

**REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**THE IMPACT OF SOCIAL MEDIA ON
PURCHASING BEHAVIOR OF NON-
PRESCRIPTION DRUG (OTC) CONSUMERS IN
TURKEY**

Master Thesis

BURCU DENK

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**REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCE
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Thesis Supervisor: DR. ADNAN VEYSEL ERTEMEL

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ABSTRACT

THE IMPACT OF SOCIAL MEDIA ON PURCHASING BEHAVIOR OF NON-PRESCRIPTION DRUG (OTC) CONSUMERS IN TURKEY

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Nowadays, as communication technologies are rapidly developing, it is observed that people use internet and Web tools more and more. The most significant one of these tools is social media. Social media is a virtual media where users can express themselves, connect with other users, perform many different activities such as facilitating their daily lives. Besides social media marketing is a new marketing concept in recent years based on the effective participation of consumers in this new media. The contents which is found in social media tools shapes consumer behavior, social media marketing, and the consumer's decision in point of purchase. Thus, it becomes important for businesses to know how much and how a product / service is spoken in social media. At this point it is important to examine the effect of social media on consumer behavior.

This study is composed of theoretical and practical parts and aims to reveal the relationship between social media and consumer behavior to the effect of purchasing non-prescription drugs (Over-The-Counter) in the health sector. In the theory section of the study, the literature on social media marketing, consumer behavior issues in social media and the concept of non-prescription drug (OTC) has been searched. In the

research section, the questionnaire was prepared by social media users to determine the effect of social media on the behavior of non-prescription drug consumers. The results of 200 social media users were analyzed using SPSS packet program. As a result, consumers are affected by social media tools during the non-prescription drug (OTC) purchasing process.

Key Words: Social Media, Social Media Marketing, Tüketici, Consumer Behavior, Non-prescription (Over-the-Counter) drugs



ÖZET

TÜRKİYE’DE SOSYAL MEDYANIN REÇETESİZ İLAÇ (OTC) TÜKETİCİLERİNİN SATIN ALMA DAVRANIŞLARINA ETKİLERİ

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Günümüzde iletişim teknolojileri hızla gelişirken kişilerin internet ve Web araçlarını daha fazla kullandığı gözlemlenmektedir. Bu araçlardan en önemlisi sosyal medyadır. Sosyal medya; kullanıcıların kendilerini ifade ettikleri, diğer kullanıcılar ile bağlantıda kaldıkları, günlük yaşantılarını kolaylaştırmak gibi daha birçok farklı eylemi gerçekleştirebildikleri sanal bir medyadır. Sosyal medya pazarlaması ise; bu yeni medyada tüketicinin etkili katılımına dayalı olan son yılların yeni bir pazarlama anlayışıdır. Sosyal medya araçlarında bulunan içerikler tüketici davranışını, sosyal medya pazarlamasını ve tüketicinin satın alma noktasındaki kararını şekillendirmektedir. Böylece, sosyal medyada bir ürün/hizmetin ne kadar ve nasıl konuşulduğu işletmeler için önemli hale gelmektedir. Bu noktada sosyal medyanın tüketici davranışlarına etkisini incelemek önemlidir.

Bu çalışma teori ve uygulama bölümlerinden oluşmakta ve sosyal medyanın tüketici davranışı ile ilişkisini sağlık sektöründe reçetesiz ilaç (OTC) satın almaya etkisi noktasında ortaya koymayı amaçlamaktadır. Çalışmanın teori bölümünde; sosyal medya pazarlaması, sosyal medyada tüketici davranışı konuları ve reçetesiz ilaç (OTC)

kavramı ile ilgili literatür taraması yapılmıştır. Araştırma bölümünde ise; sosyal medyanın reçetesiz ilaç tüketicilerinin davranışına olan etkisini belirlemek amacıyla hazırlanmış olan anket, sosyal medya kullanıcıları tarafından cevaplandırılmıştır. 200 sosyal medya kullanıcısının verdiği cevaplar sonucunda ortaya çıkan veriler SPSS paket programı yardımıyla analiz edilmiştir. Sonuç olarak, reçetesiz ilaç (OTC) satın alma sürecinde tüketicilerin sosyal medya araçlarından etkilendikleri ortaya konulmuştur.

Anahtar Kelimeler: Sosyal Medya, Sosyal Medya Pazarlaması, Tüketici Davranışları, Reçetesiz (Over-the-Counter) İlaç



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1. INTRODUCTION

Today, the Internet and computing technologies are rapidly changing and evolving. These continuously evolving technologies differentiate the companies' marketing communication and customer relations processes, and they are increasingly located among consumers' daily routines. In today's competitive environment, firms do not see enough to reach their customers through traditional marketing communication methods and they try to convey their messages to all the circles they are in. This causes companies to conduct marketing activities in the media in the virtual environment, which is called the internet, online or social media. Similarly, consumers now use not only traditional media tools, but increasingly internet and mobile communication tools as well. Consumers can easily connect to the internet via mobile devices smart phones, tablet computers and perform daily tasks with a single tool. They can even make health spending and even purchase drugs without prescription. Consumers share virtual media by taking advantage of the social features of these media, stay connected with other users and become an interactive communication side. Consumers are increasingly placing internet and social media more and more among their daily routines, and companies are also pioneering marketing activities in new media such as internet and social media.

Consumers can perform many different actions using social media tools. Consumers who follow written and visual content about a product / service or brand in blogs can contribute by commenting on these contents or become a blogger who writes / creates such content. Likewise, micro blogging sites such as Twitter can be informed by themselves by following the profile pages of businesses or brands and being able to interact with each other. Before or after purchasing a product / service, consumers in online communities and social networks exchanging ideas with other consumers and those with whom they are connected may be influenced by these comments and shares to differentiate their potential purchases. One of the most serious effects of this can be seen in the pharmaceutical sector and in the over-the-counter drug market. These developments demonstrate that social media tools are now a point of contact for consumers in their communication with products / services, brands or businesses.

Consumer behavior differs with social media. The demographic, psychological, socio-cultural and situational factors affecting the behavior of the consumer in the general consumer behavior model are also valid in the social media. Businesses can engage in more effective social media marketing activities by segmenting social media users according to demographic characteristics such as age, gender, education level, geographic location, occupation / income group. Likewise, learning from psychological factors, motivation, perception and personality stand out as features that businesses can benefit from in the course of social media marketing. The family, the advisory group, the social class and the culture variables from the socio-cultural factors reveal the consumers' use of social media and present the advantages of segmentation, positioning and targeting in social media marketing to businesses.

In this study, a theoretical study was carried out on the effect of social media, social media tools and marketing and social media consumers on OTC preference rate, and a literature study was prepared in the light of previous researches on these concepts. Then research questions were created by using the literature and a research based on the questionnaire method was carried out.

Accordingly, in the first part of the study, concepts such as social media, marketing concept in social media and the effect of demographic, psychological and socio-cultural situation of consumer on this marketing are discussed and the issues such as their emergence, development and relation to each other over time are put forward.

In the second part of the study, concepts such as drugs, non-prescription drugs (OTC), drug regulation are explained while OTC market and its future in the world and in Turkey are discussed. Since it is a new concept, it has been exploited instead of literature.

In the third and last part, research has been conducted to conceptually explain consumer behavior in the social media, changes in these behaviors according to the demographic, psychological, or socio-cultural characteristics of consumers, and changes in consumers' use of OTC through social media. In the study section of the study, 200 people were

asked to fill out a questionnaire titled "The Effects of Social Media on OTC Consumers' Purchasing Behaviors in Turkey" and the analysis of the obtained data was shared in this section. This thesis study has been found out that the use of social media is intensified by both the consumer and the company. The purpose of this thesis is; is to find answers to research questions that may be important in terms of marketing, such as which people use social media tools, how they are used, how OTC drugs is purchased, and how much people are affected by which tools in the post-purchase process.



2. SOCIAL MEDIA

Social media part can be described in six subheadings. Each title is explained in a descriptive manner.

2.1 HISTORY OF SOCIAL MEDIA

Human being needs to socialization, reliance on others and sharing. The new environments brought by technologists find the ideal way to get this need through different environments and at this point the individual is perceived to be in a more social environment independent of the concept of time and space. Although many researches on the effects of social media on individuals and societies have been handled in different dimensions, the results of these researches have not yet been found at a common point, but due to widespread use of them, researches and experiences are being made on how to use them more effectively (Özgen ve Doymuş 2013).

We know that the internet community is defined as a reliable network that communicates information from one end to another via a communication infrastructure or a protocol that allows people to communicate and exchange information with each other with different purposes and contents (Marangoz ve diğ. 2012).

The possibilities provided by the internet have changed day by day, and with the transition from web 1.0 to web 2.0, the interactive media that we call "social media" have taken its place in the internet world. For example; Facebook is mentioned as technically most successful web 2.0 application by web authors with the number of users worldwide is more than 500 million as of 2010 (Biçen ve Çavuş 2010).

From this point of view, social networks create significant opportunities in terms of business activities and economic development. Users can increase the website and service populations of businesses by sharing information about their products and services and their prices. (Lea et al 2006). Especially at this point it is need to be mentioned on why is it necessary to be involved in social media communication has

some factors such as increasing brand access, acquiring a human touch on the brand, providing effective and interactive communication with the target mass and establishing brand communities and making use of these communities' brain powers. These percentages will provide some data on why social media environments are influencing some user rates on social media; 57% of users are communicating with a brand via social media, 40% follow at least one brand page, 20% do social media research at least twice a week to search for products, 42% Share something about product and brand, 33% are commenting on a product, 31% are convinced to buy, 20% are recommending, 8% is raising awareness (Yılmaz 2013).

According to Brown and Hayes (2008), social media is generally defined as, "Web 2.0 based sites which bring different people together in a virtual platform and ensure a deeper social interaction, stronger community and implementation of cooperation projects". The most frequently used definition for social media is "online platforms that people use to share their ideas, experiences, perspectives and communicate with each other" (Kahraman 2010, p.67).

According to Weber (2009), social media is "online platforms where people with common interest share their ideas and comments. This is logical with Goeldner and Ritchie (2009), who point out that social media is "online content created by Internet users rather than professional writers and journalists and reached by other users via interactive technology." Further, Hatipoğlu explains that social media creates, "internet platforms where people have contact with each other by means of photographs, videos and audio files. "Finally, the social media concept is based on "communication" and "sharing" (Hatipoğlu 2009).

Briefly, social media is a Web 2.0 internet platform that makes people to communicate with each other about their common interests and activities. Social media can also be defined as web sites that create value with user interaction and participation. To define a platform as social media, the users or members must have be independent, there should not be space and time limits, user-based content is allowed and interaction between users is guaranteed (Zorlu 2011).

2.2 SOCIAL MEDIA DEVELOPMENT PERIOD

Social media development period part can be described in three subheadings as the development of social media in terms of media, in terms of user and in terms of technology.

2.2.1 The Development of Social Media in Terms of Media

The term of media describes the platform which is developed by communication and interaction activities that are made with different means at every period.

The media can be defined as communication environment, communication tool or whole of the mass media. According to more current definitions media contains all platforms which includes and transmits information.

Media concept has two types as traditional media and non traditional media. Traditional media is a concept that has emerged over time with the differentiation of media environments. In the beginning, while there were only printed materials, magazines and newspapers, over time, the communication tools such as television, radio, telephone and so on were differentiated and multiplied in media tools. This is called traditional media which is created by the means of communication that is mentioned above (Sever 2000). Besides non-traditional media can be defined as vehicles that are out of traditional media in lean format and where advertisement messages are transmitted by new technologies and methods. Two types of non-traditional media are new spaces, existing technologies and existing places, new technologies. The new spaces with existing technology option in the non-traditional media are made up of the adapted to the places where today's consumers are accustomed to, such as large shopping malls, entertainment venues. The other option is the use of new technologies as media. The development of computer technology in particular and the emergence of global information networks make it possible for messages to be delivered to target masses in a short period of time. These new tools, in which users can be identified, have an important place with measurable possibilities (Sever 2000).

The rapid development of communication media has also led to the differentiation of media and this non-traditional media has been called "new media" (Lister et al 2009). Unlike the traditional media in the new media; They do not only offer people the opportunity to access information from different channels but also connect them with social ties in the environment they receive information at the same time. While traditional media tools are only magazines, television, newspapers; New media tools are places that serve both magazines, television and newspapers as well as present the media where these tools are viewed (Lister et al 2009).

This feature of new media means has a social meaning to them. As one of the benefits that the Internet provides to its users, users are no longer just a content producer or follower, but are also members of an environment where they can meet and share information with other users in these environments.

New media tools enable the user to transfer many information at the same time, and the user can make immediate feedback because of the digital feature. This Interactive feature highlights the value added feature of the new media. Accordingly, traditional media offer passive consumption while new media interact (Lister et al 2009).

2.2.2 The Development of Social Media in Terms of User

User-based content includes various media forms and creative work (written, visual, audible or integrated) created by technology users (OECD 2007). In literature media environment created by the consumers is also used as consumer-based content or user-created media.

User-based content is also defined as the content of the internet environment generated by end users (Gülsoy 2009). User-generated content and Web 2.0 have changed mostly the way of search, find, read, collect, share, develop, and consume behaviors of people and it will continue to change. Because the internet; Allows people to transfer their knowledge and thoughts to others, and others have the potential to be much more than the number one can reach and communicate in social life. This evolution of the internet

and the increasing importance of user-based content enable people to be more active and more productive on the internet (Ye et al 2011).

It is also argued that in addition to the ever increasing popularity of user-based content, because the source is not clearly known it is less reliable than conventional oral-to-mouth communication (Smith et al 2005). There are some reasons why people attach importance to consumer-generated content. The main purpose that emerges at the beginning of these reasons that users want to make a good choice among the possible products that they buy. In addition, the lack of clear criteria for the products that consumers will buy will lead to information and standardization of such items to determine a criterion for the product. Another reason is the necessity of the consumers' research cost should be affordable. The consumer will either walk through the store or learn about the product, either applies to their friends' recommendations, or use user-based content such as online customer ratings. Finally consumers' desire to understand the product right is one of the reasons why user-based content is important. Getting to know the complete product leads the consumer to choose the right product (Smith et al 2005).

User-based content forms the basis of social media which is also defined as one of the applications created to make social media usage possible by the end users (Kaplan and Haenlein 2010). Social media is a moderation-driven platform that is largely based on user-based content, giving everyone the chance to influence users who do not make a quality contribution while recognizing the opportunity to advertise them (Palmer and Lewis 2009). As the messages that are wanted to be transmitted now spread through internet on the basis of mutual talk, content creation, content sharing, links and community building activities, user-based contents has become more powerful than the content which created by companies and brands (Gunelius 2011).

User-based content enables people to reach information that they cannot reach somewhere else (Kushin and Yamamoto 2010). The language of these contents is more sincere and trustworthy because it resembles the language of someone who is unprofessional and resembles himself. At this point, marketers should learn this new language (Brown and Hayes 2008).

Before the internet, an idea was spreading from a restricted area and a single source. However today with user-based content creators, changing, re-arranged ideas that are renewed as the mouth to mouth spreads and spreads leads to more people and more qualified information.

Every year, 'We Are Social' shares a comprehensive digital report with the world and we become the witness of this rapid growth in digital with annual figures. While these statistics allow us to reach very important data, it now proves its importance by showing that more than half of the world population use the internet. To explain in numbers, the total number of social media users according to the year 2017 is 2 billion 789 million. According to 2016, a 21% increase means that now 37% of the world's population is a social media user. 91% of users, 2 billion 549 million, are accessing social media on mobile every day. That's 34% of the world population. The most popular social network is Facebook as it has been in the past 10 years.

Global Overview Turkey's statistics show that in 2016 the rate of people using the internet increased by 10% compared to the previous year and was 58% of the country's population. In 2017, this ratio rose to 60%. The number of active social media users increased by 2 million to 48 million compared to last year (Hootsuite 2017).

2.2.3 The Development of Social Media in Terms of Technology

Web is an english word meaning network. Web system is a computer program which designed to provide inter-computer interaction over the Internet (Naik and Shivalingaiah 2008).

Web was found by Tim Berners Lee at CERN (European Center for Nuclear Research) in 1989 (Naik and Shivalingaiah 2008). It is also referred to as Web 1.0 because it is the first stage of the web to this network system called WWW (World Wide Web). WWW (World Wide Web) which we can translate as a worldwide network is an internet system which enables to reach to the data having different qualities such as writing, painting, sound, film, animation, uninterruptedly and interactively. In this internet system, users

can access from one page to another page or from one data to another one via hyperlinks (Gülsoy 2009).

The first period of the Web, referred as Web 1.0, can allowed a system in which less number of users generated contents and the Web pages which contain these contents are read by more number of users. For this reason, Web 1.0 is simply called read-only Web (Naik and Shivalingaiah 2008). Because user and content creator concepts have not common points, users are only able to search for and read information in this process, where user participation and content contribution of the user is negligible. The purpose of establishing Web sites established in this period is only to exist in this new platform. So users on this platform will get the chance to view the information when they want. The rapid development of technology and the fact that people start to spend more time on the internet as a user has forced the web to shift to a social direction. Accordingly, the concept of Web 2.0, which is designed with a social Web mentality, has been put forward. This concept; brings together user and content developer concepts at a single point and reflects the emerging "both producing and consuming" Web user profile.

The use of the concept of Web 2.0 has emerged with the development of increased content contribution and interactivity. In this new era of the Web; users are became both who read and write, who consume and produce and who listen and speak. Because Web 2.0, the evolved version of the WWW, allows all these possibilities. This participatory understanding, which does not change the Web 1.0 technologically, has allowed the Web to be resized by differentiation the purpose of use.

The Web 2.0 term refers to the combination of methods, technologies and platforms that represent new developments in Web development (Akar 2010). There are applications that have emerged with Web 2.0 and become popular and easy to use over time. These applications can be; blogs, wikis, tagging and social marking, multi-media sharing, podcasting, RSS (real-time syndication) and content aggregators and social networks. With Web 2.0 technologies and applications, some social and economic values have also emerged. These are; creation value by users, proliferation of network effects, established connections by people, reshaping of the new and invest in qualifications by companies (Schuen 2008). With Web 2.0, while users have become more involved in

interacting with each other, they are also leading to the creation of participatory documents on the Web. In addition to these benefits, Web 2.0 has social features that add to its Web sites and platforms.

2.3 SOCIAL MEDIA TOOLS

Social media tools differ from each other in some aspects. In this study, social media tools are divided into five; Blogs, micro blogs, wikis, social networks and media sharing sites will be reviewed.

2.3.1 Blogs

Blogs part can be described in three subheadings as identification, types and marketing of blogs.

2.3.1.1 Identification of blogs

Blog is defined as tools that impel people to socially sharing and join. Blog writing is the online version of someone writing the news, thoughts, and daily events in their diary. Written and published blogs which have a large number of readers are interpreted, voted and evaluated by followers. Thus, according to these interpretations an idea exchange and conversation is born.

Blog is a kind of content management system that allows anyone to easily publish short articles called messages (Content Management System – CMS) (Zaralle 2010). Blogs are an advanced type of Web site where entries are typically regular or at least frequent and displayed in reverse chronological order. Internet users do not need to know the technical details of Web technology because creating and updating blogs is easy and less troublesome (Akar 2010).

Blog software has some various features such as comments; personal blog lists (blogroll), trackbacks and subscribing which create opportunities for companies to use for marketing purposes (Zarella 2010).

2.3.1.2 Types of blogs

Blogs can be in many different formats and about many different subjects. Therefore many blog types are mentioned today. The basic and the most common types of blogs are personal blogs, community blogs, media blogs and business blogs.

Blogs based on users' personal interests and online journalism is called personal blogs (Akbayır 2008). In such blogs, where people publish daily events or comments about these events, are generally not aimed at high internet traffic, and the blog owner seems to be in connection and acceptance with other users (Miletsky 2010).

Personal blogs that focus on a specific topic and provide information-intensive content are considered as a reference in their field, over time. Thus, on such a blog which in passing the name of a business or an institution, a good or bad comment about a brand have become important about giving an opinion to both consumers and to the reputation of the businesses.

Blogs with more than one author and different opinions are called community blogs (Akbayır 2008). On such blogs, people are registered and become a member of the blog authors group, so they have the right to post content on the blog. In community blogs where participation is the most important factor, communication and interaction with each other is important not only for readers but also for writers who provide content by broadcasting on the blog.

One another type of blogs that media employees or columnists are commenting on daily news from the institution's Web page or another blog site is called media blogs. Many media institutions support the communication between the reader and the author by including comments on their Web sites. However, there are media blogs that publish articles containing comments on readers' daily events, even though they are not media workers (Akbayır 2008).

As a last one, we can mentioned about businesses blogs which express their own approach, considerations and recommendations about the issues that customers are

interested or will interest in future. Businesses have started to focus more on this blog types. Such blogs both provide the right internet traffic to the business's Web page, and also create a perception that the business is an expert in their own industry.

Blogs are important tools in creating community. Consumers who cannot communicate with each other can find a way to communicate with business representatives as well as between themselves using blogs. Working as a catalyst for this communication allows the business blogs to be perceived as a factor of holding people with similar thoughts together (Claxton and Woo 2008).

The most important problem in business blogs is the fact that there are negative judgments in the comments about the company or organization. The business can get rid of this by deleting negative comments, but allowing only positive comments to appear on the blog can ruin the reliability of the blog. In such cases, businesses should try to communicate directly with users who have made these negative comments.

Business blogs also contains; executive blogs, corporate blogs, product blogs, customer service blogs, defense blogs, and employee blogs.

2.3.1.3 Marketing of blogs

Blogs offer the opportunity for businesses to reach new and more customers, even though they have a daily format in which users express their experiences, thoughts or what they want to say. Being easy and effortless to own a blog, not requiring serious technical knowledge, and being tracked by a large number of users push businesses to have own their blogs.

Blogging and being in the blogosphere provide some benefits to businesses. These benefits can be categorized as easy creation of information, being more sincere, high reliability, marketing campaign support, improved customer service, the ability to acquire new audiences, and improved intra-enterprise communication (Miletsky 2010).

If these classifications are examined; publishing content to the blog for businesses is a simple operation like entering the page and loading the desired content into the page. This method is much easier and quicker when it is compared to other types of marketing communication. Being more sincere makes it possible to speak directly and talk through comments, while professionally prepared messages do not allow mutual talk. The blogs that offer different features of the product / service features and use of the blog messages provide consumers with something different from the "buy" message, while the consumers who are invited to the blog by directing them from the advertisements on television and print media will be able to access both the contents and comments, Marketing campaign support can be given with contribution to the whole.

Blogs offer an environment in which customers can ask questions and get answers, and in this way, businesses can develop these services by learning about the correct or incorrect applications in customer service. From the fact that each media is its own audience, businesses can access media such as blogs on which audiences cannot reach with traditional media channels, and in-house communication, which is more prominent in on-premise blogs, allows employees in the business to participate more effectively in decision-making processes (Miletsky 2010).

2.3.2 Microblogs

2.3.2.1 Identification of blogs

Micro blogging is a Web site format and a specialized blog type for publishing short updates using online tools such as Twitter, Plurk, and Jaiku, usually with 140 characters or less (Gunelius 2011). Micro blogs are social media tools in which short reviews are shared with the network of links (Jansen et al 2009). It is the first one that comes to mind when it is called micro blog is Twitter because it is much more popular than other tools. Twitter is defined as a free social networking and micro blogging site that allows users to share information with other users and the possibility to see the share of other users (Chaney 2009). Twitter has been increasing its popularity and using areas day by day since its establishment in 2006. The reasons is that Twitter is free, easy and fun to use (Gunelius 2011).

According to a research conducted in 2010; 62% of companies use Twitter to create new content. While 54% of companies use Twitter as a marketing channel, 47% use it to ensure that their brands are followed. In addition to these, companies use Twitter to respond to customer requests, receive information from customers, and track the market (Odabaşı ve Odabaşı 2010).

2.3.3 Wikis

Wiki is a browser-based Web platform that allows volunteers to contribute information on topics that they have knowledge about and create content for articles about specific topics (Safko 2010). Wiki allows users to create, add, and edit content which developed as WikiWikiWeb by Ward Cunningham in 1995 (Miletsky 2010). Wikis has provided the encyclopedia-type information sources that come with the participation of volunteer users who want to contribute. Wikis can be open to all users as well as being open to members only. Such uses are usually made by businesses or institutions to improve intra-enterprise communication and collaboration.

Wikis offers a system in which writing as a group and correcting mistakes is more effective. In this system, writing and editing processes are working faster and more effectively in order to expose an article as a group (Safko 2010).

Businesses can use wikis in many different areas. It can be easier with in-house wiki usage, allowing the company employees to collaborate on content in many different ways, such as operating policies, procedures, production and sales status, and company history (Safko 2010).

According to a research conducted in 2006; Businesses should use their wikis to raise their reputation, to work and to make business easier and to improve business processes. According to the same research; Wikis should be used to solve situations or problems that are not encountered very often instead of routine situations or problems (Majchrzak et al 2006). This way of usage will increase the effectiveness of wikis. Another factor that will increase the effectiveness of Wikis is their belief that they provide reliable and valuable information. Accordingly, the more convincing the users about reliability of

information that is generated, the more effective the participatory ideas emerging in wikis will be.

2.3.4 Social Network Sites

The social network defines as a structure that defines the relationship between individuals (Akar 2010). The concept of social network is mostly examined under organizational behavior and organizational structure in business literature (Cross and Parker 2004).

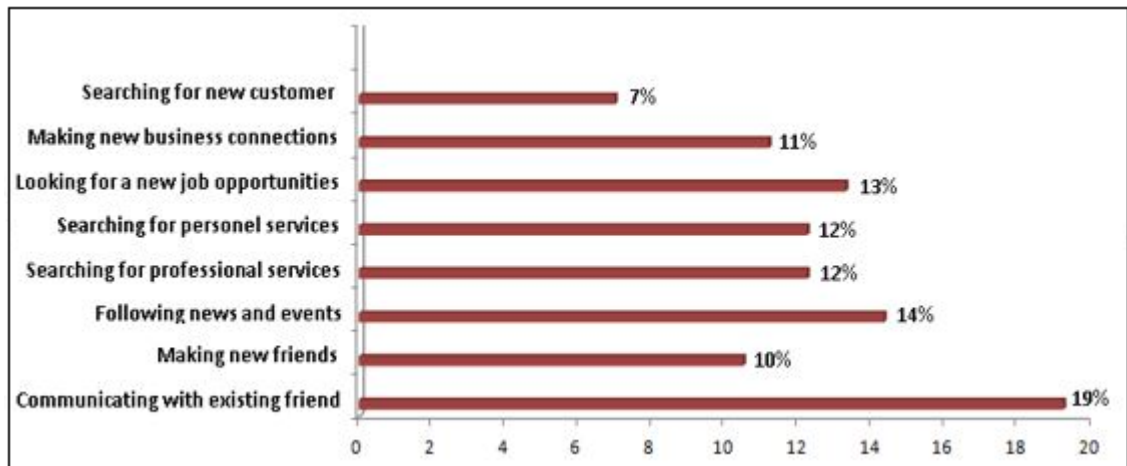
Social network sites are what these networks are used in the Web environment. Social network sites on the web connect its members with a virtual network system. Thus, network members connected to each other by links with different social meanings who share different components such as information, knowledge, and content. In this case, social networks can be summarized as people who generally share the same interest or activity as online communities (Zarella 2010).

In today's world, factors that contribute to the development of social network sites are; connecting internet more easily from houses, increasing the speed of connection, increasing confidence in information and communication technologies, the spread of user-friendly programs, making social network sites as a part of Web 2.0 and increasing the versatility of social network sites related with programs and applications.

In social network sites, users primarily create a profile and they can share many personal information such as name, surname, birthday, marital status, work and education information, religious and political preferences, hobbies, interests. Users who create profiles can be connected to each other with some similarities such as; similar interests, same political views, working in the same business, or living in the same city (Weinberg 2009).

Users use social network sites for many reasons especially for communicating with existing friends and making new friends. However social networks can still used for different purposes.

Figure 2.1: Reasons for users to use social and business Networks



Source: Touch Media, 2015

2.3.4.1 The development of social network sites

Similar to its current use, the first social network sites began to emerge in the second half of the 1990s. Classmates.com and Match.com Websites, established in 1995, are the first social network sites to enable users to have a profile in a Web-based social network, instead of systems that feature billboards or browser-based profiling and chatting (Zarella 2010).

Six Degrees's website is also one of the premier social network sites which is founded in 1997. Unfortunately, SixDegrees.com which has reached millions of users and defines itself as a "Web site that helps people stay on the line and keep them connected" failed to maintain its continuity in 2000 and bankrupt as an unsuccessful Internet venture (Boyd and Ellison 2008).

In 2003, My Space Web site founded as a competitor to Friendster, which is founded in 2002 and not a sustainable enterprise, quickly became the most popular site among social media sites (Zarella 2010). However in 2008, My Space, which focused on music sharing, publishing music tracks on a profile, creating a song list and sharing it, has give rein to Facebook the title of the most visited social networking site in America between 2005 2008 (Brown 2010).

Facebook which was first launched in 2004 by Mark Zuckerberg became open to internet users all over the world in 2006 and also become an internet phenomenon with its ever increasing number of users and evolving social features. The site, which was originally only available for Harvard students when it was first established, is then open for use by other American universities, the United States, and now finally the entire world (Business Insider). The site spreads quickly and has users from all over the world. As of the first quarter of 2017, Facebook had 1.94 billion monthly active users (Statista 2017).

2.3.4.2 The types of social network sites

Social network sites can be about many things. It is possible to come across social networks that appeal to users from the business world (such as LinkedIn, Xing) or social networks that focus on music sharing (like Myspace) as well as social networks that serve users who come together only for social purposes. There are also social network sites that address only a specific user population. Social network sites can be examined in three categories: general social network sites, professional social network sites, and niche social network sites.

General social network sites are open to the use of each user like Facebook and Google Plus. They offer a social network service that every internet user can subscribe without addressing a specific interest or a specific audience. In such sites, users can create new and more specific networks according to their interests by creating smaller groups, circles and links within the site.

The other one is professional social network sites, which can be defined as the social network that professionals use to improve and maintain relationships in the business world. LinkedIn and Xing can be examples for professional social network sites. In such sites, users create profiles and share their work experiences and workspaces with other users. This system, in which institutional users can also be a member, is seen as platforms where employees and employers meet.

Lastly, niche social network sites are specific to only a certain group of users, with a relatively small number of users but with features specific to the users' wishes. Websites

such as Acedemia.edu, where only academicians come together, or Hocam.com, where only university students can become members, are examples of such social networks. In niche social network sites subject can be cinema and music, reading and books, or hobbies and interests.

2.3.5 Media Sharing Sites

Media sharing sites are sites that allow users to create and upload multimedia content called user-based content (Zarella 2010). While media sharing sites are defined by some authors as content communities, content sharing sites, etc., they are handled separately as image, audio and video sharing sites in some sources (Safko 2010; Mangold and Faulds 2009). In media sharing sites, there are features such as membership like in social network sites, profile creation and friendship with other users. However, such sites, focus on sharing a particular type of content rather than concentrating on social networking (Lietsala and Sirkkunen 2008).

Media sharing sites have become popular with the proliferation of easy-to-use digital cameras and high-speed internet access becoming more accessible. Another reason for the popularity of media sharing sites is that these sites are a structure that allows all users to create content, publish it, and reach millions of people with little technical knowledge. Even non-member users are visiting these sites only to track the contents (Zarella 2010). Low cost and publishability on other sites contribute to the popularity of media sharing sites (Akar 2010).

In media sharing sites, users are participating in the site by creating content, sharing, evaluating, socializing and experiencing this content (Lietsala and Sirkkunen 2008). While some of the users participate by fulfilling all these activities, some can only participate in media sharing sites by experiencing or evaluating them.

2.4 SOCIAL MEDIA MARKETING

Social media can be seen as new technologies and new tools that allow for better and more effective relationships with customers only from a marketing perspective (Safko 2010). However, social media is a great innovation which offers benefits beyond a more

effective communication between company and the consumer. seeing how a product creates a social interaction can also provide additional benefits to the company beyond what customers think about the product.

Social media makes its users a part of the product with the ability to participate and create content. Now the products, contents and information begin to be created by the consumers and users thanks to social media which were produced by big organizations in the past. Consumers also help those big organizations in the process of getting this product, content and information or getting feedback point after they formed.

Social media marketing is all kinds of direct and non direct marketing activities that create awareness and recognition, enable to take action on brand, business, product or person and done by social web tools such as blogs, micro blogs, social networks, social marking and content sharing (Gunelius 2011).

Marketing with social media tools is also aimed at market targeting, communicating with customers and creating loyalty, by using new marketing strategies. Weber (2009) argues that the right to speak should be given to customers for marketing on the social web instead of traditional marketing communication, which is one-sided and only tells the story of the company itself. Accordingly, it is important to be more transparent in social media marketing activities, gain trust and increase credibility. Companies should talk to and be willing to engage with consumers or other individuals active in society.

Social media marketing activities can be evaluated in three different categories. These categories, which are expressed as public relations, marketing of content production and viral messaging, can also be considered as the aims of activities carried out within social media marketing (Miletsky 2010).

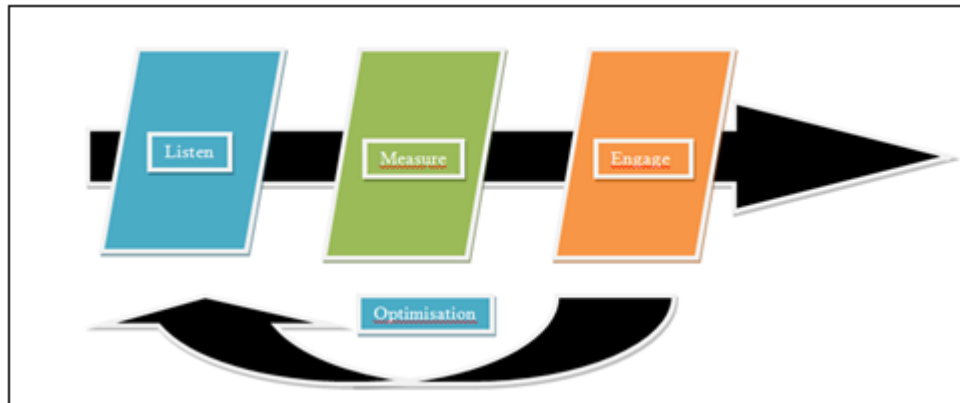
Five suggestions can be made for businesses and brands who want to do social media marketing. According to these five suggestions, businesses who are using media should have a careful choice, determine implementation or create a new one, have different social media tools to match, have integrated media planning and be open to everyone's

access. At the point of being social, companies must be active, engaging, humble, amateur and honest (Kaplan and Haenlein 2010).

Enterprises that set out for social media marketing should not ignore the importance of integrated media planning for media use. Although traditional media and social media tools appear to be independent and separate from each other, they need to be integrated for marketing success. The image of the firm or brand is the same in any media for the consumer. Therefore, businesses and brands should be aware of what they are talk to in their media and give integrated and non-contradictory messages. In addition, traditional and social media tools need to support each other.



Figure 2.2: Social media marketing process



Source: O'Brien and Terschluse, 2009

2.4.1 Benefits of Social Media Marketing for Business

Social media marketing has some benefits to businesses. These can be summarized as providing wider access to market, branding, developing relationships, improving business processes, overcoming search engine rankings, selling when opportunity occurs and spending less for advertising. (Zimmerman and Sahlin 2010).

Since many of the potential customers spend time on social media, the company site reaches more consumers available by providing this traffic. A few of the key focal points of marketing are product awareness, visibility and awareness. If the right consumer in social media is being branded or displayed at the right time, the brand name will increase the likelihood of remembrance. Social media marketing also offers the opportunity to develop and maintain relationships between consumers and the company. Some of these are; to browse and solve customer problems or complaints, to obtain customer feedbacks, to use these feedbacks in new product design or change, to provide technological support to many people at once, or to follow and gather important market and competitive information.

Many companies have begun to focus on sales by looking at consumer demands on social media sites with intense traffic such as Facebook and Twitter. Thus, social media sites are also emerging as sales channels at the same time. As a result, companies have achieved significant cost savings by spending less on advertising and cutting down their marketing budgets.

2.4.2 The Difference Between Traditional Marketing and Social Media Marketing

Companies should be in connect the costumers in every possible environment that they can reach them. Although every emerging marketing media make people to question the effectiveness and effectiveness of the traditional media, traditional media tools which will always have a certain prescription as the mainstream are also valued. There are some points that distinguish social marketing from traditional marketing. First of all, it can mentioned that social media marketing provides the opportunity to discover new contents. As a component of marketing activities, information, texts, videos or voices that exist in social media sites provide their participation and sharing when they are get the consumers' attention. One another is, social media marketing increases the web traffic. Web traffic shows the flow from search engines and other sites to the brand's site, which shows how consumers follow and embrace the brand. And lastly it can be said that social media marketing has strong relations. Companies that spend time and energy on social media have a strong connection and communication with their customers on these platforms. Positive perceptions and attitudes are expected to increase with the increase in consumer loyalty.

The traditional media is still an important influence on the marketing performance, whereas the social media has the content density earlier than the effect. Nevertheless, it does not show that the efficiency of social media should be ignored. When traditional and social media tools are evaluated, it can be seen that while the traditional media has less intensity and higher profitability the social media has more intensity and lower profit. Another important finding is the mutual dependence of traditional and social media on each other. Accordingly while an activity in the social media has its place in the traditional media, the contents in the traditional media stand out as the factors that trigger the user-based content in the social media (Weinberg 2009).

2.4.3 The Process of Social Media Marketing

A seven-step process is proposed to create consumer communities by using social media marketing. Accordingly, the companies must first create a customer map and then select the community from this pool with their marketing ability. Later, the company

should evaluate the strategy that will direct the online stream to the community and try to attract these communities to communicate. In the fifth step, companies should measure the participation of the community. After that, this community should introduce everyone else and finally strive to increase the benefit of the community. With the online communities created by following these steps, companies can have a higher level of influence, sharing and participation in the social media (Weber 2009).

In this process of listening, measuring, connecting and optimizing, the other way to define a social media marketing process is to listen to relevant and effective dialogues primarily in social media and include real-time predictions in these conversations. Then rate online conversations using social media should measure and Web analytics. The next step is to build long lasting effective relationships and active dialogues with customers. By optimizing these communications, companies would be able to repeat the process by returning to the listening process.

The social media marketing process consists of listen, identify, solve, test, connect, engage and nurture. This process offers benefits such as avoiding spreading negative messages about themselves on the internet, turning marketing problems into sales and creating positive attitudes by encouraging people to share their positive experiences with the company (Weber 2009).

2.5 CONSUMER BEHAVIOR IN SOCIAL MEDIA

Consumer behaviour in social media part can be described in two subheadings as social media consumer and behavior concept and the factors affecting consumer behavior.

2.5.1 Social Media Consumer and Behavior Concept

The community who buy goods and services, who use them, are called customers or consumers. These concepts such as "customer", "consumer" and "buyer" are often confused and used interchangeably (Bahar 2008). The factor that distinguishes these concepts from each other is the way of buy of people. The person who purchases a certain brand in a continuous and regular manner is considered to be the customer of

that brand or the owner of the brand (Laudon and Bitta 1993). On the other hand consumer covers all potential buyers in the market, who buy goods or services in a broader sense or have a purchasing capacity. Thus, it can be obviously said for the relationship between the customer and the consumer that "Every customer is a consumer, but not every consumer is a customer." Consumer behavior is about explaining what consumers buy, where, how, when, and why (Akturan 2007). Consumer behavior is all behavior in the process of choosing, using, or giving up goods, services, ideas or experiences to meet the needs and desires of people or groups. In this process, consumer behavior aims to find answers to a number of questions. These questions can be ordered as follows, (İslamoğlu ve Altunışık 2008);

- ✓ Who are the consumer who create the market?
- ✓ What do they buy?
- ✓ When do they buy?
- ✓ Who is the purchasing for?
- ✓ Why do they buy?
- ✓ Where do they buy?
- ✓ How do they use and dispose of them?

Consumer behavior is characterized by demographic, psychological, social, cultural and situational factors. Besides these factors as well as firm-based marketing efforts are the factors that influence the consumer's purchasing behavior (Odabaşı ve Barış 2002). Likewise, the consumer purchasing process are also seen which consists of the determination of the problem, the selection of alternatives, the evaluation of alternatives, the decision to purchase and the valuation after purchase. Factors affecting consumer behavior can be considered as internal and external factors. Thus, while internal factors are variables such as attitude, lifestyle, perception, and personality related to consumer, external factors are variables such as demographic, cultural, reference groups originating from consumer's environment (İslamoğlu 2003).

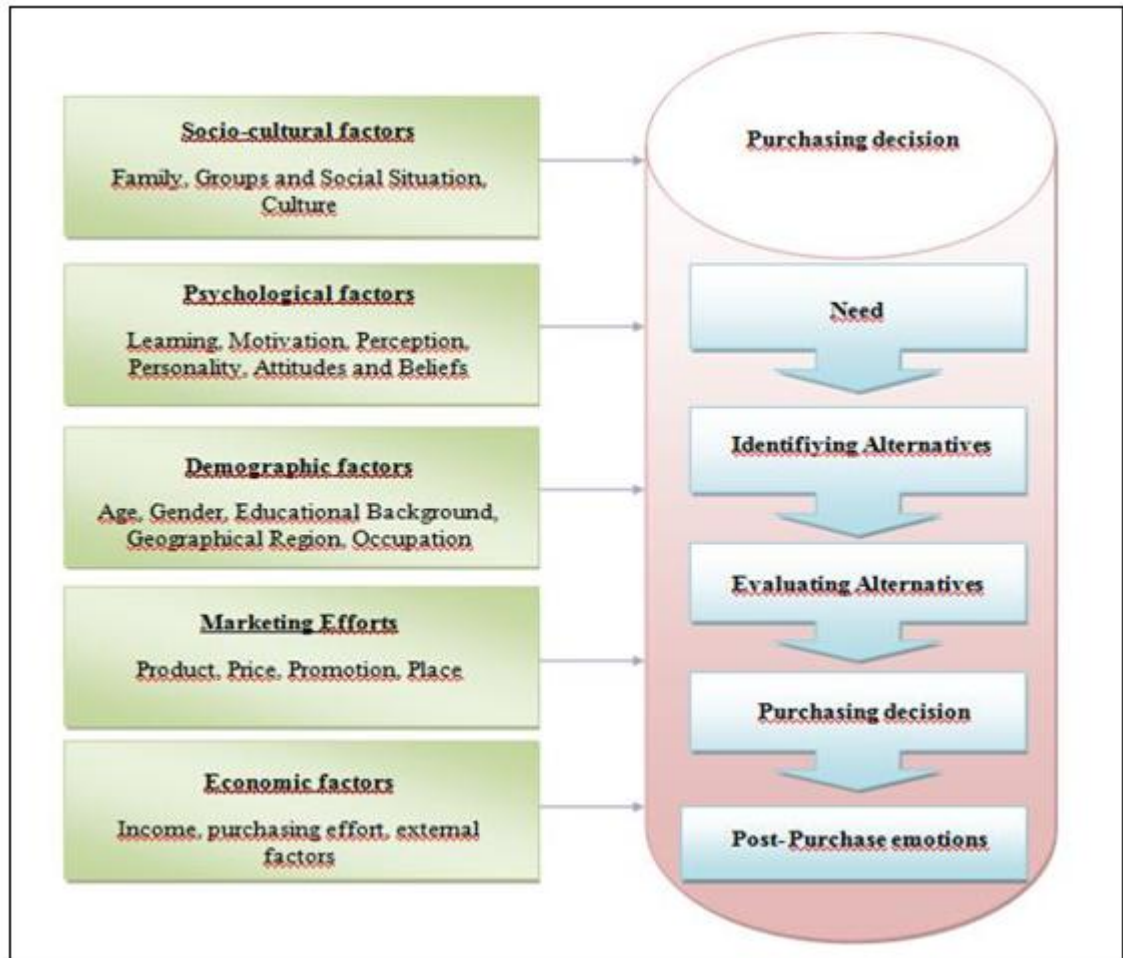
It is not wrong to say that social media, which are often used by consumers, are also an influence on consumer behavior. Social media is changing the consumer's decision-making process in purchasing behavior and adds a new factor to this process that

businesses cannot control. (Constantinides and Stagno 2011). In the social media, consumers influenced other users and also influenced by them. In this sense, it is possible to say that social media is an influence on consumer behavior (Durukan ve diğ. 2012). The study of social media tools about consuming behaviors distinguishes these behaviors in three. These are;

- ✓ Behaviors that affect on consuming (positive mouth to mouth communication, negative mouth to mouth communication, idea leadership)
- ✓ Other influenced behaviors about consumption (searching for products, researching friends' thoughts)
- ✓ Using social media as a means of communication for use in deciding to buy with consumers and reporting complaints, dissatisfaction and satisfaction with companies.

Briefly, demographic, psychological, socio cultural and situational factors affecting consumer behaviors are taken into consideration together with their effects on social media.

Figure 2.3: General consumer behavior model



Source: Aile ve tüketici hizmetleri tüketici davranış modelleri, 2012

2.5.2 The Factors Affecting Consumer Behavior

2.5.2.1 Demographic factors

Purchasing behavior of consumers can vary according to different demographic factors. Consumers with different age, gender, educational level, geographical location, occupation or income situation may have similar or different purchasing behaviors and social media usage behaviors according to these characteristics.

2.5.2.1.1 Age

The age factor in consumer behavior and marketing communication has an important role in segmentation, positioning and targeting strategies. Markets can be primarily determined by the age of the target customer. For example; while markets such as technology, cinema and cosmetics target younger consumers more, toy market is targeting children consumers. Consumers also show different purchasing and consumer behaviors at different ages (Singh and Goyal 2009).

One of the main variables that social media users also show behavioral differences is age. It has been revealed in studies that different age groups differ in the point of using social media and affecting contents in social media. According to a survey conducted in 2015, the age groups that entered the social networks the most were the users between the ages of 18-29, while the age group following them became the users between the ages of 35-49. Still, usage among those 65 and older has more than tripled since 2010 when 11% used social media. (Pew Internet 2015).

A survey of mobile phone customers' buying preferences in India emphasizes these different behaviors. According to the survey; mobile phone customers in the 18-30 age group have the least price sensitivity compared to other age groups and they are more sensitive to the "physical appearance", "brand", "value added features" and "basic technical properties". Another result of the research is over 50-year-old consumers were identified as the age group with the highest price sensitivity (Singh and Goyal 2009).

2.5.2.1.2 Gender

Gender is defined as a social concept related to psychological, sociological or culturally related features, attitudes, beliefs and behavioral tendencies. Gender has a decisive role in the social lives of the people with these characteristics and therefore is also influential in consumption activities. Gender factor is often used in market segmentation. The causes of this condition are three things connected. These reasons are; identifying the gender is easily, the availability of segmented markets according to gender and the segmenting markets large and profitable according to gender (Darley and Smith 1995).

Consumer behavior differs between men and women. This difference predicts that in marketing communication studies, the goods and services to which the male and female consumers should be able to purchase and use are to be positioned accordingly. For example, while men move faster and look around more quickly while shopping, women spend more time shopping and buy only 25% of the items they test (Odabaşı ve Barış, 2002).

According to another research conducted in 2015, women are using social network higher than men. In the same study, it was also found that female social networking users are making more online purchases and social media purchasing processes are more influenced. While male social media users in social networks when interacting with companies to search for more information, female users, and aims to benefit from more discounts and opportunities for women have revealed (Pew Internet 2015).

2.5.2.1.3 Educational level

Educational status and education level of people are another demographic factor affecting consumer behavior. As the level of education rises, the needs and desires of the person are also increasingly diversified. Knowledge about markets and products is also turning into consumers who are increasingly questioning and asking for more.

The level of education in the social media reveals different use and impact ratings. While 57% of Facebook users have university degree, this ratio is 59% on Twitter (Skelton 2012).

2.5.2.1.4 Geographical region

Different behaviors of consumers in different geographical regions cause differentiation of marketing and marketing communication activities. Thus, businesses divide consumers according to different geographical regions. Geographic segmentation is based on region, city, country or other geographical factors (Kotler and Armstrong, 2004).

Consumers in different regions are behaving differently in social media. For example, while the social network Orkut is the most used social networking site instead of Facebook in Brazil (Boyd and Ellison 2008). Facebook is still the leading social network in 119 out of 149 countries analyzed, but it was stopped in 9 territories by Odnoklassniki, Vkontakte and LinkedIn (www.vincos.it).

2.5.2.1.5 Occupation and income situation

The occupation group is one of the biggest factors that cause someone to need or desire certain things. It is likely that different consumer behaviors will be exhibited because the consumer who is a teacher and the consumer who works as a worker will have different needs. For example, the purchasing behaviors of a teacher and a worker in a technical job are totally different. Today's ever-changing business processes reveal new business and professional definitions and these new professions also lead to different purchasing behaviors of consumers.

Income situation like occupation is also factors that affect consumers' purchasing behavior. The expenditures of consumers with different income groups also differ accordingly.

Occupation and income situation are also demographic factors that affect social behavior. For example, while the LinkedIn Web site is known as a business network used by more professional employees, My space has emerged as a social media tool where users interested in music come together. According to a study by Nielsen, the annual income of a year's social network users is below \$ 50,000, while the average annual income of bloggers is over \$ 75,000 (Çakır et al 2010).

As the research shows, demographic factors affect both the use of social media and the effect of being affected by social media. Accordingly, companies that want to do social media marketing have to develop a social media strategy that matches the demographic characteristics of the target groups.

2.5.2.2 Psychological factors

Psychological factors, also called internal variables, are among the factors affecting consumer behavior. Variables such as learning, motivation, perception, personality, and attitude are considered as sub-layers of psychological factors which are the main determinants of behavior (Odabaşı ve Barış 2002). Since consumer behavior is a human behavior before anything else, any factor that affects the person will affect its buying behavior (İslamoğlu 2003).

In social media, there are company-based, shared campaigns and content independent of consumer-driven corporate communications that will differentiate consumers' learning, motivation, perception and attitude development about the product / service or brand. Consumers in social media care about those contents that appeal to them in a personal or emotional sense. In this sense, it can be said that the content in the social media has a psychological dimension.

2.5.2.2.1 Learning

Learning is defined as a permanent change in behavior. Businesses want to have lasting influence on consumers' behavior through marketing communication activities. The process of learning has a great importance how to direct human behavior (Mucuk 2010).

It is also possible that the psychological characteristics such as learning, motivation, perception, personality and attitude of the users who maintain their existence with social media can differ or develop with social media. For example, learning processes are evolving to benefit from the benefits of social media. There are also social media tools that social media students can take advantage of in higher education and upper secondary education and social learning (Van Dijk 2005).

Online media tools with interactive and integration features make traditional learning methods more qualified. Increasing interaction with social media and a culture of participation has led to the creation of different expectations and learning methods in today's students than in previous generations. Along with social media tools, new-term

learning methods emerge and provide new benefits to students at learning communities, student participation and student enrichment points. This view, which says that new tools develop new learning methods, reveals that learning can be differentiated with social media tools (Baird and Fisher 2006).

2.5.2.2.2 Motivation

The basic functions of the instincts, which are defined as the power to move the human being, are to warn and act within the body and to direct the behavior of the body (Mucuk 2010). Motivation can also be defined as the tendency for the organism to operate in a specific direction in order to meet its needs and as a chain of events leading to consumer behaviors.

Businesses operating in social media have the intent of promoting social media users with marketing messages, content sharing and corporate profiles.

Consumers also use social media tools with a set of motives. Motivation of social media users participate in social media can be explained by a model of personality, internal and external motivation factors. According to this, while altruism, curiosity, success, feeling of benefit and satisfaction of sharing constitute are internal factors; prizes, recognition, reciprocity, attachment, power and co-operative are external motivational factors. The individual motivated by these motivations has the intention of participating in social media tools and takes active involvement in the social media at a later stage (Amarasinghe 2010).

2.5.2.2.3 Perception

Perception is defined as the acquisition of information through the senses on the existence of an event or an object (Mucuk 2010). People can evaluate the same objects or events differently. The reason for this different assessment is that people perceive the same things differently. In marketing communications, businesses struggle to have a positive perception of consumers on brands. In order to make a difference in consumer

behaviors, businesses that are doing social media marketing aim to perceive their assets in social media in the direction they desire by consumers.

Many factors, such as the tools used in social media marketing, the language used in sharing, the tone of messages, can cause consumers to perceive the perceptions about businesses. The direct experience is increasingly being left to technically supported and influenced perception through the influence of the new online media. Accordingly, people become more witnesses to the experiences of other people as a result of sharing in the social media and have a new and differentiated perception as a result of this testimony. Therefore social media tools differentiate the perceptions of users (Van Dijk 2005).

2.5.2.2.4 Personality

Personality is defined as a unique system that distinguishes one person from the others and keeps all the internal and external features of him. Many different factors play a role in the formation of personality. These factors are can be sum up 4 factors such as; the physical appearance of the person distinguishing himself / herself from others, the role that emerges as a consequence of undertaking a task when it comes to a certain age, the intelligence, energy, desire, morality and potential abilities of the person (Odabaşı ve Barış 2002).

As a result of social media tools increasingly taking place in consumers' lives, the personality traits of consumers can be shaped by being influenced by social media tools. For example, from early ages, people with profiles in social networks can develop different personalities because they have access to different sources of information and communication. Similarly, some of personality traits can affect the use of social media. In 2009, Correa, Hinsley and Zuniga conducted a survey of social media use and psychological dimensions of personality which is called Five Major Factor Models. The research reveals how social media users with social characteristics socialize by focusing on the use of social media and communicate with other users through social networks. The result of working in this context is that the personality dimensions of openness, responsibility, outwardness, compatibility and emotional balance play a role in the use of interactive social media (Correa et all 2010).

2.5.2.2.5 Attitudes and beliefs

Another psychological factor affecting consumer behavior is stated as the attitudes and beliefs of the person. Attitude is defined as the tendency of a person to respond positively or negatively to objects or environments, while belief is expressed as information and opinions based on personal experimentation or outsourcing (Mucuk 2010). In the marketplace, it is important to know that consumers have a positive or negative attitude on a product. It is also important to know the underlying reasons behind these attitudes (Penpece 2006).

Consumers in social media tools exhibit different attitudes. For example; while some consumers use Twitter as instant messaging, some consumers still use it to stay informed or up to date. It is thus demonstrated that the same technology is differentiated by different user attitudes. In addition, conversations made by peers in social media tools influence attitudes toward the product and the buying decision (Wang et al 2012).

2.5.2.3 Socio-cultural factors

Social and cultural factors are factors that affect consumer behavior. This topic, which is considered as social or socio-cultural factors in the literature, is considered together with concepts such as family, groups, advisory group, social class, culture (Odabaşı ve Barış 2002).

In social media tools, the communication that occurs as a result of users talking to other users directly and indirectly affects them. While direct effect occurs as users' purchasing decisions are harmonious, indirect effect manifests itself in product development (Wang et al 2012). The socialization phenomenon in social media tools is different from social sense in traditional sense. Traditional socialization occurs through the people that the consumers actually know and know like family, colleagues, relatives, friends or neighbors. Nonetheless, the social phenomenon in social media tools includes people whom no one has ever met (Wang et al 2012).

2.5.2.3.1 Family

The family which is the smallest unit of social groups and communities where person is first included has an enormous importance for people. At the same time, as the family is both a winner and a consuming unit, the decisions on consumption influence the members (Odabaşı ve Barış 2002). The family, which can be counted in the reference groups for consumers, is treated separately for consumer behavior. The effect of the family on consumer behavior can vary according to various factors. Factors such as the authority structure of the family, the size and the number of the members in the family, the place of residence, functions, the working of the woman and the steps in the family life are differentiating the consumer behavior by leading to different buying behaviors (Mucuk 2010).

With the intensive use of social media tools, members of the same family share a different social link as members in the same social media tools. Sharing these new social environments with the family members of the users has led to the emergence of new use and security features, and even new types of social media sites. For example, new social networking sites such as myfamily.com have emerged, such as the user who does not want to share the social profile of the parent with the parent, has put in new use and security features or has positioned itself as the "social network of family members".

2.5.2.3.2 Groups and social situation

Consumers are influenced by the development of consumer behavior in groups and people they are affiliated with in society because they sustain their assets in a society. The Advisory Group is defined as the group on which the behavioral values and outlook are based (Odabaşı ve Barış 2002). It is possible to divide advisory groups into two groups, one in the immediate vicinity of the family member and one in which the person is not a member (Mucuk 2010). Individuals are affected from other people in both groups by consumption decisions. A consumer who is considering buying a product or service is affected in positive or negative way from other people in the community, such as an athlete, a famous actor or both. The consumer who purchases the perfume that the

athlete uses or the product recommended by his friend can thus differentiate the buying behavior.

Among the social and cultural factors, the most important influence in the social media is the social communities, which are considered as social groups or advisory groups and others of whom the consumer attaches importance to ideas. Because social media is understood by its name, provides an environment where internet users can be found in social networks with other users. In the social media, users see other people they are connected with as a group of advisors and take into account the recommendations they have made.

Kietzman et al (2011) also count the groups, as well as identity, speech, sharing, appearance, relationships and reputation among the building blocks that make up the social media. Group building users are concerned with building communities. Groups in social media are not limited to friends lists only. Different groups or new sub-groups within the group can be formed in social media according to content and member activity. The scope and impact level may vary depending on whether the group of conversations and interactions in groups with such characteristics are open, closed or hidden.

2.5.2.3.3 Culture

Culture includes all works that a society produces and possesses. Culture can be defined as the result of behaviors that are shared and transmitted by the members of a particular community and that are the whole of the behaviors learned. Because of this feature, it is possible to talk about the dynamic structure of the culture. This dynamic structure is constantly differentiating and renewing depending on the relations of societies with other societies and the changes that the society has in itself (İslamoğlu 2003).

Social media contributes both to bringing the cultures of the societies to this new online world and to bringing them to a new cultural scene by the users in this virtual environment. Cultural activities in communities are now changing with the presence of social media. For example, people are publishing their innovations and developments in

social media tools, and the mutual conversations that take place in these environments are taking place at home or at friends' meetings. Now, users do not only get to know people physically, they meet each other's virtual identities and social media tools. Miller (2009) points out that the increasing use of social media has led to the emergence of associative cultures and also calls for social media tools such as blogs, social networks and micro blogs to be handled in a cultural context as well as the social context of the concepts of "individualization" and "network socialism". Communications that are not informal but have a social purpose make it an area of culture where online media culture relational communications dominate. In this case, users are contributing to the social media tools by means of their speaking (Miller 2009).

Another dimension of the relationship between culture and social media is the digital culture dimension (Van Dijk 2005). The digitalization that social media also contributes provides a new culture by creating a faster environment in the processes of production and creative processes. Another consequence of the digital culture is the production of information and communication (Van Dijk 2005). This is a condition that can lead to a lack of better information. In such a case, the cultures can be differentiated, deficient or developed in this direction.

2.5.2.4 Situational factors

Situational factors are factors related to how consumers will behave in different situations (İslamoğlu 2003). Situational factors can be classified into five sub-groups as physical effects, social environment, time dimension, goal dimension, emotional state, facilitating elements (Odabaşı ve Barış 2002). At the same time, consumption can be examined in three sub-groups, depending on whether they are related to procurement and communication.

Situational influences or factors can affect users in social media. In such a case, a consumer who has spent time in the social network profile of a brand may purchase or share the product with other users by directing the page of the brand. In this case, businesses should be visible in the social media in order to emerge situational factors

and to differentiate the behavior of the consumer in this sense, and consumers should communicate their message to this media.

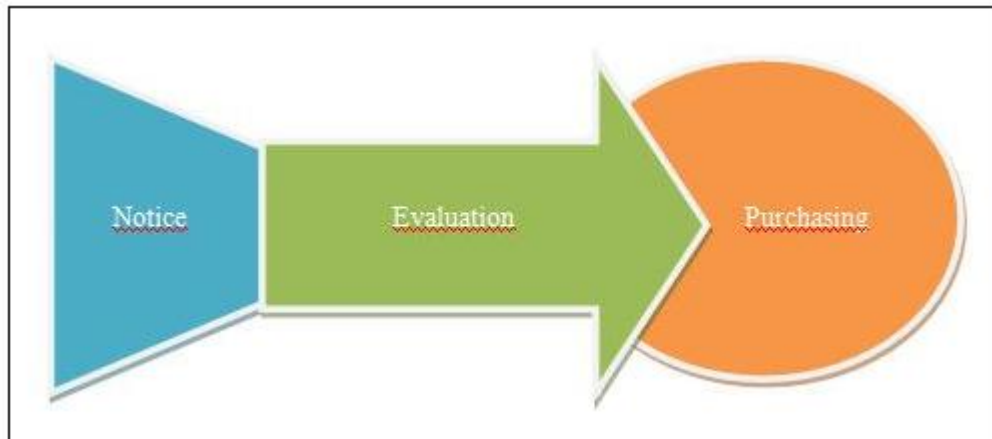
2.6 THE EFFECT OF SOCIAL MEDIA CONSUMERS ON THE PURCHASING PROCESS

Users share in social media tools about themselves, their surroundings, their friends, the products they use, the experiences they experience, and so on. An important part of these shares is about a product / service or brand. This reveals that consumers exist in social media with their consumer identities. From here it is possible to say that social media has been adopted by the broad masses and has become an important factor affecting purchasing behavior (Constantinides and Stagno 2011).

Gillin (2007) argues that social media has become a phenomenon and that it is a new resource that increases and strengthens the creativity and influence of the consumer. Along with the strengthening of consumers, traditional media and old-fashioned marketing have begun to lose power as the main influences that affect consumer behavior (Constantinides and Fountain 2008).

In social media, consumers have been influential and intense, causing a number of differences in consumer buying behaviors. Evans (2008) explained this differentiation with the Social Feedback Cycle (Figure 5). Accordingly, a model was defined as a purchasing funnel (Figure 4) and a model emphasizing the efforts made by marketing and the firm. Accordingly, the consumer first notices the product / service, then thinks and evaluates it, and finally makes the purchase. This model is a closed model that ignoring the consumer's participation and irrational behavior.

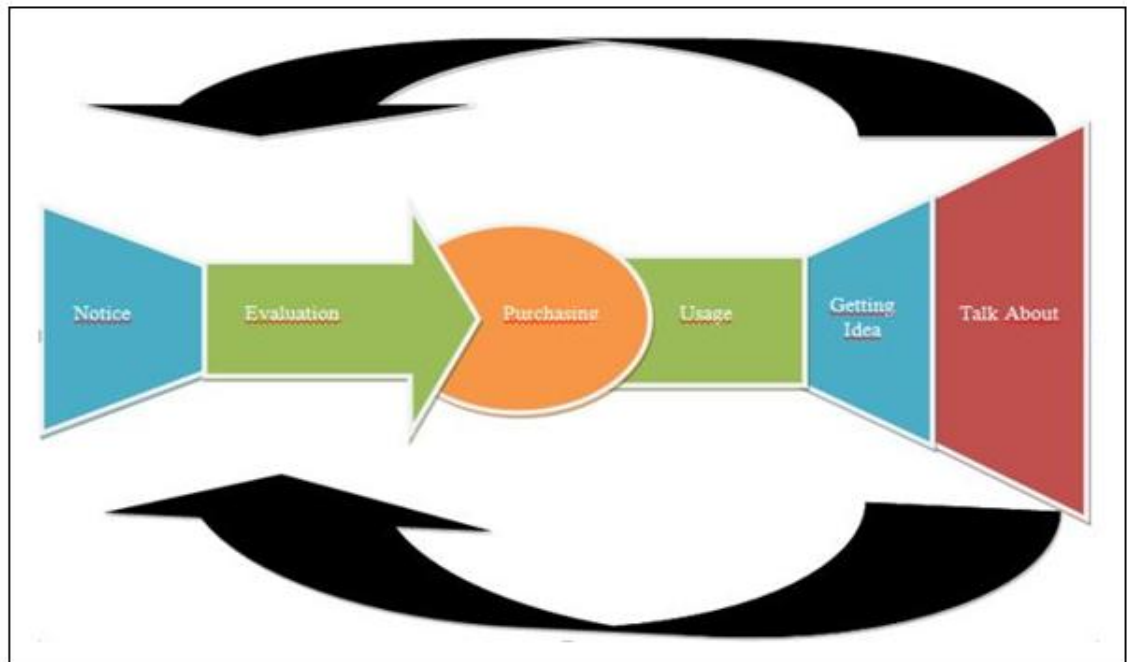
Figure 2.4: Purchasing funnel



Source: Evans, 2008

It is important to add the contribution of fashion social media in today's world, where the social web and user-based content are found in more consumers' lives. Post-purchase behavior, consisting of post-use, intellectual and speech stages, translates the returns into the thinking and evaluation phase of the procurement phase. As seen in the Social Feedback Cycle model, when a consumer is thinking about buying a product or service, it shows buying behavior by looking at the conversations of other consumers who are in social media (Evans 2008). This recycling mechanism, which is conceived as a reference to social media tools and other platforms, is a concept that is created by the user in the social media, which is important for companies. Consumers who see how real experiences are and how users of the product / service are receiving feedback in social media tools are also shaping their decisions to buy or not (Alagöz ve İşlek 2011).

Figure 2.5: Social feedback cycle



Source: Evans, 2008

Consumer purchasing cycle has changed with social media. The consumer, who first made shopping and buying, brought two important differences with the social media. Accordingly, consumers are involved in some of activities in the social media before and after the purchase (Agresta et al 2010). First, consumers are conducting online research on products or services which they want to buy or are interested in. This online research is not limited to search engines, but includes blogs, tweets, forums, and reviews. The thoughts of other people in online communities have great importance for today's consumer. Secondly, after consumers buy a product or service, they share their thoughts and comments about that product / service again in social media tools. Consumers who are explaining the expectations of the product, how the product is used, and all the features of the product with positive and negative aspects, are thus able to provide information about products for other consumers (Agresta et al 2010).

According to Constantinides and Stagno (2011), user-generated content and personal communication strengthened today's consumer and reduced their trust in traditional forms of push marketing and marketing communications. According to the Edelman Confidence Scale published in 2009, with 60% of the consumers, the most trustworthy

option is "people like me" (Chaney 2009). It is also a recent phenomenon that the expert opinion of the stakeholders influencing the purchase has fallen below the level of influence and that people make purchasing preferences on the basis of the people they receive from other peoples and their peers (Constantinides and Stagno 2011).



3. HEALTH PRODUCTS AND OTC CONCEPT IN TURKEY

Health products and OTC concept part can be described in five subheadings. Each title is explained in a descriptive manner.

3.1 GENERAL OVERVIEW OF PHARMACEUTICAL SECTOR AND OTC CONCEPT

Nowadays, it is inevitable to develop in the field of medicine with the progress of technology. The discovery of medical advances and new drugs has increased the average life span and reduced infant mortality from important health indicators (Bilgener 2002). The prolongation of the average life span has increased the importance of healthy living and drug use.

The drug is a product which is prepared in the form of a formula which can be taken easily by the living organism and which can be effected in the desired purpose and time, in various ways by means of protection, diagnosis and treatment of the living beings (Geçgil 1991).

According to the Food and Drug Administration, the drug is defined as a substance used in human beings or animals for the purpose of diagnosing, ameliorating, alleviating, treating, or preventing the disease. Pharmaceutical products consist of prescription and non-prescription drugs (OTC) with or without reimbursement. OTC which is defined "over the counter" are drugs that are considered to be safe and effective for the indicated indications, to be used for a short period of time without any medical inconvenience, only when the pharmacist recommends it, if necessary, without the intervention of the physician in order to relieve the simple disorders frequently observed in daily life (Uluslararası Eczacılar Birliği (FIB) 2004).

In order to be able to sell a drug without prescription, it is necessary to judge the effects and side effects of the medication, the recommended dosage and duration, the

application form and the information and findings obtained after many years of use, by experts and decide whether or not to use it without physician advice (Şahin 2005).

Drugs can be examined in two groups according to their therapeutic properties and their pharmaceutical form. In first group, drugs are classified according to their therapeutic nature as antibiotics and chemotherapeutics, cardiovascular system drugs, medicines and diuretics that affect water salt and acid-base balance, respiratory system drugs, central nervous system drugs, endocrine system drugs, antihistamines and autacoids, vitamins and minerals and combinations, anti anemic drugs, digestive system drugs, dermatological drugs. In the other group, drugs are classified according to the pharmaceutical form as aerosols, parenteral preparations, radiopharmaceuticals, controlled release systems, other forms of preparation, dressings and surgical materials, as well as pharmaceutical formulations, solid pharmaceutical forms, liquid drug forms, two-phase systems, semi-solid drug forms (İlaç Sanayi Özel İhtisas Komisyonu 2001).

Regulation on the prescription and non-prescription of drugs in Turkey was made on 17 February 2005 with the Regulation on the Classification of Medicinal Products for Human Use. Accordingly, human and medicinal products will be classified as non-prescription and prescription products when licensing by the Ministry of Health.

Since the early ages, drugs, which is generally used in the treatment of diseases, has become more prominent as an industrial product with the Second World War. However, the choice of the physician instead of the medicine consumer is the most important feature that distinguishes the drug from other industrial products (Sezgin 2003).

Unlike other products, end users often do not make decisions about the consumption of pharmaceutical products. While the physician decides on the purchase of drugs, pharmacist's direction is effective for OTC drugs. Besides, the pharmacists have the possibility to give the prescription product or its equivalent. Taking all of these into account, physicians and pharmacists seem to have an active role in determining the drug claim.

Governments are seeking remedies to rationalize rising spending. For these reasons, since the 1970s, the term "self medication" has become increasingly important.

Governments encourage individuals to take more responsibility for their own health and to reduce the burden of hospitals and physicians by self-treating, with the help of a pharmacist, simple diseases, which are common in everyday life, and are making the necessary legal arrangements (Şahin 2005).

3.2 THE ROLE OF OTC IN PHARMACEUTICAL MARKET IN THE WORLD

The OTC (over the counter) concept is defined as drugs without prescription or drugs sold at the counter. Non-prescription medicines are medicines that can be sold without a prescription written by a doctor and used in the treatment of minor ailments. Over-the-counter medicines account for about 15% of the total pharmaceutical market in the world and sales exceed \$ 100 billion. This figure is about one sixth of the total pharmaceutical market. In many countries, the development of the over-the-counter drug market is determined by the socio-economic conditions and the healthcare sector's structure. This causes different custom applications in each country. For example, patient safety is a key criterion for observing between prescription and non-prescription drugs in the European Union (EU) member states. Drugs that are not included in prescription drug criteria can be sold on the counter. However, this classification has been left to the member states. Member States are free to make this classification, taking into account the characteristics of their own community. For this reason, a drug can be sold on prescription in one member state and sold without prescription in another member state. Today, this concept is divided into two categories: products with drug status and products that have not been reimbursed, and products whose drug status has been revoked, refunded, and freed up. In addition, these products are categorized into two categories: first category is from the Ministry of Food, Agriculture and the second category is from the Livestock and the Ministry of Health. Intermediates are C / E certified products, medical baby products and permitted cosmetics. Since there are many definitions, documents and permits on this subject, the situation has become chaotic for both producers and consumers (Türkiye'de OTC Yaklaşımı ve Eczane Yönetimi 2015).

The global OTC market has grown by 6% in the last 4 years and this growth rate can be observed in developed markets at high levels in low and low markets. For example, influenza and allergies, vitamin-mineral, gastrointestinal supplements, derma-cosmetic

products and products called "others" cover 22%, 17%, 21%, 14%, 14% and 12% of the total, respectively (Kırgız 2014).

The most advanced over-the-counter drug market is in the United States. The relevant legislation and practices in the United States date back to 1951. The United States is known for its liberal policies for over-the-counter medicines. In other words, both pricing and direct incentives towards the consumer can be made freely. There are no restrictions on the sale of over-the-counter drugs, and such medicines can also be sold in supermarkets. Despite this sense of liberty, the obligation to provide informative and clear information about drug labels in a format that is easily readable and understandable by patients is an important aspect of uncompensated drug regulations. One of the important consequences of the liberal approach to over-the-counter drugs is the reduction in the prices of over-the-counter prescription drugs. For example, a drug called Claritin, which has transitioned from a prescription state to a "over-the-counter" status, costs 30 days after the transition, down from \$ 96.30 to \$ 22.37. In general, the price of generic versions of the drug has dropped below \$2 (AAFP Adds Support to Bills Easing Access to OTC Drugs 2017).

3.3 THE ROLE OF OTC IN PHARMACEUTICAL MARKET IN TURKEY

The share of Turkey's health expenditures in Gross Domestic Product (GDP) has grown rapidly in recent years. According to Ministry of Health 2017 budget presentation pharmaceutical expenditure is 170 dollars per capita in Turkey and the OECD average is 527 dollars. Turkey's pharmaceutical market has reached 20.67 billion TL in 2016 with 16.5% growth in hospitals and pharmacies. When the 6-year period between 2010 and 2016 is examined, it is seen that the pharmaceutical market has reached 20.67 billion TL in 2016 with a 55% increase from TL 13.33 billion in 2010 (2017'DEN UMUTLUYUZ 2017).

Within the Health Transformation Program, pharmaceutical market has reached 2.23 billion boxes increased by 38% over the 6-year period from 1.62 billion boxes in drug market 2010 due to dynamics such as increasing public health services, average life span, rising and aging populations. When the distribution of new drugs entering the market is examined, it is observed that 440 licensed medicines have been introduced in

2016, of which 3 are non-prescription drugs and 437 are prescription drugs. Of these 440 drugs, 427 are chemical and 13 are biotechnological drugs.

Turkey is one of the 16 largest countries in the world in the pharmaceutical sector. The Turkish pharmaceutical market is considered as the 6th and 16th largest pharmaceutical markets in Europe and in the world respectively. Today, there are approximately 500 local pharmaceutical companies, 69 pharmaceutical manufacturing plants and 24 accredited R&D centers in Turkey. The products that are included in the portfolio of the pharmaceutical companies and sold without prescription include approved vitamins, food supplements, and foods from the Ministry of Food, Agriculture and Livestock, also biocidal products, certain medical devices in pharmaceutical form, medical products, cosmetics and derma cosmetics which are licensed by the Ministry of Health. These products reached a value of 1.22 billion TL in value with a growth of 19.4% in 2016 and 63 million boxes with an increase of 1% in the box (Türkiye İlaç Sektörü Raporu 2016).

3.3.1 Institutional framework of OTC Market in Turkey

3.3.1.1 Classification

The Regulation numbered 25730 on Classification of Medicinal Products for Human Use, published in the Official Gazette dated 17 February 2005 and numbered 25730, has been prepared in accordance with the relevant EU Directive 2001/83 / EC. In this regulation, the distinction between prescription and non-prescription drugs is determined by prioritizing the effective use of drugs and the safety of the patient. In Turkey, there is no substance for the definition of an over-the-counter product as in the EU also (AESGP 2008).

There is no definite distinction between prescription and over-the-counter drugs in Turkey. Although OTCs are classified as drugs that do not require prescription, patients can also supply prescription drugs from a pharmacy without prescription. OTC drugs predominate in therapy classes such as cough and cold preparations, painkillers and vitamins (Kanavos et al. 2005).

3.3.1.2 Pricing and reimbursement

The Ministry of Health controls the prices of all drugs, including drugs sold under the Pharmaceuticals and Medical Preparation Law No. 1262, and the Health Services Fundamental Law No. 3359. Addition to this, regarding the pricing of OTC products, an article in the Communiqué on Prices of Human Medicinal Products published in the Official Gazette dated 3 March 2004 and numbered 25391 is as follows; Products that are classified as OTC in all of the reference countries are assigned a new price by applying new profitability ratios to the existing factory sales price (Kırgız 2014).

The difference between the OTC products in the reference countries and the non-prescription products specified in the Regulation on the Classification of Medicinal Products for Human Use, No. 25730 is applied in Turkey and the reason for such a distinction is unknown. The evaluations for the determination of the drugs to be included or withdrawn from the list of drugs to be reimbursed in Turkey shall be made by the "Reimbursement Commission" established by the Decree of the Council of Ministers dated 06.02.2014 and numbered 2004/6781. Some non-prescription drugs are included, while others are not included in the reimbursement list. However, the reason for the distinction between non-prescription drugs is that the criteria to be prepared by the Reimbursement Commission and that form the basis of the drug list to be reimbursed are unknown for determining which criteria to observe or drop from the list (Kanavos et al. 2005).

With the Transparency Directive, the European Union (EU) defines the basic principles should be followed by member states in pricing and reimbursement and makes them both uncontrolled, subject to these principles. The basic approach taken by the EU is based on the principle that decisions are taken in accordance with predetermined transparent criteria. That means, member countries are free to define their own criteria; but they have to clearly declare their criteria and be transparent in their policies. In this context, there may be significant differences in the pricing and reimbursement policies of member states for over-the-counter drugs. It is also estimated that 58% of the OTC market is financed by the public sector (Luc et al. 2005).

3.3.1.3 Labeling

In Regulation on Packing and Labeling of Human Medicinal Products published in the Official Gazette on August 12, 2005, it is stated that the regulation has been prepared to ensure the accordance with the European Union Directive 2001/83/EC, which is related to human medicinal products. The regulation does not mention the use of OTC or non-prescription drugs, but refers to the products used for self-medication.

For these self-medication products, it is stated that the product must be present in the outer packaging of the product for the user's instructions, and if the product does not have an outer package, the instructions must be written on the inner package. It is also stated in the regulation that the Ministry of Health publishes general guidelines for users as a guide, when it is deemed necessary or when the product is intended to be used for self-medication (Kırgız 2014).

3.3.1.4 Sales

All prescription and non-prescription drugs are sold only in pharmacies in Turkey. EU legislation does not contain any restrictions on places where non-prescription drugs are sold. However, in many EU member countries, over-the-counter drugs are not allowed to be sold anywhere other than the pharmacy (Luc et al. 2005).

3.3.1.5 Advertising Directly Towards Consumer

Applications for the promotion of medicines have been regulated by the Pharmaceutical and Medical Preparations Law No. 1262, which has been in force since 1928. The 13th article of the law specifies the limits of the promotion of prescription and non-prescription drugs. Accordingly, it is prohibited to prohibit billing with or without any other advertising medium in order to advertise with still images or motion pictures, to praise light, radio or preparations, to refer to them as remedial actions, or to exaggerate remedial actions.

The "Regulation on Promotional Activities for Medicinal Products for Human Use" dated 23 October 2003 has been prepared in line with EU acquisitions and includes the following statement: As the Ministry permits and if a doctor or dentist does not need a diagnosis, prescription or follow-up, the introduction of products produced by a pharmacist with information and advice is allowed; the conditions of its content or purposes. The public offering of returned medical products is prohibited. However, the State Council found that this last judgment was contrary to the Pharmaceuticals and Medical Preparations Law No. 1262 and that this judgment had lost its validity with the decision of suspension. For this reason, it is not possible to introduce any non-prescription drug in Turkey today (Kırgız 2014).

In the EU Member State countries, although the promotion of non-prescription drug is allowed, it is not allowed to promote of the prescription drugs directly to the consumer. EU Member States have the right to restrict the promotion of non-prescription drugs covered by the reimbursement (Luc et al. 2005).

3.4 HEALTH AND DRUG EXPENDITURES IN THE DRUG MARKET IN TURKEY

Rapidly rising drug spending among OECD countries has a large share of total health spending. Since 1995, drug spending in real terms has averaged 4.6% per year. This rate is higher than the 4% annual increase in total health expenditures made during this period (OECD 2007).

In Turkey, health expenditures account for 7.7% of gross domestic product (GDP). In terms of drug consumption, Turkey ranks third in the Middle East and Africa region. In 2006, the Turkish pharmaceutical market reached a consumer price of \$ 9.9 billion with a growth rate of 10% (OECD 2006).

On average across OECD countries, 60% of drug expenditure is committed by public funds. The remainders can be sum up as out-of-pocket payments and private insurance. In Turkey, the government reimbursement rate of pharmaceutical expenditures is really high compared to the EU countries and the OECD average. The public sector finances roughly 78% of total drug expenditures (OECD 2007). Other sources of income, out of

pocket spending and private sector financing are contributions made by members of social security schemes. Out-of-pocket payments account for 27.6% of the total health spending. Out of pocket payments account for 27,6% of the total health spending. The rest is relatively insignificant and is covered by private insurance and corporations (Kavanos et al. 2005).

Moreover, drug expenditures in Turkey accounts for 40% of total health spending, which is higher than the average share of pharmaceuticals in OECD countries. This huge burden on public health spending has caused cost to be limited. As a result, some drugs that reference pricing and reimbursed has switched and became over-the-counter status.

3.5 CONTRIBUTION OF OTC MARKET IN ECONOMY

OTC is an important source of expenditure for the public budget in Turkey because almost all OTCs can be covered by the state social security institutions. The aim of the General Directorate of Pharmacy and Drugs, working on an over-the-counter drug list for a long time, is to make a distinction between prescription and non-prescription drugs as well as prescription drugs without prescription. It is considered that the drugs classified as over-the-counter will still be reimbursed by the government. The logic behind this strategy is based on the patient's sensitivity to out-of-pocket spending. More expensive reimbursement alternatives can be prescribed instead of OTC drugs if a patient's spending on an OTC drug goes beyond spending on an alternative prescription drug, which can lead to an increase in public spending (Kavanos et al 2005).

According to 2017 IMS data, the total value of drugs sold in Turkey is 2.23 billion boxes and the earning is approximately 7.1 billion dollars for country economy. If the calculations are made using The Association of the European Self-Medication Industry (AESGP) lists which provide separation of prescription and non-prescription drugs in the categories created by active substances using classification system in pharmaceutical market research, the volume of drug market on the counter top in Turkey is 137 million boxes. This represents 6.3 % and 5.9 % of the total pharmaceutical market, respectively, in terms of price and number of boxes. When compared to the UK and Europe

(Germany), the ratio on the basis of the number of boxes appears to be quite low. 58% of payments made for OTC drugs are covered by the public in Turkey. For this reason, according to 2017 data, 58% of the total 137 million boxes, 80 million boxes in the over-the-counter market are deemed to be reimbursed by the public sector (IMS 2017). Based on the figures given above, savings of up to \$ 1 billion can be created by removing some medicines currently on the reimbursement list in Turkey which are not compensated by the social security institutions in the EU from the reimbursement list. For this reason, a gradual and long-term policy can be adopted in the transition from prescription drug to over-the-counter version.

In this case, when calculating the economic benefits of the proliferation of self-medication, economic savings can be mentioned in addition to the savings resulting from the removal of over-the-counter medicines from the reimbursement list.

3.5.1 In terms of Doctors

The removal of over-the-counter medicines from the scope of reimbursement for the treatment of small diseases will reduce visits to doctors for such ailments. Doctors will save time for such disorders and will spend more time for heavier illnesses and shorten waiting times for patients who are under examination.

As a result, the health care system will affect quality in a positive way. The financial impact resulting from this reduction in the role of the physician may vary depending on the healthcare system of the studied country. In some countries, a fee is paid to doctors for each visit by patients, and in such cases a decrease in the incomes of doctors can be observed as a result of self-medication treatment. In some countries public funds are paid according to the number of patients treated by doctors and in such cases a decrease in the incomes of doctors can be observed. In some other countries, doctor revenues do not depend on the number of patients and public funds are affected by their own means.

3.5.2 In terms of Public Funds

Public funds can be used more efficiently with the savings from not to be reimbursed of the non-prescription drugs used to treat mild ailments, which we talked about the economic contributions of OTC drugs. For example, these savings from non-prescription drugs can be passed on to the reimbursement of drugs used to treat serious diseases. In this way, drugs used in the treatment of diseases with the first priority in human life can be obtained more easily and problems related to the reimbursement of some vital expensive drugs can be alleviated.

3.5.3 In terms of Patients

As a result of removing the over-the-counter drugs from the reimbursement list, patients will pay for the whole product price not only for 10-20% of it. As a consequence of this change, it will be the case that patients' payments from their own pockets are increasing. Along with that, it should first come to mind that prices of drugs that are not reimbursed in the US and EU markets will decline in competition. Even if the necessary competition conditions occur, prices will also tend to fall in Turkey as well.

This amount of costs that patients face with for non-reimbursed over-the-counter drugs is important for the social state principle. For example; in Portuguese, OTC drug consumption per capita per month is 1.9 Euros, about 7.9 Turkish Lira. Nevertheless, in some applications, such as green card applications, and in patients with chronic illnesses not to keep low-income patients in difficult situations, a reimbursement of such amounts can be maintained.

3.5.4 In terms of Pharmacists

There are important roles for pharmacists in the creation of an over-the-counter market, and it is important for self-medication to be effective. Pharmacists should direct patients to the correct and effective use of medicines. In addition, there are delays and difficulties in payments made to pharmacies and drug disputes that are now being replaced by public institutions. If the patients buy these over-the-counter drugs on their

own, the pharmacists will receive the amount in cash and they will also get a financial advantage since no deductions will be made.

3.5.5 In terms of National Economy

Establishing a non-prescription drug market will provide positive contributions to the country's national economy. As a result of reduced physician visits for minor illnesses, the existing losses at working hours will be reduced. Patients will be taken to the pharmacy instead of visits to the physician, and losses on working hours will be reduced. Thus, doctors will be able to focus more on the treatment of patients with serious illnesses.



4. A RESEARCH ON THE IMPACT OF SOCIAL MEDIA ON PURCHASING BEHAVIOR OF NON-PRESCRIPTION DRUG (OTC) CONSUMERS IN TURKEY

This part is the research part and the research phase are described in detail in this part.

4.1 RESEARCH METHOD

In this part of the research, the subject and the objective of the research, the hypotheses, the universe and sample of the research, the data collection tools and the statistical analysis of the data are explained and finally the findings obtained in the research are interpreted.

4.1.1 Objective of Research

The main purpose of this research is to examine and reveal how social media influence consumer behavior in buying non-prescription (OTC) drugs. This research also aims to determine how much social media is used by consumers, which social media tools are used by consumers with demographic characteristics, how intensively they are used, and the effect of purchasing over-the-counter drugs. It is expected that the results of the research will provide marketing professionals, social media users and drug companies with benefits in terms of consumer behavior in social media. The scope of the survey is to determine the use and impact of consumers using social media in Turkey.

4.1.2 Hypothesis of Research

The hypothesis of the research is as follows:

H1: There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to gender.

H2: There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to age.

H3: There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to educational level.

H4: There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to income situation.

H5: There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to spending time in social media.

4.1.3 The Universe and Sampling of Research

While the universe of the research consisted of students from Bahçeşehir University, Istanbul Commerce University and Istanbul Technical University, the sampling consists of 200 persons who are bachelor, MSc and PhD students of Bahcesehir University, Istanbul Commerce University and Istanbul Technical University. The questionnaire form is prepared and distributed by the classical method. In order to prevent the loss of data and to obtain more quality data, all the questions in the questionnaire were made compulsory so that only those who are willing to participate in the questionnaire were tried to participate.

4.1.4 Data Collecting Method

Questionnaire technique was used for the collection of the data to be obtained for the purpose of the research. The questionnaire form is composed of 3 parts and information on the measurement tools included in the related questionnaire is explained below.

4.1.4.1 Questions related with demographic factors

This part of the questionnaire consists of information questions about the participants' age, gender, educational level, occupation and income situation and social media usage.

4.1.4.2 Questions related with descriptive statistics

This part of the questionnaire consists of questions about how to determine the frequency of use of social media tools, the purpose of using social media tools, and the impact of your social media tools purchasing process.

4.1.4.3 Consumer behavior trends in OTC purchasing process in social media

4.1.4.3.1 Results of factor analysis

Explanatory Factor Analysis was used in the statistical analysis of the consumer behavior questionnaire displayed during the non-prescription drugs (OTC) purchasing process in social media. When we apply factor analysis with varimax rotation, we can see that we can collect our questions under 1 factor. Kaiser-Meyer-Olkin (KMO) proficiency measurement and Bartlett's sphericity test have been examined for the applicability of the Explanatory Factor Analysis.

It is accepted that factor analysis is appropriate for the data group at hand if the Kaiser-Meyer-Olkin (KMO) measurement is close to 1.

KMO criteria

Between 0.90-1.00	marvelous
Between 0.80-0.89	meritorious
Between 0.70-0.79	middling
Between 0.60-0.69	mediocre
Between 0.50-0.59	miserable

<0.50, it is stated that it is unacceptable.

Table 4.1: KMO and Bartlett sphericity test results

Kaiser-Meyer-Olkin Measures of Sampling Adequacy		0.878
Bartlett Sphericity Test	Chi Square	914,62
	Degrees of freedom	21
	Significance	<0.001

In our research, it is observed that KMO sampling adequacy measurement value is **0.878**. We can say that this value is quite good value for KMO and that it is appropriate to analyze the related data group. The Bartlett Sphericity Test was used to test the hypothesis that the correlation matrix is a similar matrix, and this hypothesis was rejected at the level of $p < 0.001$. This shows us the relevance of the data for factor analysis by revealing the existence of the relationship between the materials. According to the results of analysis made on the scale in Table 2, eigenvalues and total variance results are shown.

Table 4.2: Data related with factors

	Questions	Sum of eigenvalues	Variance %	Total Variance %
Factor 1	1, 2, 3, 4, 5, 6, 7	4,516	64,51	64,51

4.1.4.3.2 Results of factor analysis

The reliability of the scales was tested using the **Alpha Coefficient (Cronbach Alfa)**. The alpha coefficient is a weighted standard change averaged by the ratio of the sum of the variances of the problem in the scale to the general variance. The Cronbach alpha coefficient is a coefficient that shows the similarity and closeness of the questions in the cases where the individual scores are obtained by gathering the answers given to the questions on a scale containing **k questions**. The alpha coefficient is used to question whether k questions on the scale are homogeneous or whether they constitute a whole to explain.

The evaluation of the alpha coefficient is made according to the following measure:

If the scale is $0.0 \leq \alpha < 0.40$, it means not reliable.

If the scale is $0.40 \leq \alpha < 0.60$, it means lowly reliable.

If the scale is $0.60 \leq \alpha < 0.80$, it means highly reliable.

If the scale is $0.80 \leq \alpha < 1.00$ it means very highly reliable.

The reliability of the scales was tested using the Alpha Coefficient (Cronbach Alfa).

The data obtained from **200** participants were used in the analyzes performed. After examining the internal consistency, a reliability value of $\alpha = 0.904$ was obtained. This shows that your scale is highly reliable.

Table 4.3: Reliability value

Cronbach's Alpha	N of items
0,904	7

Table 4.4: Consumer behavior score average during OTC purchasing on social media

	Questions	Min-Max (Median)	Average \pm Standard Deviation
Factor 1	1, 2, 3, 4, 5, 6, 7	1-5 (2,2)	2,35 \pm 1,02

4.1.5 Analysis of Data

Statistical Package for Social Sciences (SPSS) for Windows Version 20.0 was used to analyze statistical data. When analyzing the obtained data, methods such as frequency, average, percentage were used. Factor analysis was used to calculate the OTC purchase tendency scale. Normal distribution suitability of quantitative data was tested with Kolmogorov Smirnov test and graphical evaluations. Student's t test was used to compare two groups of quantitative data with normal distribution, Kruskal Wallis Test for three or more groups with no normal distribution and Mann Whitney U test was used to identify the group that caused the difference. Pearson Correlation Analysis was

used to evaluate the relationships between the parameters. Significance was assessed at $p > 0.05$ and $p < 0.01$.

4.2 FINDING AND COMMENTS OF RESEARCH

4.2.1 Basic Characteristics and Demographic Findings of Research

Table 4.5: Distribution by age groups

	<i>Min-Max (Median)</i>	<i>Average ± Standard Deviation</i>
Averages of age	18-35 (25,0)	25,37±4,66

The age of the participants ranged from 18 to 35 years, with an average of $25,337 \pm 4.66$ years.

Table 4.6: Distribution by gender

	n	%
Gender	Male	84 42,0
	Female	116 58,0

Of the cases, 42% (n = 84) were male while 58.0% (n = 116) were female.

Table 4.7: Distribution by educational level

	n	%
Education Level	Bachelor	86 43,0
	MSc	106 53,0
	PhD	8 4,0

Educational status were 43.0% (n = 86) Bachelor while 53.0% (n = 106) were MSc and 4.0% (n = 8) were PhD.

Table 4.8: Distribution by occupation

		n	%
Occupations	Student	107	53,5
	Private sector employee	84	42,0
	Unemployed	9	4,5

Of the participants, 53.5% (n = 107) were students while 42.0% (n = 84) were private sector employees and 4.5% (n = 9) were unemployed.

Table 4.9: Distribution by income situation

		n	%
Income Situation	0-1000 TL	84	42,0
	1001 – 2000 TL	23	11,5
	2001 – 3500 TL	72	36,0
	3501 TL ve üzeri	21	10,5

The incomes of the participants were between 0-1000 TL in 42,0% (n = 84), between 1001 - 2000 TL in 11,5% (n = 23), between 2001- 3500 TL in 36,0% (n = 72) and 3501 TL and above in 10,5% (n = 21).

Table 4.10: Distribution by spending time on social media

	<i>Min-Max (Median)</i>	<i>Average ± Standard Deviation</i>
Spending Time on Social Media	20-40 (26,5)	27,74±4,63

The average time spent on social media ranged from 20 to 40 hours, with an average of 27.74 ± 4.63 hours.

Table 4.11: Descriptive statistics on frequency of usage of social media tools

		Never	Rarely	Sometimes	Often	Always	\bar{x}	SD
Blog and Micro blog (Twitter)	f	10	36	79	38	37	3,28	1,11
	%	5,0	18,0	39,5	19,0	18,5		
Social Networks (Facebook, Instagram, Google Plus)	f	-	9	19	79	93	4,28	0,81
	%	-	4,5	9,5	39,5	46,5		
Media Sharing Sites (YouTube)	f	9	24	43	60	64	3,73	1,16
	%	4,5	12,0	21,5	30,0	32,0		
Wikis (Wikipedia)	f	73	41	44	30	12	2,34	1,27
	%	36,5	20,5	22,0	15,0	6,0		

Descriptive statistics on the impact of your social media tools on your procurement process are shown in Table 11.

Table 4.12: Descriptive statistics on social media tools usage objectives

		Never	Rarely	Sometimes	Often	Always	\bar{x}	SD
I update and share my status (posts, pictures, videos) on my own profile.	f	30	32	47	43	48	3,80	1,37
	%	15,0	16,0	23,5	21,5	24,0		
I follow the status updates and content sharing of the users I follow.	f	6	16	55	58	65	3,80	1,08
	%	3,0	8,0	27,5	29,0	32,5		
I comment on the content, and I rate it as good or bad.	f	53	56	49	21	21	2,51	1,28
	%	26,5	28,0	24,5	10,5	10,5		
I follow and communicate with my followers.	f	37	46	52	41	24	2,85	1,28
	%	18,5	23,0	26,0	20,5	12,0		
I become a member of the pages of the brand or companies I like.	f	32	42	40	48	38	3,09	1,36
	%	16,0	21,0	20,0	24,0	19,0		
I also like to share those pages in other social media tools.	f	80	42	30	28	20	2,33	1,38
	%	40,0	21,0	15,0	14,0	10,0		
I'm impressed with advertisements made from social media tools for product purchases	f	55	46	51	22	26	2,59	1,34
	%	27,5	23,0	25,5	11,0	13,0		
I do research on social media about the product / service before the purchase action.	f	16	28	34	53	69	3,66	1,30
	%	8,0	14,0	17,0	26,5	34,5		
I will that product / service if I believe that I have reached reliable information about the product / service on the social media.	f	20	27	42	62	49	3,47	1,27
	%	10,0	13,5	21,0	31,0	24,5		

Descriptive statistics for the purposes of use of social media tools are shown in Table 12.

Table 4.13: Descriptive statistics on the effects of social media tools on purchase process

		Never	Rarely	Sometimes	Often	Always	\bar{X}	SD
Blog and Micro blog (Twitter)	f	76	44	36	23	21	2,35	1,36
	%	38,0	22,0	18,0	11,5	10,5		
Social Networks (Facebook, Instagram, Google Plus)	f	35	34	49	46	36	3,07	1,35
	%	17,5	17,0	24,5	23,0	18,0		
Media Sharing Sites (YouTube)	f	40	39	51	43	27	2,89	1,32
	%	20,0	19,5	25,5	21,5	13,5		
Wikis (Wikipedia)	f	129	36	15	16	4	1,65	1,05
	%	64,5	18,0	7,5	8,0	2,0		

Descriptive statistics on the effects of the social media tools on the procurement process are shown in Table 13.

The Relationship Between Consumer Behavior Exhibited During OTC Purchasing In Social Media By Gender

H.1. There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to gender.

In the first hypothesis, the student t test was used because social behavior scores in the procurement process of non-prescription drugs (OTC) showed a normal distribution in determining whether there was a difference between consumer behaviors in purchasing process of cases.

Table 4.14: Assessment of consumer behavior in OTC purchasing process in social media by gender

		<i>Gender</i>		<i>^ap</i>
		<i>Male (n=84)</i>	<i>Female (n=116)</i>	
<i>Consumer Behavior score on</i>	<i>Ave ± SD</i>	2,34±0,98	2,35±1,06	0,904
<i>OTC Purchasing in Social</i>	<i>Min-Max</i>			
<i>Media</i>	<i>(Median)</i>	1-4,71 (2,4)	1-5 (2,2)	

^aStudent t Test

According to the gender, the score of the consumer behavior displayed in social media OTC buying process did not show statistically significant difference ($p > 0,05$).

The Relationship Between Consumer Behavior Exhibited During OTC Purchasing In Social Media By Age

H.2. There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to age.

In the second hypothesis, Pearson Correlation test was used because the consumer behavior score in the social media non-prescription drug (OTC) buying process was normal distribution in determining whether there was a difference between consumer behavior and purchasing process.

Table 4.15: Assessment of consumer behavior in OTC purchasing process in social media by age

	<i>Age</i>	
	<i>r</i>	<i>p</i>
<i>Consumer Behavior score on OTC Purchasing in Social Media</i>	0,254	0,001**

r=Pearson Correlation

**** $p < 0,01$**

There was a statistically significant positive correlation, 25.4% (as the age increases, the score of consumer behavior on the OTC purchasing process in social media increases) between the age and the social behavior of consumers in the OTC purchasing process ($r = 0,254$, $p = 0,001$, $p < 0,01$).

The Relationship Between Consumer Behavior Exhibited During OTC Purchasing In Social Media By Educational Level

H.3. There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to educational level.

In the third hypothesis, the Kruskal Wallis test was used to determine if there was a difference in the scores of consumer behaviors in the social media non-prescription drug (OTC) purchasing process ($N < 30$).

Table 4.16: Assessment of consumer behavior in OTC purchasing process in social media by educational level

		<i>Educational Level</i>			
		<i>Bachelor</i>	<i>MSc</i>	<i>PhD</i>	
		<i>(n=86)</i>	<i>(n=106)</i>	<i>(n=8)</i>	<i>^bp</i>
<i>Consumer</i>	<i>Ave±SD</i>	2,00±0,87	2,60±1,08	2,71±0,58	0,001**
<i>Behavior score</i>	<i>Min-Max</i>	1-4,71 (1,8)	1-5 (2,7)	2-3,71(2,7)	
<i>on OTC</i>	<i>(Median)</i>				
<i>Purchasing in</i>					
<i>Social Media</i>					

^bKruskall Wallis

** $p < 0,01$

According to the level of education, the score of consumer behavior displayed in social media over-the-counter (OTC) buying process shows a statistically significant difference ($p = 0.001$, $p < 0.01$). According to the dual comparisons made, it was found statistically significant that the score of the consumer behaviors of the bachelors in social media OTC purchasing process was lower than that of MSc ($p = 0,001$) and PhD ($p = 0,010$) students ($p < 0,01$). No statistically significant difference was found between MSc and PhD ($p > 0,05$).

The Relationship Between Consumer Behavior Exhibited During OTC Purchasing In Social Media By Income Situation

H.4. There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to income situation.

In the fourth hypothesis, the Kruskal Wallis test was used to determine if there was a difference between the scores of the consumer behavior exhibited and the social media's OTC procurement process (N <30).

Table 4.17: Assessment of consumer behavior in OTC purchasing process in social media by income level

		<i>Income Level</i>					^b <i>p</i>
		<i>0-1000 TL (n=84)</i>	<i>1001-2000 TL (n=23)</i>	<i>2001-3500 TL (n=72)</i>	<i>3501 and above (n=21)</i>	<i>TL</i>	
Consumer Behavior score on OTC Purchasing in Social Media	<i>Ave ± SD</i>	1,99±0,88	2,31±0,90	2,73±1,01	2,54±1,27	0,001	
	<i>Min-Max (Median)</i>	1-4,71 (1,8)	1-4,57 (2,4)	1-4,86 (2,8)	1-5 (2,5)	**	

^b*Kruskall Wallis Test*

**p<0,01*

According to the monthly income level, the score of consumer behavior displayed in the social media OTC purchasing process shows a statistically significant difference (p=0,001; p<0,01). According to the dual comparisons made, the students with monthly income of 0-1000 TL showed lower score of the consumer behavior of 1001-2000 TL (p = 0,001), 2001-3500 TL (p = 0,001) and 3501 TL in the social media OTC procurement process (p = 0.001) were statistically significant (p <0,01). No statistically significant difference was found between the other groups (p> 0,05).

The Relationship Between Consumer Behavior Exhibited During OTC Purchasing In Social Media By Spending Time in Social Media

H.5. There is a difference in consumer behavior in social media during the non-prescription drugs (OTC) purchasing process according to spending time in social media.

In the fifth and the last hypothesis, the Pearson Correlation test was used to determine whether there was a difference between the hypothetical cases and the consumer behavior scores of the social media OTC purchasing process.

Table 4.18: Assessment of consumer behavior in OTC purchasing process in social media by spending time in social media

	<i>Spending Time in Social Media</i>	
	<i>R</i>	<i>p</i>
<i>Consumer Behavior score on OTC Purchasing in Social Media</i>	-0,199	0,005**

r=Pearson Correlation

***p*<0,01

There was a statistically significant negative correlation, 19.9% (time spent on the social media increases while the score of consumer behavior on the social media OTC purchasing process decreases) between the social media time spent and the social behavior score of the consumer behavior in the OTC purchasing process ($r = -0,199$, $p = 0,005$, $p < 0,01$).

5. DISCUSSION

Consumer behavior and consumer purchasing process began to change rapidly as the internet enters our lives. Nowadays, consumers can search for products and comment on online world. Thus consumers gave up old habits, behaviors and according to new behaviors new buying decision making process was generated. The pharmaceutical sector is a competitive sector and there are many pharmaceutical companies in Turkey. There are many consumers of this industry as well. These companies have to manufacture products that will improve human lives, and they should make a profit because they are a company and provide employment.

In this study, social media effects on Turkish customers' behaviors in pharmaceutical sector especially about non-prescription drugs (OTC) are analyzed. In addition, it is determined which is the most effective on consumer behavior between demographic, psychological and social factors. The demographical factors were chosen to be evaluated because these features would be more effective and could be measured more easily. A classical survey was used to gather data from participants. Because of the limited time during the survey, sample limitation was used. The questionnaire was applied to bachelor, MSc and PhD students. Further studies can be undertaken in larger studies.

Firstly, gender factor was examined on customer purchasing behavior in social media for non-prescription (OTC) drugs. It was found that no one is more affected than the others, while there is no difference between women and men in social media about purchasing over-the-counter drugs.

Secondly, age factor was examined on customer purchasing behavior in social media for non-prescription (OTC) drugs. Age factor showed differences and the proportion of the group of older people buying process was found to be higher than that of participants. While the mean age of the consumers increases, the score of consumer behavior on the social media OTC purchasing process increases and there is a statistically significant

relationship between them. While this can be attributed to need or consumption of drugs increases by increasing age it can be also selective perception.

Also the tendency of participants who has bachelor degree, MSc and PhD degree was measured when purchasing behavior of non-prescription drugs (OTC) were compared. According to the level of education, the score of consumer behavior displayed in social media over-the-counter (OTC) buying process shows a statistically significant difference. According to the bilateral comparisons made, it was found statistically significant that the score of the consumer behaviors of the PhD in social media OTC purchasing process was higher than that of bachelors and MSc students. It can be explained as who was higher title and probably higher age is more particular and experienced and also use the time more specifically in social media.

Additionally, it was examined whether there is a relationship between the participants' income level when purchasing non-prescription (OTC) drugs whose sales affected by social media. It was determined that people who have high income level are more affected by social media advertisements and they are tendency to prefer buying non-prescription (OTC) drugs. This can be related with the selectivity and more relax budget for these activities. It is also important in the process of marketing and marketing communications activities of pharmaceutical companies such as segmentation, targeting, positioning.

Fifth and lastly, it was examined whether there was a relationship between the times of consumers spent in social media while purchasing non-prescription (OTC) drugs affected by social media. The results show that OTC purchasing is not related to the time spent on social media, and even when the time spent in social media is low, the tendency to purchasing of non-prescription (OTC) drugs increases. From the results of these studies regarding only demographical factors, even it cannot be said that it has increased the effect of purchasing over-the-counter drugs by numerically, it is found out that the social media effect on over-the-counter (OTC) drug purchasing was influenced positively by some factors.

Finally it can be said that for the pharmaceutical sector, which cannot even use advertising from marketing communication tools, it is positive and profitable that at least non-prescription drugs take place in the social media and their sales increase. The fact that consumers are using social networks the most in social media tools today, and again most affected by social networking shares, requires businesses to put social networks at the center of their advertising campaigns.



6. CONCLUSION AND FUTURE RESEARCH

In this research the aim is to measure the effect of social media on the purchase of non prescription (OTC) drugs on the pharmaceutical sector. In addition, although there is a research on the students at the bachelor, MSc and PhD levels of the 3 universities, it is aimed to determine the variability according to demographic, psychological and social factors. To accomplish these results, a classical survey was conducted with 200 surveyors in this study.

Advertisements can be made for non-prescription drugs, food supplements, vitamins and derma cosmetics especially in social media when there is no advertising for medicines at all. This has influenced the consumer's positive attitude and the availability of the drug in a positive way. The concept of prescription drug is a very general concept and this is may be the result. For deep insight, categories can be divided into more parts such as food and food supplements, vitamins, derma cosmetic products. The result can vary by category depending on the category.

It is important that more research should be done by selecting more consumers that are from different areas of Turkey, which they might lead to different outcomes. As known, Turkey has different regions and social groups. Result may be various from region to region. Selecting different consumers that belong to different social groups or regions and interviewing them may result in deeper insights.

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