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ALTINBAŞ UNIVERSITY
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Business Administration

**THE IMPACT AND INFLUENTIAL FACTORS OF
SOCIAL MEDIA ON PURCHASING BEHAVIOR IN
TURKISH REAL ESTATE SECTOR**

Mirfat Tameem Saleh Ban SHAHBALL

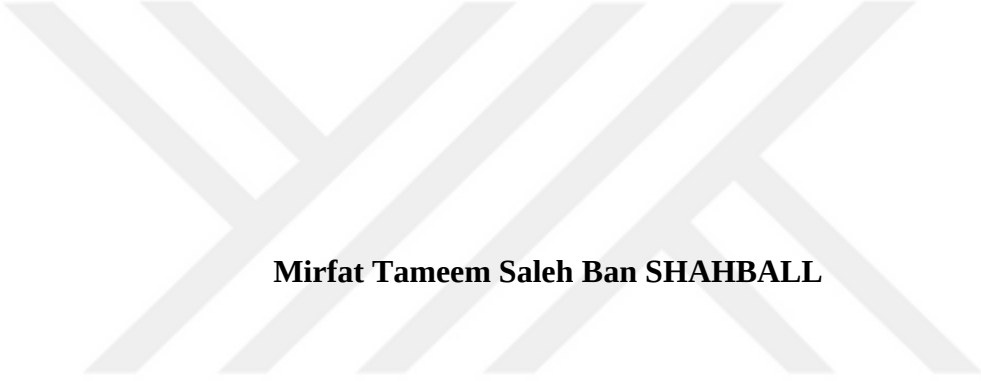
Master's thesis

Supervisor

Prof. Dr. Hayrettin Kemal SEZEN

Istanbul, 2022

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Signature

DEDICATION

In the name of Allah Most Gracious Most Merciful, prayers for the Prophet Mohamed Peace be upon him .Thanks, and praise to God Almighty for the blessing of patience and the ability to achieve this thesis. My great teacher and messenger, Mohammed (May Allah bless and grant him), who taught us the purpose of life. To extend my thanks to my honorable advisor Prof. Dr. Hayrettin Kemal SEZEN for his supervision of this thesis, and for all the support and guidance he provided me to complete this study as it is. I am grateful for many people who worked hard with me from the beginning until completing this thesis. I dedicate my thesis to my mother, because without her I would not have succeeded, your daily blessings throughout my life protect me and lead me on the path of good, to the honorable soul of my father "peace be on his soul", for you were the best model of the lead of the family, and I did not see you in a day negligent in providing us with the means of happiness, goodness, and success. To my brothers and sisters and to the people who supported me through my education. Thanks for making me see this adventure through to the end. And finally, I owe a deep debt of gratitude to my university Altınbaş to give me the opportunity to complete this work.

ÖZET

TÜRK GAYRİMENKUL SEKTÖRÜNDE SOSYAL MEDYANIN SATIN ALMA DAVRANIŞLARI ÜZERİNDEKİ ETKİSİ VE ETKİLEYEN FAKTÖRLER

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Bu çalışmanın amacı, Türk gayrimenkul sektöründe sosyal medya kullanımının satın alma davranışları üzerindeki etkisini ve etkileyen faktörleri belirlemektir. Çalışma topluluğu, Türk gayrimenkul sektöründe çalışan ve müşterilere ulaşmak için sosyal medyayı kullanan bireylerdir. Araştırmanın amaçlarına ulaşmak için çalışma grubuna ilişkin bazı demografik bilgileri içeren bir anket ve (17) tanımlayıcı soru geliştirildi. Anket, çevrimiçi olarak yayınlandı ve Türkiye'nin farklı şehirlerinde Türk gayrimenkul sektöründe çalışan Türk ve Arap bireylere dağıtıldı. Çalışmaya katılan bireylerin sayısı (131) katılımcıdır. Bu çalışmada tanımlayıcı analitik yaklaşıma güvenildi. Veri setinin analizinde SPSS ile frekanslar, oranlar, Cronbach alfa, basit doğrusal regresyon gibi birçok istatistiksel araç ve teknik kullanıldı. Çalışmanın temel bulguları, sosyal medya erişiminin kullanımı ile satın alma davranışı arasında anlamlı bir ilişki olmasıdır. Ayrıca çalışmanın bir diğer sonucu da sosyal medya erişiminin, şirketin faaliyet gösterdiği sektördeki hedef pazara ek olarak hedef kitlenin tanımlanmasıydı. Ayrıca sonuçlar, sosyal medyadaki marka farkındalığının satın alma davranışı ile anlamlı bir pozitif ilişkiye sahip olduğunu gösterdi. Çalışmanın sonuçları, sosyal medyadaki kurumsal içeriğin satın alma davranışı üzerinde olumlu bir etkiye sahip olduğunu gösterdi.

Çalışma, bir şirketin sosyal medyada, özellikle de pazarlamada sosyal medyanın önemine ilişkin bazı öneriler sunmaktadır.

Anahtar Kelimeler: Sosyal Medya, Satın Alma Davranışı, Pazarlama, Sosyal Medyada Pazarlama.



ABSTRACT

THE IMPACT AND INFLUENTIAL FACTORS OF SOCIAL MEDIA ON PURCHASING BEHAVIOR IN TURKISH REAL ESTATE SECTOR

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This study attempts to determine the effect and influencing factors of social media use on buying behavior in the Turkish real estate sector. The study community are individuals who work in the Turkish real estate sector and use social media to reach customers. In order to achieve the objectives of the study, a questionnaire was developed containing some demographic information about the study group and (17) descriptive questions. The questionnaire was published online and distributed to Turkish and Arab individuals working in the Turkish real estate sector in different Turkish cities. The number of individuals who participated in this study is (131) participants. We relied on the descriptive analytical approach. SPSS was used to analyze the data set and many statistical tools and techniques such as frequencies, percentages, Cronbach alpha, and simple linear regression were used. The main results of the current study are that there is a noteworthy relationship between the use of social media reach and buying behavior. Also, the study concluded that social media reach gives the company an opportunity to define its target audience in addition to the target market in the industry where it operates. Moreover, the study results showed that brand awareness on social media has a significant positive relationship with buying behavior. In addition, the results of the study clarified that corporate content on social media has a positive

effect on buying behavior. The study provides a number of recommendations on the importance for a company to maintain accounts on social media, especially in marketing.

Keywords: Social Media, Purchasing Behavior, Marketing, Social Media Marketing.



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1. INTRODUCTION

Social media came into existence recently to realize the concept of internet communication on a global scale. This has fulfilled the need of people to build relationships and communicate with each other, and the acceptance of social media in Middle East and Arab countries is not negligible. The people of the mentioned regions rely heavily on communicating with others through social media, where the users of these social media platforms use the news media and visit their friends' websites and view their pictures and videos.

The social media sites and functions are becoming more and more extensive day by day, their types and forms are becoming more and more diverse, leaving their fingerprints on every website visited. These interactions are represented by comments, likes, shares and mentions. Their possibilities are becoming more extensive and comprehensive to include more channels for communication and interaction. This is because virtual interactions transmit and reach better than traditional interactions and is used by hundred millions of people in most countries of our world. These interactions are integrally unclear and difficult to formulate because they depend on consumers' experiences with the quality, service, and experimentation of a particular product. Nowadays, they are very fast and keep pace with events such as those of celebrities who used to satisfy their fans and followers with a high technical values of brands including clothing and fast food, especially celebrities who live a mode of life characterized by fast and diverse skills. This has an impact on their followers who look to the celebrities as role models for their advertising campaigns (Tan, 2014). Thus, there is a need to pay more attention to the interactions on the internet through organizations and determine the long-term impact of the brand. This must be considered as a positive point that should be used by commercial sectors to identify and study the conversations between current and expected representatives about products and services and develop plans to benefit from them as they can be read and measured (Smiciklas, 2011).

Therefore, our study aims to clarify some sites for business sectors that existed on social media and the role of celebrities and friends to influence the buying behavior of their agents about their products and other factors that can influence consumers to change their buying behavior. The study focuses on the real estate sector in Turkey as a case study.

1.1. RESEARCH OBJECTIVES

The current study tries to identify the effect of social media use on purchasing behavior in the Turkish real estate sector based on the following:

- i. Identify the relationship between the use of social media and purchasing behavior in Turkish real estate sector.
- ii. Identify the relationship between reach in social media advertising and purchasing behavior in Turkish real estate sector.
- iii. Identify the relationship between awareness of social media characteristics and purchasing behavior in Turkish real estate sector.
- iv. Identify the relationship between company content in social media and purchasing behavior in Turkish real estate sector.

Achieving these goals will help people who work in Turkish real estate sector to detect the strength and weakness factors in social media sites and their effect on purchase behavior of customers.

1.2. RESEARCH PROBLEM

If we see the previous research goals, we may illustrate the main problem of our study as What is the relationship between the use of social media and purchasing behavior in Turkish real estate sector? The use of social media continues to be an inspiration and interactive tools that allow users to communicate with friends and family during the highlights of our busy days. The rapid development of technology has increased the number of users on these sites, further enhancing their role as communication facilitators. Therefore, advertising and marketing organizations use these media to promote their products and services, increase sales and profits, and improve their image among customers. In other words, social media has high importance to evaluate the goods and services, in addition to influencing individuals' behavior and buying patterns. Through our experience and knowledge in managing electronic marketing content and previous studies that have raised the issue of buying behavior, such as (Haron and Razzaque), it is clear that there are some obstacles and problems that affect the buying behavior and the promotion of the buying behavior of followers on these sites. Therefore, the above research study question is separated into many research questions as follows:

- i. What is the relationship between reach in social media advertising and purchasing behavior in Turkish real estate sector?
- ii. What is the relationship between awareness of social media characteristics and purchasing behavior in Turkish real estate sector?
- iii. What is the relationship between company content in social media and purchasing behavior in Turkish real estate sector?

1.3. RESEARCH IMPORTANCE

Social media is considered one of the most significant issues that save local society time and effort in searching for products and services. Moreover, social media has an important in the success of many businesses as they need to market their products and services in widely used media. Social media has a great importance as it is used and visited by millions of people every day. Therefore, the importance of this study stems from the great significance of social media in our lives where it has become a critical factor in most societies in our world today. This study is considered as an important reference in scientific research field where there is a lack of researches and studies on this type of studies. In addition, the importance of this study is that it helps managers, operators in the commercial and manufacturing sectors to identify the weaknesses and strengths related to the effect of social media on purchasing behavior and the use of social media in real estate sector in general.

1.4. RESEARCH HYPOTHESES

Our study relies on three main hypotheses to achieve the desired objectives. These hypotheses can be illustrated as follows:

- i. There is significant positive effect of reach in social media advertising and purchasing behavior in Turkish real estate sector.
- ii. There is significant positive effect to the awareness of social media characteristics and purchasing behavior in Turkish real estate sector.
- iii. There is significant positive effect for company content in social media and purchasing behavior in Turkish real estate sector.

The research hypotheses above are restated as null and alternative hypotheses for testing as follows:

H₁₀: There is no significant positive effect of reach in social media advertising and purchasing behavior in Turkish real estate sector.

H₁₁: There is significant positive effect of reach in social media advertising and purchasing behavior in Turkish real estate sector.

H₂₀: There is no significant positive effect of the brand awareness of social media characteristics and purchasing behavior in Turkish real estate sector.

H₂₁: There is significant positive effect of the brand awareness of social media characteristics and purchasing behavior in Turkish real estate sector.

H₃₀: There is no significant positive effect for company content in social media and purchasing behavior in Turkish real estate sector.

H₃₁: There is significant positive effect for company content in social media and purchasing behavior in Turkish real estate sector.

1.5. STRUCTURE OF THE STUDY

Our study includes five chapters as follows:

Chapter 1: includes an introduction about our study in addition to clarify the objectives of the study, research problem, research importance, and research hypotheses.

Chapter 2: includes a literature review about our study and deeply discuss the social media and its important role in modern marketing process in addition to provide many prior studies about social media marketing in different countries and environment.

Chapter 3: provides a discussion about purchasing behavior and the impact of social media on purchasing decision and purchasing behavior.

Chapter 4: discusses the methodology of the study and the procedures which has been followed to implement the current study and test its hypotheses.

Chapter 5: provides the results of our study by analyzing the practical data and using statistical tools to practically analyze the questionnaire questions and test the study hypotheses and also it consists of a general discussion about our study and its results.

Chapter 6: includes a conclusion about our study and provides a set of recommendations reached by the current study in addition to provide recommendations for future researches.



2. LITERATURE REVIEW

At this part of our study, we will try to review the variables of our study that have been mentioned in the literature to formulate the theoretical part of this study. it is separated into two parts:

The first part includes the theoretical framework of social media, word of mouth (WoM), and buying behavior. The second part includes the concepts of previous studies and what makes them different from the current study.

2.1. SOCIAL MEDIA CONCEPT AND ITS DIMENSIONS

They are defined as the real power for people where they are perceived in the new media revolution (social media), and the best social media concept can be defined as a new set of electronic media that share many features including Interaction, Awareness, Engaging, Symmetry, Association, Sharing, Discussion and Openness (Hagerty, 2008). Furthermore, social media can be defined as many channels and techniques aim to collaboratively shape and empower the vast society of likely participants. Information technology tools have supported collaboration for decades (Bradley, 2010). Social media allows individuals and businesses to interact and build relationships with their local societies through the Internet (Zhang, Jansen & Chowdhury, 2011). When businesses have a presence on social media, they allow customers to interact directly with each other, and this interaction allows businesses to interact face-to-face in marketing and media (Assaad & Gómez, 2011).

Social media is based on constructing virtual communities by allowing customers to precise their values, wishes and needs through the Internet. Then. The tool of social media marketing works to connect these customers and the public with businesses which share the same values, desires and needs. Thanks to social media, businesses is allowed to make constant and direct communications with the people who they follow. These personal interactions allow for a logic of loyalty to be built with followers and potential consumers. It also allows the product to reach these followers easily and directly (Assaad & Gómez, 2011).

Social media allows its followers to post comments made by others about the product. This happens all the time on most social media websites (Jansen et al., 2009). The repetition of the

message allows users to see and comment on the message so that it reaches large number of people and this repetition leads to the product or company getting more attention (Assaad, et al, 2011).

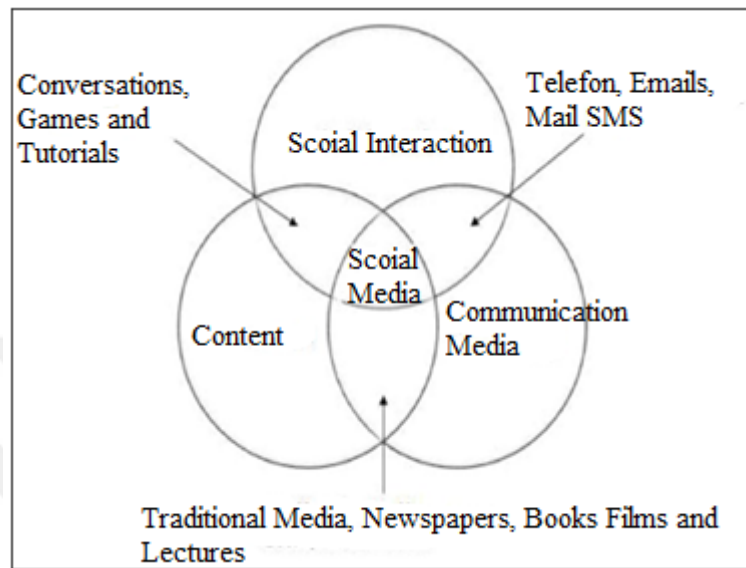


Figure 2.1: Social Media use (Zhang and Mao, 2016).

Homburg et.al. (2009) mentioned that social media is a feature which has entered the life of people in a extremely fast convergence across various domains. Kaplan and Haenlein (2010) explained the nature of social media with its meanings and origins. When discussing social media, two concepts related to user-generated content and Web 2.0 need to be considered. The term Web 2.0 was invented in 2004 to highlight the new methods used by programmers and the end users who are beginning to work with internet and the World Wide Web. This system is realized as a special platform that can be modified in a collaborative way by many users rather than a single user. Examples of applications that can be associated with the Web 2.0 group are collaborative projects, wikis and blogs. In this context, it can leave behind the entire personal websites and the Britannica Online Encyclopedia, which is based on the Web 1.0 platform. Finally, the researcher mentioned that Web 2.0 is considered as a site which contributes to the social media development (Kaplan, Haenlein, 2010).

Kotler and Keller (2006) stated that the simplest types of social media platforms are cooperative developments. They provide users the ability to remove, add or change the text based on text. It is found that by collaborating with many users, the information provided by different sources in social media is considered more trustworthy. One of the major collaborative projects that can be

easily identified is Wikipedia. It is an online encyclopedia written by volunteers and may be reached by any person on the internet. While blogs are another type of social media platforms. Blogs allow users to participate and publish by creating a multithreaded conversation through the use of online channels (Weber, 2009). It is said that blogs are very important to an organization as they affect its reputation either positively or negatively. It is also stated that content communities are individuals that rely on the ability to share media content (Saunders et.al. 2009). The media content can share different media such as PowerPoint presentations (Slide Share), photos (Flicker) and videos (YouTube). It has been shown that users of content communities do not create profile pages, but rather a type of personal record associated with recent and overall activities. Content communities for businesses are seen as a great topic as they use platform to share copyrighted material (Kaplan & Haenlein, 2010). Social media networks have been shown to follow content communities to review the social media types. Social media networks allow users to share content and exchange various media such as instant messaging, photos, videos, and information. They are not just media that allow users to invite friends to get useful information. Social media is varied and diverse and the most common social media networks are Facebook and Twitter (they will be explained in detail later along with other social media sites). Businesses have chosen social media to build a suitable connection with their customers (Trusov et.al. 2009).

2.2. SOCIAL MEDIA AS ELECTRONIC WOF

It has historically been defined in the field of marketing as the process of passing information between a non-commercial caller (has no profit) and a recipient of the brand, product or service (Dichter, 1966). Word of mouth differs from advertising in that it does not have time and space constraints that determine the extent of its dissemination. It also involves the exchange of oral messages and spoken communications between specific sources from one side and the recipient from another side. Since word of mouth does not need to be spoken or written, it disappears quickly. Moreover, the messages exchanged between the sender and the receiver may not be about a particular brand, good, or service, but about a particular institution (Stern, 1994). Word of mouth has been researched for many years and researchers have concluded that customer satisfaction, trust and commitment to the brand drive and promote word of mouth. Word of mouth delivers long-term outcomes (such as emotional outcomes, knowledge outcomes, and behavioral outcomes) for every consumer and business. The effectiveness of word of mouth lies in the fact

that it is a source of information for customers and is divided into two elements: Access to WoM and impact through WoM (Lang & Hyde, 2013). It is also defined as verbal recommendations or advice from customers through which they talk about the extent of their interest in the experience of a particular service to likely customers. It is a mistake to call WoM as (advertising). WoM is considered one of the most effective means of advertising because it is free and has no material or personal interest (Janany, Shanmugathas & Shivany, 2018).

Electronic WOM can be defined as any negative or positive behavior expressed by likely, current, and past customer about a specific type of product or firm to reach a high number of people or organizations across the Internet (Hennig-Thurau et al., 2004). The EWOM concept has evolved and diversified with the arrival of social media. Thanks to this invention, individuals can share their thoughts and concepts associated with brands, products or services with their friends across Internet (Erkan, 2014). Although the internet has changed the way of marketing, in the end, its basic goals are still to increase brand awareness and improve these goals. There is a recurring call for social media to be a new challenge where a balance must be struck between allowing customers to post their opinions about the brand on these networks and controlling the goals of the basic strategy of the company itself. EWOF marketing includes the viral marketing category where the product or service is widely publicized through a positive or negative mention of a likely or actual representative about products or companies. It is offered for many people and organizations on internet. Although social media is always used for private and non-commercial communication, the brand is interested in exploring or using it. Despite the motivation to use EWOM, they are for non-commercial communication and reception. They can contain the names of brands and products and thus it is probable that they can influence the image of commercial companies or their products. Being more reliable and have a high influence on consumers buying decisions than other types of communication channels, brands are increasingly viewing the comments of customers for motivation of marketing operations and even new development of products. It can be said that discussions on the Internet are not possible without an Internet network, but direct communication is more reliable, has a higher moral content and is associated with an instinct to socialize. Brands are likely to be able to affect the participation of consumer in the multichannel world to increase a competitive advantage and accordingly more customers (Wolny & Mueller, 2013).

2.3. TYPES OF SOCIAL MEDIA

The advent of Web 2.0 led to the availability of numerous applications that greatly and significantly influenced social media. Through modern applications such as blogs, video sharing, images, files and information where these applications increased interactivity and liveliness, the internet gained popularity (Youssef, 2017). There are many and different types of social media, some of them are classified into two types in terms of availability to the public: closed sites that include individuals and groups connected by professional frameworks, and others that are open to the public and where anyone can open an account on the Internet to join, such as Facebook, Twitter, etc. Others divide them according to the type of blog into web blogs, social blogs, micro blogs, podcasts, wiki and other classifications based on the type of participation and interaction (Segala, 2012). The most popular social media sites are Facebook, YouTube, Twitter, Instagram, Google+, My Space, and LinkedIn. These sites provide services to users and allow the creation of specific accounts for individuals and communication with friends. In the following sections, we will describe the most common of these sites as follows:

- a) **Facebook:** It is considered one of the most popular social media platforms in the world. It started in 2004 as a school project by Mark Zuckerberg and was publicly introduced in 2006 (Kirkpatrick, 2010). Currently, almost everyone in the world has an account on Facebook and it can be used by all the languages exist in the world. It is not only a communication tool, but also an advertising and marketing site. Facebook's huge prospective as a vehicle for change twigs from its capability to access and connect huge numbers of people. In 2016, it had more than (1.6) billion users. This made it a marketing platform for businesses and to construct social communities which share certain interests (Duffy, 2016).
- b) **YouTube:** It is an American system released in 2005 for sharing multimedia content between its participants. It was bought by Google in 2006 for (\$1.65) billion. YouTube helps users on uploading, displaying, rating, commenting and sharing videos. The popularity of internet videos has recently increased more than ever. The reason behind this is the widespread use of the Internet and the increasing use of social media, the constant updating of websites including Twitter and Facebook and the capability to include the links of YouTube into many websites (Lovejoy and Saxton, 2012).

- c) **Twitter:** It was launched in 2006 in the USA as a news service, and after its success by using short messages (twits) that do not exceed 140 characters, it was transformed into a social media website. In 2012, the number of users of this system reached more than (317) million and it is considered as a source of breaking news in the world. Even though some do not consider Twitter as a social media site like Facebook because it depends heavily on news, many organizations consider it as very powerful to get marketing and promotional information by allowing responses from Twitterers (Lovejoy and Saxton, 2012). Twitter is able to create strong specialized societies on its social website, but these societies are not carefully used by social institutions. As an alternative, twits are sent in order to collect the contributions or to convey information and media messages.
- d) **Instagram:** this platform is widely used among internet users, reaching one million users within two months of launch. A year after launching, the number of users has been doubled and reached into five million users at the end of 2011. In addition, Instagram saw strong growth in user numbers when it began uploading images to Android systems and its user base grew to three million. Through online social media, official use of Instagram began in all parts of the world in 2010 for iPhone and iPad owners and in 2012, the Instagram Company has developed the platform to comprise the phones that support Android systems (Bergstrom & Backman, 2013).
- e) **Google+:** Google+ is considered one of the services of Google and is one of the services related to social media on the Internet including Google+, Facebook and Twitter have many positive benefits, including a high level of privacy for users of this service. We have found that this service offers privacy that other social media do not have. It also includes techniques, modes, and methods that do not exist in others, such as diversity in the form of photos, videos, and video chats between users, as well as features to identify and classify friends, family members and relatives into circles and rings, where each circle and ring grant limited, specific access by the account holder in Google+ (Nadda, Dadwal & Firdous, 2015).
- f) **LinkedIn:** It is considered one of the most famous networks through which firms search for employees with efficiency and experience in a particular field, depending on what you indicate in your profile in this network. It is a social and professional network and looks like Facebook, but it is focused on the job and its goals and not for fun. One of the most

important advantages of this network is the easy access to workers or jobs, because it is easy to find and meet suitable people based on their personal profiles in this network. Thus, LinkedIn is focused on work and marketing services and provides the opportunity to post paid advertisements as this network provides reports to users (Allen-Hendricks, 2010).

- g) MySpace:** MySpace is a music-focused social network preserved by particular Media LLC and pop actor and singer Justin Timberlake. This platform has been launched in 2003 and its headquarter located in California. The number of users of this medium reached 1 million users in 2014. It was published by Tom Anderson and Chris DeWolfe and developed by News Corporation in 2005 for \$580 million. The importance and the number of visitors have increased. From 2005 to 2008, MySpace was ranked as the most visited social network in the world, overtaking Google as the most visited website in the USA in 2006. However, in 2008, Facebook surpassed this network in the number of visitors in the world and in the USA. In 2008, it took in more than \$800 million. In 2014, the number of MySpace users continues to decline despite numerous redesigns. In the same year, MySpace ranked 392nd in the U.S. in total visitors and 982nd in the world. MySpace has had an important impact on the music and pop culture and has been created a gaming platform that has led to the success of Zynga and RockYou, among others. It has also started the trend of creating unique URLs for firms and artists. MySpace has a large majority of companies marketing and promoting their products and services on this site to attract users. In addition, the network offers many other options such as videos, music, games, etc. (Singh et al, 2008).

2.4. INFLUENCE OF SOCIAL MEDIA TO REACH CONSUMERS

Social media indicates to the online tools used in order to share opinions, content, perceptions, and insights whose main purpose is to connect people and organizations. These tools are many and varied, such as video logs, wikis, discussion forums, social networking sites, blogs, widgets and chat rooms, and consumer product review networks. So, social networking is defined as a website that connects millions of people around the world with the same hobbies, interests and views. The term social networking site is usually used synonymously with social media. However, it differs in that it connects participants by creating profile with personal information and invite colleagues and friends to reach those profiles (Kaplan & Haenlein, 2010).

Unfortunately, many organizations and businesses use social media without a clear strategy and end up with disappointments (Ahmed, 2015). With the right strategy and approach, social media can prove its benefits through which organizations can influence buying decisions. Various studies and researches have shown that consumers are highly likely to buy certain items based on social media recommendations. In general, people sometimes have more confidence in these media when they compare them with the conventional advertising mix of companies (Bernhardt, Mays & Hall, 2012). Technology associate with developments including the emergence of new search engines, portable mobile devices and screens, tools of peer-to-peer communication, and social media have led to increased opportunities for marketers to access buyers through new touch points (Shankar et al., 2011).

Social networks, the focus of our study, are media that help users to generate a profile on the network to share, post, comment, and access to other users on the same network (Kaplan & Haenlein, 2010). Laroche et al. (2012) mentioned that individuals in the online environment such the idea of contribute, create, and join communities to satisfy the need for belonging, social communication, recognition, listening, and interacting with other members with similar thoughts. Social media, or more specifically the content that easily spreads on social media, allows people to act in explicit ways that are positive for entrepreneurs. Relationships between customers are developed through social media by sharing content and interacting by participating in social networks (Hennig-Thurau et al., 2010).

Currently, companies create pages on social media to share information about its product and service. Studies have shown that users are interested in reading all the responses from customers about products and services before they buy a particular product or service. People can now read and understand other people's opinions about certain products. Various online shoppers consider social media sites as a trusted information source and trust the opinions that current customers leave on these sites. Through social media sites, businesses can interact with new and potential customers and construct lasting relationships with them. Currently, people may change their loyalty to a certain company for some reason and then share it on the internet with negative reactions that negatively affect the company's reputation. In addition, there is a strong influence of humanization, meaning that with social media, brands are starting to act like people. This is perhaps important because we prefer to do business with other people rather than companies. In

addition, research has shown that social media has a higher close ratio than external marketing and that having the highest number of members on social media increases trust and credibility in your brand, which is social proof (Bly, 2015). Social media becomes more effective when people see their friends buying a certain product because it proves trust and credibility. Customers are greatly influenced by success stories. They achieve success in marketing because of the crowd mentality where people buy products that have been bought by their friends. Harris Interactive conducted a study which revealed that 71% of customers say which reviews from friends and family have a great impact on their purchasing decision (Ahmed, 2015).

People give more importance to brands shared on blogs and social media, as well as brands with a high number of likes, than to the useful information that companies provide about their brands (Christodoulides, 2008). Companies that analyze and understand the needs and interests of the public and formulate a strategy for social media marketing will be successful (Vinerean et al., 2013).

2.5. ROLE OF SOCIAL MEDIA IN MARKETING

The most common use of social media is in marketing, where the existence of companies in these networks is popular because they include different and diverse markets that allow the representation of products and consolidation of brands, interaction and relationship management with customers, that is the most significant and difficult tasks. This orientation currently worries marketers and specialists in business environment and axis for many academic meetings and seminars. Moreover, many academics have emerged who have specialized in the field of marketing in these networks such as Facebook, Twitter, Instagram, etc. through training.

It is said that social media sites are a network used by people to build social and professional interactions. Social media sites are platforms where information is posted that can be easily shared and they are useful to process information on internet. It has even been noted that this exclusive exercise of social media and its huge acceptance has caused a revolution in marketing practices including promotion and advertising. Cha (2009) mentioned that social media has become a site which helped to influence the information behavior of customers and share the buying behavior in terms of dissatisfaction statements and the way they reach the internet. There are many useful benefits to connecting businesses with customers, building relationships, and fostering those

relationships in a short period of time and at a lower cost. Other functions which can be attributed to social media are influencing perceptions that take into account attitudes and end behaviors while gathering people with similar views. In the online environment, it is observed that people such as the idea of joining the society, creating something and contributing to achieve the need of belonging (Flagler, 2011).

It even helps them to socialize and be predictable or just enjoy interacting with like-minded people. The social media is very efficient compared to the traditional communication channels and encourages the industry leaders to participate in the various social media including MySapce, Facebook and Twitter and others that contribute to the success of their business in the internet environment (Richins, 2009). Thus, it can be seen that more and more industries try to benefit from social media because it helps to develop strategies which can be useful to manage others' strategy or following other directions. In addition, it can be confirmed that social media allow businesses to participate and interact with potential and current customers. They help to foster a logic of familiarity and build the relationship between the consumers and business owner. This can happen in a business environment that can lose consumer loyalty if the business makes a small mistake.

2.6. PRIOR STUDIES

In this part of our study, we will analyze many previous studies related to our study, comprehensively analyzing these studies as follows:

Haron and Razzaque (2008) examined the influence of involvement in virtual communities on online purchase intention. The researchers mentioned that social networking platforms and social media refer to social activities which take place in the online environment when interested Internet users join together to form online relationships. The emergence of these virtual networking sites provides online customers with platforms to share their common ideas and display related information about products and services. Consequently, this opened many opportunities for retailers, especially those who conduct business online. The study reports the influence of social networking platforms on online customer purchasing intentions. A conceptual framework model has been proposed to achieve a better sympathetic of the effect of social media on customer purchasing intention.

Bilgihan, Nusair & Okumus (2011) investigated the social media sites and their impact on hotel and restaurant decision making. The goal of the study was to identify the social media influence before making final purchase decision for products and services. The study findings showed that 97% of the study participants used Facebook, 71% used YouTube, and 23% used Twitter. Moreover, the study showed that 55% of the study participants use social media to share attitudes and experience with friends and 31% of the study participants use these sites as a framework to search on the information about products before make the buying decision.

Alageel (2011) investigated the effect of social media on customer purchasing behavior. The study aims to examine the effect of social media on purchasing decisions of people in Saudi Arabia. The study involved a survey distributed to a large sample of people in Saudi Arabia. The study findings showed that there is a significant positive relationship between using of social media and the purchasing behavior of consumers in Saudi Arabia. The study also showed that people consider social media as a trustworthy site to search for products or services and that social media may effect positively on customer purchasing behavior.

Papadopoulou et al. (2012) investigated how WoM and social media effect consumers' selection of products and services. The study aims to identify the role of WoM and social media in general on consumers in Sweden. The study has been performed in the form of a survey and included 278 respondents. The data from the questionnaire has been analyzed by using SPSS to investigate the responses of the sample. The study findings showed that WoM and social networks have high impact on purchasing intention and awareness of products. In addition, the study results clarified that age has an important influence on the relationship between WoM and social media networking sites in terms of consumer purchase intention and product awareness, and that the product awareness and purchase intention of males is higher than that of females on social media networking sites.

Liu and Lopez (2013) investigated the social media impact on consumer demand. The main goal of the study is to measure the influence of social media on demand of customers in the USAs. The methodology of the study depended on the sales data of eighteen brands sold in twelve states during seventeen months. The study findings illustrate that social media has a significant impact on customer evaluations, particularly through discussions about specific brands, which increase consumer awareness of the brands and lead to positive evaluations of the brands studied. In

addition, the study has shown that consumer discussions have a significant impact on consumer demand for certain soft drinks and that consumers who communicate through social media are more expected to accept these products. Social media chats have not been shown to have a significant negative impact on price. One possible clarification is that consumers are not concerned to discuss the prices of certain products but the prices of other soft drink products due to quality competition.

Wolny and Mueller (2013) conduct a study to analyze the motivations of fashion customers to participate in electronic WoM communication across social media sites. The study aimed to analyze the motivation of customers to participate in the fashion sector through Wof on social media in the UK. The researcher conducted a questionnaire and distributed it to participants. The study sample included 192 people. The study data has been analyzed by the use of SPSS. The study findings showed that there are effects on social media motivation in terms of product involvement, self-involvement, involvement of others, seeking advice, and need for social interaction that influence consumers in the fashion sector on social media in the United Kingdom. In addition, the study results revealed that social media interactions are replicated through social media participation and that users recognize the social benefits of giving a like, posting a comment and sharing a post about a particular product or service with friends and family. The study concluded that asking for advice is not one of the most significant elements influencing the buying behavior of fashion consumers who identify with a particular brand on social media.

Hutter, Hautz, Dennhardt & Fueller (2013) investigated the effects of user interaction on social media on brand awareness and purchasing intention. The goals of the study is to analyze how activities of social media platforms especially Facebook for automotive, and users' interaction with these brand-related activities influence consumers' brand awareness and ultimately their purchase decision. A questionnaire has been developed to achieve the research objectives. The analysis results show that fans on Facebook pages have a positive influence on fan page engagement on consumers' brand perception and purchase intention. It is also found that fan page annoyance due to information overload negatively affects fan page engagement. Moreover, the findings of study have shown that engagement on Facebook effects positively on brand awareness of consumers.

Clark and Melancon (2013) provide an article on the social media influence on relationship marketing perspective. The aim of the study is to examine the influence of social media on building

customer relationships and how to obtain and maintain them in the USA. The study mentions that social media is used as part of the investment in the relationship and tested for consumer satisfaction. The study was conducted with the help of questionnaire and the sample of the study was 144 participants. SPSS has been used to analyze the data of study. The study findings show that social media have an important effect on the quality of relationships with customers. This is achieved by investing heavily in the relationships and leads to higher customer satisfaction, loyalty and positive feelings. As a result, there is an exchange of positive discussions about the company.

Schivinski and Dabrowski (2016) provide an article on the impact of social media on customers perceptions of brands. The goal of study was to test the influence of user and company content on social media on brand, their behavior and customers' purchasing intention. The study findings showed that there is no significant impact of corporate content on brand while there is an important effect of user content on brand.

Alnsour, Ghannam & Alzeidat (2018) implemented a study on the social media impact on purchase intention. In a quantitative study, they used a questionnaire to investigate the impact of five benefits of social media on purchasing intention when purchasing airline tickets from Jordanian airlines. The study examined how the functional advantages of social media, monetary advantage, hedonic advantages, and psychological advantages of social media influence customers purchasing intention of purchasing airline tickets. According to the literature, the researchers categorized social media advantages into five main groups: functional advantages including effectiveness, hedonic advantages including pleasure, monetary advantages including special offers, psychological benefits including association, and social benefits including participation. The study examined five elements to measure their effectiveness on purchase intention, psychological, hedonic, monetary, functional and social benefits. The study findings showed that monetary advantages of social media and hedonic advantages effect positively on purchasing intention, whereas the functional, monetary and psychosocial advantages of social media have no influence on customer buying intention.

2.7. SOCIAL MEDIA AND REAL ESTATE SECTOR

The real estate sector business relies on the release of information to thrive, with the challenges in any sales organization being to find the right kind of customer through prospecting. Potential

clients should know the type of properties on the market and the current value of the properties. Obtaining this information can be difficult if the client does not know how to use social media efficiently. In recent years, real estate marketing has shifted to digital means, especially social media, through which real estate agents can make a name for themselves in the local market (Ibisola, Oni, and Peter 2015).

Sharing information is likely to have a better local impact than sharing public information nationally. Whether it is advertising on Google and other search engines, advertising on social media or other search engines. Using blogs to display or advertise properties can provide more valuable information about properties in specific locations that can help buyers or sellers decide where to invest. In addition, real estate agents can use social media to target home buyers as well as people looking to sell their homes. While most real estate agents have built their capabilities without an internet connection, creating an internet connection on social media can lead to more likely clients finding the post about their property and listing their home with a particular agency or buying a home on the agency's social media page.

Social media sites including Facebook, Instagram, Twitter and others can help build a brand while available to clients. The power of social media can help gain followers and fans that can turn into clients. Stelzner (2012) mentioned that 90% of home buyers use the internet and social media to make decisions. Previous methods are rejected by people searching for properties they choose to rent or sell. Thus, people who use traditional search methods such as housing magazines and newspapers account for 18% and 27% respectively. This is made possible by the availability of social media, which is easy for property seekers to access even if they are far from the area where they live or want to move to.

According to Kendal (2014), the average Facebook, Instagram and Twitter users are not the same as the target customers of real estate agents. This means that Facebook and Twitter users, who were originally the realtors' target audience, ended up becoming the realtor's clients. Social media facilitated communication with appropriate fans more than ever. Social media offered real estate agents the opportunity to reach out to people in their area to keep them updated on property changes and other information. Blanchard (2011) stated that social media is a perfect method for real estate agents to grow their business because they can instantly communicate with potential and current agents and their peers in the real estate sector. Even though every real estate agent uses

some types of social media to promote their business, this type of marketing is not effective if it is not done effectively. Knowing how social media helps to build the real estate sector efficiently will lead to a successful business. Many factors must be taken into consideration to understand how to use social media in real estate marketing.



3. PURCHASING BEHAVIOR

3.1. INFLUENCE OF SOCIAL MEDIA ON DECISION MAKING PROCESS

Currently, customer service and satisfaction are at the heart of the business. According to Blackshaw & Nazzaro (2006), social media effects brand loyalty, sales and awareness. Therefore, it effects marketers' forecasts. Raman (2009) clarified that social media marketing reports describe the increasing appeal of social media and the value of social media in commercial sector. The great purchasing behavior process of social media is influencing buying behavior as a new element. Currently, buying behavior is influenced not only by conventional elements but also by online platforms. Elements which effect the decision-making process and preferences are inputs that marketers cannot control, such as recommendations, peer reviews, social media, blogs, and other types of content created by the user.

Auriat & Saniscalco (2005) propose an innovative model for stimuli and response because of increasing the use of social media. The conventional marketing mix, including newspapers, advertising on TV, and radio, influences consumer buying behavior. However, there are other uncontrollable stimuli including demographics, values, perception, society, etc. Moreover, marketers cannot control the online marketing mix and social media experiences such as corporate websites, banners, etc.

Barwise & Meehan (2010) mentioned that the content of social media is democratic and neutral. Many types of social media are widely used by users in order to search for information and make purchasing decision. Chen et al. (2011) stated that ratings and content created by users on social media, including music reviews, movies, books, and other things, influence users' attributes and purchase decisions. Advertisements shared on social media are noticed by more than 25% of users. Moreover, social media users find it useful to match advertising tools with their profile information. Berthon. et al. (2008) mentioned that users trust social media sites that are filtered, unbiased and distilled. The traditional purchasing model path clarifies the social media impact on customer purchasing decisions and the buying process which is useful for marketers. According to Bertilsson (2009), consumer purchase decision is effected by different marketing channels, particularly online purchasing. Social media has also been shown to serve as a medium for creating awareness in the buying process.

Cheong & Morrison (2008) pointed out that in the competitive area, a brand may gain a competitive benefit by social media marketing and blogs, besides to post videos on YouTube. According to Edelman (2010), social media has a great influence on purchasing decisions, serving as a medium to create awareness and support the purchasing decision. They play an important role to maintain and build a feedback loop. The influence of social media on purchasing decision is represented by the clearness and convenience to experience data created by current consumers. Various indications from marketers and potential consumers show that the use of conventional channels in marketing is declining. However, conventional media play an important role in increasing awareness. Gallagher & Ransbotham (2010) describe the importance of feedback in the buying process when consumers see a particular product on TV and search for reviews on the Internet. As mentioned earlier, social media serves as a platform to post-purchasing experiences and acts as WoM for products or services.

Blakeman & Brown (2010) found that content generated by user that emerges from post-purchase conversations is reviewed and validated by the collective wisdom of the public. Both modern and traditional media effect consumer purchasing decisions, but the impact of social media is fully in vogue. Therefore, marketers should consider social media if they want to understand the consumer buying process. Social media provides a platform for consumer comments and it is a two-way communication operation where companies share the message with customers and customers offer comments about their experience with the product. Marketers need to take this feedback into account when formulating strategies to manage the market. Social media can thus be used in the buying process to create awareness and support the buying operation.

3.2. THE FOUR TYPES OF PURCHASING BEHAVIOR

Purchasing behavior includes four types as follows (Anisha, & Kalaivani, 2016):

- a) **Impulse buying:** when the consumer stands at the checkout and notices the magazines and similar merchandise, he carries out the purchase process without thinking or planning. In most cases, this occurs with items that have low prices.
- b) **Routine purchases:** there are many items that consumers buy every day, once a week or monthly. These items range from morning coffee from the local market to milk, egg and cheese from the supermarket. Typically, people take little time to decide whether or not to

buy these products, and they do not need to read reviews or ask friends for their opinions before making the routine purchase.

- c) **Limited decision making:** If the customer is making a purchasing which need limited decision making, they can ask a friend for advice. The consumer may search over a limited number of choices, but the search is not exact, as in the case of an item with a higher price.
- d) **Extensive decision making:** electronic devices with high prices such as cameras, mobile phones, televisions and computers require costly decisions where consumers spend a lot of time searching before making a decision. These processes require the consumption of large amounts of money.

3.3. VARIATIONS IN PURCHASE DECISION BEHAVIOR

According to Kotler and Armstrong (2014), purchase behavior is divided into two axes: important or low brand differences and high or low consumer involvement. They classify purchasing behavior into four types, as shown in Table 3.1.

Table 3.1: Types of purchase behavior (Kotler and Armstrong (2014)).

<i>Purchase Behavior</i>	<i>Characteristics</i>	<i>Examples</i>
Complex buying	High consumers involvement	Car
	Significant brand	Laptop
	Expensive	
	Infrequent	
	High risk	
Dissonance-reducing	High consumer involvement	Carpet
	Expensive	Furniture
	Infrequent	
	High risk	
	Price sensitive	
Habitual buying	Low consumer involvement	Household goods
	Little brand difference	
	Frequent or repeat purchases	
Variety-seeking buying	Low consumer brand differences	Restaurant
	Brand switching for variety	

The composite purchasing process includes high risks and therefore information collecting and assessment of product options is of utmost importance. It is different from the behavior that reduces the dissonance and high risks also in terms of the emergence of high differences in brands and leads the consumer to go by all the phases of decision making. Thus, our study emphasizes on the purchasing behavior where the social media effect is likely to be very clear.

3.4. CONSUMER PURCHASING BEHAVIOR

There are different methods to model consumer behavior based on the research objective, but the most beneficial approach is the decision process curriculum that examines the events which head and follow the purchasing, and this clarifies the decision process method (Karimi, 2013). Consumer decision process is defined as the types of consumer behavior that follow, identify, and track the decision making process to acquire products, thoughts, or services which meet the consumer needs (Du Plessis et al., 1990). There are several models of consumer behavior, the simplest of which includes the economic model (the consumer follows the maximum usefulness and spends the minimum amount to obtain a high income), the psychological model (according to Maslow's hierarchy of needs, where the individuals are interested by their robust needs), Pavlovian learning model (the results of behavior from exercise, education and experience), and the social model (purchase is effected by the society or social values). The aforementioned models are occasionally mentioned to as the outstanding models of customer behavior. In the 1990s, many complex models such as Nicosia's (1966) were developed. Nicosia's (1966) model includes four areas of the decision process: formation of the customers' attitude, information search and assessment, purchasing process, and post-purchase reactions. As well as, Howard and Sheth (1969) consider four types of variables: Inputs (stimuli); the perceptual and learning constructs; the outputs (customer behavior, purchasing decision); and the external variables (including social, psychological, and marketing components). In addition, Engel et al.'s (1990) model includes four parts: Information Input, Information Process, Decision Phases, and Variables of Decision Process. The customer's decision process includes five sequential phases: Needs identification, information search, evaluation of substitutes, purchasing (selection), and results (post-purchase), each of them is effected by the individual features, environmental effects, and psychological operations. The three main models have adopted the phases of the decision process, but differ on the focus on different variables and in the way they are offered. Nevertheless, they have been condemned for

being very complicated with numerous poorly defined variables, complex and ambiguous relationships, and lack of experimental support (Karimi, 2013). Simple models including the Theory of Planned Behavior (TPB) by Bettman and Ajzen have been invented in the 1970s and 1980s. The TPB is not concerned with the decision making process, whereas the model of Bettman views the process as a decision tree that is controlled by how the consumer processes the external information within the information processing constraint.

3.5. THE CLASSICAL OR TRADITIONAL PURCHASE MODEL

Since the grand models have been exaggerated where they comprised a brief and plausible viewpoint on the decision process while being reliable with Herbert Simon's work on decision-making (Simon, 1960). The classical model shortened the major models by eliminating various variables and their interrelationship and focus only on five decision phases: problem recognition, information search, assessment of alternatives, purchasing decision, and post-purchasing behavior. It is always denoted to as Engel Kollat Blackwell (EKB) or Engel, Blackwell and Miniard (EBM) and was one of the most famous and well-known models in customer behavior research (Karimi et al., 2015). Figure 3.1 shows the EBM model stages and Simon's model.

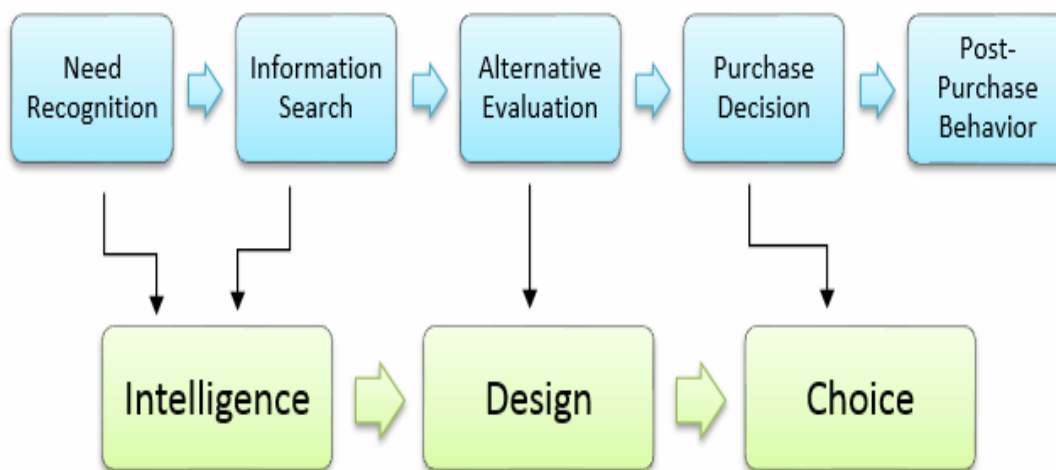


Figure 3.1: The EBM model and Simon's model stages.

In decision science, Simon's model is considered one of the seminal decision making models since 1960, in which the decision making process is divided into three stages: Intelligence, Design and Choice. The intelligence stage consists of the problem classification, information collecting and

processing. In the second stage of design, substitutes are created and evaluated and in the last phase of selection, the substitute is selected. Compared to the classical model, Simon's intelligence stage is a mixture of the first two phases: Needs Identification and Information Search. The third phase of substitute assessment is the design phase, whereas the selection stage coincides with the purchasing decision phase. The classical model and its five phases can be described as follows:

- a) **Stage 0 - Need recognition:** this stage is considered the first stage of the purchase decision making process. Internal stimuli including hunger or external stimuli including advertising that alert the customer that there is a difference between their present state and their expected state (Kotler and Armstrong, 2014). Generally, this is considered the trigger which pledges the decision making process and offers the impetus for all of the customer activities, including information seeking, assessment and purchasing. The choice which determines the need to buy may rely on several individual features. Since there are several complicated motivations, this phase differs accordingly from the subsequent phases.
- b) **Stage 1 - Information Search:** After identifying the need, the customer conducts a search in memory to identify if he or she is sufficiently informed about the existing possibilities to make a decision. If the internal knowledge is not adequate, the external search is necessary to complete the current knowledge. Complex purchases with their frequency need a large and intensive search effort. External search is normally implemented across personal sources (e.g., family and friends), the commercial sources (e.g., vendors and advertisements), and the public media sources (e.g., Internet, magazines, TV, and newspapers). Examinations from users on sites including TripAdvisor or Amazon.com are considered a good way to obtain consistent product ratings (Kotler and Armstrong, 2014). Searches continue until sufficient and qualified information is gathered, but they may be insufficient due to accessibility and amount of information. Whereas low availability of information restricts the decision making, more information can also delay the good decisions by limiting the ability to process consumer information.
- c) **Phase 2 - Evaluation of alternatives:** when the information is gathered, it is used by the consumer to evaluate alternative products and make a purchase decision. The phases of evaluating and seeking alternatives are intricately intertwined in the decision-making phase, even though they occur separately and the consumer is constantly moving back and

forth. The evaluation of alternatives includes the selection of substitutes and evaluation measures. Then the alternatives considered are compared according to specific standards, and finally the decision instructions are applied to restrict the choice of substitutes and make the final selection. In this phase, the principles, intentions, and attitudes are formed that lead to the subsequent phase of purchasing.

- d) Phase 3 - Purchase Decision:** This is the final decision where product to purchase. The buying process is considered the final phase where the customer agrees what to buy, where to buy it, and how to pay for it. The buying decision is a purposes function, environmental effects and individual position. These include some effects which can influence the buying process, the available time for the decision making process, the obtainability of information, and the selling environment. The position of friends and family and unexpected conditions including the product availability (color and size) and supply shortages can also lead to reevaluation (Kotler and Armstrong, 2014).
- e) Phase 4 - Post-purchase behavior:** in this phase, the consumer evaluates the product performance depending on his prospects and arrives at a status of fulfilment or dissatisfaction. Expectancy Confirmation Theory clarifies post-purchase fulfillment as a function of prospects and professed performance and confirmation of principles (Oliver, 1977). Consequences are associated to predictions in a personal assessment that considers one of three formulas: positive nonconfirmation or satisfaction (performance is better than predictable), simple confirmation or neutral response (performance matches predictions), and negative nonconfirmation or dissatisfaction (performance is worse than predicted). Customer who invests a lot of money, time, and effort in the purchase process may be undecided whether they have made the correct decision (Kotler and Armstrong, 2014). This forces customers to seek supporting information to reduce dissonance, whether it is a positive affirmation of the decision they made or a statement that it was not a good decision. Consumer satisfaction results from experiences at all the phases of the buying process, and outcomes at one phase of the buying process influence experiences at other phases (Karimi, 2013). Many researches and studies focus only on consumer satisfaction with the final selection and outcomes and ignore satisfaction with decision making process. Both of the

concepts have different scopes, but together have a major effect on overall customer satisfaction (Karimi, 2013).

3.6. THE INFLUENCE OF INTERNET ON CONSUMER DECISION MAKING

The diverse range of online information has helped customers make better consumption decisions and opens up new opportunities for information seeking by reducing search costs (Aksoy and Cooil, 2006; Jepsen, 2007). The content of user and opinions are always dominated the results of search engine (Smith, 2009). The Internet impact differs at many phases of decision making process. Originally, the Internet supported only the information search phase, but the modern directions of social media and online decision tools and recommendation systems were prolonged the effective role of the Internet to all phases of decision making (Karimi, 2013). Besides the time and other intellectual costs of information acquisition and processing, other manipulating elements such as perceived risks, product knowledge, and trust are also important for the quality of online decision making. Internet and web literacy have become more important over time, and as consumers' use of the Internet increases, so does the likelihood that they will use the Internet in the decision-making process (Jepsen, 2007). Punj (2012) mentioned that the main difference in the quality of decisions between online and offline environments may be related to the available technology on the Internet such as the ability to access various information sources and decision support tools which can help customers make decision with good quality.

4. RESEARCH METHODOLOGY

4.1. RESEARCH MODEL

The current study focuses on the effect and influencing factors of social media and purchasing behavior in the Turkish real estate sector. Therefore, the study deals with many concepts associated with social media such as types of social media, functions, working methods and how people interact with and use these media in detail. Currently, social media is of great interest among people of different age groups and cultures, and its importance and technology are continuously and rapidly developing. The study includes a field part based on a questionnaire distributed online to a wide range of people working in the Turkish real estate sector.

4.2. SAMPLE OF THE STUDY

The sample of this study consisted of individuals working in the Turkish real estate sector in different cities in Turkey. The sample consists of Turkish and Arab individuals who are all working in the mentioned sector. An online questionnaire was used to perform the field study and it was distributed during the period from 15/11/2021 to 22/12/2021. This study is considered as one of the first studies conducted simultaneously among Turkish and Arab people. Therefore, it is considered an important tool in this regard and a starting point for further studies.

4.2. DATA COLLECTION METHODS

Data collection is the process to collect data needed by the researcher to achieve certain objectives and research questions (Wilson, 2016). Data collection is considered as a methodological method used to gather information which is used to address the research questions under study. The basic information of the current study was collected by the use of a questionnaire. Questionnaire is a research tool which includes many questions in order to gather information from the participants (Creswell & Creswell, 2017). It allows the researcher to save time by collecting a large amount of data in a short period of time and so that its selection is justified. The questionnaire used in this study employs a Five-Likert scale (1: strongly agree, 2: agree, 3: neutral, 4: disagree, and 5: strongly disagree). The questionnaire of our study includes four sections. The first section contains demographic information about the participants of the study. The second section is the reach of

advertising on social media and is based on (Mwiti, 2020), the third section is brand awareness on social media and is based on (Al-Yaseen, 2017), and the fourth section is company content and is based on Alhaeethi (2019).

4.2.1 Procedure

The data in our study have been analyzed by using the Statistical Package of Social Science (SPSS). The study included statistical tools to analyze the study data and test the research hypotheses. We used frequencies, percentages, and simple linear regression¹. In addition, the study used Cronbach's Alpha test to measure the reliability of our questionnaire sections.

¹ An unstandardized simple linear regression (bivariate) regression coefficient measures the amount of change in a dependent variable for a one-unit difference in the independent variable.

Multivariate regression coefficients measure the amount of change in a dependent variable for a one-unit difference in the independent variable while the other independent variables are held constant.

A standardized simple linear regression coefficient measures the amount of change in terms of standard deviation in a dependent variable for a one standard deviation difference in the independent variable.

Multivariate regression coefficients measure the amount of change in terms of standard deviation in a dependent variable for a one standard deviation difference in the independent variable while the other independent variables are held constant (George & Bohrnstedt, 1994).

5. RESULTS AND DISCUSSION

5.1. RESULTS AND ANALYSIS

In this part of our study, we will evaluate the results of the questionnaires that were distributed to the participants of our study for more than one month. The total number of participants is 131 people who work in the Turkish real estate sector and live in many Turkish cities. Some of the study participants are Turks and the rest are Arabs.

5.1.1. Demographic Information of the Study Sample

The demographic information of our sample include many variables such as gender of the sample, age category, years of experience, level of management in the organization and the highest educational level of the sample.

5.1.1.1. Gender of the sample

This section aims to determine the gender of our sample. The study findings show that 55.7% of the sample are male and 44.3% of them are female as shown in Table 5.1. This result shows that Turkish real estate sector has diverse gender representation according to the result of our study.

Table 5.1: Gender of our study sample

Gender	Frequency	Percentage
Male	73	55.7%
Female	58	44.3%
Total	131	100%

5.1.1.2. Age category

At this section, we will analyze the age category of our sample. Table 5.2 shows that 45.8% of our sample are in the age category between 26-33 years old, 32.1% of them are between 18-25 years old, 15.3% of them are between 34-41 years old and 6.9% of them are between 42-49 years old.

Table 5.2: The distribution of age for our study sample

Age category	Frequency	Percentage
18-25 years old	42	32.1%
26-33 years old	60	45.8%
34-41 years old	20	15.3%
42-49 years old	9	6.9%
Total	131	100%

5.1.1.3. Years of experience

The sample of our study were asked to clarify the work experience have been working in real estate sector. As shown in Table 5.3, the largest category of our sample have work experience between 0-1 year with percentage of 45%, 19.8% of them have work experience between 2-4 years, 15.3% of them have work experience more than 10 years and 8.4% of them have work experience between 8-10 years. This result clarifies that the sample of our study have adequate knowledge about the real estate sector.

Table 5.3: Distribution of work experience for our study sample

Years of experience	Frequency	Percentage
0-1 year	59	45%
2-4 years	26	19.8%
5-7 years	14	10.7%
8-10 years	11	8.4%
Above 10 years	20	15.3%
Total	131	100%

5.1.1.4. Level of management in the organization

When the study sample were asked to clarify the level of management, it is shown in Table 5.4 that 36.5% of them are in the middle level management, 35.9% of them are in the top management and 27.5% of them are in the lower level management. This result clarifies that the study sample have sufficient information and knowledge about the Turkish real estate sector.

Table 5.4: The work position for our study sample

Level of management in the organization	Frequency	Percentage
Top management	47	35.9%
Middle level management	48	36.5%
Lower level management	36	27.5%
Total	131	100%

5.1.1.5. The highest educational level of the sample

When the study sample were asked to indicate their educational level, it is shown in Table 5.5 that 38.9% of them have bachelor degree, 30.5% of them have master degree, 16% of them have diploma and 12.2% of them have certificate (the certificate refers to any professional qualification or training). This refers that the study sample have the capability to read, understand and interpret the information we seek in our study.

Table 5.5: The educational level for our study sample

Educational level	Frequency	Percentage
Certificate	16	12.2%
Diploma	21	16%
Bachelor degree	51	38.9%
Master degree	40	30.5%
Doctorate degree	3	2.3%

5.1.2. Data Collection Instrument

This study includes many data collection tools, including the use of research, studies, documents, and various reports and workshops that contain information on the topic of our study. furthermore, we relied on the applied curriculum to prepare the practical data of our study using a questionnaire (as mentioned earlier) to conduct the field study. As we mentioned earlier, our questionnaire consists many axes and each of them contains several items which are described as follows:

First section: Reach in Social Media (five items).

Second section: Brand awareness in social media (six items).

Third section: Company content (six items).

5.2. RELIABILITY OF OUR QUESTIONNAIRE

At this study, we used the Cronbach alpha test to measure the questionnaire's reliability and validity. The minimum value to be accepted in this test is 0.7. This is based on Taber (2017) in his article titled "The use of Cronbach's alpha when developing and reporting research instruments in Science Education" where he mentioned that when Cronbach alpha is used, the minimum value of 0.7 should be accepted. Table 5.6 shows Cronbach alpha test results for each section in the questionnaire.

Table 5.6: Cronbach's Alpha coefficient test

Axis	Fields	Number of items	Cronbach's Alpha
First axis	Reach in Social Media	5	0.739
Second axis	Brand awareness in social media	6	0.821
Third axis	Company content	6	0.871
The total Cronbach's Alpha coefficient value test		17	0.8103

Table 5.6 shows that all Cronbach's Alpha coefficients of our questionnaire are larger than (0.6) and the average of Cronbach Alpha to all axes is greater than (0.8). This result is considered relatively high and stable and at the end it refers to the reliability of our questionnaire.

5.3. DESCRIPTIVE VARIABLES OF OUR SAMPLE

5.3.1. Reach in Social Media

This section of our questionnaire includes five items and aims to analyze how reach in social media advertising influence the purchasing behavior in Turkish Real Estate sector.

On the question whether social media allows organization to define the target market, it is shown in Table 5.7 that 46.6% agree and 35.9% strongly agree with totally 82.5%, that social media allows organization to define the target market.

Table 5.7: Social media allows organizations to define the target markets.

Reach in Social Media	Frequency	Percentage	Cumulative Percent
Strongly agree	47	35.9%	35.9%
Agree	61	46.6%	82.4%
Neutral	17	13%	95.4%
Disagree	3	2.3%	97.7%
Strongly disagree	3	2.3%	100%

When the study sample were asked to indicate whether social media reach is necessary to influence customer purchasing behavior to purchase the company product and services, we can see in Table 5.8 that the greatest percentage of our sample clarified that they strongly agree and agree with percentage of 46.6% and 36.6% respectively and totally 83.2% that social media is necessary to influence consumer purchase behavior to buy the company product or services.

Table 5.8: Social media is necessary to influence consumer purchasing behavior

Reach in Social Media	Frequency	Percentage	Cumulative Percentage
Strongly agree	61	46.6%	46.6%
Agree	48	36.6%	83.2%
Neutral	13	9.9%	93.1%
Disagree	6	4.6%	97.7%
Strongly disagree	3	2.3%	100%

On the question whether target market helps business to craft their product or services to the needs and desires of consumers, we can see in Table 5.9 that the greatest percentage of our sample (50% of them) agree that target market helps business to craft its product or service to the desires and needs of consumers.

Table 5.9: The target market helps business to craft products to the needs and desires of customers.

Reach in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	39	29.8%	29.8%
Agree	66	50.4%	80.2%
Neutral	17	13%	93.1%
Disagree	6	4.6%	97.7%
Strongly disagree	3	2.3%	100%

When the participants were asked to clarify whether social media reach is necessary to analyze data associate with target market, we can see in Table 5.10 that 45% out of our participants agree and 31.3% out of them strongly agree with totally 76.3%, that social media is necessary to analyze data associate with target market.

Table 5.10: Social media is necessary for data analysis about the target market

Reach in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	41	31.3%	31.3%
Agree	59	45%	76.3%
Neutral	19	14.5%	90.8%
Disagree	12	9.2%	100%
Strongly disagree	0	0%	

On the question whether social media reach enhances consumer insight in the organization, Table 5.11 shows that 50.4% and 28.2% of our participants agree and strongly agree respectively with totally 78.6%, that social media reach enhances consumer insight in the organization.

Table 5.11: Social media reach enhances consumer insights in the organization.

Reach in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	37	28.2%	28.3%
Agree	66	50.4%	87.6%
Neutral	16	12.2%	90.8%
Disagree	9	6.9%	97.7%
Strongly disagree	3	2.3%	100%

5.3.2. Brand awareness in Social Media

The second section of our questionnaire includes six questions and aims to investigate whether brand awareness in social media influence the purchasing behavior in Turkish Real Estate sector. The study participants were asked to indicate if they easily repost the information available on social media and it is shown (as in Table 5.12) that 38.9% and 36.9% of our participants agree and strongly agree with totally 75.8%, that they can easily reports the information available on social media.

Table 5.12: I can easily repost the information available on social media

Brand awareness in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	48	36.6%	36.6%
Agree	51	38.9%	75.6%
Neutral	23	17.6%	93.1%
Disagree	6	4.6	97.7%
Strongly disagree	3	2.3%	100%

On the question whether social media allows to share comments with other, 45% and 40.5% of our participants strongly agree and agree respectively with totally 85.5% that social media allows them to share comments with others as clarified in Table 5.13.

Table 5.13: Social media allows me to share comments with others

Brand awareness in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	53	40.5%	40.5%
Agree	59	45.0%	45%
Neutral	13	9.9%	9.9%
Disagree	3	2.3%	2.3%
Strongly disagree	3	2.3%	2.3%

The study participants were asked to indicate if they can get valuable feedback through social media, 38.2% and 30.5 % of them agree and strongly agree respectively with totally 68.7%, that can get valuable feedback from clients across social media as shown in Table 5.14.

Table 5.14: I get valuable feedback through social media

Brand awareness in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	40	30.5%	30.5%
Agree	50	38.2%	68.7%
Neutral	26	19.8%	88.5%
Disagree	9	6.9%	95.4%
Strongly disagree	6	4.6%	100%

Table 5.15 clarifies that 36.6% of the study sample strongly agree and agree with totally 73.2% that they can get the needed information through social media sites.

Table 5.15: I get the needed information through social media sites

Brand awareness in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	48	36.6%	36.6%
Agree	48	36.6%	73.3%
Neutral	23	17.6%	90.8%
Disagree	9	6.9%	97.7%
Strongly disagree	3	2.3%	100%

On the question whether information obtained through social media are trustful, we can see in Table 5.16 that the 31.3% of our participants neutral and 29% out of them are disagree that information obtained across social media are trustful. This means that not all of the information in social media are trustful as stated by our study sample.

Table 5.16: I trust the information obtained through social media

Brand awareness in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	31	23.7%	23.7%
Agree	18	13.7%	37.4%
Neutral	41	31.3%	68.7%
Disagree	38	29%	97.7%
Strongly disagree	3	2.3%	100%

The last question in this section aims to analyze whether social media provide the ability to communicate instantly with others, as shown in Table 5.17, 48.9% out of our study sample agree and 38.9% out of them are strongly agree with totally 87.8%, that social media provide the ability to communicate instantly with others.

Table 5.17: Social media provide the ability to communicate instantly with others

Brand awareness in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	51	38.9%	38.9%
Agree	64	48.9%	87.8%
Neutral	6	4.6%	92.4%
Disagree	7	5.3%	97.7%
Strongly disagree	3	2.3%	100%

5.3.3. Company Content in Social Media

The last section of our questionnaire aims to analyze the company content in social media where it includes six questions and each one of them analyze specific part of company content in social media. The study sample were asked to clarify whether they think that companies with social media content can sale more than the others and 45% out of them are agree that firms with social media content sale more than others according to their point of view. Table 5.18 shows the results of this item.

Table 5.18: Companies with social media content can sale more than others

Company content in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	41	31.3%	31.3%
Agree	59	45%	76.3%
Neutral	20	15.3%	91.6%
Disagree	11	8.4%	100%
Strongly disagree	0	0%	

On the question whether interaction with company content through social media influence the intention to purchase from them, we can see in Table 5.19 that there are 42.7% out of our participants and 32.8% out of them agree and strongly agree respectively with totally 75.5% that the interaction with firm content through social media influence the purchasing intention.

Table 5.19: Interaction with the content of company across social media influence purchasing intention

Company content in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	43	32.8%	32.8%
Agree	56	42.7%	75.6%
Neutral	23	17.6%	93.1%
Disagree	9	6.9%	100%
Strongly disagree	0	0%	

The study participants were asked to indicate if they feel satisfaction about company with content about its product or service in social media, we can see in Table 5.20 that 46.6% out of our participants agree that they feel by satisfaction about firms with content about their product on social media.

Table 5.20: Satisfaction on company with content about product on social media

Company content in Social Media	Frequency	Percentage	Cumulative Percentage
Strongly agree	38	29%	29%
Agree	61	46.6%	75.6%
Neutral	26	19.8%	95.4%
Disagree	6	4.6%	100%
Strongly disagree	0	0%	

In terms of the expectation to be fulfilled by company content on social media, we can see in Table 5.21 that 36.6% out of our participants agree and 29% out of them neutral that company content on social media fulfill the prospects about products or services.

Table 5.21: Content of company on social media fulfill prospects about products or services

Company content in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	33	25.2%	25.2%
Agree	48	36.6%	61.8%
Neutral	38	29%	90.8%
Disagree	9	6.9%	97.7%
Strongly disagree	3	2.3%	100%

On the question whether company content on social media about products and services are real and attractive, we can see in Table 5.22 that 39.7% out of our participants agree that company content on social media about product and services are efficient and attractive according to the point of view of our sample.

Table 5.22: Company content on social media about products and services are efficient

Company content in Social Media	Frequency	Percentage	Cumulative percentage
Strongly agree	44	33.6%	33.6%
Agree	52	39.7%	73.3%
Neutral	24	18.3%	91.6%
Disagree	9	6.9%	98.5%
Strongly disagree	2	1.5%	100%

When the sample of our study were asked to specify if they trust firm content on social media about product or service, Table 5.23 clarifies that 35.1% out of the participants are neutral to trust the company content on social media and 26.7% out of them agree trust it.

Table 5.23: Trustful on company content on social media about products or services

Company content in Social Media	Frequency	Percentage	Cumulative Percentage
Strongly agree	27	20.6%	20.6%
Agree	35	26.7%	74.3%
Neutral	46	35.1%	82.4%
Disagree	23	17.6%	100%
Strongly disagree	0	0%	

5.4. CROSS TABULATION

5.4.1. Gender with The Level of Management in the Organization

At this section we made a cross tabulation to the relationship between gender and the level of management. The purpose of this section is to see if the gender influences the level of management in real estate sector in Turkey. Table 5.24 illustrates the results of this relationship.

Table 5.24: Cross tabulation between gender² and the level of management in the organization

Level of management in the organization					
		Top Management	Middle Level Management	Low Level Management	Total
Kindly indicate your gender	Male	22.14%	22.90%	10.69%	55.73%
	Female	13.74%	13.74%	16.79%	44.27%
Total		35.88%	36.64%	27.48%	100%

² “Status variables, such as race, gender, religious affiliation..., cannot be manipulated, they nevertheless are often treated as independent variables in researchers’ propositions and hypotheses. The outcomes associated with status variables are not usually thought of as due to causal processes. Instead, they are assumed to be non-causal associations that must be explained by other variables (e.g. education, values, family structures, discrimination...). This observation should stimulate researchers to identify causal variables that explain the non-causal association emphasized by the status variable (George & Bohrnstedt, 1994).

As shown in Table 5.24 that the percentage of male who work in top management is 22.14% while the percentage of female who work in the top management is 13.74%. While the percentage of female who work in middle level management is 22.90% and the percentage of female who work in middle level management is 13.74%. In terms of persons who work in low level management, the percentage of male is 10.69% and the percentage of female is 16.79%.

5.4.2. Effects of Age and Social Media Reach in Consumer Buying Behavior

This section of our study aims to clarify if there is a relationship between age and effect of social media reach in consumer buying behavior. In order to find this relationship, we implemented a cross tabulation and the result is shown in Table 5.25.

Table 5.25: Cross tabulation between effect of age and social media reach in consumer buying behavior

Effect of social media reach in consumer buying behavior							
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Kindly indicate your age	18-25 years	14.50%	9.16%	3.82%	2.29%	2.29%	32.06%
	26-33 years	20.61%	20.61%	2.29%	2.29%	0%	45.8%
	34-41 years	6.87%	6.87%	1.53%	0%	0%	15.27%
	42-49 years	4.58%	0%	2.29%	0%	0%	6.87%
Total		46.56%	37.09%	9.93%	4.58%	2.29%	100%

We can see in Table 5.25 that 14.5% strongly agree and 9.16% agree with totally 25.66% of our participants in the age 18-25 years that social media reach effects consumer buying behavior. In addition, we can see that the participants in the age category 26-33 years strongly agree and agree with totally of 41% that social media reach effects consumer buying behavior. Also, it is clarified that the participants in the age category 34-41 years strongly agree and agree with totally of 13.5% that the social media reach effects the consumer buying behavior. However, the people in the age

category between 42-49 years are strongly agree with percentage of 4.58% and neutral with percentage of 2.29% that social media reach effects consumer buying behavior.

5.4.3. The Level of Education and amount of trust in information obtained through social media

At this section, we will try to find the relationship between level of education and amount of trust in information obtained through social media. The result of this analysis is shown in Table 5.26.

Table 5.26: Cross tabulation between the level of education and amount of trust in information obtained through social media

	Trust in information obtained through social media						
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Kindly indicate your highest level of education	Certificate	4.58%	2.29%	3.82%	1.53%	0%	12.22%
	Diploma	9.16%	2.29%	2.29%	2.29%	0%	16.03%
	Bachelor degree	3.82%	6.87%	9.92%	16.03%	2.29%	38.93%
	Master degree	6.11%	0%	15.27%	9.16%	0%	30.54%
	Doctorate degree	0%	2.29%	0%	0%	0%	2.29%
Total		23.67%	13.74%	31.3%	29.01%	2.29%	100%

Generally, it can be said that the confidence (18.32%)³ of the lower education levels⁴ is quite higher than the distrust (3.82%), the distrust of the bachelor's degree holders is remarkable with 16.03%, and the ones with postgraduate education are neutral with 15.26% against trust 8.40% and distrust 9.16%. It is contrasted in the trust status of postgraduates and sub-bachelors.

³ (18.32%)= (4.58%) + (9.16%) + (2.29%) +(2.29%)

⁴ Certificate, diploma

Table 5.26 shows that there is 4.58% of the participants with certificate strongly agree and 2.29% of them agree with totally of 6.87% that they trust information obtained through social media. However, in terms of participants with bachelor degree, we can see that there is 9.92 % of them are neutral and 16% of them are disagree that information obtained through social media are trustful. In terms of participants with master degree, we can see from Table 5.26 that 15.27% of them are disagree that they trust information obtained through social media. In addition, all the participants with doctorate degree trust information through social media.

5.5. CORRELATION ANALYSIS

At this study, we implemented a correlation analysis to create the relationship which exist between the variables where Pearson's r varies between -1 and +1. +1 indicate that there is a perfect positive correlation, -1 refers that there is a perfect negative correlation between variables and 0 means there is no linear correlation at all. The results in Table 5.27 shows that r (0.864**) is the correlation measure between two variables. This means that there is a very strong positive linear correlation between reach in social media and purchasing behavior. A bivariate association of this magnitude is quite substantial by social science standards. Also, the value of $p\text{-value} < 0.01$ where this means that there is statistical significant correlation between reach in social media and purchasing behavior. Also, at this study, we made a correlation analysis to create the relationship between brand awareness in social media and purchasing behavior. As shown in the results in Table 5.27 that r (0.931**) which is very close to +1. This refers that there is quite strong positive linear relationship between brand awareness in social media and purchasing behavior. In addition, if we look to the $p\text{-value}$ between brand awareness and purchasing behavior, we can see that this value is less than 0.01 and this indicates that there is statistical significant correlation between brand awareness in social media and purchasing behavior. In order to investigate the relationship between company content in social media and purchasing behavior, we implement a correlation analysis between these two variables. The results showed that r (0.941**) which means that there is quite strong positive relationship between company content in social media and purchasing behavior. In terms of $p\text{-value}$ between the previous two variables, it is less than 0.01. This means that there is statistical significant correlation between company content in social media and purchasing behavior. It is worth to emphasize that the statistical significant correlation value is a tool of evaluating hypotheses as well.

Table 5.27: Correlation analysis results

		Purchasing behavior	Reach in social media	Brand awareness in social media	Company content
Purchasing behavior	Pearson correlation	1			
	Sig(2-tailed)	0.000			
	N	131			
Reach in social media	Pearson correlation	0.864**	1		
	Sig(2-tailed)	0.000			
	N	131	131		
Brand awareness in social media	Pearson correlation	0.931**	0.699**	1	
	Sig(2-tailed)	0.000	0.000		
	N	131	131	131	
Company content	Pearson correlation	0.941**	0.733**	0.821**	1
	Sig(2-tailed)	0.000	0.000	0.000	
	N	131	131	131	131

** Correlation is significant at the 0.01 level (2-tailed).

5.6. HYPOTHESES TEST

At this part of our study, we will test our hypotheses where our study includes three main hypotheses which can be clarified as follows:

H₁₀: There is no significant positive effect of reach in social media advertising and purchasing behavior in Turkish real estate sector.

H₁₁: There is significant positive effect of reach in social media advertising and purchasing behavior in Turkish real estate sector.

H₂₀: There is no significant positive effect of the brand awareness of social media characteristics and purchasing behavior in Turkish real estate sector.

H₂₁: There is significant positive effect of the brand awareness of social media characteristics and purchasing behavior in Turkish real estate sector.

H₃₀: There is no significant positive effect for company content in social media and purchasing behavior in Turkish real estate sector.

H₃₁: There is significant positive effect for company content in social media and purchasing behavior in Turkish real estate sector.

The analysis results for the first hypothesis (H₁₀) is shown in Table 5.28.

Table 5.28: Simple linear regression model results for reach in social media dimension

	Dependent Variable	R	R ²	B	T value	F value	Sig
	Purchasing behavior						
Independent variable	Reach in Social Media	0.864	0.747	0.867	19.501	380.308	0.000

The simple linear regression result in Table 5.28 shows that the F value (380.308) and p-value < 0.05 which refers that there is a significant effect of reach in social media and purchasing behavior where the value of R-square (0.747) indicates that social media marketing explains 74.7% of variance in purchasing behavior. In terms of Beta ($\beta = 0.867$) that explains the relationship of reach in social media and purchasing behavior while “reach in social media” differs 1 unit, the purchasing behavior changes (0.867) unit. That is, a 1-unit increase in “reach in social media” is associated with a predictable increase in purchasing behavior of 0.867. So, due to the above results, we reject the (H₁₀:) hypothesis. The result of second hypothesis (H₂₀) is shown in Table 5.29.

Table 5.29: Simple linear regression model results for Brand awareness in social media dimension

	Dependent Variable	R	R ²	B	T value	F value	Sig
	Purchasing behavior						
Independent Variable	Brand awareness in social media	0.931	0.868	0.819	29.083	845.830	0.000

Table 5.29 shows the results of simple linear regression and clarifies that the F value (845.830) and p-value < 0.05 which refers that there is a significant effect of brand awareness in social media

marketing and purchasing behavior. The value of R-square (0.868) which refers that brand awareness in social media explains 86.6% of variance in purchasing behavior. And for Beta ($\beta = 0.819$) which explains the relationship between brand awareness in social media and purchasing behavior while “brand awareness in social media marketing” differs 1 unit, the purchasing behavior changes (0.819) unit. That is, a 1-unit increase in “brand awareness in social media marketing” is associated with a predictable increase in purchasing behavior of 0.819. Therefore, due to the above results, we reject the (H_{20}) hypothesis. The result of the third hypothesis (H_{30}) is shown in Table 5.30.

Table 5.30: Simple linear regression model results for company content dimension

	Dependent Variable	R	R ²	B	T value	F value	Sig
	Purchasing behavior						
Independent Variable	Company content	941	0.885	0.941	31.518	993.359	0.000

Table 5.30 clarifies the simple linear regression results and clarifies that F value (993.359) and p-value < 0.05 which indicates that there is a significant relationship between company content in social media and purchasing behavior. The value of R-square is (0.885) and this indicates that company content in social media explains 88.5% of variance in purchasing behavior. In terms of Beta ($\beta = 0.941$) which explains the relationship between company content in social media and purchasing behavior while “company content in social media” differs 1 unit, the purchasing behavior changes (0.941) unit. That is, a 1-unit increase in “brand awareness in social media marketing” is associated with a predictable increase in purchasing behavior of 0.941. So, from the above result, we reject the (H_{30}) hypothesis.

5.7. RESULTS DISCUSSION

This chapter of our study contains the practical results of our study obtained from our participants. It is shown that there is a significant relationship between the reach of advertising on social media, brand awareness on social media, and company content on social media on purchasing behavior.

The questionnaire of our study includes three parts, the first of which aims to investigate the relationship between the reach of advertising on social media and purchasing behavior. Successful advertising efforts are associated with buyers at an individual level and help companies

build a long-term relationship with their customers (Ismail, 2017). Not all participants are the same and accordingly, it is important to determine the expected interest group in order to access stable customers with high characteristics that guarantee a return on investment. To appropriately select the brand's intended interest group, marketers need to consider the three basic public parts to capture the target audience: socio-economics, psychological planning, and buyer's lifestyle (Cluley & Green, 2019). Various studies have found that access to social media allows the company to distinguish its target audience in addition to the subjective market in the industry where it operates. Jenyo & Seyoye, (2015) mentioned that access to social media is a fundamental issue to describe the subjective market which is determined by a selected group of probable or current buyers who are chosen by the company to guide the marketing procedures and promote the sale of products or services. Hamouda, (2018) argues that the division of the market is considered as a division of the specific market into selected groups depending on the factors. For example, needs, characteristics and behaviors to use an appropriate marketing mix for an individual. The division of the market allows the company to determine the target markets for its products or services, applying the marketing mix and accomplish the optimal sales.

The study findings show that there is a significant relationship between the reach of advertising on social media and purchasing behavior. This result is in line with the results obtained by (Harris, 2009) who asserted that social media reach allowss the company to influence purchasing behavior because it helps the company to tailor its products and services to the needs and desires of consumer to increase sales and hence income.

The second part of the questionnaire was to identify the impact of brand awareness on social media on purchasing behavior. Brand awareness indicates the level of appreciation of the customer and his approval to the brand in any case (Perreault et al., 2013). Based on Aaker (1991), brand awareness is the capability of the likely purchaser to identify or remember the brand as a member of a particular product class. Keller (2009) asserts that brand awareness is a product that is embedded in consumers' memory and reflects the capability to remember or identify a particular brand under different circumstances. Brand awareness decreases the time and risks that customers have to spend to find a product to purchase (Verbeke et al., 2005). In this context, it is expected that customers select the brand about which they own information. Aaker (2012) claims that brand awareness includes four stages: identify the brand, remember the brand, pioneer the brand, and

dominant the brand. Identifying the brand is related to consumers' knowledge about the brand, while recalling the brand means that consumers think about the brand at the beginning when they submit a set of products (Farjam and Hongyi, 2015). As a brand, it is necessary to be more conscious in the product group, and the degree of brand dominance denotes to the degree to which the brand substitutes the product category (Aaker, 2012).

The results of the study clarified that there is a positive significant relationship between brand awareness on social media and purchase behavior. This result is in line with the result obtained by (Al-Yaseen, 2017) who claimed that brand awareness on social media has a significant positive relationship with purchasing behavior and the result is also in line with the study of (Acharya & Bhatt, 2013) in which one of their results clarified that there is a significant impact for brand awareness on social media in relation to the efficiency of purchasing behavior.

In terms of corporate content on social media, the study tried to analyze the effect of corporate content on social media on purchasing behavior and the result of the study clarified that there is a significant positive relationship with purchasing behavior. Corporate content is defined as a variety of resources with digital information that can be generated, initiated and posted. This content is consumed by users on the internet as a cultural means about the product, brand and service of the firms (Chauhan, Pillai, 2013). This helps firms to understand the needs to build diverse trending relationships with consumers and encourage interaction between both of the parties (Bernoff and Groot, 2011). Social media creates new communication channels between businesses and customers. This in turn helps companies to align themselves with social media to increase the effectiveness of communication with consumers, support the marketing mix by understanding consumers observations, and posting information about the product and service through social media (Mangold, Faulds, 2009). Corporate content in social media looks different from traditional marketing media, where corporate content in social media is considered as a social phenomenon that supports multidimensional communication with customers and the public community. Nevertheless, the establishment of corporate content in social media is considered a relatively new occurrence and the social media technique is attracting great interest from Internet users, which leads firms to create virtual content to showcase the products and services and communicate directly with consumers (Kaplan, Haenlein, 2010). The development of these new values in the business world enabled the emergence of new business modes where social media sites accounted

for the success of most businesses (Kaplan, Haenlein, 2010). This success is because of the fact that social media is considered as interaction platforms that allow individuals and communities to create, publish and modify content created by users on social media. Moreover, business content is related to the principles of e-commerce, which is known as the application of information and communication technology to support related commerce, including relationships with customers and other businesses (Beynon-Davies, 2004).

As mentioned earlier, the results of this study showed that business content has a significant positive relationship with purchasing behavior. This result is in line with the results obtained by (Alageel, 2011) who detected that social media has a positive significant influence on purchasing intention and is also consistent with the study of (Dabrowski, Schivinski, 2014) who showed that corporate content on social media positively affects the customer situation regarding the brand and thus influences purchase behavior. Moreover, it is consistent with the study of (Nagle, Pope, 2013) which found that corporate content on social media has a positive influence on corporate value creation. In conclusion, social media is considered as an opportunity that can be used by companies to create online content to optimize the marketing operation.

6. CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

The result of our study revealed that there is a significant positive relationship between reach in social media and consumer purchasing behavior. Social media reach allows the company to effect the purchasing behavior because it helps the company to tailor products and services based on the needs and desires of consumers in order to increase sales and income. The effective promotional efforts connect with buyers on an individual level and help the company build long-term connections with customers. Our study concluded that the reach of social media enables the business to determine the target market and audience in the industry where it operates. In addition, the study concluded that social media reach enables consumers to create content that keeps pace with the products and services of the firm. In addition, social media allows the company to use different communication channels to target different market segments.

The study concluded that brand awareness on social media has a significant positive relationship with purchasing behavior. The practical findings on the influences of brand awareness on social media also show that these sites offer users the opportunity to participate in comments with others, as well as the availability of chats between users to share information easily. This means that social media developers use tools to develop this software that is very close to the real world, but in a simple virtual mode that is suitable for all user groups to learn more easily and become aware of their future. In addition, marketing activities in social media are an important tool to raise awareness and remind consumers about the brand.

The study concluded that company content on social media has a positive significant impact on purchasing behavior. Company content helps create value for companies, clarify their business, and promote productivity. It is also found that interaction with the company on social media influences purchase intention. Besides, company content on social media meets customers' expectations of the company's products and services. Moreover, customers feel comfortable viewing the company's content on social media.

5.2. RECOMMENDATIONS

In highlight of this study findings, we have proposed a number of recommendations related to the findings of this study, which can be summarized as follows:

- a) We recommend that companies, especially real estate companies, leverage the reach of social media to target different market segments and effectively influence customer purchasing behavior.
- b) We recommend creating a social media mix that allows a combination of many communication channels to be used to target different marketing segments so that the company can achieve many marketing objectives.
- c) We recommend that businesses employ people who are constantly chatting with people and providing direct and accurate answers about the products and services they offer.
- d) Companies' social media content should be a hot connection with customers to speed up responses.
- e) The social media content of businesses should be targeted and motivating to the target audiences.

As this study has examined the influence of social media on purchasing behavior in the Turkish real estate sector, further studies should examine the influence of social media on purchasing behavior in other sectors including tourism, hospitality, manufacturing, education, and health and fitness.

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APPENDIX A

The Impact and Influential Factors of Social Media on Purchasing Behavior in Turkish Real Estate Sector

Section I: General Information

1. Kindly indicate your gender.

Male ☐ Female ☐

2. Kindly indicate your age range

18- 25 Years
26- 33 Years
34- 41 Years
42-49 Years
50 and Above

3. Kindly indicate the number of years you have worked at your organization

0-1 Years
2-4 Years
5-7 Years
8-10 Years
Above 10 years

4. Kindly indicate your level of management within the organization.

Top Management
Middle Level Management
Lower Level Management

5. Kindly indicate your highest level of education.

Certificate
Diploma
Bachelor's Degree
Master's Degree
Doctorate Degree

Section II: influence of social media marketing on purchasing behavior

No.	Reach in Social Media	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Social media reach enables the organization to define the target market.					
2	Social media reach is essential in influencing consumer buying behavior to purchase the firm's products and services.					
3	Target market allows the business to craft their products or services to the wants and needs of customers.					
4	Social media reach is essential for data analysis regarding the target market.					
5	Social media reach enhances consumer insights in the organization.					
	Brand awareness in social media					

6	I can easily repost the information available on social media					
7	Social media allows me to share comments with others					
8	I get valuable feedback through social media					
9	I get the needed information through social media sites					
10	I trust the information obtained through social media					
11	Social media provide the ability to communicate instantly with others					
	Company content					
12	I think companies which have content on social media sale more than others					
13	The interaction with company content across social media effect the intention to purchase from them					
14	I feel by satisfaction about companies which have a content about their production on social media					
15	The company content on social media fulfill the expectations about product or service					
16	I think that company content on social media about products and services are effective and attractive					

17	I trust in company content on social media about product or service					
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