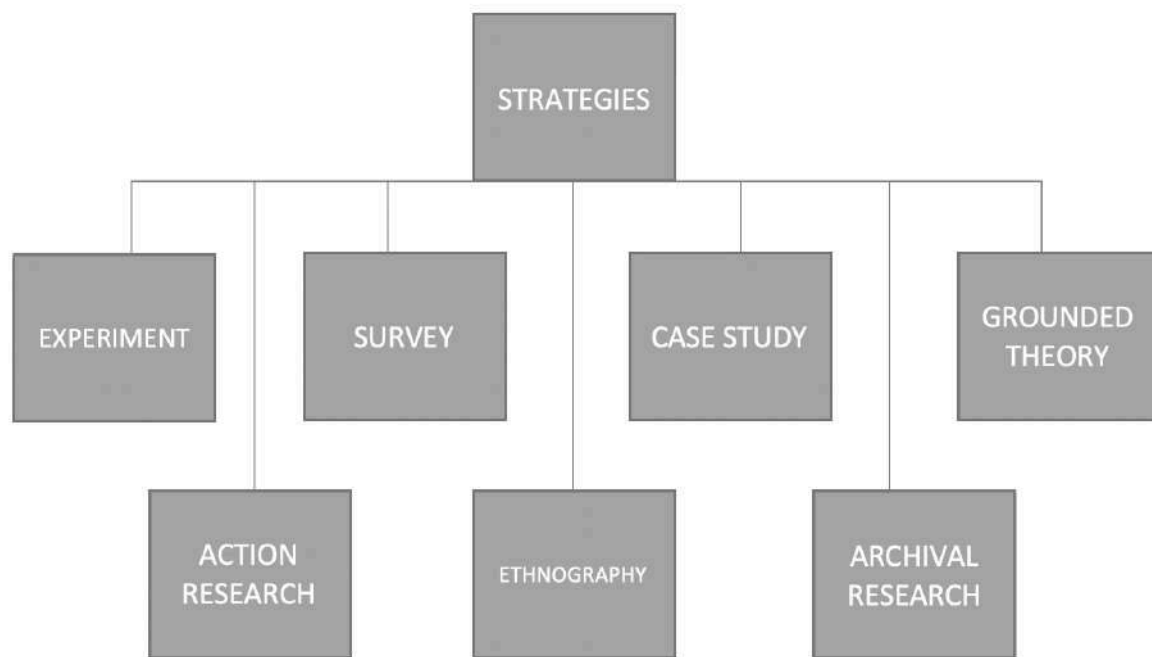


Figure 13: Research Strategies (Author, 2019)

### Experiment

In experimental methods, a group of people are selected and the effects of these phenomena on this group are examined. The human group is selected from people who are not under the influence of the phenomena to be applied. The data obtained as a result of the use of experimental strategies allows people to perform statistical analysis.

### Survey

In addition to be the best of the research methods that can be used, the inexpensive survey method is often used in conjunction with the deductive approach. It provides information to researchers that they collect information from whom, where, when, how to answer such questions (Sapsford, 2007). Using this method, researchers can obtain very efficient and dependable information.

### Case study

A case study is appropriate when researchers are working on one or more people. This method can also be used when examining real life events. Researchers should check the number of cases applied to get clear results. When conducting a case study, the behavior of the people used in the case should be examined and interviewed and searched for records (Gerring, 2007).

### Action research

In this research method, the researcher finds a problem and tries to solve it. For example, if the use of this research method is requested by an organization, the researcher makes people part of the study, ie employees and organization collaborate (Somekh, 2006). This research method should be for a specific purpose, identify problems and list the methods for dealing with the identified problems.

### Grounded theory

Grounded theory, which arises from the evaluation and threatening of behaviours using inductive methods, gives people the chance to obtain data through observation (Wertz, 2011). Researchers formulate theories and predictions about these data. They test these predictions in the next step. Although new theories have been proposed about the subjects, the old ones are still justified.

### Ethnography

The ethnographic method, which requires the researcher to be a part of the society or case investigated, is based on anthropological science (Crang and Cook, 2007).

The survey strategy will be used in this research because it is linked to the deductive approach, and this method can collect rich and reliable data. The questionnaire used in this method was developed by the researcher and was made to obtain more clear information about whether the behaviour of consumers has changed through social media and how it has changed.

## RESEARCH CHOICE

In the research selection section, which is the fourth layer of the research oncology, the researchers find out whether they should use quantitative or qualitative or both methods in their research. They decide whether it is sufficient to use only one of the methods or whether they should use both, and if they will use both, they decide which one will be used more. They obtain quantitative methods and quantities in which they can obtain statistical data. In qualitative methods, people's views, behaviours and personal choices are examined and evaluated. Researchers use three different methods in the fourth layer of the research onion, which can be identified as mono method, mixed method and multi-methods.

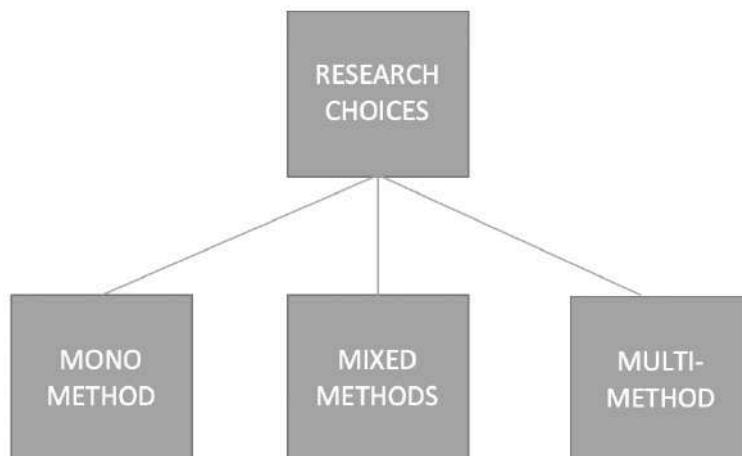


Figure 14: Research Choices (Author, 2019)

#### Mono-method

In the mono method, researchers have to select and use only one of the qualitative and quantitative methods. They have to do this as a result of the conditions required by philosophical approaches. In addition to philosophical approaches, the strategies they use can force researchers to choose a method. This method can also be used to investigate contradictory views.

#### Mixed methods

In the mixed method, researchers use both qualitative and quantitative methods. These methods are used for data collection as well as for analysis. Researchers have to balance their boundaries when using these two methods at the same time, but when the two methods are used at the same time, gaps in the research can be easily found and filled (Halcomb and Sharon, 2009).

#### Multi-methods

In the multi-method, both qualitative and quantitative methods are applied at the same time, but since it is applied over the same resource, two types of information can be easily viewed from the identical point of view.

In this research, mixed methods are going to be used. So, both qualitative and quantitative methods are going to be used to support the ideas and collect and examine the data's. This method will be a mixed method, not a multiple method, because more than one resource will be used in this study. If a single source was used, both methods could be viewed from the same perspective, but multiple sources were used.

## RESEARCH TIME HORIZON

In the fifth layer of the research oncology, researchers meet two different time periods. One of them is long-term and the other one describes instant research.

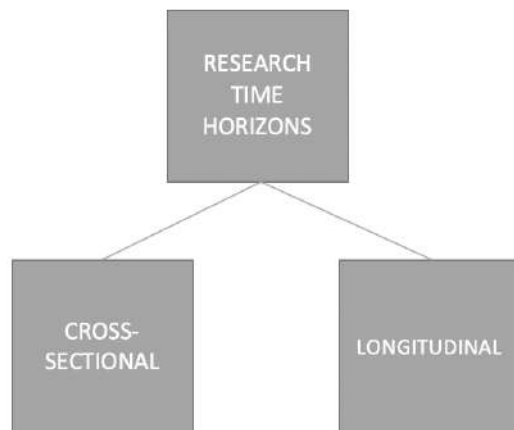


Figure 15: Research Time Horizons (Author, 2019)

### Cross-sectional

In the cross-sectional method, where both qualitative and quantitative research can be used, researchers examine a group of people and views or individuals at a single moment.

### Longitudinal

In the longitudinal method, where both qualitative and quantitative research can be used, researchers examine a group of people and their views or individuals in the long run, and the groups they study are focused examples over a long period of time.

Cross-sectional method is going to be used in this study because, it is not long-time observation with focused samples. It will take one point of time with individuals.

## RESEARCH TECHNIQUE AND PROCEDURE

The sixth layer of the research onlooker has an idea of the most practical data collection and analysis method for research. Researchers decide which information and method of analysis is best for the study they are conducting.

## Data collection and analysis

Researchers select and apply the most appropriate strategy for their research in this section of the research onion. For example, if the questionnaire is to be conducted, they decide on the content, the questions they will ask and the sample groups, and make sure that the methods they determine are synchronized with the philosophical approaches.

### Sample Size:

100 people in total;

50 people in İstanbul

50 people in London

In this study, the number of social media users are more than millions due to time constraints and reduced the target audience and the two countries, England and Turkey were selected. These two countries have been chosen as the most populous and well-known cities because they represent the country's culture. These cities have a population of more than 15 million, and due to time constraints, fifty people from each city will be surveyed. 50 people will be selected in Istanbul and 50 people in London because it is desirable to see whether social media generally affects consumer behavior or whether it depends on the region or society.

### Validity and the Reliability of the Study

Proven and valid data should be used in research, otherwise the reliability of the research is reduced and considered invalid. One of the most important points of the research is that they are reliable.

"Any research can be affected by different kinds of factors which, while extraneous to the concerns of the research, can invalidate the findings" (Seliger and Shohamy, 1989, pp.95). In this study, reliable sources and proven data will be utilized while investigating whether the behavior of consumers in the retail sector, especially in coffee and cake shops, is affected by social networks.

"The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable" (Joppe, 2000 cited in Golafshani, 2003, pp. 598). The primary and secondary data used in this study are all proven data from valid sources.

## Research Ethics

The secondary data used in this study, which was prepared in accordance with ethical standards, conforms to ethical standards and ethical approvals were obtained from the necessary authorities for the primary data to be used. There is no negotiation or violation of personal rights of any community. The primary data collected will be safely maintained during the study and until the results are known.

## Limitation of the Study

There are some restrictions that affect this study. The scope of the study is limited to the retail sector, in particular coffee and cake shops. Digital marketing has been started, but only social media impacts on consumer behaviour will be examined, ie focusing only on social media. The area under investigation is the impact of social media on consumer behavior rather than the general impact on people, ie focusing on consumer behavior. In addition, while the impact of social media on consumer behavior is widespread, data on the retail sector, in particular coffee and cake shops, is not sufficient. This lack of information is a major restriction.

## CHAPTER SUMMARY

In this section, the methods used in the research will be discussed in general and the methods selected from them will be explained and the reasons for their selection will be explained. When all these methods have been described, Saunders' research chronicles have been referred to and the layers within the chronic have been described one by one. The philosophy, approach, strategy and design of the research were examined.

## CHAPTER 4

### RESULTS AND DISCUSSIONS

#### INTRODUCTION

Barber (2015) says that if questionnaire is used when researching with the survey method, it is very important to examine the demographic structure of the target group and ask questions about the demographic structure. Examining the demographic structure of the target audience is very important because it gives the researcher a chance to identify the target audience. In this study, six questions were asked to understand the demographic structures in order to get to know the target audience better and to be represented correctly.

Questions identified with demography are the rounds that will illuminate the scientist about the conjugal status, instructive status, sexual orientation, salary level, and so on of the members. In this investigation, statistic inquiries were at first posed. A few analysts contend that statistic inquiries ought to be posed toward the end. Vincent, Sarnelli and Luzugan (2017) contends that statistic inquiries ought to be posed toward the finish of the overview since members are bound to respond to statistic inquiries in the wake of addressing the principal questions.

In this study, after the demographic questions, questions about the relationship of individuals with social media are asked to determine the extent and influence of social media in their lives. Towards the end of the survey, the attitudes of customers in social media will be examined in relation to coffee and cake shops.

In this section of the study, the results of the 50-question survey conducted in both London and Istanbul will be evaluated. The results will be processed in both pie chart and table form. All figures and graphs to be analysed are collected through an online survey created in Google Form. It has been developed and analysed in Microsoft Excel. In addition, hypotheses were created to better analyse the issue and whether these hypotheses were correct were examined with the help of chi square and t test in SPSS statistics program.

## DEMOGRAPHIC BACKGROUND

### 1. Gender of Respondents

#### ISTANBUL

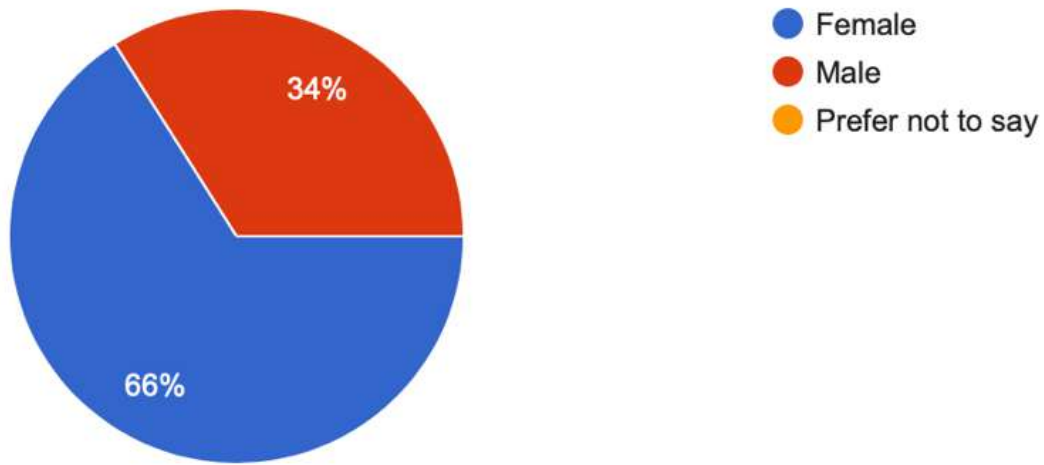


Figure 16: Sexuality of Respondents Istanbul

Table 2: Sexuality of Respondents Istanbul

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your gender?	Female	33	66.0	66.0	66.0
	Male	17	34.0	34.0	100.0
	Prefer Not to Say	0	0	0	100.0
	Total	50	100.0	100.0	

As it is understood from the above table, according to the survey conducted in Istanbul, 66% of the participants are female and 34% are male. Of the 50 respondents in Istanbul, 33 were women and 17 were men. It is seen that the female population in the participation is high.

## LONDON

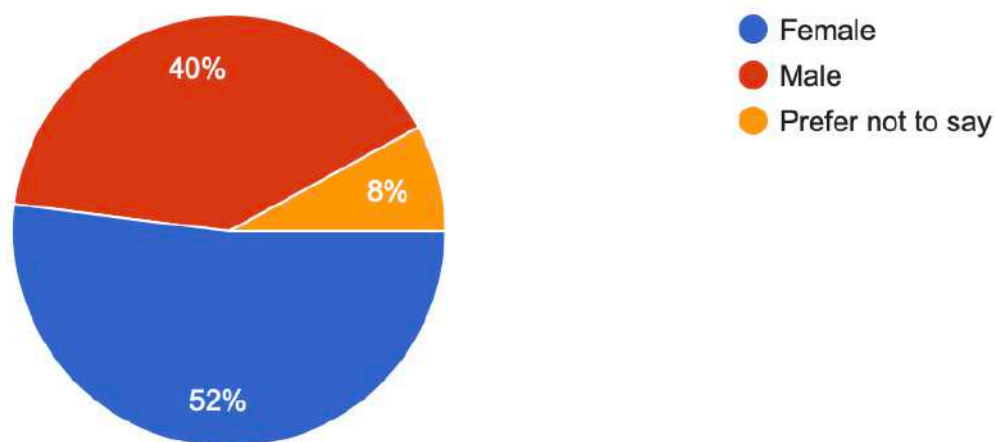


Figure 17: Sexuality of Respondents London

Table 3: Sexuality of Respondents London

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your gender?	Female	26	52.0	52.0	66.0
	Male	20	40.0	40.0	92.0
	Prefer Not to Say	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

As shown in the table and conditions above, 52% of respondents in London were male and 40% were female and 8% did not want to specify gender. Of the 50 respondents in London, 26 did not specify women, 20 were men and 8 did not specify gender.

### Comparison

While the percentage of female participants in Istanbul is 66%, the percentage of female participants in London is 52%. The percentage of male participants in Istanbul is 34%, while the percentage of male

participants in London is 40%. The female population of Istanbul participants is higher than the female population of London participants. Male participation, on the contrary, is higher in London.

## 2. Age of Respondents

### ISTANBUL

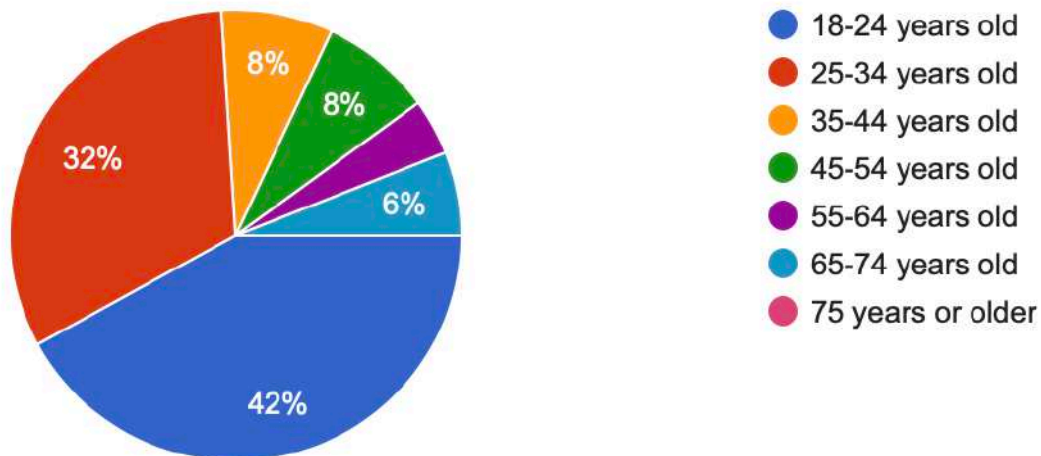


Figure 18: Respondents' Age Istanbul (Author, 2019)

Table 4: Respondents' Age Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your age?	18-24	21	42.0	42.0	42.0
	25-34	16	32.0	32.0	74.0
	35-44	4	8.0	8.0	82.0
	45-54	4	8.0	8.0	90.0
	55-64	2	4.0	4.0	94.0
	65-74	3	6.0	6.0	100.0
	75+	0	0	0	100.0
	Total	50	100.0	100.0	

The table above shows the age range of the participants in Istanbul. The highest participation rate was between 18-24 years with 42%. This is followed by the 25-34 age range with 32%. No one over 75 years old participated in the survey in Istanbul.

## LONDON

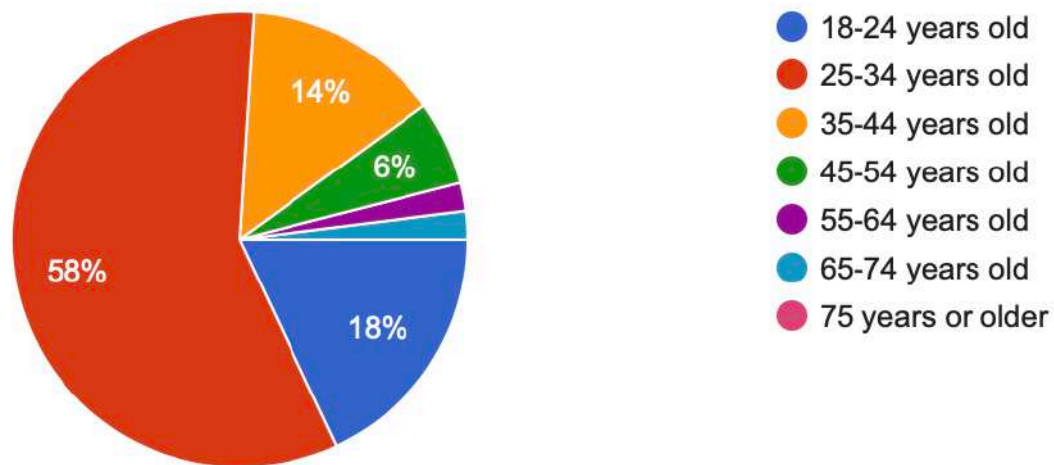


Figure 19: Respondents' Age London

Table 5: Respondents' Age London

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your age?	18-24	9	18.0	18.0	18.0
	25-34	29	58.0	58.0	76.0
	35-44	7	14.0	14.0	90.0
	45-54	3	6.0	6.0	96.0
	55-64	1	2.0	2.0	98.0
	65-74	1	2.0	2.0	100.0
	75+	0	0	0	100.0
	Total	50	100.0	100.0	

The table above shows that more than half of the respondents from London, ie 58%, are in the 25-34 age range. This rate is followed by 18% and 14% with 18-24 age group and 35-44 age group, respectively. Nobody above 75 years of age participated in the survey in London.

## Comparison

Looking at the age ranges of the participants in the two cities, the majority of the respondents in Istanbul were between 18-24 years old, while the age range of respondents in London was 25-35 years. In both cities, no one participated more than 75 years of age.

3.Income Status of Respondents

ISTANBUL

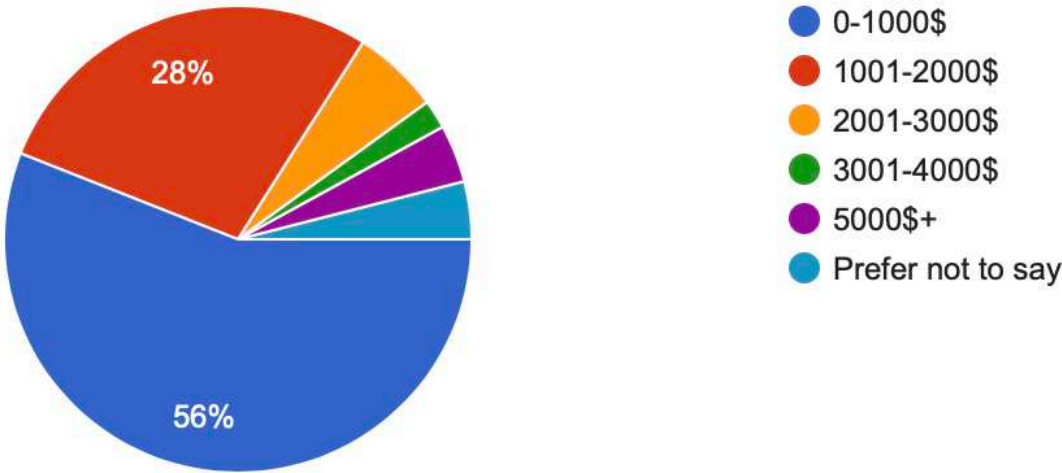


Figure 20: Income Condition of Respondents Istanbul

Table 6: Income Condition of Respondents Istanbul

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your income status?	0-1000\$	28	56.0	56.0	56.0
	1001-2000\$	14	28.0	28.0	84.0
	2001-3000\$	3	6.0	6.0	90.0
	3001-4000\$	1	2.0	2.0	92.0
	5000\$+	2	4.0	4.0	96.0
	Prefer not to say	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

As shown in the chart and table above, 56% of the participants in Istanbul have an income of \$ 0-1000. 28% of the participants have income between \$ 1001-2000. 4% of respondents chose not to tell their income distribution.

## LONDON

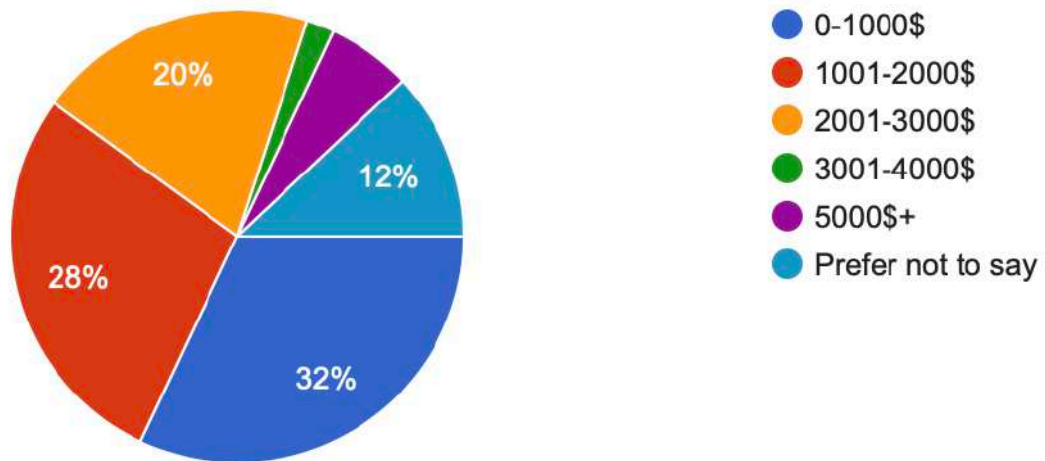


Figure 21: Income Condition of Respondents London

Table 7: Income Condition of Respondents London

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your income status?	0-1000\$	16	32.0	32.0	32.0
	1001-2000\$	14	28.0	28.0	60.0
	2001-3000\$	10	20.0	20.0	80.0
	3001-4000\$	1	2.0	2.0	82.0
	5000\$+	3	6.0	6.0	88.0
	Prefer not to say	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

32% of the participants in London earn between \$ 0-1000. This rate is followed by 14%- and 10%- income distributions between \$ 1001-2000 and \$ 2001-3000 respectively. 12% of respondents chose not to tell their income distribution.

## Comparison

The income distribution of the majority of the participants in both cities is between \$ 0-1000. However, this ratio is higher for the participants in Istanbul than for the participants in London.

4.Educational Status of Respondents

ISTANBUL

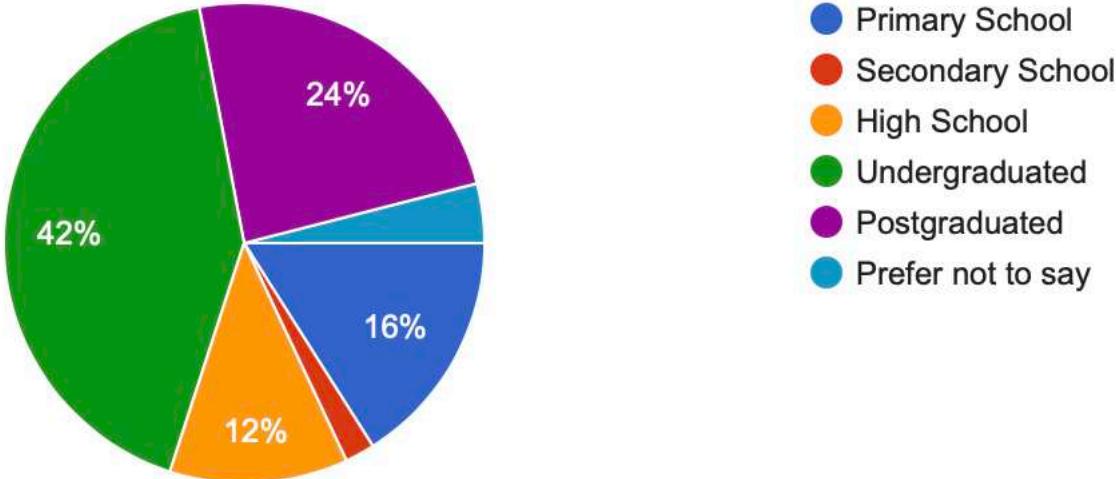


Figure 22: Educational Condition of Respondents Istanbul

Table 8: Educational Condition of Respondents Istanbul

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your educational status?	Primary School	8	16.0	16.0	16.0
	Secondary School	1	2.0	2.0	18.0
	High School	6	12.0	12.0	30.0
	Undergraduated	21	42.0	42.0	72.0
	Postgraduated	12	24.0	24.0	96.0
	Prefer not to say	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table and graph, 42% of the participants have bachelor's degree. This ratio is followed by high degree graduates with 24%. The rate of primary school graduates is 16%.

LONDON

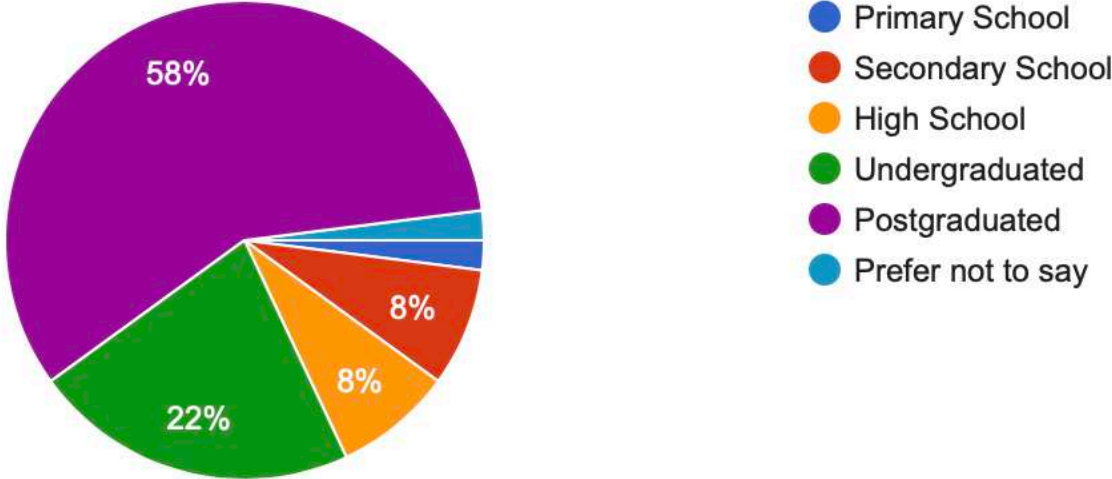


Figure 23: Educational Condition of Respondents London

Table 9: Educational Condition of Respondents London

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your educational status?	Primary School	1	2.0	2.0	2.0
	Secondary School	4	8.0	8.0	10.0
	High School	4	8.0	8.0	18.0
	Undergraduated	11	22.0	22.0	40.0
	Postgraduated	29	58.0	58.0	98.0
	Prefer not to say	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

As seen above, 58% of respondents from London have a master's degree. This rate is followed by undergraduate graduates with a rate of 22%. The rate of primary school graduates is 2%.

Comparison

As the educational status of the participants from both cities is compared, it is seen that most of the participants in London have a master's degree and most of the participants from Istanbul have a bachelor's degree. The number of primary school graduates is higher in Istanbul.

## 5.Occupational Status of Respondents

### ISTANBUL

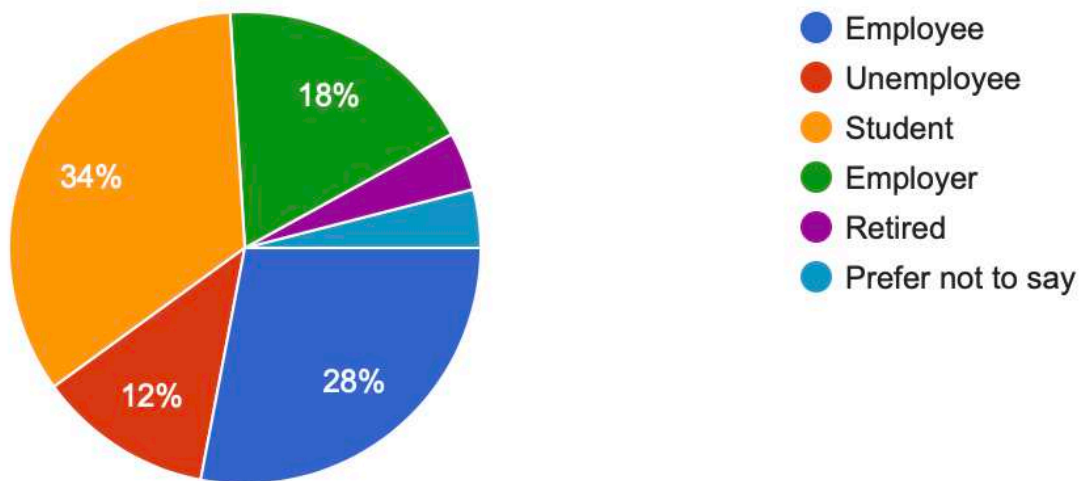


Figure 24: Occupational Condition of Respondents Istanbul

Table 10: Occupational Condition of Respondents Istanbul

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your occupational status?	Employee	14	28.0	28.0	28.0
	Unemployee	6	12.0	12.0	40.0
	Student	17	34.0	34.0	74.0
	Employer	9	18.0	18.0	92.0
	Retired	2	4.0	4.0	96.0
	Prefer not to say	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

As shown in the table and graph above, 34% of the participants in Istanbul are students. This rate is followed by employees and employers with 28% and 18% respectively. 12% of the participants are unemployed.

## LONDON

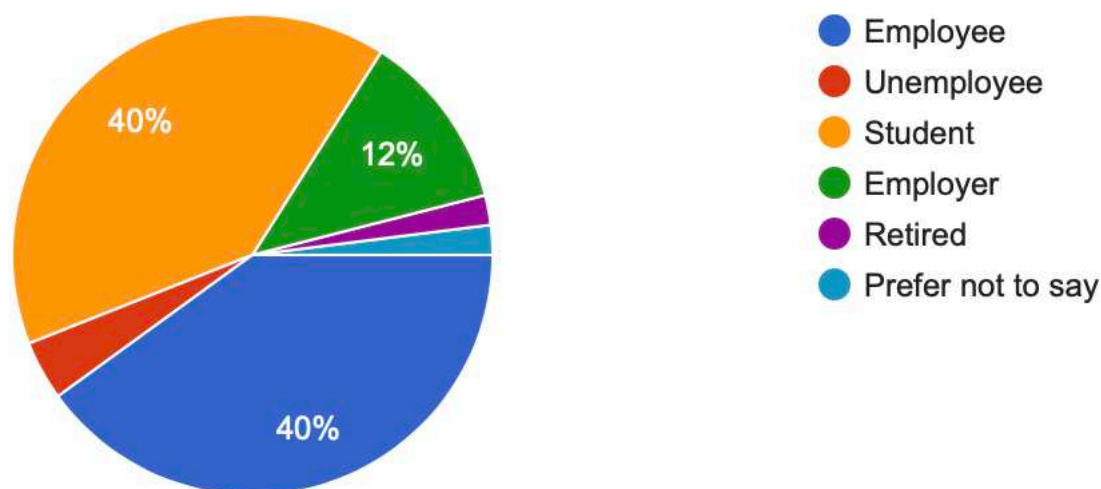


Figure 25: Occupational Condition of Respondents London

Table 11: Occupational Condition of Respondents London

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your occupational status?	Employee	20	40.0	40.0	40.0
	Unemployed	2	4.0	4.0	44.0
	Student	20	40.0	40.0	84.0
	Employer	6	12.0	12.0	96.0
	Retired	1	2.0	2.0	98.0
	Prefer not to say	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

As seen above, 40% of the participants in London are students. This rate is followed by 40% and 12% of employees and employers, respectively. 4% of the participants are unemployed.

### Comparison

When the participants of the survey were compared in two cities, it was seen that student participation was high in both cities. While the unemployment rate of the participants in Istanbul is 12%, the unemployment rate of the participants in London is 4%.

## 6.Marital Status of Respondents

### ISTANBUL

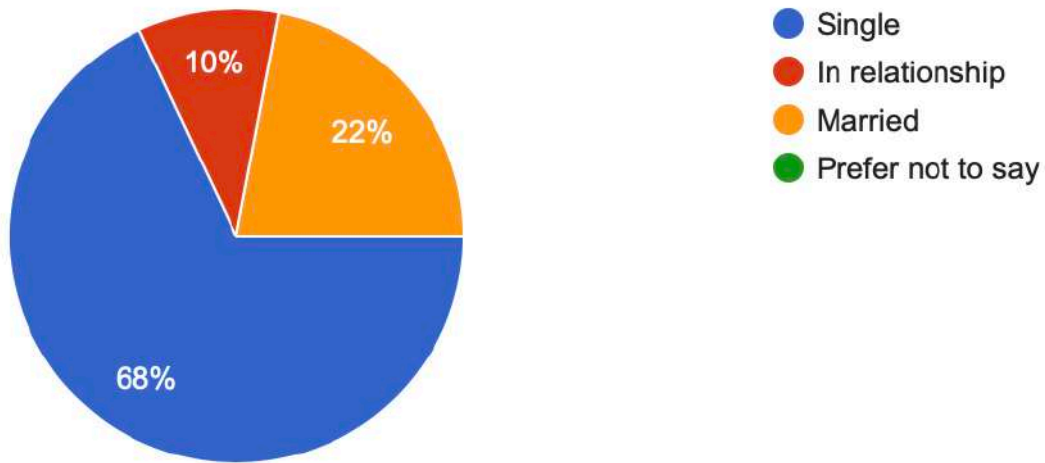


Figure 26: Marital Condition of Respondents Istanbul

Table 12: Marital Condition of Respondents Istanbul

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your marital status?	Single	34	68.0	68.0	68.0
	In relationship	5	10.0	10.0	78.0
	Married	11	22.0	22.0	100.0
	Prefer Not to Say	0	0	0	100.0
	Total	50	100.0	100.0	

As shown in the table and graph above, 68% of the participants in Istanbul are alone and 22% are married. 10% of the participants are involved.

## LONDON

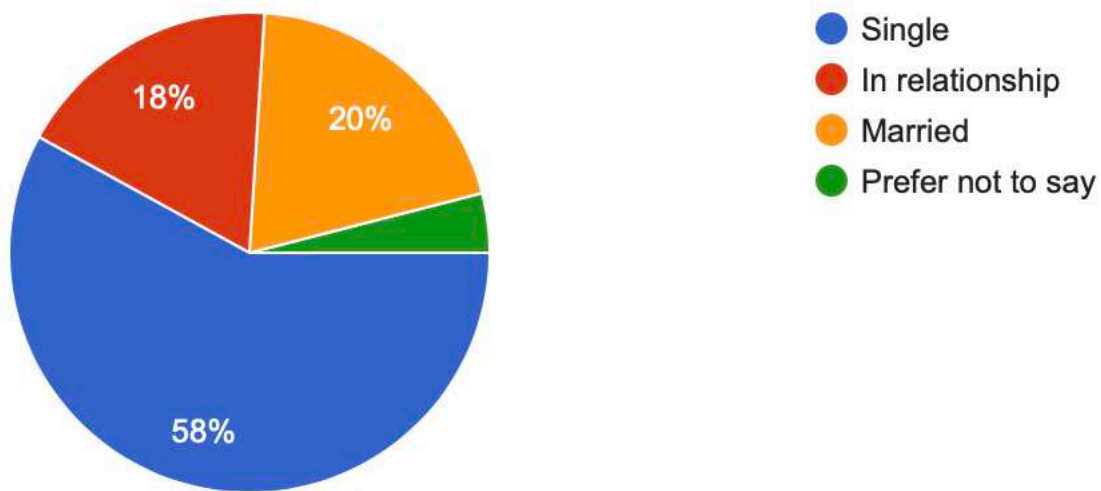


Figure 27: Marital Condition of Respondents London

Table 13: Marital Condition of Respondents London

		Frequency	Percent	Valid Percent	Cumulative Percent
What is your marital status?	Single	29	58.0	58.0	58.0
	In relationship	9	18.0	18.0	76.0
	Married	10	20.0	20.0	96.0
	Prefer Not to Say	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

As shown in the table above, 58% of the participants in London are alone and 20% are married. 18% of the participants were involved and 4% did not want to state the relationship.

### Comparison

When the marital status of the participants in the two cities is compared, it is seen that the majority of the participants in both cities are alone. The proportions of married participants are similar in two cities.

## SOCIAL MEDIA PLATFORMS ENGAGEMENT

### 7.The Aim of Internet Use of the Individuals who participated survey

#### ISTANBUL

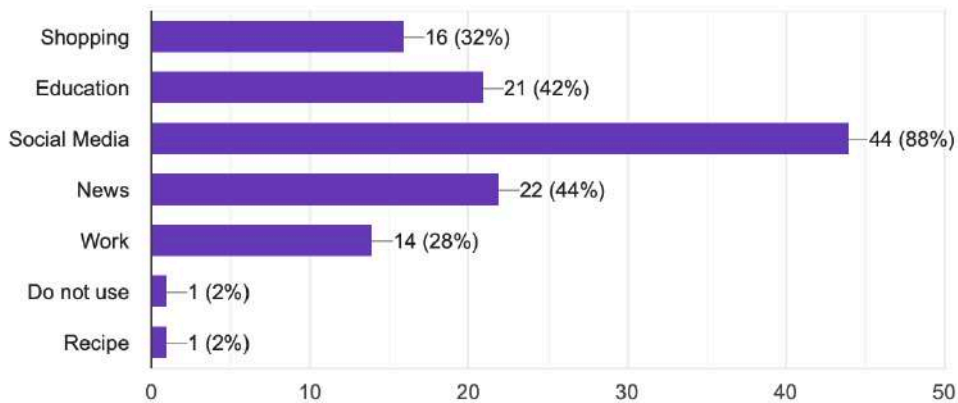


Figure 28: The Aim of Internet Use of the Individuals who participated survey Istanbul (Author, 2019)

The table above shows the internet usage purposes of the participants in Istanbul. 88% of the participants use the internet for social media. This rate is followed by news and education with 22% and 21% respectively. The rate of those who use it for shopping is 16%.

#### LONDON

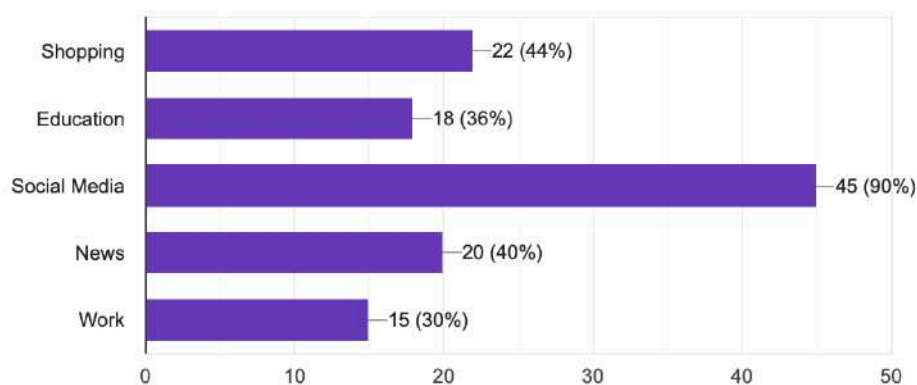


Figure 29: The Aim of Internet Use of the Individuals who participated survey London (Author, 2019)

The table above shows the internet use of the participants in London. 90% of the participants use the internet for social media. This rate is followed by shopping and news with 22% and 20% respectively. The ratio of those using for educational purposes is 18%.

## Comparison

When the internet usage rates of the participants in two cities are compared, the internet is used for social media with high rates in both. The percentage of online shoppers in London is more than the percentage of online shoppers in Istanbul.

## 8. Respondents' time on Social Media

### ISTANBUL

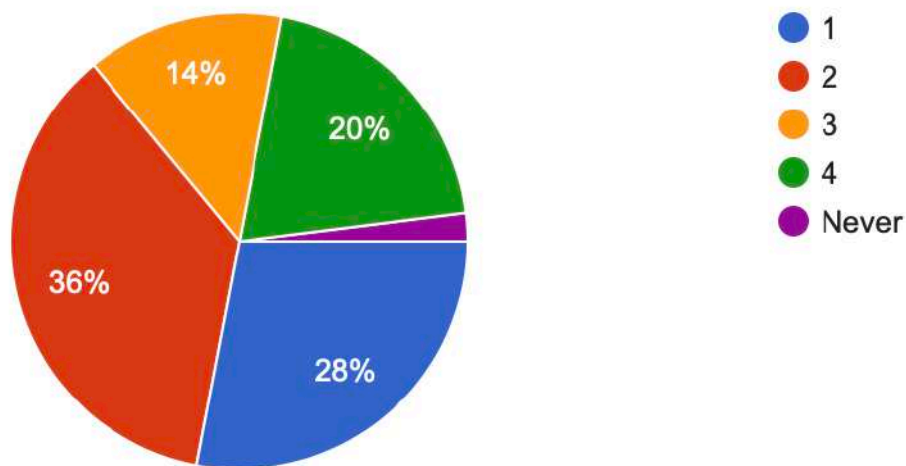


Figure 30: Respondents' Time on Social Media Istanbul (Author, 2019)

Table 14: Respondents' Time on Social Media Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
How many hours a day do you spend on social media?	1	14	28.0	28.0	28.0
	2	18	36.0	36.0	64.0
	3	7	14.0	14.0	78.0
	4	10	20.0	20.0	98.0
	Never	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

As seen in the table and graph above, 36% of the participants in Istanbul spend 2 hours on social media. This rate is followed by the participants who spend 1 and 4 hours with 28% and 20% respectively.

## LONDON

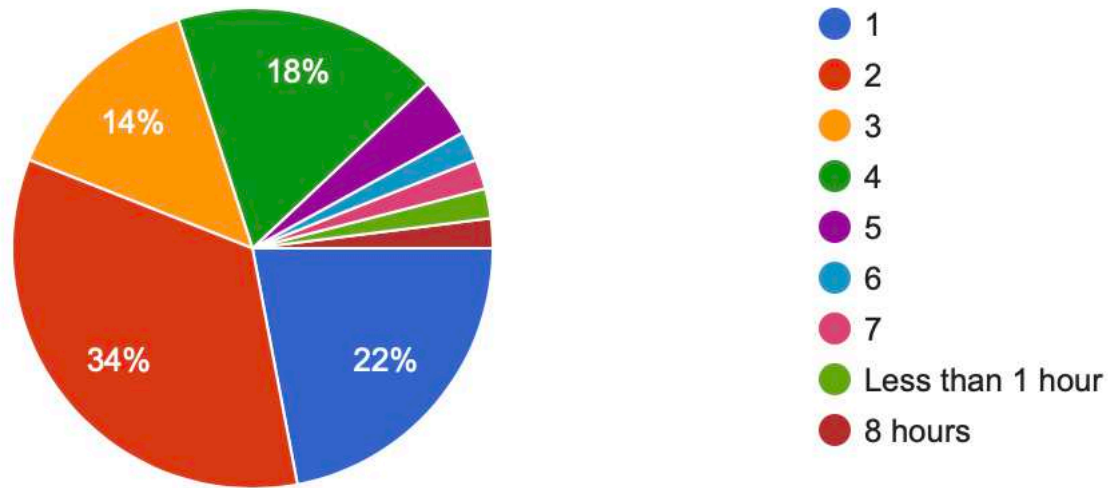


Figure 31: Respondents' Time on Social Media London (Author, 2019)

Table 15: : Respondents' Time on Social Media London (Author, 2019)

	Frequency	Percent	Valid Percent	Cumulative Percent
How many hours a day do you spend on social media?	1	11	22.0	22.0
	2	17	34.0	56.0
	3	7	14.0	70.0
	4	9	18.0	88.0
	5	2	4.0	92.0
	6	1	2.0	94.0
	7	1	2.0	96.0
	8	1	2.0	98.0
	Less than 1 hour	1	2.0	100.0
	Total	50	100.0	100.0

As shown in the table and graph above, 34% of the participants in London spend 2 hours on social media. This rate is followed by the participants who spend 1 and 4 hours with 28% and 20% respectively. 14% of the participants in London spend 3 hours on social media.

### Comparison

When the tables and graphics of both cities are compared, most of the participants spend 2 hours on social media in both cities. The rates of participants of the two cities spend 1 and 4 hours on social media are the same.

## 9.The Aim of Social Media Use of the Individuals who participated survey

### ISTANBUL

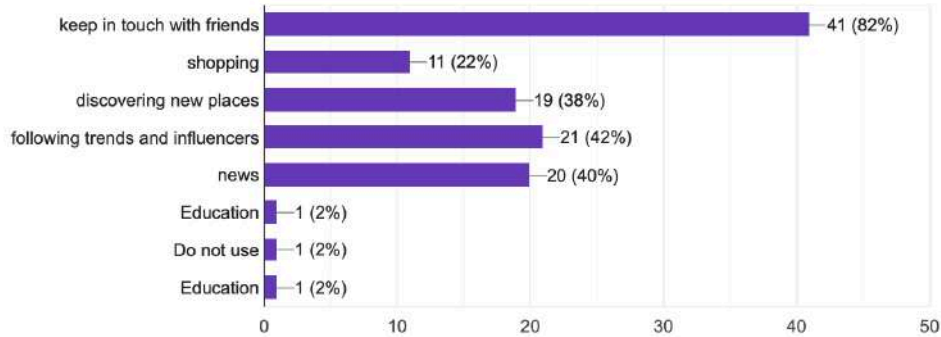


Figure 32: The Aim of Social Media Use of the Individuals who participated survey Istanbul (Author, 2019)

The graph above shows the rates of social media use of the participants in Istanbul. 82% of the participants in Istanbul use social media to stay in touch with their friends. This rate is followed by those who want to follow trends and phenomena, those who use it for news purposes and those who use it to discover new places with 21%, 20% and 19% respectively.

### LONDON

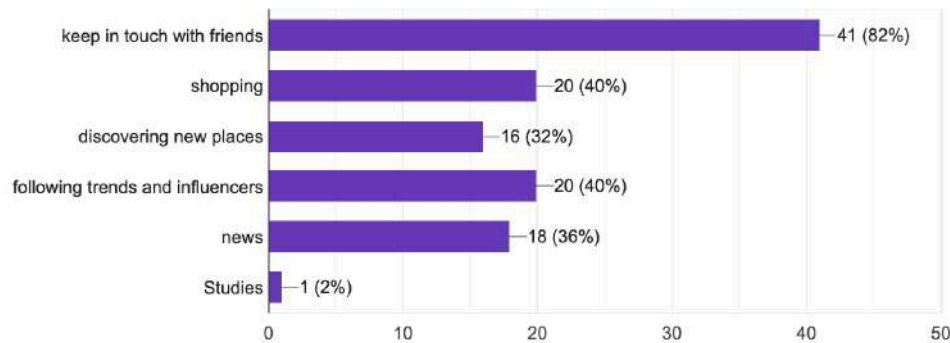


Figure 33: The Aim of Social Media Use of the Individuals who participated survey London (Author, 2019)

The graph above shows the rates of social media intended use of the participants in London. 82% of the participants in London use social media to stay in touch with their friends. This rate is followed by those who want to follow trends and phenomena, those who use for shopping and those who use for news purposes, with 20%, 20% and 18% respectively.

## Comparison

When the graphs of both cities are compared, social media is mostly used to stay in touch with friends in both cities. In both cities, participants use social media at the same rates to follow trends and phenomena and to discover new places.

### 10. The Social Media Tools which is most used by Respondents

#### ISTANBUL

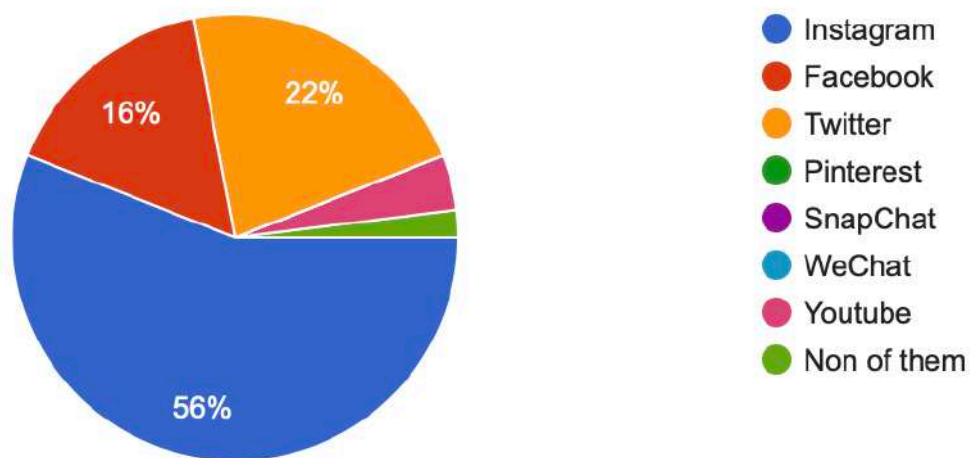


Figure 34: The Social Media Tools which is most used by Respondents Istanbul (Author, 2019)

Table 16: The Social Media Tools which is most used by Respondents Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
What are your most used social media tools?	Instagram	28	56.0	56.0	56.0
	Facebook	8	16.0	16.0	72.0
	Twitter	11	22.0	22.0	94.0
	Pinterest	0	0	0	94.0
	SnapChat	0	0	0	94.0
	WeChat	0	0	0	94.0
	Youtube	2	4.0	4.0	98.0
	None of them	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

The graph and table above show the percentage of social media tools most commonly used by Istanbul participants. 56% of the participants use Instagram the most from social media. This rate is followed by 22% and 16% of participants using Twitter and Facebook.

LONDON

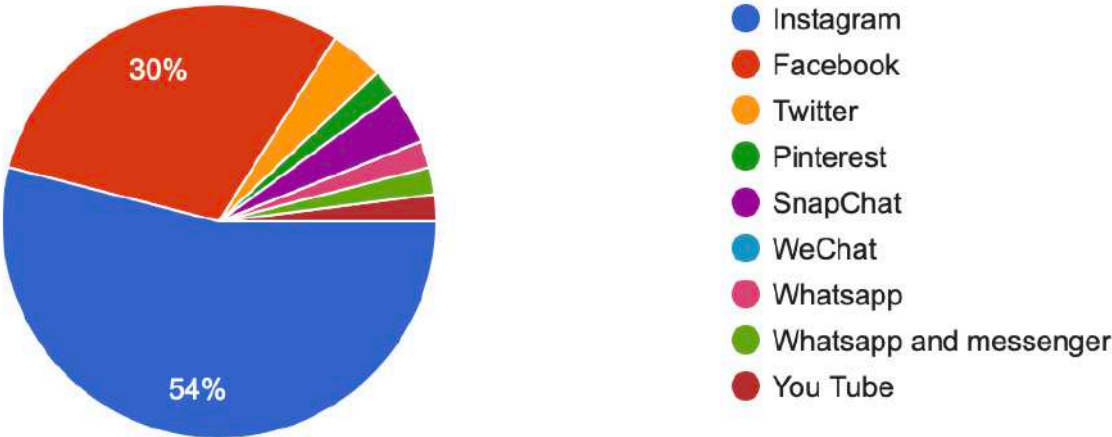


Figure 35: The Social Media Tools which is most used by Respondents London (Author, 2019)

Table 17: The Social Media Tools which is most used by Respondents London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
What are your most used social media tools?	Instagram	27	54.0	54.0	54.0
	Facebook	15	30.0	30.0	84.0
	Twitter	2	4.0	4.0	88.0
	Pinterest	1	2.0	2.0	90.0
	SnapChat	2	4.0	4.0	94.0
	WeChat	0	0	0	94.0
	Whatsapp	1	2.0	2.0	96.0
	Messenger	1	2.0	2.0	98.0
	Youtube	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

The graph and table above show the percentage of social media most commonly used by London participants. 54% of the participants use Instagram the most from social media. This rate is followed by 30% of participants using Facebook.

Comparison

When the rates in the graphs and tables of both cities are compared, the most commonly used social media tools of the participants in Istanbul and London are 56% and 54% respectively. Enc ok is the second social media tool used Facebook.

11. Whether or Not the Respondents Went to Coffee and Cake Shops

ISTANBUL

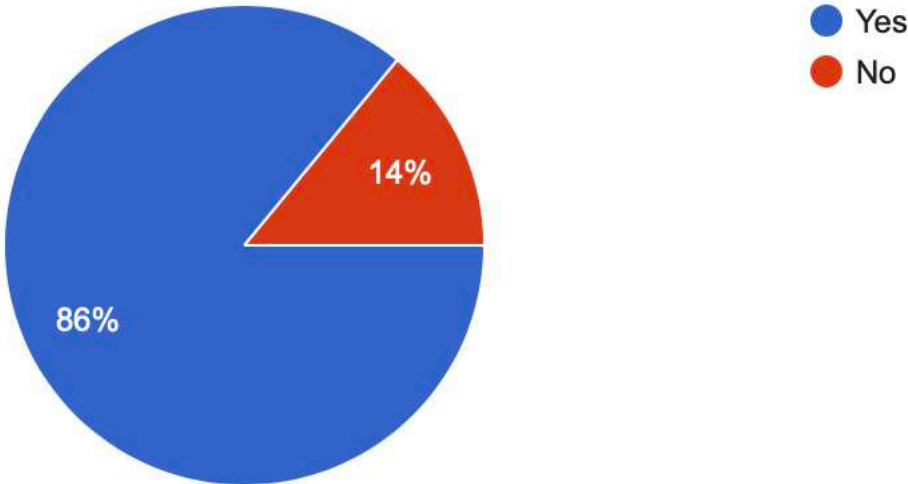


Figure 36: Whether or Not the Respondents Went to Coffee and Cake Shops Istanbul (Author, 2019)

Table 18: Whether or Not the Respondents Went to Coffee and Cake Shops Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you go to coffee and cake shops?	Yes	43	86.0	86.0	86.0
	No	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

In the table and graph above, the attendance rates of Istanbul participants to coffee and cake shops are shown. 86% of the participants in Istanbul go to coffee and cake shops. 14% of the participants do not go to coffee and cake shops.

## LONDON

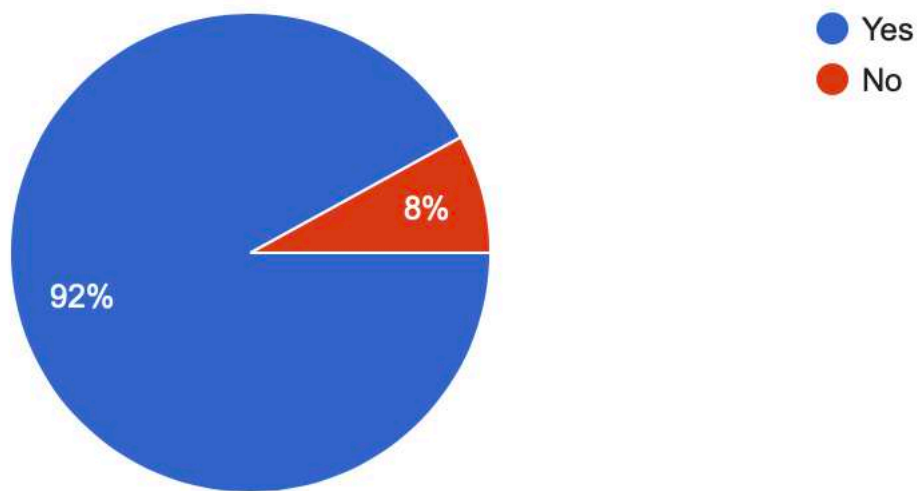


Figure 37: Whether or Not the Respondents Went to Coffee and Cake Shops London (Author, 2019)

Table 19: Whether or Not the Respondents Went to Coffee and Cake Shops London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you go to coffee and cake shops?	Yes	46	92.0	92.0	92.0
	No	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

The table and graph above show the percentage of participants in London visiting the coffee and cake shops. 92% of the participants in London go to coffee and cake shops. 8% of the participants do not go to coffee and cake shops.

## Comparison

Looking at the rates of people attending the surveys from both cities to coffee and cake shops, it is seen that the rates of going to coffee and cake shops in both cities are quite high. However, the percentage of participants in London going to the coffee and cake shops is higher than that of the participants in Istanbul to the coffee and cake shops.

## 12. Respondents' Decision to Go Somewhere via Social Media

### ISTANBUL

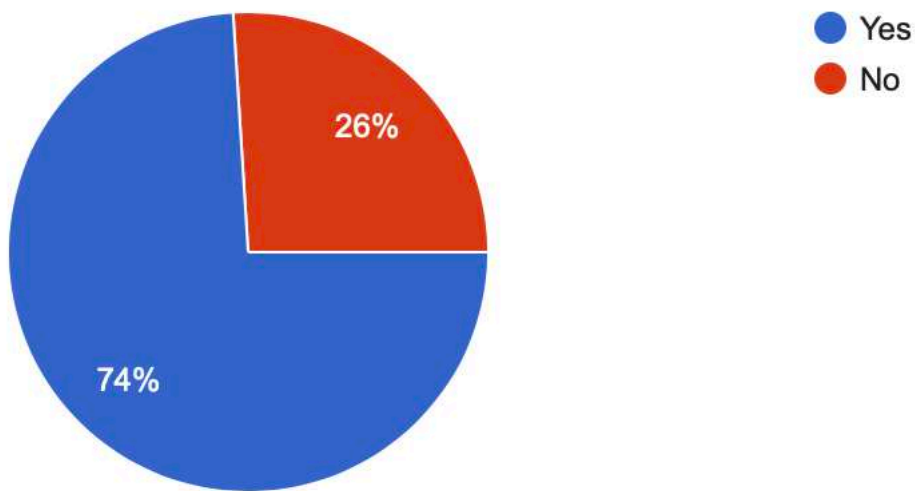


Figure 38: Respondents' Decision to Go Somewhere via Social Media Istanbul (Author, 2019)

Table 20: Respondents' Decision to Go Somewhere via Social Media Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Have you ever decided to go to a place by seeing it on Social Media?	Yes	37	74.0	74.0	74.0
	No	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

The above table and graph show the attendance of participants rates in Istanbul who is going or not going somewhere via social media. 74% of the participants in Istanbul is going somewhere via social media. 26% of the participants do not go.

LONDON

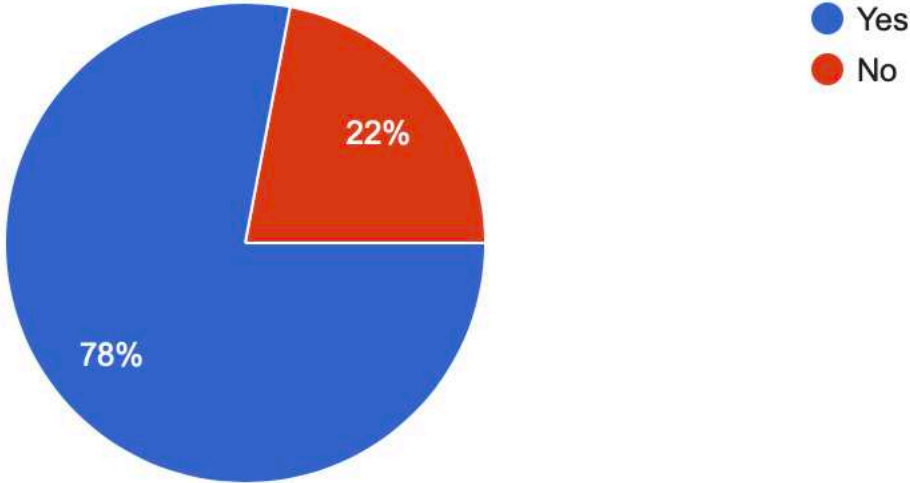


Figure 39: Respondents' Decision to Go Somewhere via Social Media London (Author, 2019)

Table 21: Respondents' Decision to Go Somewhere via Social Media London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Have you ever decided to go to a place by seeing it on Social Media?	Yes	39	78.0	78.0	78.0
	No	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

The above table and graph show the attendance of participants rates in London who is going or not going somewhere via social media. 78% of the participants in Istanbul is going somewhere via social media. 22% of the participants do not go.

## Comparison

When the rates of people who participated in the survey from both cities were going to go anywhere via social media, it was seen that the rates of going to anywhere via social media were quite high in both cities. However, the percentage of participants in London going anywhere via social media is higher than the percentage of participants going anywhere via social media in Istanbul.

### 13. Respondents' Decision to Go Coffee and Cake Shops via Social Media

#### ISTANBUL

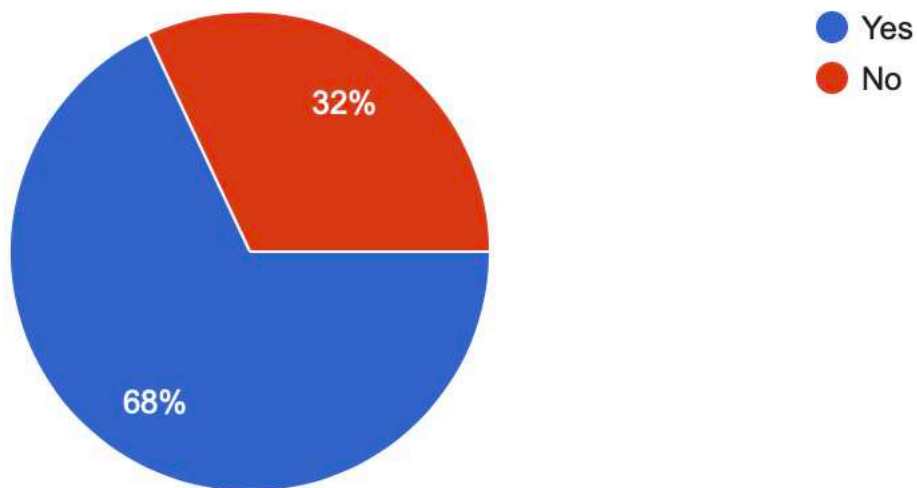


Figure 40: Respondents' Decision to Go Coffee and Cake Shops via Social Media Istanbul (Author, 2019)

Table 22: Respondents' Decision to Go Coffee and Cake Shops via Social Media Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Have you ever decided to go to Coffee and Cake shops by seeing it on Social Media?	Yes	34	68.0	68.0	68.0
	No	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

In the table and graph above, the attendance rates of Istanbul participants to the coffee and cake shops via social media are shown. 68% of the participants in Istanbul are seen on social media and go to coffee and cake shops. 32% of the participants do not go.

## LONDON

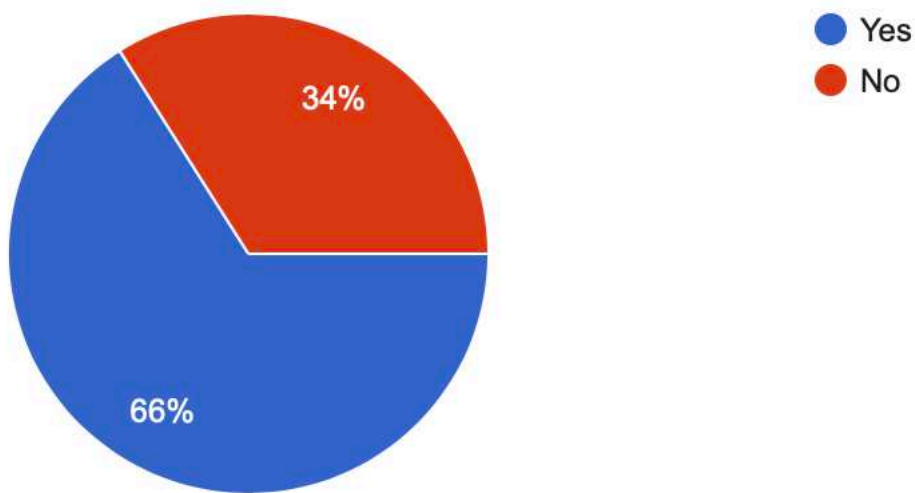


Figure 41: Respondents' Decision to Go Coffee and Cake Shops via Social Media London (Author, 2019)

Table 23: Respondents' Decision to Go Coffee and Cake Shops via Social Media London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Have you ever decided to go to Coffee and Cake shops by seeing it on Social Media?	Yes	33	66.0	66.0	66.0
	No	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

The table and graph above show the percentage of London attendees who go to coffee and cake shops by seeing them on social media. 66% of the participants in London go to coffee and cake shops by seeing them on social media. 34% of the participants do not go.

Comparison

When the rates of people participating in the survey from both cities are seen, it is seen that the rates of people who is going to coffee and cake shops by seeing them on social media in both cities are quite high. However, the rate of attendance in Istanbul to go coffee and cake shops via social media is higher than the rate of attendance in London to coffee and cake shops by seeing them on social media.

14.The Status of Respondents to Share Their Favourite Places on Social Media

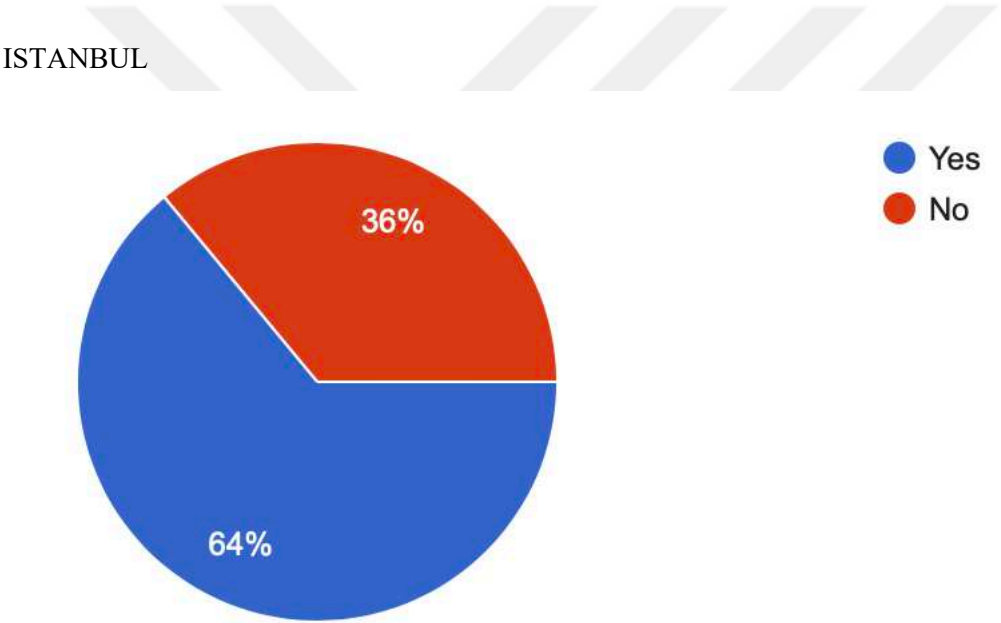


Figure 42: The Status of Respondents to Share Their Favourite Places on Social Media Istanbul (Author, 2019)

Table 24: The Status of Respondents to Share Their Favourite Places on Social Media Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you share your favorite places on social media?	Yes	32	64.0	64.0	64.0
	No	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

The table and graph above show the percentage of participants in Istanbul whether they share their favorite places on social media. 64% of the participants in Istanbul share their favorite places on social media. 36% of the participants do not share.

LONDON

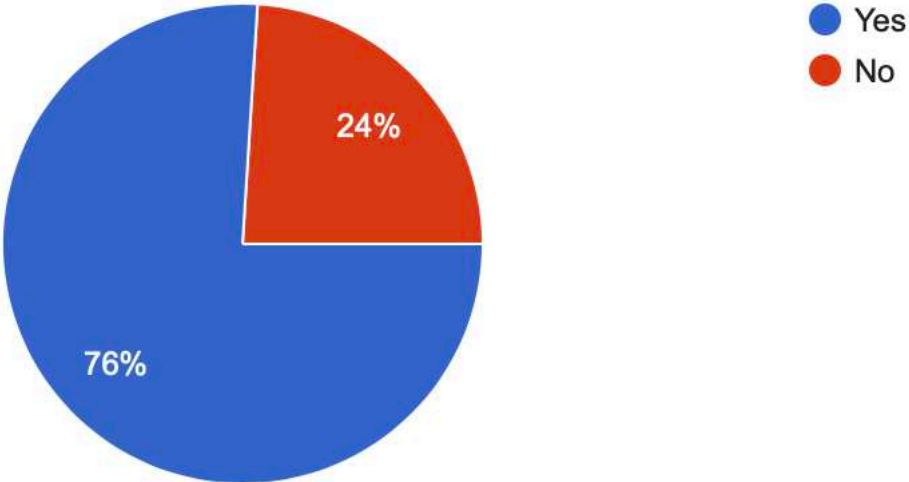


Figure 43: The Status of Respondents to Share Their Favourite Places on Social Media London (Author, 2019)

Table 25: The Status of Respondents to Share Their Favourite Places on Social Media London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you share your favorite places on social media?	Yes	38	76.0	76.0	76.0
	No	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

The table above shows the percentage of participants in London whether they share their favorite places on social media. 76% of London participants share their favorite places on social media. 24% of the participants do not share.

Comparison

When the rates of participants from both cities to share their favorite places on social media are examined, it is seen that the rates of participants sharing their favorite places on social media are quite high in both cities. However, the percentage of participants in London sharing their favorite places on social media is higher than the percentage of participants in Istanbul sharing their favorite places on social media.

15. The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media

ISTANBUL

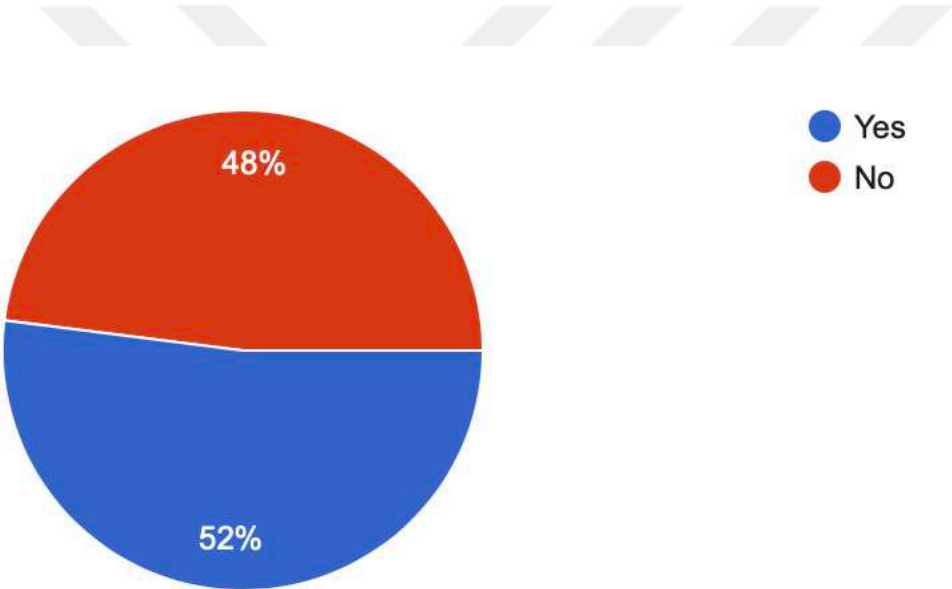


Figure 44: The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media Istanbul (Author, 2019)

Table 26: The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you follow the accounts of coffee and cake shops on social media?	Yes	26	52.0	52.0	52.0
	No	24	48.0	48.0	100.0
	Total	50	100.0	100.0	

In the table and graph above, the percentage of participants in Istanbul following the accounts of coffee and cake shops on social media is shown. 52% of the participants in Istanbul follow the accounts of coffee and cake shops on social media. 48% of the participants do not follow.

## LONDON

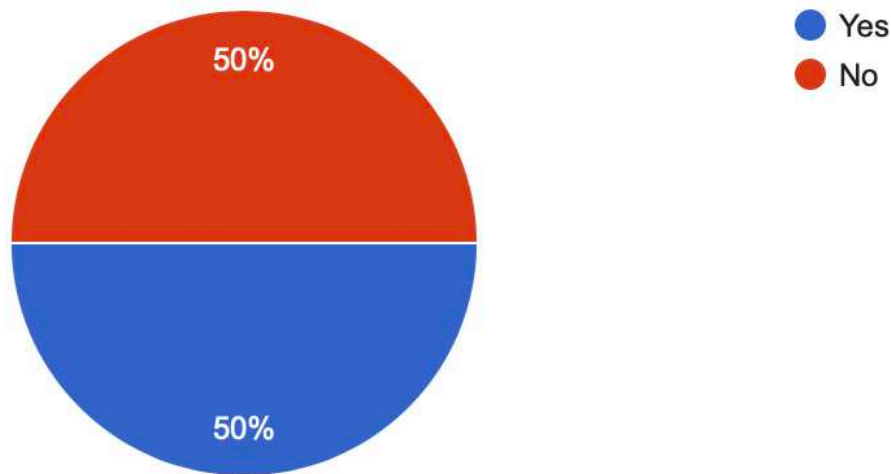


Figure 45: The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media London (Author, 2019)

Table 27: The Status of Respondents to Follow the Accounts of Coffee and Cake Shops on Social Media London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you follow the accounts of coffee and cake shops on social media?	Yes	25	50.0	50.0	50.0
	No	25	50.0	50.0	100.0
	Total	50	100.0	100.0	

Table 27: Author (2019)

The table and graph above show the percentage of participants in London whether they follow the accounts of coffee and cake shops on social media. 50% of the participants in London follow the accounts of coffee and cake shops on social media. 50% of the participants do not follow.

Comparison

When the rates of people participating in the survey from both cities who are following the accounts of coffee and cake shops on social media are seen, it is seen that half of the participants follow the accounts of coffee and cake shops on social media in both cities. However, the rate of the participants in Istanbul to follow the accounts of coffee and cake shops on social media is higher than the rate of the participants in London to follow the coffee and cake shops on social media.

16. The Status of Respondents to Follow Celebrities and Influencers on Social Media

ISTANBUL

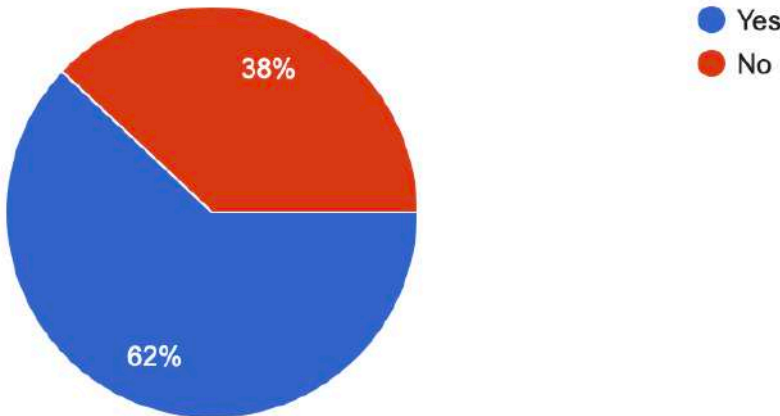


Figure 46: The Status of Respondents to Follow Celebrities and Influencers on Social Media Istanbul (Author, 2019)

Table 28: The Status of Respondents to Follow Celebrities and Influencers on Social Media Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you follow influencers and celebrities on social media?	Yes	31	62.0	62.0	62.0
	No	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

The table and graph above show the percentage of participants in Istanbul following the accounts of celebrities and influencers on social media. 62% of the participants in Istanbul follow the accounts of celebrities and influencers on social media. 38% of the participants do not follow.

LONDON

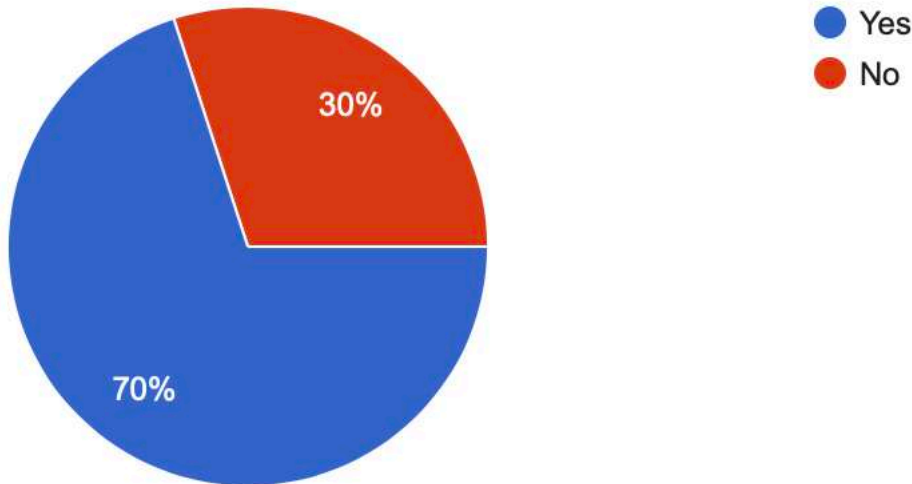


Figure 47: The Status of Respondents to Follow Celebrities and Influencers on Social Media London (Author, 2019)

Table 29: The Status of Respondents to Follow Celebrities and Influencers on Social Media London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you follow influencers and celebrities on social media?	Yes	35	70.0	70.0	70.0
	No	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

The table and graph above show the percentage of participants in London whether they follow the accounts of celebrities and influencers on social media. 70% of London participants follow the accounts of celebrities and influencers on social media. 30% of the participants do not follow.

## Comparison

At the point when the paces of individuals who took part in the study in the two urban areas pursued the records of superstars and influencers in internet based life, it was seen that the individuals who pursued the records of famous people and influencers in online networking comprised most of the members. Nonetheless, the level of members in London to pursue the records of big names and influencers via web-based networking media is higher than the level of members of famous people and influencers via web-based networking media in Istanbul.

### 17. The Reasons of Respondents to Follow the Accounts of the Cake and Coffee shops, If They Follow

#### ISTANBUL

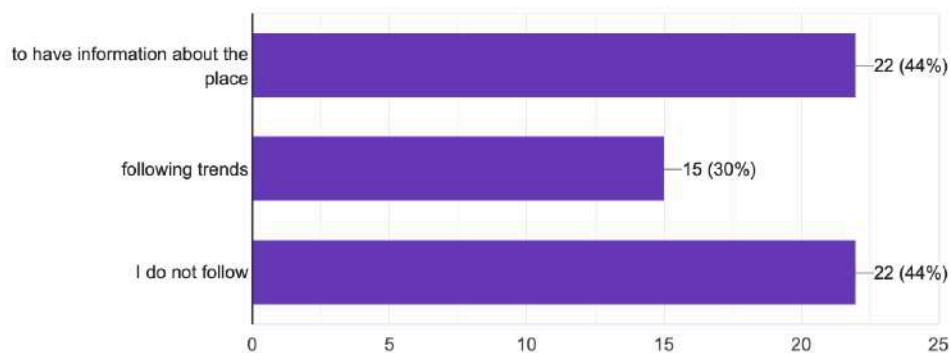


Figure 48: The Reasons of Respondents to Follow the Accounts of the Cake and Coffee shops, If They Follow Istanbul (Author, 2019)

The graph above shows the percentage of reasons why participants in Istanbul follow the accounts of their cakes and coffee shops on social media, if they follow. 44% of the participants in Istanbul stated that they were following in order to have information about the place. 44% of the participants stated that they do not follow the accounts of coffee cake shops on social media. 30% of the participants stated that they were following up to be aware of the trends.

## LONDON

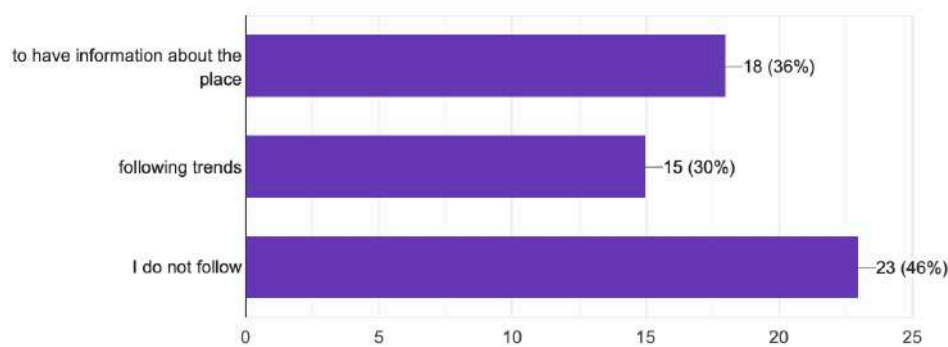


Figure 49: The Reasons of Respondents to Follow the Accounts of the Cake and Coffee shops, If They Follow London (Author, 2019)

The graph above shows the percentage of reasons why participants in London follow the accounts of cakes and coffee shops on social media, if they follow. 46% of the participants in London stated that they did not follow the accounts of cakes and coffee shops in social goods. 36% of the participants stated that the reason for following the accounts of cake and coffee shops on social media was to get information about the place and 30% said to follow the trends.

## 18.The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account

### ISTANBUL

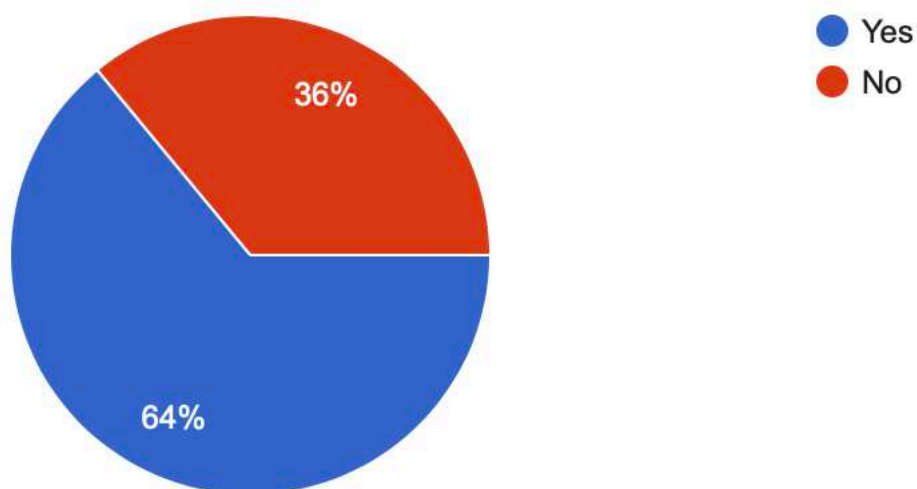


Figure 50: The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account Istanbul (Author, 2019)

Table 30: The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Have you ever decided to go to any place by seeing it on influencers' or friends' social media page?	Yes	32	64.0	64.0	64.0
	No	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

The graph and table above show the percentage of participants in Istanbul deciding to go anywhere by seeing celebrities and influencers in their social media accounts. 64% of the participants in Istanbul have seen the social media accounts of celebrities and influencers and decided to go anywhere. 36% of the respondents answered this question by saying no.

#### LONDON

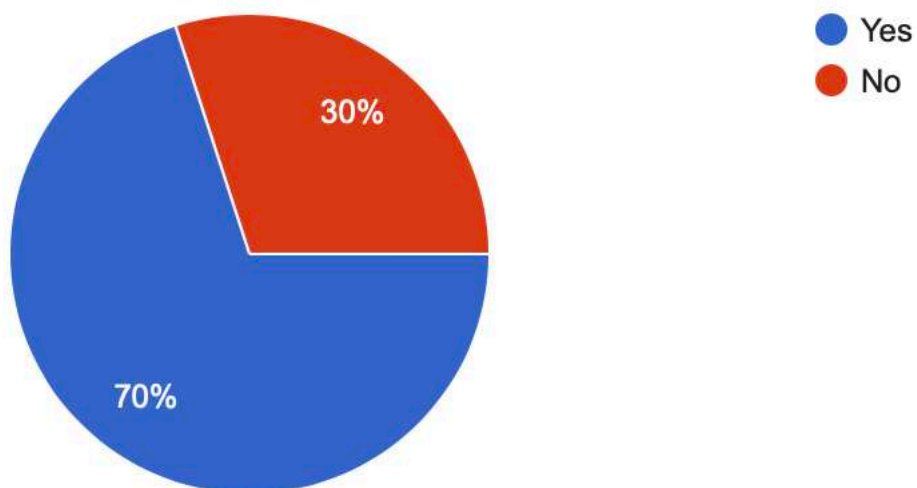


Figure 51: The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account London (Author, 2019)

Table 31: The Status of Respondents to Decide to Go Somewhere After Seeing it on Influencers' and Celebrities' Social Media Account London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Have you ever decided to go to any place by seeing it on influencers' or friends' social media page?	Yes	35	70.0	70.0	70.0
	No	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

The above table and graph show the percentage of participants in London deciding to go anywhere by seeing celebrities and influencers in their social media accounts. 70% of the participants in London decided to go anywhere by seeing celebrities and influencers in their social media accounts. 30% of the respondents answered this question by saying no.

#### Comparison

Looking at the results of the surveys in both cities, it is seen that people in London and Istanbul decide to go anywhere by seeing celebrities and influencers in their social media accounts. It is seen that the rate of participants in London deciding to go anywhere by seeing celebrities and influencers in their social media accounts is higher than those in Istanbul.

#### 19.The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account

##### ISTANBUL

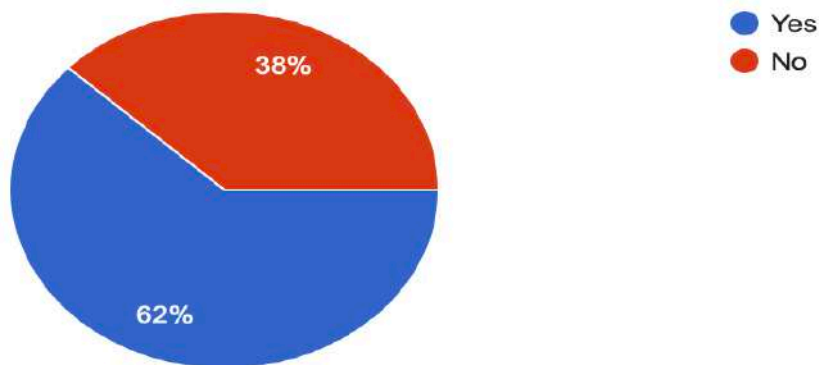


Figure 52: The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account Istanbul (Author, 2019)

Table 32: The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Have you ever decided to go to any coffee and cake shops by seeing it on influencers' or friends' social media page?	Yes	31	62.0	62.0	62.0
	No	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

Table 32: Author (2019)

The graph and table above show the percentage of participants in Istanbul deciding to go to coffee and cake shops by viewing celebrities and influencers in their social media accounts. 62% of the participants in Istanbul decided to go to coffee and cake shops by seeing celebrities and influencers in their social media accounts. 38% of the respondents answered this question by saying no.

#### LONDON

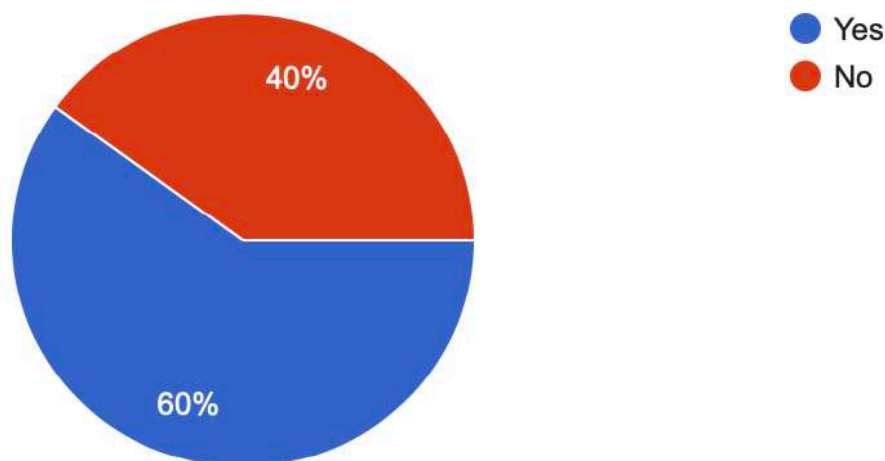


Figure 53: The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account London (Author, 2019)

Table 33: The Status of Respondents to Decide to Go Coffee and Cake Shops After Seeing it on Influencers' and Celebrities' Social Media Account London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Have you ever decided to go to any coffee and cake shops by seeing it on influencers' or friends' social media page?	Yes	30	60.0	60.0	60.0
	No	20	40.0	40.0	100.0
	Total	50	100.0	100.0	

The above table and graph show the percentage of participants in London deciding to go to coffee and cake shops by viewing celebrities and influencers in their social media accounts. 60% of London participants decided to go to coffee and cake shops by seeing celebrities and influencers in their social media accounts. 40% of the respondents answered this question by saying no.

#### Comparison

Looking at the results of the surveys in both cities, it is seen that people in London and Istanbul have a high rate of deciding to go to coffee and cake shops by seeing celebrities and influencers in their social media accounts. It is seen that the rate of participants in Istanbul deciding to go anywhere by seeing the celebrities and influencers in their social media accounts is higher than those in London.

#### 20.The Status of Impact of Social Media on Respondents' Choices.

##### ISTANBUL

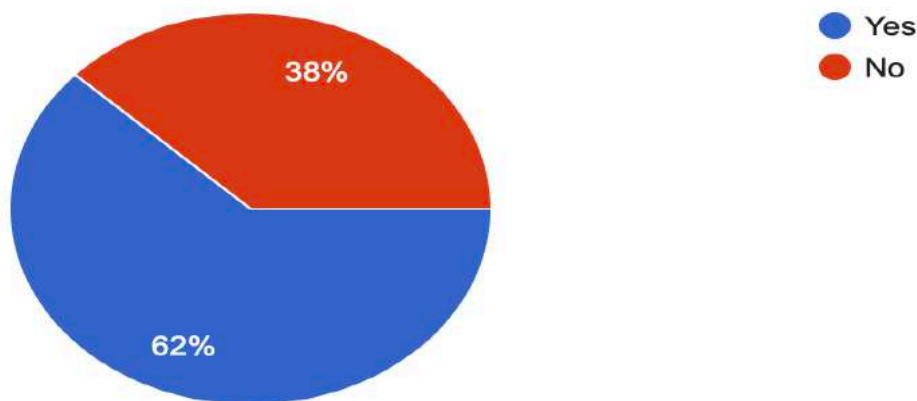


Figure 54: The Status of Impact of Social Media on Respondents' Choices.Istanbul (Author, 2019)

Table 34: The Status of Impact of Social Media on Respondents' Choices Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Does any social networks influence your choices?	Yes	31	62.0	62.0	62.0
	No	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

The graph and table above show the social media exposure of the participants in Istanbul. The choices of 62% of the participants in Istanbul are influenced by social media. It is seen that 38% of the participants are not affected by the social media.

#### LONDON

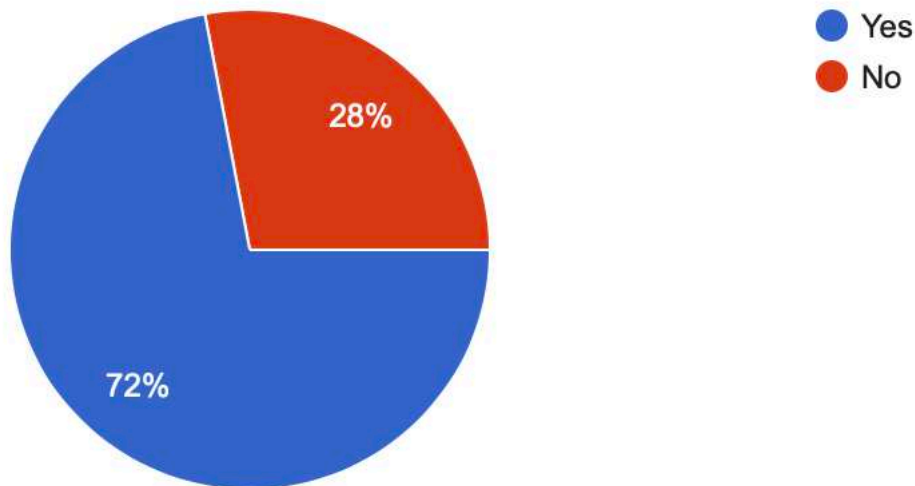


Figure 55: The Status of Impact of Social Media on Respondents' Choices London (Author, 2019)

Table 35: The Status of Impact of Social Media on Respondents' Choices London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Does any social networks influence your choices?	Yes	36	72.0	72.0	72.0
	No	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

The graph and table above show the impact of social media influences on the choices of participants in London. The choices of 72% of the participants in London are influenced by social media. It was seen that 28% of the participants were not affected by their social media choices.

#### Comparison

When the results of the surveys in both cities were examined, it was seen that social media in Istanbul and London affected the choices of the participants. Social media influences of the choices of the participants in London are higher than those of the participants in Istanbul.

21.The Status of Effects of Comments in Social Media on the Respondents.

ISTANBUL

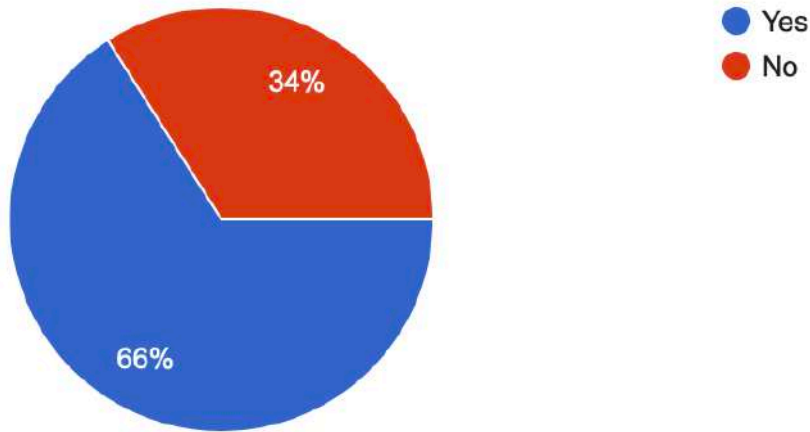


Figure 56: The Status of Effects of Comments in Social Media on the Respondents Istanbul (Author, 2019)

Table 36: The Status of Effects of Comments in Social Media on the Respondents Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Are you impressed by the comments of other users on social media?	Yes	33	66.0	66.0	66.0
	No	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

The graph and table above show the percentage of participants in Istanbul affected by comments on social media. 66% of the participants in Istanbul are affected by comments on social media. It is seen that 34% of the participants are not affected by the comments on social media.

## LONDON

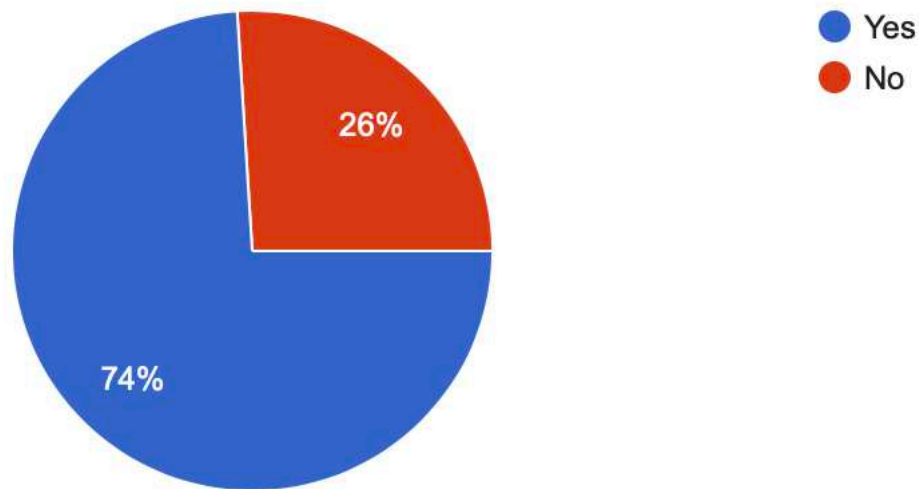


Figure 57: The Status of Effects of Comments in Social Media on the Respondents London (Author, 2019)

Table 37: The Status of Effects of Comments in Social Media on the Respondents London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Are you impressed by the comments of other users on social media?	Yes	37	74.0	74.0	74.0
	No	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

The chart and table above show the level of members in London influenced by remarks via web-based networking media. 74% of the members in London are influenced by remarks via web-based networking media. 26% of the members were not influenced by the remarks via web-based networking media.

### Comparison

When the results of the surveys were conducted in both cities, it was seen that the participants in Istanbul and London were affected by the comments on social media. The rates of participation of the participants in London are higher than those of the participants in Istanbul.

22.The Status of the Respondents to Share Their Ideas on Social Media.

ISTANBUL

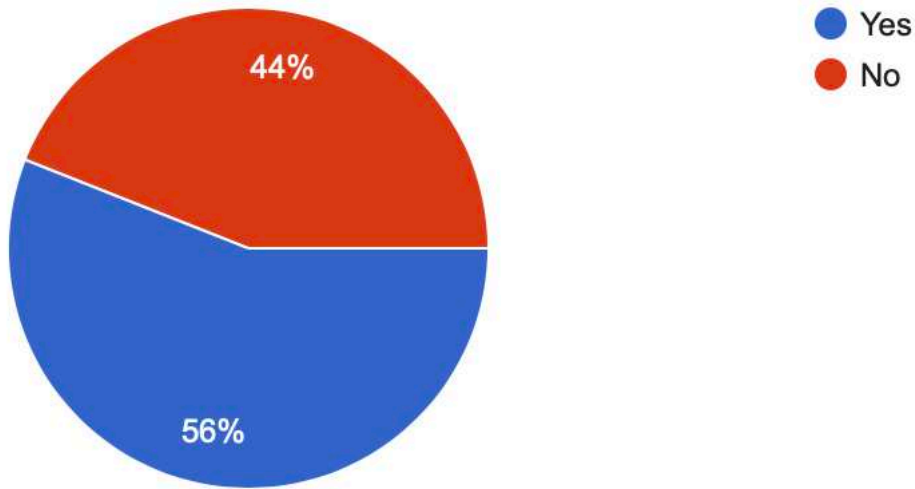


Figure 58: The Status of the Respondents to Share Their Ideas on Social Media Istanbul (Author, 2019)

Table 38: The Status of the Respondents to Share Their Ideas on Social Media Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you express your opinion on social media?	Yes	28	56.0	56.0	56.0
	No	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

The chart and table above show the level of members in Istanbul sharing their thoughts via web-based networking media. 56% of the members in Istanbul share their thoughts via web-based networking media. 44% of the members do not share their thoughts via web-based networking media.

## LONDON

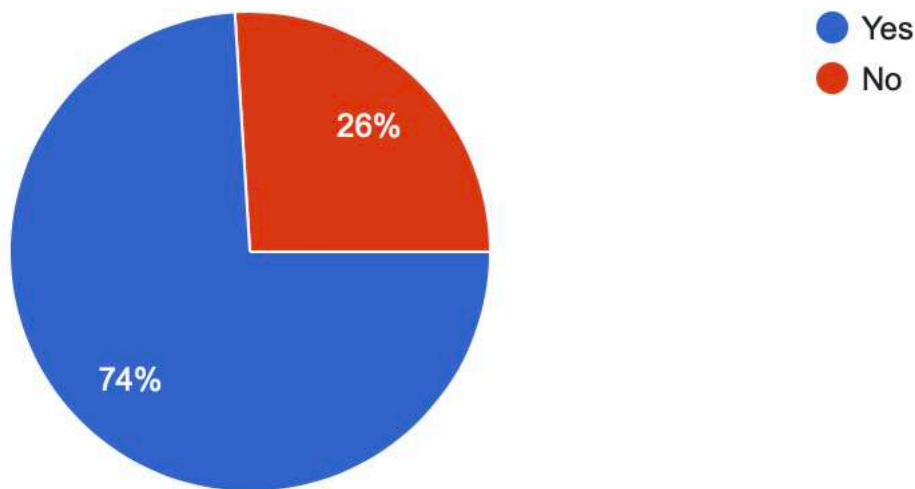


Figure 59: The Status of the Respondents to Share Their Ideas on Social Media London (Author, 2019)

Table 39: The Status of the Respondents to Share Their Ideas on Social Media London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you express your opinion on social media?	Yes	37	74.0	74.0	74.0
	No	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

The graph and table above show the percentage of participants in London sharing their ideas on social media. 74% of the participants in London share their ideas on social media. 26% of the participants do not share their ideas on social media.

### Comparison

When the results of the surveys were conducted in both cities, it was seen that the participants shared their ideas on social media in Istanbul and London. The proportion of participants in London to share their ideas on social media is by far more than the share of participants in Istanbul on social media.

23.The Status of Respondents about Changing Their Minds After Seeing Comments on Social Media.

ISTANBUL

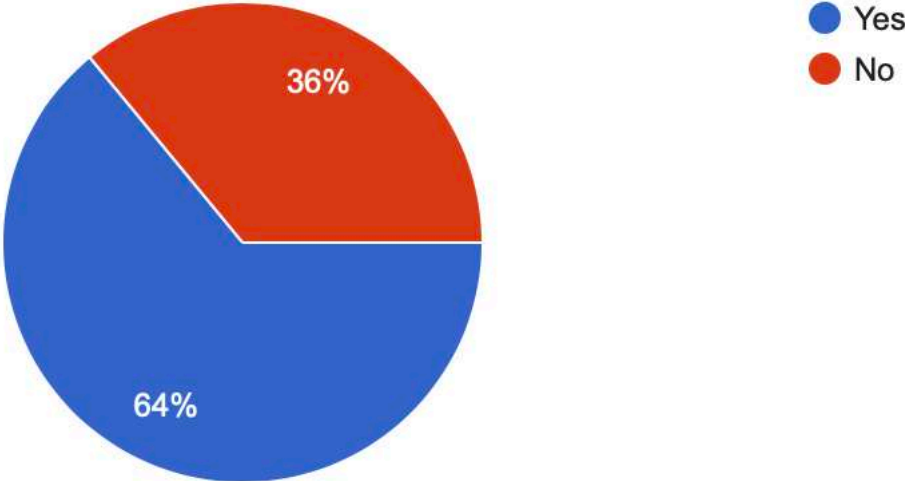


Figure 60: The Status of Respondents about Changing Their Ideas After Seeing Comments on Social Media Istanbul (Author, 2019)

Table 40: The Status of Respondents about Changing Their Ideas After Seeing Comments on Social Media Istanbul (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you change your mind after the comments you see on social media?	Yes	32	64.0	64.0	64.0
	No	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

The chart and table above show the rate at which members in Istanbul change their assessments in the wake of seeing their remarks via web-based networking media. 64% of the members in Istanbul change their suppositions subsequent to seeing the remarks via web-based networking media. 36% of the members do not change their conclusions in the wake of seeing the remarks via web-based networking media.

LONDON

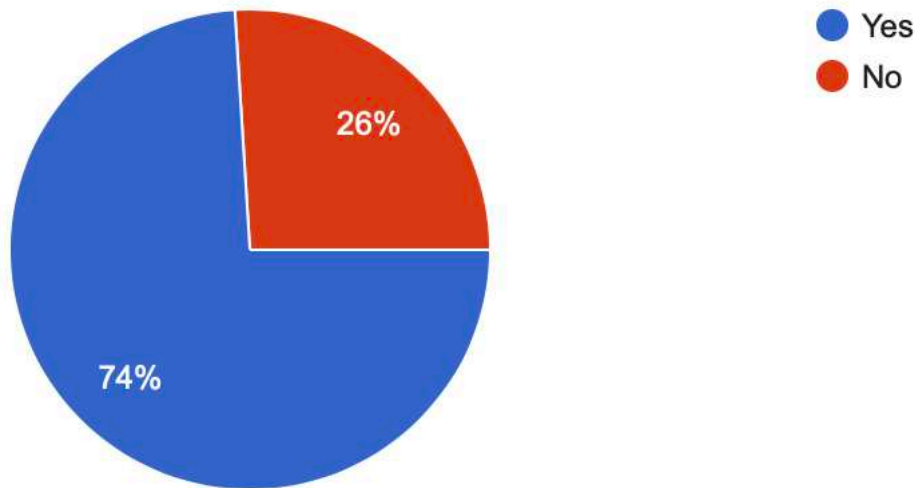


Figure 61: The Status of Respondents about Changing Their Ideas After Seeing Comments on Social Media London (Author, 2019)

Table 41: The Status of Respondents about Changing Their Ideas After Seeing Comments on Social Media London (Author, 2019)

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you change your mind after the comments you see on social media?	Yes	37	74.0	74.0	74.0
	No	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

The chart and table above show the rate at which members in London change their feelings in the wake of seeing remarks via web-based networking media. 74% of the members in London change their sentiments in the wake of seeing the remarks via web-based networking media. 26% of the members do not change their assessments in the wake of seeing the remarks via web-based networking media.

#### Comparison

Looking at the results of the surveys conducted in both cities, it was seen that the participants in Istanbul and London changed their opinions after seeing the comments on social media. The rate at which participants in London change their opinions after seeing comments on social media is higher than the rate at which participants in Istanbul change their opinions after seeing comments.

## HYPOTHESIS

### CHI SQUARE ANALYSIS

1.The Correlation between the Sexuality of the Respondents and the Most Used Sites in Social Media.

#### ISTANBUL

Table 42: The Correlation between the Sexuality of the Respondents and the Most Used Sites in Social Media Istanbul (Author, 2019)

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.469 <sup>a</sup>	4	.483
Likelihood Ratio	4.352	4	.360
N of Valid Cases	50		

a. 6 cells (60.0%) have expected count less than 5.  
The minimum expected count is .34.

**H0-** There is no critical connection between the sexual orientation of the members and the online networking they utilize most.

**H1-** There is critical connection between the sexual orientation of the members and the online networking they utilize most.

**0.483>0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.483 and more noteworthy than 0.05. Along these lines, the elective speculation (H1) is rejected and the invalid theory (H0) is accepted. Therefore, there is no connection between the sexual orientation of the members in Istanbul and the web-based life apparatuses most generally utilized by the members.

#### LONDON

Table 43: The Correlation between the Sexuality of the Respondents and the Most Used Sites in Social Media London (Author, 2019)

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.774 <sup>a</sup>	14	.467
Likelihood Ratio	16.979	14	.257
N of Valid Cases	50		

a. 20 cells (83.3%) have expected count less than 5. The minimum expected count is .08.

**H0-** There is no critical connection between the sexual orientation of the members and the online networking they utilize most.

**H1-** There is critical connection between the sexual orientation of the members and the online networking they utilize most.

**0.467 > 0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.467 and more noteworthy than 0.05. Along these lines, the elective speculation (H1) is rejected and the invalid theory (H0) is accepted. Therefore, there is no connection between the sexual orientation of the members in London and the web-based life apparatuses most generally utilized by the members.

### Comparison

According to chi square test, in both London and Istanbul, There is critical connection between the sexual orientation of the members and the social media tools most commonly used by the participants.

2. Connection between Income Status of the Participants and Whether or Not to Go to Coffee and Cake Shops.

## ISTANBUL

Table 44: Connection between Income Status of the Participants and Whether or Not to Go to Coffee and Cake Shops Istanbul (Author, 2019)

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.834 <sup>a</sup>	5	.037
Likelihood Ratio	10.938	5	.053
N of Valid Cases	50		

a. 10 cells (83.3%) have expected count less than 5.  
The minimum expected count is .14.

**H<sub>0</sub>**- There is no significant relationship between the income status of the participants and whether or not to go to coffee and cake shops.

**H<sub>1</sub>**- There is significant relationship between the income status of the participants and whether or not to go to coffee and cake shops.

**0.037 < 0.05**

Conclusion: As shown in the table above, p value was found to be 0.037 and lesser than 0.05. Therefore, the alternative hypothesis (H<sub>1</sub>) is accepted and the null hypothesis (H<sub>0</sub>) is rejected. As a result, there is relationship between the income status of the participants in Istanbul and whether or not to go to coffee and cake shops.

## LONDON

Table 45: Connection between Income Status of the Participants and Whether or Not to Go to Coffee and Cake Shops Istanbul (Author, 2019)

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.745 <sup>a</sup>	5	.332
Likelihood Ratio	6.827	5	.234
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .08.

**H0**-There is no significant relationship between the income status of the participants and whether or not to go to coffee and cake shops.

**H1**- There is significant relationship between the income status of the participants and whether or not to go to coffee and cake shops.

**0.332 > 0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.332 and more noteworthy than 0.05. In this way, the elective theory (H1) is rejected and the invalid speculation (H0) is accepted. Thus, there is no connection between the salary status of the members in London and whether to go to espresso and cake shops.

### Comparison

According to chi square test, there is relationship between the income status of the participants in Istanbul and whether or not to go to coffee and cake shops. However, there is no relationship between the income status of the participants in London and whether or not to go to coffee and cake shops.

### 3.The Relationship Between Participants' Occupational Situations and Participants' Decisions of Going Coffee and Cake Shops by seeing in Social Media.

#### ISTANBUL

Table 46: The Relationship Between Participants' Occupational Situations and Participants' Decisions of Going Coffee and Cake Shops by seeing in Social Media Istanbul (Author, 2019)

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.796 <sup>a</sup>	5	.117
Likelihood Ratio	9.923	5	.077
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5.  
The minimum expected count is .64.

**H0**-There is no significant relationship between occupational status of participants and participants' decisions of going coffee and cake shops by seeing in social media.

**H1**- There is significant relationship between occupational status of participants and participants' decisions of going coffee and cake shops by seeing in social media.

**0.117>0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.117 and more noteworthy than 0.05. Accordingly, the elective speculation (H1) is rejected and the invalid theory (H0) is accepted. Therefore, there is no connection between word related status of members in Istanbul and members' choices of going espresso and cake shops by finding in online life.

#### LONDON

Table 47: The Relationship Between Participants' Occupational Situations and Participants' Decisions of Going Coffee and Cake Shops by seeing in Social Media Istanbul (Author, 2019)

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.893 <sup>a</sup>	5	.078
Likelihood Ratio	11.352	5	.045
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .34.

**H0**-There is no significant relationship between occupational status of participants and participants' decisions of going coffee and cake shops by seeing in social media.

**H1**- There is significant relationship between occupational status of participants and participants' decisions of going coffee and cake shops by seeing in social media.

**0.078 > 0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.078 and more noteworthy than 0.05. In this way, the elective theory (H1) is rejected and the invalid speculation (H0) is accepted. Therefore, there is no connection between word related status of members in London and members' choices of going espresso and cake shops by finding in online life.

**Comparison**

According to chi square test, in both London and Istanbul, there is no relationship between occupational status of participants and participants' decisions of going coffee and cake shops by seeing in social media.

4. The Relationship Between Participants' Marital Status and Participants' Status of Following Coffee and Cake Shops' Accounts in Social Media.

**ISTANBUL**

Table 48: The Relationship Between Participants' Marital Status and Participants' Status of Following Coffee and Cake Shops' Accounts in Social Media Istanbul (Author, 2019)

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.568 <sup>a</sup>	6	.072
Likelihood Ratio	14.985	6	.020
N of Valid Cases	50		

a. 9 cells (75.0%) have expected count less than 5.  
The minimum expected count is .60.

**H0**-There is no significant relationship between participants' marital status and participants' status of following coffee and cake shops' accounts in social media.

**H1**- There is significant relationship between participants' marital status and participants' status of following coffee and cake shops' accounts in social media.

**0.072 > 0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.072 and more prominent than 0.05. In this manner, the elective speculation (H1) is rejected and the invalid theory (H0) is accepted. Subsequently, there is no connection between conjugal status of members in Istanbul and members' status of following espresso and cake shops' records in web based life.

### LONDON

Table 49: The Relationship Between Participants' Marital Status and Participants' Status of Following Coffee and Cake Shops' Accounts in Social Media London (Author, 2019)

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.743 <sup>a</sup>	9	.132
Likelihood Ratio	12.463	9	.188
N of Valid Cases	50		

a. 13 cells (81.3%) have expected count less than 5.  
The minimum expected count is .24.

**H0**-There is no significant relationship between participants' marital status and participants' status of following coffee and cake shops' accounts in social media.

**H1**- There is significant relationship between participants' marital status and participants' status of following coffee and cake shops' accounts in social media.

**0.132>0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.132 and more noteworthy than 0.05. In this manner, the elective speculation (H1) is rejected and the invalid theory (H0) is accepted. Accordingly, there is no connection between conjugal status of members in London and members' status of following espresso and cake shops' records in web-based social networking.

### Comparison

According to chi square test, in both London and Istanbul, there is no relationship between marital status of participants and participants' status of following coffee and cake shops' accounts in social media.

### T TESTS

Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media.

### ISTANBUL

Table 50: Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media Istanbul (Author, 2019)

		Group Statistics			
		N	Mean	Std. Deviation	Std. Error Mean
Time participants spend on social media	1	31	2.4516	1.17866	.21169
	2	18	1.9444	.87260	.20567

Table 51 Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media Istanbul (Author, 2019)

		Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Time participants spend on social media	Equal variances assumed	6.494	.014	1.588	47	.119	.50717	.31946	-.13550	1.14984
	Equal variances not assumed			1.718	44.071	.093	.50717	.29516	-.08765	1.10199

**H0**-There is no significant differences between the time participants spend on social media can be attributed to participants' decisions of going coffee and cake shops by seeing in social media.

**H1**- There is significant differences between the time participants spend on social media can be attributed to participants' decisions of going coffee and cake shops by seeing in social media.

**0.014<0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.014 and lesser than 0.05. In this manner, the elective theory (H1) is accepted and the invalid speculation (H0) is rejected. As appeared in the table over, the aftereffects of the T test utilizing the consequences of the overview in Istanbul demonstrate a huge distinction to be ascribed to the time spent via web-based networking media by buyers' choice to go to espresso and cake shops by observing them via web-based networking media.

## LONDON

Table 52: Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media London (Author, 2019)

		Group Statistics			
		N	Mean	Std. Deviation	Std. Error Mean
Time participants spend on social media	1	35	2.6571	1.43369	.24234
	2	13	2.4615	1.45002	.40216

Table 53 Relationship between the participants' time use on social networks and participants' decisions of going coffee and cake shops by seeing in social media London (Author, 2019)

		Independent Samples Test								
		Levene's Test for Equality of Variances			t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Time participants spend on social media	Equal variances assumed	.269	.606	.419	46	.677	.19560	.46705	-.74452	1.13573
	Equal variances not assumed			.417	21.305	.681	.19560	.46954	-.78000	1.17120

**H0-** There is no significant differences between the time participants spend on social media can be attributed to participants' decisions of going coffee and cake shops by seeing in social media.

**H1-** There is significant differences between the time participants spend on social media can be attributed to participants' decisions of going coffee and cake shops by seeing in social media.

**0.606 > 0.05**

Conclusion: As appeared in the table above, p worth was seen as 0.606 and more prominent than 0.05. In this way, the elective theory (H1) is rejected and the invalid speculation (H0) is accepted. As appeared in the table over, the aftereffects of the T test utilizing the consequences of the review in London don't demonstrate a critical contrast to be credited to the time spent via web-based networking media by purchasers' choice to go to espresso and cake shops by observing them via web-based networking media.

### Comparison

As shown in the tables above, the results of the T test using the results of the survey in London do not show a significant difference to be attributed to the time spent on social media by consumers' decision to go to coffee and cake shops by seeing them on social media. However, the results of the T test using the results of the survey in Istanbul show a significant difference to be attributed to the time spent on social media by consumers' decision to go to coffee and cake shops by seeing them on social media.

### FINDINGS

#### 1. Consumers are impressed by social media when it comes decision making

It was investigated whether social media influenced the opinions and decisions of consumers and a survey was conducted. According to the survey results; 74% of the participants in London are affected by comments on social media. 66% of the participants in Istanbul are affected by comments on social

media. The choices of 72% of the participants in London are influenced by social media. The choices of 62% of the participants in Istanbul are influenced by social media. 64% of the participants in Istanbul change their opinions after seeing the comments on social media. 74% of the participants in London change their opinions after seeing the comments on social media. As seen in the survey results, more than half of the consumers are affected by the comments made on social media and change their choices in line with the comments. Social media is used extensively by consumers and comes to mind first among the tools to be used in decision-making. (Bashar, Ahmad and Wasiq, 2012).

*2. Consumers are following coffee and cake shops social media accounts and affected by influencers and friends.*

Whether the consumers are interested in coffee and cake shops on social media and their status of following the accounts of coffee and cake shops were examined. According to the survey results; 52% of the participants in Istanbul follow the accounts of coffee and cake shops on social media. 50% of the participants in London follow the accounts of coffee and cake shops on social media. 62% of the participants in Istanbul follow the accounts of celebrities and influencers on social media. 70% of London participants follow the accounts of celebrities and influencers on social media. 64% of the participants in Istanbul have seen the social media accounts of celebrities and influencers and decided to go anywhere. 70% of the participants in London decided to go anywhere by seeing celebrities and influencers in their social media accounts. It was seen that consumers were mostly following the accounts of cake and amber shops on social media and going to a place affected by influencers and famous people. In this context, the importance of impressive people in digital marketing and social media is proven. According to Sammis, Lincoln and Pomponi (2015) influencer marketing is “the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content”. From the results of the survey, it can be said that the previous definition is correct. The influencers influence people online.

*3. Consumers are impressed by social media when they are deciding going coffee and cake shops*

It has been researched whether the consumers are affected by social media and go to coffee and cake shops. When the rates of people participating in the survey from both cities are seen, it is seen that the rates of people who is going to coffee and cake shops by seeing them on social media in both cities are quite high. Looking at the results of the surveys in both cities, it is seen that people in London and Istanbul have a high rate of deciding to go to coffee and cake shops by seeing celebrities and influencers

in their social media accounts. The results of the *T test* using the results of the survey in London do not show a significant difference to be attributed to the time spent on social media by consumers' decision to go to coffee and cake shops by seeing them on social media. However, the results of the *T test* using the results of the survey in Istanbul show a significant difference to be attributed to the time spent on social media by consumers' decision to go to coffee and cake shops by seeing them on social media. According to the results of the research, consumers go to coffee and cake shops by being influenced by social media and impressive people in social media.

## CHAPTER SUMMARY

In this study, six questions were asked to understand demographic structures in order to get to know the target audience better and to be represented correctly.

In this study, after demographic questions, questions about the relationship of individuals with social media should determine the impact and scope of social media in their lives. Towards the end of the survey, the attitudes of the customers in social media were examined in relation to coffee and patisserie.

In this part of the study, the results of a questionnaire consisting of 50 questions in both London and Istanbul were evaluated. The results were processed in both pie and table form. All figures and graphs to be analyzed were collected through an online survey created in Google Form and developed and analyzed in Microsoft Excel. In addition, hypotheses were created to better analyze the issue and whether these hypotheses were correct were examined by chi-square and t test in SPSS statistical program.

## CHAPTER 5

### CONCLUSION

The aim of this study was to examine the impact of social media on consumer behavior, especially in coffee and cake shops in the retail sector. In order to realize this aim, first of all, the reasons of addressing the subject in chapter 1, the importance of the subject, the questions that will be answered by making this thesis, the aim and objective of the subject are discussed. Then in chapter 2, the subject is discussed with a wide literature review. Basic concepts related to the subject are explained and basic theories are made to facilitate understanding of the subject. The effects of social media on consumers were analyzed and then a little more specific and their effects on the retail sector were studied.

Then, in chapter 3, research methodology is studied. The research methodology is based on Saunders' research onion. All the methods in the model are explained one by one and the methods used in the thesis and their reasons for use are indicated. In Chapter 4, the customer experience was applied, and a survey was conducted with the customers who could be the target audience. In this study, it was also aimed to investigate whether the effect of social media on consumers changed from region to region and a survey was conducted with 100 people by selecting 50 people from Istanbul and 50 people from London. The data obtained from these surveys were tabulated and interpreted. In order to understand the subject better, hypotheses were formed, and the accuracy of the hypotheses were tested and interpreted by using SPSS statistical program. In addition, all these operations have been made and compared for the results of Istanbul and London.

#### Objectives

As mentioned in the first chapter of this thesis, there are some lenses that need to be proved. These lenses will be discussed below according to the surveys and statistical analyzes.

##### *1. Discovering the importance of social media for consumers.*

Consumers have acquired new opportunities to socialize on the internet through social media (Hajli, 2014). Today people apply to social media to feel and socialize belonging to a community. They also think that using social media and taking smartphones increases their confidence. The title of esteem needs in Maslow's theory of needs on this topic deals with the desire of people to be loved and to feel belonging to the community. Maslow (1970) says that the value and respect that one sees from himself or others is defined as esteem.

As a result of the surveys conducted in this study, it was measured how many hours people spend on social media and whether they share their ideas and how they are affected. According to the answers of these questions, it is tried to understand how important social media is for consumers. According to the surveys, 88% of the participants in Istanbul and 90% of the participants in London use the internet for social media purposes. 36% of the participants in Istanbul spend 2 hours on social media. This rate is followed by the participants who spend 1 and 4 hours with 28% and 20% respectively. 34% of the participants in London spend 2 hours on social media. This rate is followed by the participants who spend 1 and 4 hours with 28% and 20% respectively. 14% of the participants in London spend 3 hours on social media. As seen, social media occupies a very important place in the life of consumers. Social media is at the forefront of consumers' use of the Internet.

### *2. Clarifying whether consumers are affected by social media.*

Funde and Mefta (2014) argues that social media is one of the most effective and trustworthy sources affecting consumers and buying behavior. In this study, a survey was conducted in Istanbul and London to determine whether consumers were affected by social media and comments made on social media. It was tried to be understood whether the comments made on social media affected the consumers and whether their ideas changed after the comments.

According to survey, the choices of 62% of the participants in Istanbul are influenced by social media. The choices of 72% of the participants in London are influenced by social media. 66% of the participants in Istanbul are affected by comments on social media. 74% of the participants in London are affected by comments on social media. 64% of the participants in Istanbul change their opinions after seeing the comments on social media. 74% of the participants in London change their opinions after seeing the comments on social media. Social media affects consumers and consumer behaviors as seen. Consumers are influenced by what they see on social media and can change their minds.

### *3. Seeing if consumers decide to go to any place influenced by social media.*

The initial use of the Internet was only the phase of information research, but with the influence of social media today, the purpose of the Internet has expanded to all decision-making stages, including consumer decision-making (Voramontri and Klieb, 2018). In this study, it is aimed to examine whether consumers are affected by social media while deciding whether to go or not any place. 74% of the participants in Istanbul is going somewhere via social media. 78% of the participants in London is going somewhere via social media. 64% of the participants in Istanbul have seen the social media accounts of celebrities

and influencers and decided to go anywhere. 70% of the participants in London decided to go anywhere by seeing celebrities and influencers in their social media accounts.

As seen, according to the results of the survey, the influence of social media cannot be denied on whether consumers decide to go or not any place.

#### *4. Seeing if social media has an impact on the retail sector, especially coffee and cake shops.*

The importance of social media cannot be denied in today's business world, especially in retail sector. Companies in the retail sector should understand the importance of social media and formulate strategies accordingly. Retail companies that understand the importance of social media and develop and implement strategies according to social media provide advantages against their competitors as well as continue their business (Constantinides, Romero and Boria, 2008).

In this study, it has been investigated whether social media affects the decisions of the consumers in the retail sector. It was researched whether the consumers were affected by social media and went to coffee and cake shops. 62% of the participants in Istanbul decided to go to coffee and cake shops by seeing celebrities and influencers in their social media accounts. 60% of London participants decided to go to coffee and cake shops by seeing celebrities and influencers in their social media accounts. As seen above, the consumers are deciding to go to coffee and cake shops by seeing these places in influencers' and their friends' social media pages. In addition, 52% of the participants in Istanbul follow the accounts of coffee and cake shops on social media. 50% of the participants in London follow the accounts of coffee and cake shops on social media. As seen above, the consumers are following the accounts of coffee and cake shops in social media. As a result, social media has an significant impact on retail sectors' customer and this situation effects retail sector.

## RECOMMENDATION

*Retailers should increase the efforts for digital marketing.*

After the rapid spread of Internet use, people abandoned traditional means of communication and switched to new channels of communication. As in all sectors, the raw material of the business world is human. Inevitably, this affected the business world. Traditional methods have been replaced with new methods in every field. Digital marketing is one of these new methods. Digital marketing is a new marketing channel that makes traditional marketing channels outdated. The cheapest and easy to use tool of this channel is social media. Today, once again, it has been proven that the use of social media has suspended, and increased millions of people and that social media has a significant impact on

consumers. In the retail sector, especially coffee and bakery businesses should focus on digital marketing channels rather than traditional marketing channels. They should prioritize digital marketing in promotion activities and formulate their strategies accordingly. They should follow the trends closely in the business world where technology changes these masses and habitats and be up to date. They should turn this popularization of digital marketing into opportunities.

*Retailers should consider the importance of social media and its impact on consumer behavior.*

Today, after the increase in the use of social media, researchers have done a lot of research and have proven that social media affects consumers and their choices. Considering these facts, retail sector members should determine their strategies accordingly. Members of the retail sector should participate in social media themselves when promoting their activities through digital marketing channels. They should create their own social media accounts. Consumers need to communicate through social media and measure the pulse of the consumer, as well as contact with social media. Retailers should monitor consumer feedback, consumer satisfaction, demands and demands from comments on social media. In this study, the importance of social media for consumers has been proved. There are some behaviors of consumers such as sharing their ideas on social media. Retailers should take advantage of this and evaluate these comments.

## LIMITATION AND FUTURE SCOPE OF THE RESEARCH

As the impact of social media on usage and consumer behavior increases, this topic has become a more attractive topic for researchers. Until now, many researches have been made about this subject and still being done today. But this is a very general issue. In this research, this issue has been specificized and the effect of retail sector members on coffee and cake shops has been investigated. There is not much information about this subject in the literature. Therefore, primary data were collected and collected. In addition, two different cities were selected from two different countries and the effect of social media on consumer behaviours was investigated. Making it in two different regions is one of the biggest limitations of this study. One of the biggest limitations is that time is very limited. Research was conducted in a very short time and this study was prepared.

Social media has become a very effective communication tool in today's world where technology develops without interruption and affects people and living standards. As technology continues to advance, social media tools will improve and will continue to attract researchers. In this study, a single sector and two separate regions were selected. It is a subject that is very much more researchable. Much more extensive research will be conducted in the future.

# APPENDIX 1

---

## PARTICIPANT CONSENT FORM

---

University of the West of Scotland

**Title of Project:** An investigation on how important and effective is social media marketing in the retail service sector? An investigation into its use in coffee and cake shops in London, UK and Istanbul, Turkey.

**Name of Researcher:** Busra ALTINER

Dear Sir/Madam,

You are invited to participate voluntarily in research designed to an investigation on how important and effective is social media marketing in the retail service sector? An investigation into its use in coffee and cake shops in London, UK and Istanbul, Turkey. If you would like to participate in this research, I would be very much appreciate it. If you want to participate in this study which requires you to tick in the desired boxes.

All information will remain confidential and your identity will remain anonymous. The researcher will only have access to all information. Your name will not appear on any questionnaire. All the data gathered for the research will be adequately disposed of on completion of the study.

Please read the following statements and if you understand the statements, and wish to participate in this study, please indicate your agreement.

Please initial all boxes

1. I confirm that I have read and understand the information sheet dated for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.
2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason.
3. I understand that my identification will be kept secret.
4. I understand that I will not see any benefiting directly due to participation to research.
5. I agree to take part in the above study.

\_\_\_\_\_  
Name of Participant                      Date                      Signature

\_\_\_\_\_  
Name of person researcher              Date                      Signature

Contact Details

Researcher:  
Busra ALTINER  
Telephone Number: 07404605274  
E-mail: alinerbusra@hotmail.com

Supervisor of Researcher  
Dr. Paul REYNOLDS  
E-mail: Paul.Reynolds@uws.ac.uk

## APPENDIX 2

If you have read the consent form above and agree to the terms, please click the agree button <sup>\*</sup> and start the survey.

I agree

What is your gender? <sup>\*</sup>

Female

Male

Prefer not to say

What is your age? <sup>\*</sup>

18-24 years old

25-34 years old

35-44 years old

45-54 years old

55-64 years old

65-74 years old

75 years or older

What is your income status? \*

- 0-1000\$
- 1001-2000\$
- 2001-3000\$
- 3001-4000\$
- 5000\$+
- Prefer not to say

What is your educational status? \*

- Primary School
- Secondary School
- High School
- Undergraduated
- Postgraduated
- Prefer not to say

What is your occupational status? \*

- Employee
- Unemployee
- Student
- Employer
- Retired
- Prefer not to say

What is your marital status? \*

- Single
- In relationship
- Married
- Prefer not to say

What is your purpose of internet use most? \*

- Shopping
- Education
- Social Media
- News
- Work
- Other...

How many hours a day do you spend on social media? \*

- 1
- 2
- 3
- 4
- Other...

What is your purpose of social media use most? \*

- keep in touch with friends
- shopping
- discovering new places
- following trends and influencers
- news
- Other...

Have you ever decided to go to a place by seeing it on Social Media? \*

Yes

No

Have you ever decided to go to Coffe and Cake shops by seeing it on Social Media? \*

Yes

No

Do you share your favorite places on social media? \*

Yes

No

Do you follow the accounts of coffee and cake shops on social media? \*

Yes

No

What are your most used social media tools? \*

- Instagram
- Facebook
- Twitter
- Pinterest
- SnapChat
- WeChat
- Other...

Do you go to coffee and cake shops? \*

- Yes
- No

Do you follow influencers and celebrities on social media? \*

Yes

No

If you follow the accounts of coffee and cake shops on social media, what is the reason for the follow-up? \*

to have information about the place

following trends

I do not follow

Other...

Have you ever decided to go to any place by seeing it on influencers' or friends' social media page? \*

Yes

No

Have you ever decided to go to any coffee and cake shops by seeing it on influencers' or friends' social media page? \*

Yes

No

Does any social networks influence your choices? \*

Yes

No

Are you impressed by the comments of other users on social media? \*

Yes

No

Do you express your opinion on social media? \*

Yes

No

Do you change your mind after the comments you see on social media? \*

Yes

No

## APPENDIX 3



25/09/2019

Dear Busra Altiner,

Your application 8672: Impact of Social Media on Consumer Buying Behavior, submission 7100, has been approved by the Business and Creative Industries SEC . You may now proceed with your study. If you wish to make any significant changes to the study you must seek the committee's approval before actioning them.

Good luck with your research.

Mr D McFadzean



## LIST OF REFERENCES

Allassignmenthelp (n.d.) [Online] Available: <https://www.allassignmenthelp.co.uk/blog/research-onion-made-easy-to-understand-and-follow/> [Accessed: 11 October 2019]

Bashar, A., Ahmad, I. and Wasiq, M., 2012. Effectiveness of social media as a marketing tool: An empirical study. *International Journal of Marketing, Financial Services & Management Research*, 1(11), pp.88-99.

Bigne, E., Andreu, L., Hernandez, B. and Ruiz, C., 2018. The impact of social media and offline influences on consumer behaviour. An analysis of the low-cost airline industry. *Current Issues in Tourism*, 21(9), pp.1014-1032.

Bray, J.P., 2008. *Consumer behaviour theory: approaches and models*.

Bourdieu, Pierre: The politics of protest. An interview by Kevin Ovenden. *Socialist Review* Nr. 242 (2000), p.18-20.

Collis, J. and Hussey, R., 2013. *Business research: A practical guide for undergraduate and postgraduate students*. Macmillan International Higher Education.

Constantinides, E., 2004. Influencing the Online Consumer's Behaviour: The Web Experience, in: *Journal of Internet Research*, Vol. 14, No. 2, pp. 111-126.

Constantinides, E.; Fountain, S. (2008): Web 2.0: Conceptual Foundations and Marketing Issues, in: *Journal of Direct, Data and Digital Marketing Practice*, Vol. 9, No. 3, pp. 231- 244.

Constantinides, E., Romero, C.L. and Boria, M.A.G., 2008. Social media: a new frontier for retailers?. In *European Retail Research* (pp. 1-28). Gabler Verlag, Wiesbaden.

Crang, M. and Cook, I. (2007) *Doing ethnographies*. London: Sage.

Das, B. and Sahoo, J.S., 2011. Social networking sites—a critical analysis of its impact on personal and social life. *International Journal of Business and Social Science*, 2(14), pp.222-228.

Dennis, A. and P. J. Martin. 2005. "Symbolic Interactionism and the Concept of Power." *British Journal of Sociology* 56: 191-213.

Dennis, A. and Martin, P.J., 2007. Symbolic interactionism and the concept of social structure. *Sociological Focus*, 40(3), pp.287-305.

Dibb, S., Simkin, L., Pride, W. M. And Ferrell, O. C., 2016. *Marketing Concepts and Strategies*. 7th ed. China. Cengage Learning.

Fredcavazza (2015) [Online] Available: <https://fredcavazza.net/2015/06/03/social-media-landscape-2015/> [Accessed: 15 October 2019]

Fotis, J.N., Buhalis, D. and Rossides, N., 2012. Social media use and impact during the holiday travel planning process (pp. 13-24). Springer-Verlag.

Gerring, J. (2007) *Case study research: principles and practices*. New York: Cambridge University Press.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. and Singh, R., 2016. Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of business research*, 69(12), pp.5833-5841.

Goh, K.Y., Heng, C.S. and Lin, Z., 2013. Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content. *Information Systems Research*, 24(1), pp.88-107.

Goodrich, K. and De Mooij, M., 2014. How 'social' are social media? A cross-cultural comparison of online and offline purchase decision influences. *Journal of Marketing Communications*, 20(1-2), pp.103-116.

Grewal, D.; Iyer, G.R.; Levy, M., 2004. Internet Retailing: Enablers, Limiters and Market Consequences, in: *Journal of Business Research*, Vol. 57, pp. 703-713.

Hajli, M.N., 2014. A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), pp.387-404.

Halcomb, E. and Sharon, A. (2009) *Mixed methods research for nursing and the health sciences*. Chichester: Wiley.

Heinonen, K., 2011. Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*, 10(6), pp.356-364.

Hennig-Thurau, T., Malhotra, E.C., Frieger, C., Gensler, S., Lobschat, L., Rangaswamy, A. and Skiera, B., 2010. The impact of new media on customer relationships. *Journal of service research*, 13(3), pp.311-330.

Hox, J.J. and Boeije, H.R., 2005. Data collection, primary versus secondary.

Rohm, A., D. Kaltcheva, V. and R. Milne, G., 2013. A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*, 7(4), pp.295-311.

Hudson, S. and Thal, K., 2013. The impact of social media on the consumer decision process: Implications for tourism marketing. *Journal of Travel & Tourism Marketing*, 30(1-2), pp.156-160.

Iedunote (n.d.) [Online] Available: <https://iedunote.com/buyer-decision-process> [Accessed: 11 October 2019]

Ioană, E. and Stoica, I., 2014. Social media and its impact on consumers behavior. *International Journal of Economic Practices and Theories*, 4(2), pp.295-303.

Kaplan, A.M. and Haenlein, M., 2010. Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), pp.59-68.

Kerns, C., 2014. *Trendology: Building an advantage through data-driven real-time marketing*. Springer.

Koltko-Rivera, M.E., 2006. Rediscovering the later version of Maslow's hierarchy of needs: Self-transcendence and opportunities for theory, research, and unification. *Review of general psychology*, 10(4), pp.302-317.

Labroo, A.A. and Patrick, V.M., 2008. Psychological distancing: Why happiness helps you see the big picture. *Journal of Consumer Research*, 35(5), pp.800-809.

Vancouver

Lee, J.K., Choi, J., Kim, C. and Kim, Y., 2014. Social media, network heterogeneity, and opinion polarization. *Journal of communication*, 64(4), pp.702-722.

Loudon, D. L., et al., 1993. *Consumer Behaviour Concepts and Applications*. 4th ed.: McGraw Hill.

Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50, 370–396.

Maxwell, J.A., 2012. *Qualitative research design: An interactive approach* (Vol. 41). Sage publications.

McLeod, S., 2007. Maslow's hierarchy of needs. *Simply psychology*, 1.

Mooney, C., 2009. *Online social networking*. Greenhaven Publishing LLC.

Moustakas, E., 2015. The impact of Social Networking on consumer behaviour. In ERPBSS conference.

OECD. (2007). *Participative web and user-created content: Web 2.0, wikis, and social networking*. Paris: Organisation for Economic Co-operation and Development.

Olenski S. (2012). Are brands wielding more influence in social media than we thought?; In: Forbes magazine, May 2012

Puccinelli, N.M., Goodstein, R.C., Grewal, D., Price, R., Raghubir, P. and Stewart, D., 2009. Customer experience management in retailing: understanding the buying process. *Journal of retailing*, 85(1), pp.15-30.

Poston, B., 2009. Maslow's hierarchy of needs. *The Surgical Technologist*, 41(8), pp.347-353.

Power, D.J. and Phillips-Wren, G., 2011. Impact of social media and Web 2.0 on decision-making. *Journal of decision systems*, 20(3), pp.249-261.

Ramanathan, U., Subramanian, N. and Parrott, G., 2017. Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*, 37(1), pp.105-123.

Research Guide (n.d.) [Online] Available: <https://libguides.newcastle.edu.au/researchmethods>  
[Accessed: 3 September 2019]

Researchhistory (2012) [Online] Available: <http://www.researchhistory.org/2012/06/16/maslows-hierarchy-of-needs/> [Accessed: 11 October 2019]

Research Philosophy (n.d.) [Online] Available: <https://research-methodology.net/research-philosophy/> [Accessed: 3 October 2019]

Rethinkandfocus (n.d.) [Online] Available: <https://www.rethinkandfocus.com/429718297/5799075/posting/> [Accessed: 8 October 2019]

Richarme, M., 2007. Consumer Decision-Making Models, Strategies, and Theories, [Online]. Available: [www.decisionanalyst.com/Downloads/ConsumerDecisionMaking.pdf](http://www.decisionanalyst.com/Downloads/ConsumerDecisionMaking.pdf) [Accessed: 2 October 2019].

Sammis, K., Lincoln, C. and Pomponi, S., 2015. *Influencer marketing for dummies*. John Wiley & Sons.

Sapsford, R. (2007) *Survey research*. 2nd ed. London: Sage

Saunders, M., Lewis, P. and Thornhill, A., 2007. *Research methods. Business Students*. Vancouver

Saunders, M.N., Lewis, P., Thornhill, A. and Bristow, A., 2015. *Understanding research philosophy and approaches to theory development*.

Schiffman L. G., et al., 2007. *Consumer Behavior*. 9th ed. New Jersey: Prentice Hall.

Sensortower (2019) [Online] Available: <https://sensortower.com/blog/top-apps-worldwide-q2-2019-downloads-data-digest> [Accessed: 10 October 2019]

Siisiainen, M., 2003. Two concepts of social capital: Bourdieu vs. Putnam. *International Journal of Contemporary Sociology*, 40(2), pp.183-204.

Somekh, B. (2006) *Action research: a methodology for change and development*. Maidenhead: Open University Press.

Solomon, M., et al., 2006. *Consumer Behaviour: A European Perspective*. 3rd ed. Harlow: Prentice Hall.

Voramontri, D. and Klieb, L., 2018. Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 462, pp.1-24.

Wang, X., Yu, C. and Wei, Y., 2012. Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of interactive marketing*, 26(4), pp.198-208.

Wertz, F. J. (2011) Five ways of doing qualitative analysis: phenomenological psychology, grounded theory, discourse analysis, narrative research, and intuitive inquiry. New York: Guildford Press.

Xie, K. and Lee, Y.J., 2015. Social media and brand purchase: Quantifying the effects of exposures to earned and owned social media activities in a two-stage decision making model. *Journal of Management Information Systems*, 32(2), pp.204-238.