

**T.C.  
ISTANBUL OKAN UNIVERSITY  
INSTITUTE OF GRADUATE SCIENCES**

**THESIS  
FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION**

**Canberk CANİNSAN**

**MECHANISMS OF SOCIAL MEDIA MARKETING  
AND ITS RISE DURING THE COVID-19**

**THESIS ADVISOR  
Prof. Dr. Halit Targan ÜNAL**

**ISTANBUL, December 2023**

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**ISTANBUL, December 2023**

## **PREFACE**

First of all, I allocate these lines to my precious girlfriend who never stopped believing in me, even when I ran out of faith and power, she was always there with her incessant support, time and endurance to remind me that there is always time and ways to succeed, and this is how I was able to complete my education and this graduation thesis. I also want to thank my family, who never stopped believing in me and always provided me with opportunities for me to become a better, more developed person in life. I thank you all with great gratitude, as you led me to do what I do in life.

Also, with the thrill of writing a graduation thesis for the first time, I would also like to thank to my thesis advisor, Dear Prof. Dr. Halit Targan Ünal for providing me with valuable insights during this process. It would not have been possible for me to write this thesis without his assistance.

On embarking this academic journey, I thought it would have been too difficult for me to register and to adapt to the Master of Business Administration program as a graduate of a literature department in university. In the path of following my plans, I would like to thank all my professors for their hard work and instructions. My process of writing this thesis has begun as a result of their valuable education.

With an update that took some time for me to make, I am happy to share that the final product is what I dreamt of when I first agreed on writing on this title. I moved at a steady and slow pace while creating this work, but I had the opportunity to involve some key points in this specific area that captures a great portion of our lives. From working, to education and even daily activities such as shopping, Covid-19 pandemic has changed our habits and ways to do certain things immensely. As someone working close with social media, I was truly motivated to put time and insight into this research.

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## **ABSTRACT**

The Covid-19 pandemic has emerged as a crisis rapidly spreading worldwide, profoundly affecting all sectors. This outbreak has led to significant changes in the business world, consumer behaviors, and marketing strategies, particularly in the field of social media marketing. During the pandemic, as people spent more time online due to social isolation measures, brands increasingly turned to digital platforms to reach their target audiences and establish connections. Social media marketing not only necessitated brands to produce content filled with sensitivity, empathy, and understanding but also highlighted the imperative to quickly adapt to changes in consumer behavior. This process has transformed into an opportunity for brands to strengthen their digital presence, enhance online interactions, and establish more meaningful connections with consumers. This study addresses the changes in social media marketing due to the Covid-19 pandemic. Data were collected from 389 individuals in an online environment. The research findings reveal that consumer social media habits have changed as a result of the Covid-19 pandemic, with an increase in online shopping. Therefore, this situation serves as an indicator of the heightened social media marketing activities in response to the Covid-19 pandemic.

**Keywords:** Covid-19, Pandemic, Social media marketing, Social media, Consumer behaviors

## ÖZET

Covid-19 salgını, dünya genelinde hızla yayılan ve tüm sektörleri derinden etkileyen bir kriz olarak ortaya çıkmıştır. Bu salgın, iş dünyasını, tüketicileri ve pazarlama stratejilerini etkileyerek, özellikle sosyal medya pazarlaması alanında önemli değişikliklere yol açmıştır. Salgın döneminde insanlar, sosyal izolasyon önlemleri nedeniyle daha fazla zamanlarını çevrimiçi ortamlarda geçirirken, markalar da hedef kitlelerine ulaşmak ve bağlantı kurmak için dijital platformlara daha fazla yönelmeye başlamıştır. Sosyal medya pazarlaması, markaların duyarlılık, empati ve anlayış ile dolu içerikler üretmelerini gerektirdiği gibi, aynı zamanda tüketici davranışlarındaki değişikliklere hızlı bir şekilde adapte olma zorunluluğunu ortaya çıkarmıştır. Bu süreç, markaların dijital varlıklarını güçlendirmeleri, çevrimiçi etkileşimleri artırmaları ve tüketicilerle daha anlamlı bağlantılar kurmaları için bir fırsat dönemine dönüşmüştür. Bu çalışmada, Covid-19 pandemisine bağlı olarak sosyal medya pazarlamasının değişimi ele alınmıştır. Araştırma kapsamında 389 bireyden online ortamda veri toplanmıştır. Araştırma sonuçları, Covid-19 pandemisi sonucunda tüketicilerde sosyal medya alışkanlıklarının değiştiğini ve online alışverişin arttığını ortaya koymaktadır. Dolayısıyla bu durum, Covid-19 pandemisine bağlı olarak artan sosyal medya pazarlaması faaliyetlerinin bir göstergesi niteliğindedir.

**Anahtar Kelimeler:** Covid-19, Pandemi, Sosyal medya pazarlaması, Sosyal medya, Tüketici davranışları

## **ABBREVIATIONS**

AMA	: American Marketing Association
B2B	: Business-to-Business Marketing
B2C	: Business-to-Consumer Marketing
C2B	: Consumer-to-Business Marketing
C2C	: Consumer-to-Consumer Marketing
EBA	: Education Information Network
Et al.	: and others
FM	: Frequency Modulation
HES	: Hayat Eve Sığar
IRC	: Internet Relay Chat
p.	: Page
TDK	: The Turkish Language Association
TL	: Turkish Lira
UGC	: User Generated Content

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# **CHAPTER 1. INTRODUCTION AND PURPOSE**

The Covid-19 pandemic has led to a unique global crisis that profoundly affected health, the economy, and social structures worldwide. During this period, its impacts on businesses need to be thoroughly evaluated. In particular, when examining effects of the pandemic on business marketing strategies, the significance and transformation of social media marketing come to the forefront. Alongside the impact of Covid-19, businesses have found themselves in need of rapidly completing their digital transformations. The closure of physical stores and restrictions on movement redirected consumers towards online platforms. In this context, social media marketing has become a critical tool for businesses to strengthen their online presence and reach consumers. The pandemic necessitated businesses to reevaluate their social media interaction and content strategies. With consumers spending more time at home, brands shifted towards delivering entertaining, engaging, and emotional content. Live broadcasts, virtual events, and content encouraging user engagement emerged as means to enhance consumer loyalty. The Covid-19 period increased the need for solidarity and cooperation among businesses. Social media platforms facilitated broader audience reach by enabling brands to come together to create shared content or run joint campaigns. Such collaborations have opened up opportunities for businesses to increase brand awareness and reach new customer segments. The Covid-19 pandemic has fundamentally altered business marketing strategies and emphasized the importance of social media marketing. Social media has emerged as a versatile tool for businesses to access consumers, build brand value, demonstrate responsiveness, and increase sales. Even beyond the pandemic, it is evident that the lessons learned during this period will continue to shape social media marketing strategies (Mason et al., 2021; Dubbelink et al., 2021; Wang et al., 2020).

The Covid-19 pandemic has resulted in a global health crisis that has profoundly affected the world, including its health, economy, and social structures. During this period, with the influence of social isolation and restrictions, people have spent more time on digital platforms, especially on social media. As a result, businesses and brands have needed to reassess and adapt their marketing strategies. In this context, the rise of social media marketing during the Covid-19 pandemic has become a significant subject of research. The pandemic has reduced the effectiveness of traditional marketing methods and directed businesses towards digital platforms. Social media has emerged as a crucial tool for businesses to reach and engage with consumers during this period. However, the lack of literature on this topic and an incomplete understanding of the full extent of the pandemic's effects pose a research problem. Both businesses and researchers need a detailed analysis to better comprehend the role of social media during the pandemic. The primary objectives of this study are as follows:

1. To understand the reasons and dynamics behind the increase in social media usage during the Covid-19 pandemic.
2. To examine how businesses' social media marketing strategies evolved and changed during the pandemic.
3. To investigate the impact of consumer behaviors during the pandemic on social media interactions and purchasing habits.
4. To provide businesses with effective social media marketing strategy recommendations for the post-pandemic period based on the findings.

This study aims to provide important insights into how businesses can cope with extraordinary situations like the pandemic. The rise of social media marketing has left lasting effects on both business and consumer behaviors, and this research seeks to gain a deeper understanding of these effects.

# **CHAPTER 2. SOCIAL MEDIA MARKETING AND COVID-19**

## **2.1. MARKETING**

At the very beginning of the subject, in order to comprehend the full perspective of the process of social media marketing it is important to understand the very basics of marketing itself. Before moving onto our main study, I will be introducing and answering some essential questions under couple sections in order to understand the main idea.

### **2.1.1. Definition of Marketing**

The word “marketing” stems from the Latin word “mercatus” which designates commerce. Although the idea of marketing has been adopted since the very early ages of humanity, the concept has developed more in the last decade as a result of the increasing number of businesses and the further evolution of technology. Marketing has been a research concept that has been studied by a wide variety of groups from academicians to successful businesspeople as it should be considered as a vital concern that lies at the base of any type of commercial activity.

Marketing is a part of a whole process that includes activities such as producing and selling and marketing is the latter of these actions which aims to provide assistance to both purchase and sales period of a product or a service. More specifically, marketing functions as a medium of communication and relationship between a trading process that consists of the participation two or more sides. Especially for businesses, marketing provides numerous purposes, for instance it creates an opportunity of promotion by enhancing creativity and developing strong advertising messages for the targeted

audience. It also allows businesses to plan their path among other corporations, determine a standard for themselves, achieve a better management style in terms of both corporatewise & saleswise and therefore with a great quality of marketing process comes a great chance of improvement. Companies nowadays are able to determine and represent their values and orientation towards their goal which contribute immensely to the customer profile that they want to attract.

Today, the living space is an electronic environment where multimedia and many different sensations can be transmitted quickly. In such an environment, products and services are becoming more and more globalized every day. The habitats on Earth are rapidly moving towards cities and accordingly, consumers' lifestyles and preferences, their expectations from life change rapidly. This change and transformation make it feel more dominant especially for the younger age range of the population. Consumption preferences and styles in young age groups remain in existence for a short time but they change rapidly (Schmitt & Simonson, 2000, p. 22). Marketing activities begin with human needs, demands and desires. The requirements give rise to requests, and the financially supported requests create demands. Products and services must be consumed in order to meet the requests that have been turned into demands or to meet the needs. This change process is called marketing and the environment in which this change process is performed is called the market.

Today's modern businesses have to be market-oriented businesses in order to maintain their assets successfully. Market-oriented businesses are businesses that can use more than one nested structure in a coordinated manner, with an approach adopted by all staff. At this point, activities such as information acquisition, sharing and communication between the consumer and the business should be carried out in a very strong and healthy way (Ünüsün & Sezgin, 2007, p. 42). Marketing; is a dynamic concept that is open to development and change. There is a change in the definition of marketing concept in parallel with the change in the concept of marketing in the historical process. This situation has revealed the necessity of approaching the marketing concept in different dimensions by different researchers. Thus, there are many definitions for marketing in the literature. However, this expression should not mean that there is no definition of marketing that the majority of authors agree (Ecer & Canitez, 2004, p. 4). Some of these

definitions are outdated and some of them remain valid (İslamoğlu, 1999, p. 12). The definitions of the American Marketing Association (AMA), which was made in 1960 and developed in the following years, are widely accepted in the marketing community. According to this definition, marketing refers to the fulfillment of business activities that manage the flow of goods and services from the producer to the consumer or user (AMA, 1960, p. 15). Some important features of marketing within the scope of definitions made by the American Marketing Association are as follows:

- “Marketing is a whole or system of many and various activities.
- Marketing is an exchange activity that meets human needs.
- Marketing is related to goods, services and ideas.
- Marketing is not just an advertising or sales activity of a good. It also covers pricing, promotion and distribution of the product, starting from the planning and development of the product prior to production.”
- Marketing is carried out as a group of business activities in an environment that is constantly and occasionally changing in a very dynamic structure. Marketing can be defined as “planning, managing and controlling marketing components (product, price, place, promotion) that will generate profit by satisfying the demands and needs of the target consumer, customer and society” (Kotler, 2002, p. 9).

In the late 1960s and early 1970s, the idea that marketing is not just a business-related activity began to gain validity. Consequently, discussions on the need to expand its scope to include non-profit organizations and the extension of social dimensions have begun. In this way, marketing concept has also been introduced in activities that do not have a financial purpose and/or market operation (Mucuk, 2004, p. 4).

### **2.1.2. The Concept of Marketing: Needs, Wants and Demands**

Marketing is a structured concept which can be broken down to its elements in order to examine the organization that is formed between the available parties of the process. First of all, the purpose of marketing has been explained by Philip Kotler who is

considered as the father of modern marketing throughout the world. Kotler in his studies asserts the concept of marketing in different classifications which lay the foundations of such activities. that marketing is a social process and it is stated that “Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others” (Kotler & Armstrong, 2012). In the realization and the further development of this mutual exchange, there are a number of essential components and notions that are need to be regarded.

In order to demonstrate the reality that marketing is a social activity and has various layers, it is possible to remark that all enterprises are laid on three basic ideas which are needs – wants and demands.

“Needs” as it could be predicted from the name, are the essentials that are need to be acquired for any type of necessity. They are vital for one party to receive whether it is a customer or a business. Needs may emerge from both personal / human demands or material / stock requirements. It can be considered as one of the most important elements in the marketing as all marketing activities emerge from the needs of a party. It is an undeniable fact when it is considered that from the beginning of the humanity, people have always had needs and the concept of trading has emerged and from a similar reason the idea of money was put forth. These needs differ from one person to another and for an individual being, while it includes the most basic necessities such as food and clothing, for a company these needs turn into raw materials such as metal, glass, plastic, fabric etc.

On the other hand, “wants” emerge from needs and in number, they can be completely unlimited. Options in this concept are determined according solely on the choice of the party in need in order to provide a satisfaction to the exigency. Every need may be compensated with the selection of differently combined wants and these wants would have a priority list in order to fulfill the wish of the clientele. Even before the epoch of Adam Smith, a Scottish philosopher who is considered as the Father of Economics and lived & wrote in the 18th century, it has already been pre-determined from the ancient times that such wants make up every marketing scenario. It has been stated that “Aristotle saw that all economic activities are caused by the variable wants of mankind and considered demand to be the ultimate measure of value” (Sewall, H.R, 1901, p. 119). In

order to comprehend more of the wants, it is possible to look for an imaginary scenario in which a customer is in an immediate need of a cellphone. In order to fulfill his need, the customer needs to decide on with which product(s) he wants to choose in this path. For example, in the middle of dozens of choices, he needs to decide which operating system and which model(s) to pick from a specific preference scale. When a choice is made, both needs and wants will be met.

Demands in the final step are manageable if a customer has the necessary requirements to compensate their wants. Demands occur when the asked price for the wants is met and the wanted element is desired to be obtained. For example, if a customer has a want / need that they want to acquire and if they are able to make the purchase, it is possible for them to create a demand. To exemplify this scenario, if a customer has a specific want for a smartphone, and if they have the necessary amount of money, they are able to create a demand for that product.

### **2.1.3. 4P's of Marketing**

In his work titled *Marketing Management: Analysis, Planning and Control* that was written in 1967, Kotler made an explanation on the definition of the Marketing Mix and put it into words as “the set of controllable variables that a firm can use to influence the buyer” (Kotler, 1967). The famous marketing mix is made of four major P's that would have major benefits for the marketer when they are looked into, applied and worked on specifically towards the interests of the potential customers.



**Figure 1.** Marketing mix

**Source:** (Pellegrini et al., 2019)

### 2.1.3.1. Product

Product is the entirety of goods and supplies that are merchandised to a targeted customer, including how it would attract a targeted audience, a product’s physical properties (looks), its functions, the support that will be provided after the purchase of a specific good, the size and everything related what makes the product a product. In the marketing mix, a product’s specific aspects including the diversity of the product range are listed under the “product” category. Such details allow for the product owner to develop their product to be more intriguing for the targeted consumers.

### 2.1.3.2. Price

Price is the section that concerns a product’s worth and financial activity that is caused by it. The most financial aspects of goods are involved in the pricing part of the mix. Price deals with the amount that is charged for a product or a service, the determination of the right amount to be offered towards the customers, sales strategies etc. In order to profit, businesses tend to maximize their earnings by determining the right marketing strategy and on top of that, there are numerous pricing strategies that are adapted in order to make a product more attractive for the buyers. After these steps, it is

vital to determine other related factors such as payment term (period) which determines the amount of time that a payment will be made and the other one is the financing conditions.

### **2.1.3.3. Promotion**

Promotion deals with the advertisement section of marketing. Promotion is crucial in order to inform customers on three principal questions, it gives answers to “What is the promoted product?”, “How much does it cost?” and “Where can one buy the specific product?”. Promotion also includes the research and the determination of advertisement channels depending on the customer profile. Such communication channels include billboards and printed papers, radio, TV commercials, social media, electronic mails, website advertisements and many more. Promotion has publicity as the focal point which allows a business to increase their public exposure and also increase their sales. Promotions might also include coupons, brochures, opening ceremonies, public events and such activities in order to introduce a business or a product to consumers.

### **2.1.3.4. Place**

Place includes the distribution channels during the process of delivery of the products to customers. This part also involves the determination of the type of sales whether it is a direct sale or the one that is made through an intermediary. Place contains diverse locations for operation including a retail, an e-commerce website or wholesaler that would sell the produced product. Among the distribution phase, communication with customers should also be a top priority in order to sustain the sales process. Even more, to maintain a business, it is important to determine a warehouse location in order to both receive raw materials without an interruption or delay, and to send out deliveries in a convenient time. In this part, inventory / stock controls are made and orders are processed to the customers.

### **2.1.4. Business Models**

At the very beginning of the subject, it was underlined that marketing is a social process that is held between two or more parties. Amongst the participating parties, there might be differences in terms of qualifications and objectives, and also the marketing

direction between these parts might differ according to the context. In order to define the business type of an operation, it is possible to label these activities according to their segments of marketing. Where B signifies “the business” party and C “the consumer”, business types mainly consist of four different mixed sets of models including B2B, B2C, C2B and C2C.

#### **2.1.4.1. B2B (Business-to-Business) Marketing**

Business-to-Business marketing is the type of method set that consists of establishments exchanging products with other companies in the market. Instead of focusing on the consumers, businesses that follow and apply the B2B marketing strategies have other businesses as their customers. In this model of marketing, the number of customers is much lower than the consumer-oriented models as this (B2B) model is strictly focused on making deals with other businesses, the quantity of diverse targets tends to be more limited. B2B transactions are usually made in low volume & high prices and they are leaned towards making purchases of raw materials in order to sustain a mass production. Such examples would include a clothing brand buying cotton and fabric, a technology brand buying chips, transistor, copper and even a car manufacturer purchasing materials such as plastic and aluminum. An example for such companies could be General Electric, a company that aims to provide sustainable energy sources. General Electric functions to provide other businesses with services in numerous fields including aviation, healthcare, transportation and the most importantly, power. Although the most basic definition is made here, as mentioned before, B2B-centric companies do not only function through raw materials but also with services. In order to comprehend how companies of this type functions, it is possible to give LinkedIn as another example, which is a business that creates a platform for other firms to share career opportunities and LinkedIn also provides other people who search for jobs the chance to reach out. Briefly, it is a company that provides employees to other companies. B2B relationships are usually maintained for a long time in which both parties plan long-term common goals during a long sales cycle.

#### **2.1.4.2. B2C (Business-to-Consumer) Marketing**

By adapting a completely opposite approach, Business-to-Consumer marketing focuses on selling and providing goods and services directly towards consumers instead of businesses. Instead of providing other companies with solutions and products, B2C marketing functions for businesses to design & apply strategies and create campaigns towards consumers in order to promote sales of products and attract the attention of targeted individuals. With the initiation of online shopping in 1979, the path in the evolution of B2C marketing was taken by Michael Aldrich and with the spread of the utilization of internet, the trend started having been occupied by more businesses and led to what is known today as e-commerce. With an aim to build relationships directly with consumers, businesses work to introduce and sell their products and services to individuals. Examples to such businesses might include retailers of any kind, ranging from apparel brands such as Shein, ASOS, Zara and H&M to merchandisers (or megastores) such as Target, Walmart and also many e-commerce including eBay and Amazon. Compared to B2B marketing, B2C marketing focuses on acquiring the maximum benefit from their transactions that are made between the business and the consumer. Among a great number of products that are found in high volumes, businesses aim to sell these items in high numbers at low prices when compared to B2B companies. There is still a continuous built relationship between the two parties of the marketing process, meaning that consumers have the chance to remain a part of the short sales cycle with opportunities such as feedbacks, returns etc.

#### **2.1.4.3. C2B (Consumer-to-Business) Marketing**

Consumer-to-Business marketing is a set of relatively new model when compared to other types of marketing. It would be better to once again mentioned it as more of a growing type of both marketing & a business model and the evolution of social media marketing has immensely contributed to the utilization of this model and it assured rather better opportunities. Consumer-to-Business model emphasizes on consumers supplying businesses with advantageous insights and making contributions in many ways including the development of products and services with feedbacks and therefore having an immense impact on the development of both the business and the product. C2B marketing relies heavily on the interaction between the business and the consumers which makes

the development possible. A better way to explain how the whole operation functions is by stating that “Under a perspective, the firm-customer relationship is viewed as one involving the exchange and reprocessing of waste and other unused resources from customers as valuable inputs for firms” (Norris, 2020). One of the greatest examples to C2B marketing is commonly seen today on the social media marketing where consumers are able to send their direct feedbacks to the businesses from which a product or a service is bought both through direct messages or comments on the social media. This way, businesses are able to perform better in their journey and have the opportunity to improve their deficiencies. Another instance for such type of marketing also includes the influencer marketing in which people with following audience, shares, recommends and advertises a product or a service by speaking on social media platforms and also, he or she puts into use product placement. Other than social media sites, websites such as Google AdSense and Amazon Associates Program makes great examples as these services allow consumers to benefit and generate income with the advertisement of businesses and their products.

#### **2.1.4.4. C2C (Consumer-to-Consumer) Marketing**

Consumer-to-Consumer marketing is a method that creates an opportunity for consumers to interact with each other with marketing activities such as purchasing and selling products from / to each other. Consumers may choose to trade services or products, or complete monetary actions in the process. Especially with the evolution and the development of e-commerce and social media, Consumer-to-Consumer marketing methods has become more accessible, more possible and definitely more preferred. Traditionally, C2C methods used various procedures including billboards and newspapers in terms of advertising, but with the involvement of e-commerce and social media sites, consumers are able to purchase products or services and reach each other with a single click online without the need of another business or a middleman. Some examples of C2C-oriented companies include Sahibinden, eBay, Craigslist, Quikr and many more where a consumer is able to list their brand new or second-hand products or services that they want to offer to other people which may include apparels, home accessories, even vehicles, cleaning, tutoring etc.

#### **2.1.4. Market Segmentation**

Market segmentation is another key factor in order to realize the determination of a target audience for a business to choose to offer their products and services. The foundation of the market segmentation was brought to the literature of marketing in the wake of the World War II by Wendell R. Smith. Wendell Smith published an article in the *Journal of Marketing (JM)* entitled “*Product Differentiation and Market Segmentation as Alternative Marketing Strategies*” and it was stated by Quelch that “Smith advocated employing market segmentation in addition to product differentiation [...] to stimulate demand, create product preference, and improve marketing efficiency and effectiveness” (Quelch, 2008, p.829). As a result of the historical events and the necessities of the timeline, market segmentation paved its path and gained a vital place in the process of establishing a target audience and a customer profile according to which required actions may be applied to the marketing process including the product or service creation and their advertisements.

Generally speaking, the aimed study through market segmentation is found with the combination four different categories that contribute to the customer selection. The segments that make up are certain attributes that are related to customer’s personal information which include generalized classifications such as geographic, demographic, psychographic and behavioral segmentation.

In the process of market segmentation and product differentiation, it is crucial to determine the right setting to release a product or a service which would help to attract the required attention. This is where geographical segmentation plays the role of dividing targeted customers into numerous groups according to the places that where live in so that marketers can alter their products according to the needs and possible wants of the customers and come up with relevant advertisements in order to attract the attention of an audience and therefore increase the sales and the success of the intended products and services. Geographic segmentation consists of various factors such as location which include continents, countries, regions, cities, districts and even streets as every detail creates another customer opportunities this is the reason why even the slightest change in location might cause a variance in the marketing section. Also, the density of the

population, time zone, climate and the used language have great impact on the product differentiation of a business.

Demographic segmentation on the other hand, narrows down the scope and offers a more specific and a more personal division in the product differentiation for the reason that demography is a science that investigates the structure, status and detailed characteristics of population in a given environment and therefore demographic segmentation allows us to determine a product divergence considering the choices that the population would make depending on their traits. Such segmentation includes variable factors such as age, gender, occupation, income, ethnicity, family, and many similar characteristics play a crucial role in the determination of a target customer during the product differentiation phase which in short allows for businesses to comprehend answers to questions such as “What would consumers between the age of 19 and 24 need?” and “What would be a thing (either a service or a product) that is most likely to be bought by construction workers?” and set relevant strategies that would appeal to the majority of consumers.

Psychographic segmentation aims to study more on the personal traits of consumers in order to break down both customers and the market into several groups to achieve a successful product differentiation. Psychographic segmentation heavily focuses on the lifestyles, hobbies, beliefs & hobbies, life goals and concerns and diverse personalities of consumers. The main focus of such market segmentation is to separate consumers in the market into segments and regroup people who share similar personal traits, have similar lifestyles and / or take part in similar activities. A simple example of this segmentation would be a company that specializes in the sports market, which divides its products and services according to the types of physical activities such as cycling, running, swimming, fitness and many others. The differentiation of these products may differ according to sports and the intensity that the customer base tends to choose and to their lifestyle. It possible to present products that suit to either those who work out just a few times a week on a low intensity but also a collection that fits athletes who spend their week working out with a high intensity. This way, such business would be able to advertise and market their products with the utilization of psychographic segmentation methods.

Any finally, the last type which is behavioral segmentation is a marketing process that separates customers into segments determined by their habitudes which includes purchasing, spending and shopping habits in general, a consumer's loyalty to a brand or a company and specific repetition of their daily activities as well as what they do on a website. Behavioral segmentation allows an individual to find out what a consumer consumers do with both what and how often do they buy, for how long they stay on a website and how do they use the tracked product or service. Such partition enables companies to gain a better insight on what they should develop and which consumer base to target. This way, firms are able to determine which of their products are the most profitable and augment their focus on the marketing of the cost-effective ones.

## **2.2. CONSUMER BEHAVIOR**

### **2.2.1. Definition of Consumer**

Although the concepts of consumer and customer are often confused with each other, these two concepts have completely different meanings. Consumer is a person who purchases or has the ability to purchase marketing components for his personal needs, desires and demands according to M. Karabulut (Karabulut, 1989, p. 15). According to another definition, consumer is the person who purchases and uses products and services for the final use (Odabaşı & Barış, 2004, p. 20).

Kardes, Cronley and Cline (2008, pp. 8-9) divides consumer into 2 groups. According to this distinction there are individual consumer and organizational consumer. Individual consumer is the person who purchases products and services in order to satisfy his or her personal desires and needs or others' desires and needs. Such as buying gasoline for a family member, paying the electricity bill of the house or getting a gift for a friend correspond to others' desires and needs. On the other hand, organizational consumer purchases according to three different goals.

- For the production of different products or services,
- For reselling the product or service to another individual or organization,
- For maintaining organizational functions.

This is the case with Starbucks buying coffee beans, brewing equipment or paper cups to produce and sell new products. At the same time Starbucks also buys office equipment, uniforms, cleaning supplies. The purpose of purchasing them is to ensure organizational persistence. The customer is the consumer who receives continuous service from a business or purchases the same brand continuously (İslamoğlu, 2003, p. 5). According to another definition; customer is a regular shopper from a particular store or company (Odabaşı & Barış, 2004, p. 20).

### **2.2.2. Definition of Consumer Behavior**

Consumer behavior can be described with decisions made for purchasing and using goods and services and related activities (Odabaşı & Barış, 2004, p. 30). According to Khan (2006, p. 4) consumer behavior is defined as a series of decision-making processes and physical activity involving the acquisition, use and disposal of products and services. Identifying consumer behavior is one of the most important issues in marketing. Thus, this concept is investigated and discussed by many scholars. With the modern marketing approach developed in the 1950s, all studies have become to be based on the consumer. In these years, it was tried to find answers to the questions what, when, where, at what price and why the consumers want a product or service. In other words, 1950s is the beginning of a new era in business management. The consumer has moved to focal point in this period of modern marketing. All studies started with consumer-oriented questions (Tuncer, Arpacı, Ayhan, Böge, & Üner, 1994, p. 15).

The determination of consumer behavior is quite difficult for marketers, but it is very important. The reason for this difficulty is that the consumer is the most difficult and complex element of the marketing system. It is difficult to measure and evaluate human behavior, and these behaviors are affected by both internal and external factors. Learning consumer behavior emerges these benefits in marketing management (İslamoğlu, 2003, p. 7):

- Segmenting the market and setting the target market,
- Developing marketing strategies,
- Guiding consumers.

Since the benefit is seen, attempts have been made to understand consumer behavior. The first of these attempts came from psychology, sociology and anthropology that formed the behavioral sciences. Psychology is based on individual. The subjects such as experience and behavior of the individual, motivation, perception, personality, learning and attitude determination are within the scope of this science. And sociology is based on groups. The subjects such as social class, family structure, leader groups, reference group, family life course, social rules are in the field of this science. The third behavioral science is anthropology. Anthropology studies societies. Culture, subculture, social values, customs and traditions are subjects of this science (Tuncer, Arpacı, Ayhan, Böge, & Üner, 1994, p. 17).

### **2.2.3. Effecting Factors**

The consumer is exposed to the variables created by different factors in the environment. These factors may affect the consumer in various ways. Marketers can't intervene in these factors, but they have to consider the consequences of these factors. These factors can be discussed in three groups; social factors, psychological factors and personal factors (Mucuk, 2009, p. 81):

- Social factors: Culture and subculture, social class, reference groups, roles and family,
- Psychological factors: Motivation, perception, attitudes, learning and personality,
- Personal factors: Demographic and situational factors.

#### **2.2.3.1. Social Factors**

**Culture and Subculture:** Culture has a decisive aspect of whether the target consumer accepts or rejects a new product on the market. For example, a new product on the market may be contradictory to values, beliefs or traditions of a culture. In this case, a cultural discrepancy may occur. This causes the new product to be discredited by not being accepted by that culture. A new product or service on the market must be appropriate to the culture of the target consumer (Karabulut, 1989, pp. 96-97). The concept of culture is not stationary, it may change over time. The emergence of fast-food restaurants, which

contradicts with the traditional restaurant understanding, is a good example for such change (Tuncer, Arpacı, Ayhan, Böge, & Üner, 1994, p. 38). Another example is the opening of small and large coffee shops that can be used to drink coffee on almost every street. Considering that cultures can be acquired and changed through learning, it is possible to express that cultural facts may be transferred from one culture to another. Valentine's Day, for example, has started to be accepted in Eastern countries in recent years. Individuals began to buy gifts related to these days (Öztürk, 2015, pp. 38-39). The ability of marketers to capture this change is very important in understanding consumer behavior and creating related strategies. Subcultures may consist of different variables. Some of these variables can be listed as follows (Koç, 2008, pp. 250-251):

- Age: Kids, youth, middle-aged, elderly etc.
- Religion: Muslim, Jewish, Christian, Deist, Atheist etc.
- Race: Caucasian, Black, Asian etc.
- Nationality: Turkish, American, French, Japanese etc.
- Income: Rich, middle class, poor etc.
- Gender: Male, female etc.
- Family Structure: Single mom/dad, divorced parents, childless, parents and children etc.
- Profession: Blue collar, white collar, professor, real estate agent etc.
- Surrounding: Rural/urban area, suburban area etc. Subcultures, like cultures, affect the adoption of a new product or service in the market. In contrast, subcultures may require more information on market acceptance than cultures. For example, black people tend to seek more information at the time of purchase in the US and they seek for higher motor power when purchasing an automobile (Karabulut, 1989, p. 98).

**Social Class:** According to Mucuk (2009, pp. 82-83) social class is defined as relatively homogeneous subdivisions that adopt the same values, the same interests,

lifestyle and social behavior. Social classes are divided in various forms. These are upper, middle and lower classes and their derivatives. Some authors in the literature divide these classes in six categories; upper class, new money, middle class, working class, working poor, poverty level. And some authors divide social classes in five categories; upper class/elite, upper middle class, lower middle class, working class and the poor (Karabulut, 1989, p. 90). There is more than one quality that determines the social class. For example, qualifications such as type and source of income, occupation, value judgments, type and place of residence, and professional success may be determinants of the social class. When these qualities change over time the social class also changes. In this respect, it can be said that the social class has no definite limits. Individuals may roam through different social classes in their life time (Mucuk, 2009, p. 83). Social class directly affects the purchasing behavior of the consumer. Moreover, the social class that the individual wants to be in is as effective as the social class of the individual in terms of purchasing behavior. Individuals continuously strive to move to a higher class, and they reflect this in their purchasing behavior (Tuncer, Arpacı, Ayhan, Böge, & Üner, 1994, p. 34).

**Reference Groups:** Reference group is real or imaginary individuals or groups that have a significant impact on an individual's values, desires or behaviors (Park & Lessig, 1977). These reference groups are usually divided into two main groups (Mucuk, 2009, p. 83).

- Family and immediate surroundings of an individual: Close friends, relatives, neighbors, colleagues, etc. who affect the person in face-to-face relationships. These people can affect the consumer more than advertisements. Therefore, it is directly effective on consumer behavior.

- The groups where the individual is not a member and people who he/she doesn't have face-to-face contact: Famous cinema stars, athletes, singers, etc. are located in this group. These people may influence the buying behavior of individuals in terms of patterning himself/herself on the person. Individuals may exhibit similar behaviors to be similar to the people they take as examples. People who influence the purchase of a product with an informal commentary about a product in the community or those who influence the purchase of that product are called opinion leaders. The reference group or the celebrities

are sometimes used as opinion leaders. In such cases, some conditions should be taken into consideration for the use of celebrities in advertising (Koç, 2008, pp. 266-268):

- The celebrity should be well associated with the advertised product. This situation can be reinforced by the fact that the celebrity displays himself/herself for a long period of time in the advertisement series.

- The execution must be simple. There should be no other elements except the celebrity and the product in order to eliminate confusion which would affect the consumer.

- If the celebrity is associated with another product by the public, he/she should not be used for another product. Reference groups that influence the buying behavior of individuals perform this effect in two ways. These are normative effects and informational effects. The normative effect is defined as the effect that occurs when a person wants to meet another person's expectations. The reference group, that has a normative effect, obtains this power of influence by rewarding or punishing. The normative effect may affect the products that will be purchased by the person. For example, a person may stop buying a dress with the fear that he/she will be mocked by his/her friends. The informational effect is the effect based on the product information that a person receives from a reference group (Noel, 2009, pp. 53-54).

**Roles and Family:** All consumers had a status in a position linked to certain groups, organizations and institutions. This status brings a role to that person and the person feel obliged to fulfill the requirements of that role. These roles not only affect people's behavior but also affect purchasing behavior (Mucuk, 2009, p. 83). Another environment that affects consumers' behaviors as much as their personality or motivation is their family. Family members affect each other's purchasing behavior and the affected person also affects others' behaviors (Khan, 2006, p. 68).

The needs and expenses of a family are influenced by the number of people in the family, the age of individuals and the number of individuals who have a job. Two important factors that determine the way in which a married couple spend their time and spend money are children and the emancipation of women. For example, couples with children often spend a higher amount, and these are not just basic food costs or expenses

such as bills. As another example, a newly-married couple will spend less than a couple with a university-age child. In a family with a working mother, nursery expenses will arise (Solomon, Bamossy, Askegaard, & Hogg, 2006, p. 408). Although such examples can be reproduced, it reveals how family structure affects consumer buying behavior.

### 2.2.3.2. Psychological Factors

**Motivation:** Motives can be effective in a specific decision by the target consumer, limiting a certain action, changing the way the action is done (Karabulut, 1989, p. 119). There are needs on the basis of motives and when the individual feels no need, he/she is said to have hemostatic balance. Hemostatic balance is a condition in which no physiological (hunger, thirst, etc.) and psychogenic (sensation of loneliness, etc.) needs are felt. There is no reason to mobilize people where this balance exists (Koç, 2008, pp. 143-144). In order for the consumer to act, this hemostatic balance must be disrupted. As a result of the hemostatic balance of the human structure, human beings begin to enter into a need and try to establish this balance again. The disruption of hemostatic balance causes tension and human beings are inclined to resolve this tension. The power that drives this is called the motive. As the motive disappears, the tension disappears again. This is called the discharge of impulse or a status of satisfaction (Karabulut, 1989, p. 120).

**Perception:** A motivated person is ready to perform an action. However, how the person will act is affected by the way he/she perceives the current situation (Kotler, 2002, p. 94). It is useful to define perception according to senses. The sense is defined as the reaction of sensory receptors such as the eye, ear, nose, mouth, and finger to basic stimuli such as light, color and sound. Perception is the selection, organization and interpretation of these stimuli. In summary, the senses are raw information from external stimuli; perceptions are the meanings that people associate to those stimuli (Solomon, Bamossy, Askegaard, & Hogg, 2006, p. 36). In this respect, two different people will be able to perceive the same stimulus differently and behave differently by giving different responses. Perception affects the needs, motives and attitudes and affects the purchasing behavior of consumers. Therefore, it is very important for businesses to determine the direction of consumers' perceptions in the target audience and to use it in their favor (Mucuk, 2009, pp. 85-86).

**Attitude:** Attitude can be defined as individuals' evaluations about products, actions or people (Erdoğan, 2014, p. 171). Attitude is a factor that directly affects consumer perceptions. Accordingly, attitudes affect behavior. It was determined that the attitudes of individuals in choosing products and brands were effective and they influenced their purchasing decisions. Therefore, marketers should try to determine the trends of consumers in their target groups and they should work in this direction. Otherwise, the businesses whose marketing activities do not match the attitudes of the consumers in their target groups, may fail (Mucuk, 2009, pp. 80-81). Consumers may exhibit different attitudes towards different product groups. This should be taken into consideration especially when creating global marketing strategies. For example, a car's production site is important for consumers, but where the gasoline comes from is not so important. Also, marketers need to consider that attitudes can change over time depending on learning. For instance, quality perception related to Japanese products has changed over time (Kotler, 2002, p. 95).

**Learning:** Learning can be broadly defined as a change in behavior. Learning is also a development. This development continues slowly but continuously until the end of the human life (Baymur, 1990, p. 149). Learning is one of the most important qualities that distinguish man from other living things. People are constantly learning new things. Things learned may be related to life in general, as well as to consumption. Individuals decide what brand to choose, how to consume the products they buy by learning (Odabaşı & Barış, 2004, p. 77). Learning is very important in terms of consumer behavior. Learning is influenced by the culture, subculture, social class, family and friends of the individual and people are affected from personal experiences, advertisements, mass media in this learning process (Khan, 2006, p. 114).

**Personality:** Personality is a distinctive, coherent and structured relationship form that individuals establish with their internal and external environment. The concepts of personality and temperament are used together and often confused. Temperament concept defines the emotional aspect of the person and the concept of personality rather defines the moral characteristics (Öztürk, 2015, p. 33).

According to the theory that there are parts of id, ego and superego in humans, a healthy individual has these three systems in balance. If one or more of these systems are

underdeveloped, then internal balance deteriorates and discrepancy and discontent occur (Khan, 2006, p. 95). There are authors in the literature who think that personality is not effective in choosing products, brands and stores. But liking an advertisement affects persuasion and today's marketing literature is focused on connections like "you are what you consume". For example, coffee drinkers have been found to be social compared to other people, so people in Nescafe advertisements are shown to gather together for more coffee (Odabaşı & Barış, 2004, p. 189). As people with similar personalities are inclined to choose similar products and brands, it would be useful to analyze personality in understanding consumer behavior. For example, a company that sells computers can achieve success by preparing their ads to address such individuals if their target audience are determined to be self-confident, dominant and free-spirited (Kotler, 2002, p. 93).

### **2.2.3.3. Personal Factors**

**Demographic Factors:** Demographic factors are individual characteristics such as age, gender, marital status, income, education and occupation. These characteristics greatly affect the purchasing decision of people (Mucuk, 2009, p. 87). Successful businesses try to increase the sales and profitability of their products by addressing their areas of use to different demographic groups. Nintendo Company is aimed at a wider age range by removing the audience it addresses to boys and young men with health applications such as Wii Fit and Brain Training style applications that people can play together for their product Nintendo Wii (Noel, 2009, p. 66).

**Situational Factors:** Conditions and situations during the purchase behavior, which are not under the control of the consumer, are referred to as situational factors. Situational factors also affect purchasing behavior. For example, an individual experiencing an emergency may be willing to pay more than he normally paid for a flight ticket (Mucuk, 2009, p. 88). The purchasing behavior of individuals can change momentarily with the effect of situational factors. A regular customer of a restaurant may order more expensive dishes if he/she visits the restaurant with his/her friends. This is due to the fact that situational factors influence the momentary purchase preferences. Situational factors can be divided into three groups. These are usage situation, purchase situation and communications situation (Belch & Belch, 2003, p. 130). Usage situation: This indicates what the purchased product will be used for. For example, a person may act differently

when he/she buys a product for himself/herself or for the sake of others. Purchase situation: This indicates the environmental factors at the time of purchase. Effects such as time constraints and the atmosphere of the store influence the consumer during the purchase behavior. For example, smell, sound, etc. effects in stores can affect the person in a positive or negative manner or, a person who is in a hurry can pay more for a product in order to make a quick purchase. Communications situation: This refers to a person's condition when exposed to an advertisement. For example, when a person is alone in a car, he/she may show different responses to an advertisement on the radio compared to the same ad response with his/her friends at home.

#### **2.2.3.4. Buying Decision Process**

There are some insufficient points of theories that try to explain consumer behavior. These deficiencies arise because the knowledge of the human body and brain is limited. Therefore, the validity of these stages is open to discussion for every human being. Despite this, it is important to identify this process in order to form a logical process and help to understand the psychological and social factors that influence consumer behavior (Tuncer, Arpacı, Ayhan, Böge, & Üner, 1994, p. 39). Buying decision process consists of 5 parts according to the widely accepted approach in the literature. These parts can be listed as follows (Kotler & Armstrong, 2012, pp. 152-152):

1. Need Recognition
2. Information search/Determination of alternatives
3. Evaluation of alternatives
4. Purchase decision
5. Post-Purchase Behavior

### **2.3. SOCIAL MEDIA**

Social media is a notion that has emerged with the amalgamation of two different concepts which are social and media. Social is an idea that is related to society, community and it is comprised of the gathering and interactions within. “Media, in the

form of print, television, film, photography, radio and increasingly the Internet, are the main sources for recording, constructing, archiving and disseminating public and private histories in the early twenty-first century” (Garde-Hansen, 2011, p.1). Media serves as an area which allows people to obtain and share any kind of knowledge and thought from one source to another. Therefore, from the amalgamation of these two concepts, social media creates a web-based, online technology that creates a platform for users to share any type of content including news, personal diaries, educational information, to build networks and even promote businesses etc. in numerous communities through internet.

Since the invention of internet and the evolution of communication systems starting from 1983, technology has brought unlimited developments alongside new inventions. Similar to the transmission of electronic mails, in order to create the social network which would allow everyone around to world easily get in touch with their relatives, friends and even co-workers, the concept of social media was put forth. On the other hand, actual foundation of social media was made possible after the evolution of the internet. This development was simultaneously made possible with the introduction of Web 2.0 to the world first and then with the emergence of a user-generated World Wide Web a variety of online sites were commenced which were led by the contents that were created by the users around the world.

Today, social media has become an undeniable reality on which people around the world spend a great part of their daily lives. It is one of the biggest key elements of contemporary communication. The very concrete, internet-based technology that we name social media today has laid its foundations just around two decades ago, meaning that the concept is relatively new when compared with the technological advancements that are going around the world. In terms of categorization, there are different types of social media sites classified according to the purpose of the network and the interest of the users. To give an instance, a number of social medias exist in order for them to allow their users to post memories, create a personal blog and an audience, create relations and communicate and such type of websites include Myspace, Facebook, Twitter and other related online forums. Some other types of social media aim to share and contribute knowledge on innumerable amount of topics, that include great pages such as Wikipedia, which is founded in 2001, is a significant source of education including a wide scope of

documents of information from history to complex sciences. The platform allows users from daily casual users to expert professors to contribute to the documents by adding their information on the related subjects. And last but not least, entertainment focused social medias make one of the most visited websites on the internet. Especially in the last decade, websites such as YouTube and Twitch has become thoroughly popular with the amount of people spending their time on such websites which allow users to upload and stream their video content to the users around the world and simultaneously communicate with their users. As mentioned before, the novelty that emerged websites of this kind has been made possible with the introduction of Web 2.0, specifically with the appearance of the UGC (User Generated Content) which also paved the way for an increase in the number of collaborative websites where users principally update and contribute to the content of the media and therefore further develop the site.

### **2.3.2. Features of Social Media**

According to Hazar (2011, p. 153), social media has become one of the most significant communication tools and is among the most widespread applications on the internet. The influence of social media is undeniable in reaching a broader audience as the internet continues to grow. Experts predict that in the near future, social media will dominate a significant portion of the internet. Social media applications not only facilitate communication but also cater to various needs of individuals, such as gaming and searching (Hazar, 2011, p. 153).

Güçdemir (2012, p. 35) states that one of the main reasons social media has become the most preferred communication tool is the numerous advantages it offers to both businesses and consumers. For companies, it provides a time advantage in introducing products to the market, while for consumers, it allows instant access to information about the product and the experiences of other users who have used the product before.

According to Ofcom (2008, p. 10), social networking sites offer the opportunity to create an online social environment and allow users to create their web pages through online profiles. Social media, as a new tool of digital media, possesses certain distinctive features. These features, as outlined by icrossing (2008, p. 5), include:

**Participation:** The goal of social media is to eliminate the distance between media and its audience. It achieves this by encouraging a group of people interested in social media to actively participate. Media platforms motivate everyone willing to contribute and provide feedback.

**Transparency:** Social media applications must allow participation and feedback. Services with this characteristic are referred to as open services. Thus, users can share their experiences and thoughts. There are no significant barriers preventing individuals from accessing information on social media. Platforms requiring specific membership and password information to log in are among these barriers.

**Conversation:** In contrast to traditional media environments, social media allows users to provide feedback. Therefore, while traditional media operates as one-way communication, social media functions as a two-way communication network.

**Communities:** Social media users can come together and form various communities. These communities consist of individuals with common interests who can share their emotions, thoughts, and experiences related to the subject.

**Connectedness:** The presence of links that direct users to other websites is prominent in almost all social media sites. This indicates that social media networks are interconnected with other websites.

### **2.3.1. Definition and Development of Social Media**

Social media consists of individuals' interactions with each other over the internet. Content and information sharing take place through platforms such as blogs, forums, social networks, and instant messaging applications, allowing people to access the desired content. Shared contents that are thought to be confined to small groups can quickly reach a large number of shares. Customers sharing their positive or negative experiences online and the spread of these posts can present both opportunities and risks for businesses. Instant messaging applications, personal blogs, forums, and chat sites are entirely shaped by users, facilitating continuous communication. Hence, individuals have the opportunity to share, discuss, and interact through social media without being bound by time and

location. While these contributions undoubtedly enhance information acquisition skills, they can also lead to issues such as disinformation.

The reason for the immense popularity of social media and its distinctiveness from other media lies in its ability to offer individuals the opportunity to express themselves and their ideas. Due to this popularity, social media is considered to be one of the most critical factors for marketing in the future (Harres & Rae, 2009, p. 28). Social media, with its various internet-based channels, provides fundamental and well-known platforms such as social networks, blogs, microblogs, podcasts, wikis, video, and image-sharing sites. These channels enable businesses to engage with customers, carry out activities without additional costs, and facilitate access to customer feedback (Köksal & Özdemir, 2013, p. 326).

Thanks to the advancements in information technology, the interactive communication approach that allows mutual participation has led customers, who were once in a passive position, to prefer applications where they can engage and express themselves (Odabaşı, 2007). Internet-based communication, which enables people to share and interact without time and location constraints, is the most general definition that can be used for social media (Vural & Bat, 2010, p. 3351). The rapid increase in internet usage speed and rate, along with the rapid advancement of technology in business life, has led to changes in old work practices and social habits, introducing many new concepts into our lives. One of these concepts is social media, and its evolving features with the increasing use of the internet have made it an irreplaceable environment that individuals cannot do without. Social media has become a phenomenon that occupies a significant portion of users' days by offering them many conveniences and features (Toros, 2009, p. 52). With the use of modern computers, web-based technologies emerged, and through these technologies, virtual customer communities were formed. With the formation of customer communities, social media tools have started to find more space (Güner, 2016, p. 32). One of the most important factors that make social media tools stand out is that customers can interact with thousands of opinions and recommendations about a product or service. Although there is no common definition of social media, it refers to socially oriented websites. Social media can be defined as participatory online media where users create and share content, news, podcasts, videos, and photos (Köksal & Özdemir, 2013, p. 325).

Another definition of social media is websites based on web 2.0 technologies that enable advanced social interaction, community formation, and the success of collaborative projects (Akar, 2010, p. 117). The key phrase in this definition is "community formation." This phrase suggests that individuals can come together based on shared values and work together in an organized manner. In essence, without social media, people who might not even be aware of each other's existence can develop shared ideas and collaborate in an organized way. Safko states that social media is about gaining trust, establishing communication, reaching out to others, and staying connected with them through the widespread use of communication and information technologies. With each passing day, as generations well-versed in these technologies and adaptable to them constitute a larger proportion of the world's population, the usage rates of social media continue to increase (İşlek, 2012, p. 20).

The concept of social media emerged with the spread and development of the internet and has advanced with every new technological development and software (Esmer, 2013, p. 91). With the introduction of the internet into daily life, users first experienced the Web 1.0 era. In the Web 1.0 era, information was only shared in one direction. The sole control over this one-way sharing resided with web servers (Güçdemir, 2012, p. 29). In summary, in Web 1.0, users could not create content but could only access information by searching and reading (Yazıcı, 2014, p. 44). With the emergence of the Web 2.0 concept, users started to interact with other users and networks, creating and disseminating content and information (Dikmen, 2011, p. 165).

The term Web 2.0, first introduced by O'Reilly Media, describes systems collectively created by internet users (Eryılmaz & Zengin, 2014, p. 44). In this sense, it is a concept that adds a new dimension to the design approach of Web 2.0, forming communities, being entirely user-focused, and fundamentally changing the understanding of the internet, thereby giving birth to social media. With Web 2.0, communication transformed from one-way to multi-dimensional (Dikmen, 2011, p. 165). As a natural outcome of user-generated content and Web 2.0 technologies, social media emerged. The one-way production in Web 1.0, characterized by programmed and static content, contrasts with Web 2.0, which allows users to create content and makes the social structure dynamic. These aspects led to the birth and subsequent development of social media (İşlek, 2012,

p. 18). Social media, whose foundations were laid with Web 2.0, consists of internet-based virtual world tools such as social networks, media sharing, blogs, social news, and forums (Topal & Nart, 2016, p. 77).

With Web 2.0, users gained a significant advantage compared to the time when Web 1.0 existed, as they could create blogs, leave comments on these blogs, share images, photos, videos, and podcasts on social sharing sites, and interact with the content (İşlek, 2012, p. 15). Web 2.0 enabled users to have active communication on the internet. Usenet, created by Tom Truscott and Jim Ellis from Duke University, marked the historical development of social media. Usenet was a global discussion platform that allowed users to publish messages. Operating on the same network and aiming to bring together multiple users for user-generated content, Usenet took the first step towards social media (Bostancı, 2010, p. 38). Following the release of the user network application, Usenet expanded to allow messaging other users, file transfers, and playing games with other users, thus advancing computer information systems. Although these platforms had a dated appearance compared to modern social media applications, they operated online in the late 1970s (Demirel, 2013, pp. 22-23). "Computer information systems eventually gave way to online services, which were considered the first corporate initiatives in terms of internet access" (Yazıcı, 2014, p. 48). Internet Relay Chat (IRC), developed in 1988, facilitated communication among many users and became one of the widely used protocols for file and link sharing (Sarmaşık, 2011, p. 26). IRC laid the foundation for instant messaging. ICQ, derived from the pronunciation of the English phrase "I seek you," was the first instant messaging program developed in 1995-1996. Following the initial examples, the number of instant messaging programs increased over time (Ying, 2012, pp. 11-12). In the early social networks, which were considered as dating sites, people interacted with each other by creating photo profiles. By seeing each other's photos and learning about their physical characteristics and profile information, users developed new friendships (Yazıcı, 2014, p. 48). Online forums also contributed to the development of social media (Bostancı, 2010, p. 39).

SixDegrees.com, founded in 1997, is considered the first social networking site in a form similar to today's social media (Topal & Nart, 2016, p. 77). SixDegrees.com allowed millions of users to connect with each other and send messages, but its sustainability was

not feasible, and it had to shut down in 2000 (Koçak, 2012, p. 37). Live Journal, founded in 1999, was based on renewable blogs. This platform provided users with the opportunity to follow other users, interact with them, and form groups (Hazar, 2011, p. 155). The second significant wave came with Ryze.com, founded in 2001 to facilitate communication among professionals and entrepreneurs in the business world. In 2002, Friendster became operational and reached a broader social segment (Çakır, 2011, p. 177). With the increasing internet speed and the rise of broadband service providers, social networking sites like Myspace (2003) and Facebook (2004) were established, and thus the development of social media took place (İşlek, 2012, p. 18). In summary, websites that truly offered Web 2.0 applications to their users started to emerge in 2003 and 2004. User networks are among the building blocks that have influenced the current form of social media (Demirel, 2013, p. 22). With Web 2.0 technologies, the internet transformed from a one-way communication tool to a sharing platform that allows interaction with the network and other individuals on the network. The ability for not only the heads of social networks but also users to create and share content makes it social media (Çakır & Tan, 2014, p. 31).

In summary, at the core of social media lies the concept of social networking, which owes much of its development to Web 2.0. For instance, one of the best examples of Web 2.0's utilization is Facebook, where users can not only engage in instant messaging, email communication, videos, music, and photos but also access over 300,000 applications developed by approximately one million different individuals (Tonta, 2009, p. 748). Facebook has become an alternative advertising platform, allowing individuals, businesses, and non-profit organizations to place advertisements. Companies create their pages on Facebook to establish friendships with customers and build personal relationships (Biztatar, 2017, p. 33).

The influence and rapid spread of social networking sites are significantly enhanced by Web 2.0 technologies. The speed of internet development, Web 2.0, social networking, and social media all contribute to its growth and importance. The Web 3.0 era, developed in connection with Web 2.0, is set to enter human life with the rapid development and transformation of the internet. Web 3.0, often associated with the semantic web, is known as the third-generation internet network. With Web 3.0, not only web pages but also the

words and sentences within those pages acquire different meanings and dimensions (Güçdemir, 2012, pp. 33-34).

After the one-way communication of Web 1.0 and the two-way communication of Web 2.0, it is predicted that machines will be able to communicate with each other (Uzunburun, 2017, p. 20). Web 3.0 can also be described as the semantic interpretation of Web 2.0 content. It can combine all business channels, social media networks, and various web information in real-time, enabling the prediction of individuals' interests and things that will benefit their work through intelligent modeling technology (Aksu, 2013, p. 50). Hence, Web 3.0 is expected to be highly beneficial and important for marketing purposes.

### **2.3.3. Social Media Tools**

#### **2.3.3.1. Social Networking Sites**

Social networks are the general term for online platforms where individuals define themselves to interact with other people and engage in social communication on the internet. Some authors also refer to social networks as a collection of virtual communities. The most significant characteristic of these communities is that they enable individuals to communicate with each other on a personal level. According to Boyd and Ellison, social networks are a collection of systems on the internet where users can create personal profiles based on the opportunities provided by the relevant social media application and share various content through the communities they establish (Olgun, 2014).

There are certain features that distinguish social networks from other types of networks. These features include the option of private messaging, the presence of a friend network, the ability for users to create their profile pages, and the ability to comment on others' shares. When looking at the dictionary meaning of the term "social network," it refers to individuals coming together with one or more social relationships, forming social connections. These relationships may include kinship, friendship, and communication. Within social networks, individuals aim to create various communities on the internet to share their feelings and thoughts, to act collectively with the community, and to carry out activities in this way (Özmen, Aküzüm, Sünkür, & Baysal, 2011).

Social networking applications are social media platforms where individuals can share their personal information and personal content; create friend lists and contact lists and transfer existing friends' environments to the online environment. The term “Social Network Site” can also be described as “Social Sharing Network” due to the fact that it is being used by large masses and the concept has become the center of social life (Toprak, et al., 2009, p. 36).

Social networking applications are websites where people with common interests discuss specific topics, express opinions about products or services, participate in votes, share information, and gather together to find new friends (Kawasaki & Fitzpatrick, 2016, p. 31). Three specific functions of a common social networking application are profile, comment and direct message modules (Akar, 2011, p. 125).

- Profile: It is the module where users share their own personal information, interests, hobbies, and likes and creates content and creates a list of friends.

- Direct Message: It is the module that allows users to communicate and send messages with each other privately.

- Comment: It is the module that allows users to share their ideas with other users and add opinions and suggestions to the content that other users share.

The most widely used social networking applications in the world are Facebook, Twitter, Instagram and LinkedIn. Facebook, founded by Mark Zuckerberg in 2003, was initially used as a site where Harvard University students voted pictures. The website was named “facemash.com” back then. Facemash, which was used by students, was later named “thefacebook.com”. In 2005, 25,000 universities participated in the platform and it took the name “Facebook.com” (Phillips, 2007). Facebook provides users with the ability to create a profile with their personal information, create a list of friends, create a variety of content such as text, photo, video, link sharing, group creation according to their interests and registration, liking and commenting on groups. It was opened to the rest of the world in 2005. Today, it is the social media platform with the highest number of users in the world (Bayrak, 2018). With over 2 billion active users, Facebook provides

services in 101 languages with the participation of 300,000 users in a voluntary translation program (Aslam, 2018a).

Facebook contains many data such as users' interests, likes and personal information. So, it is an effective tool for brands that like to send correct messages to the correct audience. More than 60 million businesses have their own Facebook page. In this sense, Facebook is an area where brands can realize their marketing communication strategies (Osman, 2008). Facebook has the ability to filter users for brands based on their demographic features, interests, and orientations. Also, hashtags can be used in Facebook and Twitter. In addition to providing effective interaction with brands, Facebook also offers an effective advertising advantage over a large number of users with a minimum budget. LinkedIn is a business-oriented social networking application that brings together professionals within the business world, offering new business opportunities and sharing professional opinions with other business members. LinkedIn allows its users to connect with people they know, trust and know not only from their friends but also from the business environment. It helps users to follow leading figures in business, provides new job opportunities and widens business networks (Aslan, 2011, p. 19). LinkedIn was founded in 2003 and has reached over 500 million uses and over 3 million active jobs today (Aslam, 2018b).

#### **2.3.3.2. Forums**

Forums create a certain degree of trust with non-profit, neutral content sharing of their users. However, some firm officials can exploit this trust by presenting themselves as an ordinary user and sharing products or services. For this reason, users are more skeptical about shared content. And usually, forum database security systems allow users to block some of the users or send violation messages to forum administration. Forums are platforms where online ideas are often exchanged on specific topics and interests. Forums are a group creation and information sharing tools that are frequently used in the web environment. Especially when focusing on a particular narrow area of interest (niche), there is a much more interesting environment for those who desire to obtain or share information in that area (Odabaşı, 2010, pp. 239-240).

Although not having exactly the same function as social media, forums have been preferred internet environments by internet users in past periods. Today, forum websites have gained a wide coverage. There are forums in many different fields such as sports, health, economy, cinema, culture, etc., where users can share their views and opinions.

#### **2.3.3.3. Wikis**

The most popular Wiki is Wikipedia which is an online encyclopedia. Wikipedia is a platform that allows readers to read encyclopedias with its unique user interface. But these pages may be updated with posts from contributors. Wikis are collaborative websites that give users the opportunity to add and edit content. The word “wiki” is derived from the Hawaiian word which means “fast”. The website was first launched in 1994 by Ward Cunningham with the name “WikiWikiWeb” and began to be used over the Internet in 1995 (Akar, 2011).

Wiki, based on a specific collaboration, provides users with the ability to create new pages and make edits on those pages in the browser. It employs certain infrastructure systems, primarily "MediaWiki." Wiki offers significant advantages in the creation of extensive documents. Through its feature called "Diff," it allows users to view the previous versions of relevant pages and observe the differences between versions over time, resulting from version changes. The system automatically generates links between various pages, making it much easier for users to access information in the wiki. Wiki users can add various information to pages and publish this information (Kamel Boulos & Wheeler, 2007).

#### **2.3.3.4. Blogs and Microblogs**

The concept of "weblog," derived from the combination of the words "web," meaning network in English, and "log," meaning record, emerged. Over time, the term "weblog" became more common and evolved into "blog." Users do not require technical expertise to create a blog; they can easily publish what they want to share by writing it. Similar to publishing articles, creating blogs does not involve technical knowledge and any internet user can easily create a blog related to their areas of interest. Although some alternative names such as "open diary," "network diary," and "e-diary" were suggested for the term

"blog," none of these names gained acceptance, and the word "blog" continued to be used by the society. The Turkish Language Association (TDK) has not proposed any alternative term for the word "blog" (Alikılıç & Onat, 2007). The content shared on blogs is arranged from the newest to the oldest. The first post encountered on a blog entry is the most recently shared one. The name of the author and the date of the post are indicated within the entry. Additionally, the blog owner may choose to allow or disable comments on the shared posts. Since comments are the main element of communication between the blog owner and readers, their presence is crucial. Furthermore, it is possible to access old posts by utilizing the comments.

The history of the word "blog" dates back to 1997. The word "weblog", which consists of a combination of "web" and "log", was first introduced in December 1997. Later on, the word was abbreviated and the word "blog" began to be used instead (Zarrella, 2010, p. 11). Blogs can be considered as the first examples of social media (Kaplan & Haenlein, 2010). Throughout human history, people have always wanted to convey their ideas to those around them. And the methods for conveying these ideas were realized in different ways and continuously. Starting with drawing shapes on stone walls, this transfer went as far as writing and reproducing books. In the mid-1990s, blogs came up and people were able to communicate with other people and declare their ideas through these platforms.

Microblogs are kinds of blogs that limit the size of the contents users create. For example, on Twitter, which is the most popular micro blogging site, each post was limited to 140 characters and only recently this limit was increased to 280 characters. These limitations have led to the emergence of new characteristics, behavioral patterns and characteristics on this medium (Zarrella, 2010, p. 31). For this reason, micro blogs are different from the blogs and they are included in the literature as a new genre. Micro blogs serve more users than blogs. They do not require intensive labor or technical knowledge as a result of their structure. Unlike blogs, micro blogs require short postings and low multimedia content. Therefore, people can write their instant updates on these sites in seconds.

Microblogs are a form of blog publication. They are social media platforms where emotions and thoughts are shared with much shorter texts compared to regular blogs. Twitter is a famous microblogging site. In microblogs, the shared posts are generally

related to instant statuses, such as "Where am I now," "What am I doing," and "I am greatly affected by this." The content of these posts can revolve around topics present in regular blogs, as well as ordinary events from users' daily lives.

### **2.3.3.6. Photo and Video Sharing Sites**

With the widespread use of digital cameras and the increase in photo quality of mobile phones, photo sharing sites have turned out not only to sites that serve on the computer, but also to mobile devices. Today, digital cameras can connect to the Internet and upload photos directly to photo sharing sites. Mobile phones can also perform this function with mobile applications. Instant sharing of photos has become possible. With the spread of social networks, photo sharing sites have begun to change and serve different purposes. It is possible to divide photo sharing sites in 2 different groups. These groups are as follows:

- Photo sharing sites that serve as repositories
  - Photo sharing sites with social networking features
- Safko and Brake (2009, p. 195) also addressed a similar classification and they classified photo sharing sites as membership-based sharing sites, peer-to-peer, peer-to-server-to-peer, peer-to-browser and online photo album creation.

Video sharing sites are sites that allow users to share video content that they have created or to watch videos uploaded by other users. The most popular video sharing site is YouTube. Dailymotion, Metacafe and Vimeo are other popular sites and Gfycat serves as a site that includes short videos. Facebook and Instagram may also fall into this category as they allow video uploading and sharing. The first video sharing platform was ShareYourWorld.com. The site was founded in 1997 by Chase Norlin and continued until 2001, but it was closed due to financial problems (Plessner, 2007).

People are much more influenced by visual expressions compared to written expressions. This is because visual expressions can directly impact people's emotions. Therefore, social media also makes use of visual expressions, which contributes to people's frequent use of social media applications.

With the advancement of technology, its impact is felt in every area of life. Nowadays, photo albums have been replaced by digital albums in online environments. Digital platforms have been highly appreciated and preferred by users due to the advantages they offer. In terms of cost, digital platforms are much more advantageous compared to traditional photo albums. The cost is almost negligible in digital platforms. Additionally, digital platforms provide a convenience in terms of space, as photos are stored digitally, eliminating the physical space problem. Users can store as many photos as they want in digital environments and arrange them according to their preferences. Those who want to store photos in digital platforms often utilize websites like Google and Yahoo for this purpose (Canlı, 2015).

Video sharing websites are becoming more and more popular with each passing day. Among these sites, the most well-known one is "YouTube." Since its inception, YouTube has been the most visited and most shared video site. Users can upload videos to YouTube and express their thoughts about the videos using the "like" and "dislike" buttons located under each video. Furthermore, users are allowed to leave comments below the videos. In summary, YouTube is a social media platform with a simple interface that allows users to watch videos without any limits. Additionally, YouTube provides users with the option to report videos they believe should be moderated. If YouTube deems the complaint valid, the relevant video can be taken down.

YouTube was established in 2005 and was acquired by Google in November 2006. It has been operating under Google's umbrella ever since. Although the site hosts various types of videos, music videos tend to attract the most attention from users. After YouTube's integration into Google in 2006, users are required to have a "Gmail" account to upload videos to the site. Individuals with an account on YouTube are referred to as "YouTubers." Active YouTube users decide which channels to follow based on their interests. YouTubers can be categorized into basic groups such as Director, Musician, Comedian, Guru, and Reporter (Canlı, 2015).

- Director: Typically preferred by filmmakers
- Musician: Attracts individuals interested in music.

- Comedian: Appeals to those who enjoy comedy.
- Guru: YouTubers specialize in various areas and create videos related to their expertise. For example, a teacher might create videos about education, while a chef would share cooking-related content.
- Reporter: These YouTubers have a higher status compared to others. They report videos on YouTube that they find contrary to general morals and values.

#### **2.3.4. Advantages and Disadvantages of Social Media**

Compared to traditional media, social media has several advantages, with the most significant ones being speed and low cost. Businesses and companies can reach their customers rapidly every day through social media, and they can quickly access customer feedback and respond to it, all of which require much less time compared to traditional media methods (Bostancı, 2010, p. 45).

Compared to traditional media advertising, social media advertising is cost-effective, and companies do not need to have significant capital to advertise on these platforms. Advertisements on social media can target specific audiences, allowing for more efficient advertising activities with smaller budgets. Without additional expenses such as electricity, water, and employee salaries, businesses can offer more competitive prices through social media, resulting in product or service transactions at more affordable prices. Users seeking information on any topic can access more information faster and with comparison opportunities through social media. Social media enables access to sought information among thousands of books with time and cost savings. As a global platform, social media can be accessed easily from different regions around the world. It eliminates boundaries, maintains a fast flow of information, encourages continuous engagement, and remains up-to-date. Through social media, one can even get a product from China delivered to their doorstep (Bostancı, 2010, p. 44).

Through social media, rapid sharing of ideas and quick feedback can be accomplished on any relevant or proposed topic. The use of an intimate language in social media makes it trustworthy and allows individuals to actively control any process they are involved in. People and companies can easily communicate with other individuals and companies

through social media, and the option for communication to be open or closed makes it even more appealing. For example, closed Facebook groups that require only administrator approval for membership ensure that the content is accessible only to desired individuals (Bostancı, 2010, p. 45).

Social media offers several advantages compared to traditional media, including the facilitation of order placements, reservations, and other communication benefits. Companies with their own social media accounts can improve their image, which provides significant advantages. Today, when individuals want to learn about or share positive or negative information about companies, they turn to social media. Companies actively using social media can quickly listen to and respond to user feedback, resolving issues through mutual communication. Satisfied consumers who find quick solutions to their problems will share this experience with their close circle and on social media, resulting in improved brand image and consumer loyalty.

Social media hosts diverse cultures and people from different geographical locations, leading to various opportunities for more efficient relationships between consumers and marketers. In addition to serving other functions, social media is a significant marketing tool. This allows businesses to access much larger audiences from all over the world at a lower cost. Social media marketing is more cost-effective than other methods. Many social media platforms do not charge any fees, even for commercial use. On the other hand, traditional marketing campaigns can sometimes require huge budgets. Businesses can successfully execute a marketing campaign with limited resources on social media. Social media marketing primarily focuses on promotion activities, including advertising, public relations, and sales promotion (Kara, 2012, p. 106).

Social media enables sellers to establish a connection with different user communities according to the products they sell. The impact of sellers' online sharing also plays a role in creating this advantage. Campaigns on social media that have become a brand increase the bond between the consumer and the relevant brand (Güçdemir, 2017, p. 106). Social media not only benefits large-budget firms but also provides significant competitive opportunities for medium and small-sized businesses. Small companies can compete with larger-budget businesses, heralding a new era. Social media platforms like Facebook and Twitter, where millions of shares are made daily, have become a vast environment for

businesses to market their products (Kara, 2012, p. 110). Marketers can track what members like on these sites, allowing them to target their products to specific audiences. The ability for users to provide feedback about a product after using it is an advantage for marketers. Marketers can easily determine their target audience on social media compared to traditional media, where advertisements reach a broader audience without specific targeting. Social media's influence on consumers is increasing every day, and marketers are aligning their social media activities with traditional marketing efforts. A Social Media Examiner report revealed that 92% of marketers believe social media is crucial for their businesses, 97% have at least two years of social media marketing experience, and 65% spend more than six hours per week on social media activities. The most significant benefit of social media marketing for marketers is increasing traffic and generating leads (Tugrul, 2014, p. 41).

### **2.3.5. Differences between Social Media and Traditional Media**

Traditional media is a generic name that is specifically given to the means of media in which communication is transmitted in a one-way style where the receiver is able to only receive the message given by the sender and the other channel is the emitter of the information and this is the reason being why, it is not possible for one to find an interaction or an interactive communication between two channels. Social media allows users to build interpersonal communications without limits and also compared to traditional channels, it is possible to see the great chance of rapid flow of information on different types of social media. Each communication medium has different effects and purposes on the community which they are used in and while both have their own objectives, their differences might create advantages and even disadvantages when compared with each other.

To start off things, it is crucial to recognize what the term traditional media covers in our context. As stated earlier, traditional media refers to the institutional mediums which are ingrained in our daily lives that are used as frequent tools for the realization of the communication of masses. The locution is comprised of various means and forms of conveyance which emerged even before the invention of the internet. Media sources of both categories include various global information and knowledge and have more than

enough coverage to share details on countless news in the life and although they are used in different forms, both mediums also act out as a crucial tool for marketing.

As it is previously explained, traditional media comprehends a list of certain forms to establish a communication link between communities and people all over the world and this opportunity allows for the information to be mass distributed to any targeted audience through various channels. Rather than solely functioning on the virtual world, traditional media lays its foundations to physical distribution techniques which might be separated into categories according to their methods on the transmission of information. Some of the mentionable categories specifically used in the realization of communication and other activities such as acting as a display of entertainment and as helping to gather and share information includes broadcast media, print (based) media and outdoor media or advertising. To better understand what traditional media is shaped around, it is crucial to start off the explanation with the first category in our list which is “the broadcast media”. Broadcast media is one of the types of mass communication in which the aimed communication is realized in the electronic transmission of the video and audio content to a great number of people at the same time. This type of media is dependent on technology and without a doubt, benefits from all of its details and developments. The broadcasting which gives this type of media its name stems from the action of disseminating signals around a large area where those signals reach to a high number of receivers at the same time. The capacity of broadcast media to communicate with a broad and diversified audience comes first as its most significant differentiating attribute. Compared with other forms of media, broadcast media allows the content to be distributed to a large number of people across large geographical regions. It promotes the mass distribution of information, thoughts, messages and artistic and cultural messages. The introduction of broadcast media has transformed communication by enabling the content to be widespread in visual and audio forms. It allowed for the establishment of common experiences in culture as well as the rapid dissemination of news and entertainment sources. Individuals has also obtained the opportunity to reach to information while sitting at their homes. Amongst some of the multiple technologies from which the broadcast media is put to use, examples such as radio waves, receivers and transmitters are found. Radio waves are a type of electromagnetic energy. Radio stations produce invisible waves of this kind, which travel through the earth’s atmosphere to radios and

televisions and other audio sources via antennas. Such technological devices receive these invisible waves and turn them into sounds, enabling audiences to listen to the broadcasted material. Also, in order to create and enhance signals, broadcast stations need transmitters. These information signals are broadcast over certain frequencies and picked up by receiver devices which intend to convert those signals into the content that individuals are able to see and hear.

Being one of the most well-known inventions, which sort of commenced the traditional media with the utilization of the broadcast technology where the communication and the content transmission supplied with the aid of frequency waves is without a doubt radio. It is globally accepted and known that radio is a vital medium which allowed the world of communication and also the communication all around the world to be transformed. Compared to more ancient methods of transformation of information and communication, it is clear to say radio made it easier and more accessible for by making a groundbreaking change in the way that people exchange and distribute sounds ever since its introduction which was made in the late 1800s with the renown scientists including Guglielmo Marconi and Nikola Tesla. In its history, the purpose behind its foundations was not always to listen to the news or to listen entertainment shows but it was rather to exchange information in terms of safety back in the day. According to Laurens E. Whittemore stated in 1929, “the very first practical application of radio was for communication between ships from shore-to-shore, and the public interest was stimulated by events which emphasized the relation of radio to the safety of life at sea” (Whittemore, 1929, p.4). Other than its thalassic usage, radio’s importance and predominance as a mass communication tool became clear during the First World War where it displayed a crucial role within the realization of the vital communication with the military. During this time, the radio technology has advanced significantly due to obvious needs and created an awareness on the diversification of its usage areas. With the aid of advancements of this device which was responsible of transmitting and receiving, it has paved its way into the social usage where the growth of commercial radio broadcasting had started growing in the postwar period. With the ease of technological advancements, people could just turn on the radio at anywhere, anytime and just listen to the broadcasted shows, news or music with a flick of the switch. The technology, that radios operate on advanced considerably in the 1930s, specifically with the establishment of frequency modulation (FM)

broadcasting which allowed the equipment to perform with a better sound and reception quality that led to a clearer audio received from the stations. This has been one of the greatest updates which paved the path for radio to evolve as much as it did in the 21<sup>st</sup> century. Towards the 1950s, while radios were still in dominance in the field of communication devices, the invention of television could have been considered as a threat to the radio in terms of changing the number of users. At that time as a result a being a new invention, television did not have many options in terms of channel and content differentiation whereas radio contents had been adapted and settled according to society's needs and interests which includes the introduction of formats such as music programs and channels, talk shows and many other specific functional genres. Also, while compared to television at the very beginning, radios still had the great superiority of being portable which brought big advantages, including its facility of usage as people could listen to whatever they wish for whether they were working or traveling on the road. David K. Dunaway in his article states this effect of radio on people as "The medium relies on sound, rather than on televised images, to achieve its effects. Listeners absorb the content without having to stop what they're doing; radio travels to the people. Listening does not disrupt the normal tempo of life." (Dunway, 1984, p. 80)

Due to the nature of the older technologies, it is not completely possible to give the amount of radio listeners divided by the years of 20<sup>th</sup> century. As numbers differ immensely from one source to another; we are only able to predict and give out an estimate number of radio listeners according to the population, the conditions and the historical events which happened in relevant periods. Numbers below should be the approximate and not a hundred percent precise numbers of those that use radio starting from the middle of 1900s.

It is believed that starting from the beginning of the 20<sup>th</sup> century and right after the first quarter of the epoch, there were proximately just over 50 million people around the world had acquired and had the opportunity to listen to the radio and this number was gradually increasing. Although there were insufficient statistics and some regional differences, it is believed that by 1940s, the number had increased over 100 million people and was rapidly growing. With the technological advancements, major historical events and as radio channel carried out different and personalized shows which attracted a high

number of listeners, towards 1970s, the popularity of radio allowed the global audience numbers to increase from several hundred million people to over a billion people. Due to radio being one of the principal sources of entertainment, news and information around the globe, it still keeps its reign and popularity. In the late 20<sup>th</sup> century, it is estimated that there were around several billion radio listeners and these numbers would be still valid as despite all the inventions including smart phones, laptops, vehicles and other groundbreaking equipment & applications, they all consist of built-in radios that people enjoy listening to. Whether it is a road trip or a calm afternoon at home, it is still an incredibly high probability to see someone listening to radio on a daily basis and the number is continuously increasing as a result of the previously listed causes.

The other innovation which makes up traditional media and has become one of the most revolutionary technological devices with its numerous contributions in the field of modern communication as it transformed the means of conveying message is television. With its fascinating history over years, the idea of television had a high influence and offered new approaches towards innumerable subjects as it provided a new style of reflecting ideas. At the beginning, a thought which was intended to be just an idea turned into an incredibly crucial element in our lives. The realization of the idea dates back to the early 20<sup>th</sup> century, when numerous researchers and technologists decided to combine the electric technology with the image technology. Before this innovation, people in the late 19<sup>th</sup> century used to follow the moving images which were projected from the moving discs and this progress was regarded as the mechanical television era, whereas with the scientific accomplishments and improvements paved the way for the conversion from old technology to the modernized electronic television. In order to not forget about the details on modern television's commencement, Jamie Medhurst clearly clarifies the history of television in his oeuvre as "On 26 January 1926, the Scottish inventor John Logie Baird demonstrated his experimental television equipment to members of the Royal Institution at his laboratory in Long Acre, central London. Ten years later, on 2 November 1936, the world's first regular high-definition television service was launched from the BBC studios at Alexandra Palace in North London" (Medhurst, 2022.) With the contributions of BBC during the determination process whether the television would pull the public attraction, this landmark signified the birth of television and its function as a mass communication equipment. With the inclusion and the diversification of new content such

as unique drama shows and great live events such as broadcasting the Olympic games on television, its fame and recognition had substantially increased as it was understood that this magical mass communication box had the potential to reach out to a vast amount of people on a global level. Due to continuous advancements in technology, neither the fame nor the development of television ceased and technologists continued to searching for new ways to improve television. The whole time since its innovation, television has encountered a great majority of advancements, except that one time during the Second World War where its development had momentarily stalled as a result of the ever-increasing needs which was caused by the war and also the entire world had to allocate and commit their resources to war related areas. But in spite of this chronological nuisance, as a result of the interest of people in television, with the end of the Second World War, its usage growth had been on the rise once again during this post-war period. Not too long after, the world of television, broadcasting media and it is possible to say that the entire traditional media in the 1950s marked a watershed moment in the history with the commencement of color broadcasting which without a doubt added a brand-new realism effect for the viewers and also, it had been witnessed that this update has played an ameliorating role in the watching experience of consumers and this addition has allowed for television to be spread to a more vast audience around the globe.

Over the years, the magical box that we name television has had a key role in molding society, culture and altered methods and routines that we follow to gather information. Similar to radio, one of the distinguishing characteristics of television as a traditional media medium is without a doubt its brilliance to get in touch with a large audience at the same time. Compared to other kinds of communication tools including newspapers or even radio, television possesses the ability to attract millions of people at the same time to produce a shared experience. Due to its nature in the broadcast media, television disseminates information, news, entertainment shows and commercial films (to which we will look into a bit later) to a vast and diversified audience, therefore it is considered as a powerful instrument for the communication between masses. The novelties that television brings makes it a more compelling medium and it brings higher engagement to the media due to its visual and aural features. The amalgamation of moving pictures, high quality sound and other elements such as storytelling, the better usage of imagery and in-person presentation on screen provides viewers with a more unique and dynamic involvement in

the media world. Such constituents may be used in order to elicit feelings, tell stories, transmit messages in a more fascinating, convincing and effective ways.

Television has traditionally been functioning as a principal source to convey new information for the people. As also being a means of amusement, it had and still has a significant impact on the common culture. Different content starting from comedy series and drama shows to contest games and reality television programs, broadcasting has become an indispensable part of our spare time. It has produced famous figures, social trends and unforgettable slogans (such as the “*Legen-wait for it-dary*” line from *How I Met Your Mother* (2005) series that tens of millions of people don’t forget to mention once in a while) which have left their permanent imprints all over society and has this is the reason why in both throughout history and the modern world, this unique medium has shown its power to unite people all around the world.

By examining the different aspects of social media, it can be understood why social media usage is increasing while traditional media usage is rapidly declining. The rise of internet journalism has made traditional media inevitably fall behind in terms of timeliness, speed, and interaction (Çakır, 2007, p. 139). New media has been defined by many scholars, sometimes emphasizing its technological features, and sometimes by associating it with traditional media. Traditional media started with newspapers and magazines, continued with television and radio broadcasts, and gained another dimension with the advent of the internet in people's lives. Although still in use, the usage rates of traditional media tools have been greatly influenced by new media tools (Brown, 2009, pp. 4-8). While it takes weeks to receive feedback from messages transmitted through television, radio, newspapers, and outdoor advertising, social media can provide instant feedback. This is one of the attractive features that make social media more appealing. Its ability to transform one-way relationships into mutual communication is another significant strength of social media (Özgen, 2012, p. 13). Another important characteristic that distinguishes new media from traditional media is the presence of reciprocal interaction (McMillan, 2006, p. 205). Some researchers express this as the receiver being the source and the source also being the receiver. The hypothesis that traditional media tools are one-way is widely accepted in new versus traditional media comparisons (Geray,

2003, p. 17). Weinberg (2009) lists the distinguishing features of social media marketing from traditional media marketing as follows:

- Social media marketing allows for the discovery of new content. Articles, information, messages, images, videos, and sounds that will capture the attention of consumers increase participation and sharing.
- In social media marketing, web transactions are supported to determine how businesses are represented on social media pages and search engines, and to identify customers' tracking of the brand.
- Companies can build strong relationships through social media marketing. Firms investing in this area can improve their relationships with the feedback they receive and maintain constant communication. Thus, it is aimed to increase consumer loyalty along with positive perceptions and attitudes towards companies.

**Table 1.** Comparison between Traditional Media and Social Media

<b>Traditional Media</b>	<b>Social Media</b>
Static and fixed	Instant updates
One-way communication	Multi-directional communication
Brand-oriented	User-oriented
Monologue	Dialogue
Limited	Unlimited
Does not support sharing	Supports sharing
Passive involvement	Active engagement
Controlled	Freedom

**Source:** (Stokes, 2009; awareness, 2008)

Some characteristics that differentiate traditional media from social media are as follows (Wikipedia, 2018):

**Accessibility:** Both social media and traditional media technologies provide access to a general audience. However, in traditional media, production is generally controlled by private companies and governments, whereas social media tools are available to almost everyone at little or no cost.

Usability: Producing content for traditional media often requires specialized skills and training, while in most cases of social media, such skills are not necessary or have changed significantly. This allows almost anyone to create content.

Timeliness: The time difference in communication through traditional media can be measured in weeks or months, while in social media, impact and response measurements can be done instantly. As traditional media adapts to social media applications, this difference will eventually diminish.

Permanence: Content created in traditional media is typically unchangeable; for example, once a magazine article is printed, it cannot be altered. In contrast, social media allows instant intervention and modification of comments and content.

## **2.4. SOCIAL MEDIA MARKETING**

### **2.4.1. Definitions of Social Media Marketing**

Social media marketing, briefly, refers to the promotion of brands, companies, or products through social media platforms. Weinberg (2009) defines social media marketing as the process where individuals use online social networks to promote products, websites, brands, and services, increase awareness, and establish communication and interaction with audiences that may not be accessible through traditional media channels (Sevinç, 2012, p. 64). Another definition of social media marketing is the enhancement of internet visibility and promotion of goods and services through social media platforms.

Social media sites create social networks and facilitate the exchange of information and ideas (Akar, 2011, p. 33). Additionally, all marketing activities conducted directly or indirectly through social media platforms such as social networks, blogs, and microblogs fall within the scope of social media marketing (Sevinç, 2012, p. 65). In recent times, social media has become a significant tool for businesses, enabling direct communication and marketing between customers and businesses. The low cost and easy accessibility of social media allow companies to engage directly with customers, surpassing traditional media (Barutçu & Tamaş, 2013, p. 7).

Web environments create a non-physical competitive space. From a marketing perspective, the web can be seen as both a reflection and an alternative of the real world. Social media marketing is based on three components: sociality, media, and marketing (Biçer, 2012, p. 13).

#### **2.4.2. Process of Social Media Marketing**

The process of social media marketing is explained in the research conducted by the marketing agency SEP using the formula "LISTEN." Each letter in the formula represents a stage in the process. The word "listen" in English signifies the most crucial stage in the process and comes first. The steps in the social media marketing process are as follows (SEP, 2010):

- Listen
- Identify
- Solve
- Test
- Engage
- Nurture

This process allows companies to prevent negative perceptions about themselves in social environments. Marketers can turn problems into opportunities and benefit from encouraging those who have positive experiences with the company to share them, thereby creating a positive attitude.

##### **2.4.2.1. Listening**

This stage is the step where the company listens and learns. Companies can use monitoring services such as Radian6 and Google Alerts to access various information about themselves, their products or services, and their employees. Internet environments such as social networks, product review sites, blogs, and news sites provide indicators of what is being said about the company. This advantage is significant for companies. After

listening, various activities such as generating product or service ideas, creating campaigns that will result in high profits, or developing new payment systems can emerge, along with the opportunities to gather information about competitors and identify their weaknesses. Another advantage is the ability to quickly reach and communicate with consumers when they encounter a problem or concern. Even if customers do not directly communicate with the company, they may express their issues through channels like social networks and complaint websites. For this reason, companies should regularly monitor these sites to gain insight into what customers are saying. To establish an effective listening system, it is essential to select the right keywords, conduct searches on social media sites, use tools like Google Reader Alerts, Social Mention, Tweet Deck, and Hootsuite effectively, and utilize question-and-answer platforms.

#### **2.4.2.2. Identifying**

The second step in the social media marketing process is "identification" which involves determining how the information gathered during the listening phase will be utilized, where it will be used, and for what purpose. Various messages, tweets, comments, conversations, and questions obtained through different methods should be appropriately identified and categorized to align with the social media platforms being utilized. Therefore, the company should ask the questions of where, when, what, and who. First, the sites where conversations take place should be identified. Additionally, it is crucial for the company to determine which social media platform receives more comments and understand the characteristics of the active user base on that platform. Furthermore, the peak times when conversations are most active should be determined on a daily, weekly, and monthly basis. Another important question is to identify the issues that trigger customer conversations. The answer to this question becomes significant in terms of engaging with consumers. It is also important to know who is active in these conversations and which users have an influence on others. After these identifications, solutions should be provided to address users' issues.

#### **2.4.2.3. Solving**

A company that knows who, where, what, and when people are talking should aim to find solutions to the issues discussed in these conversations. It is not sufficient to view

the issues that trigger customer conversations solely as negatives. Situations such as customer loyalty and satisfaction necessitate the company's communication with the customers. The solution here is to engage in communication. For example, an airline company can be aware that its customers are talking about it extensively on social media. However, after identifying these conversations, there may arise complaints about ticket prices being too high or dissatisfaction with the quality of airline services. In such cases, the company cannot apply the same solution to both events. Communication with a satisfied customer expressing their contentment and communication with a dissatisfied customer expressing their complaint should be handled differently. The company should listen to its customers and design beneficial solutions accordingly.

#### **2.4.2.4. Testing**

Companies should test the results of the solutions provided to consumers and proceed to the next step along with the feedback while sustaining their social media campaigns. The satisfaction level of the customer, in conjunction with the established communication, is of significant importance for the company. Monitoring the customer's expression of satisfaction when they are content is also essential. Knowing the customers' demands and evaluating the effectiveness of the solutions found will enable the company to receive better feedback.

#### **2.4.2.5. Engaging**

In the social media marketing process recommended by SEP, the fifth step is "engagement." Each company holds a different place and importance in the minds of customers. Some firms and brands may hold great significance for customers, while others may simply be recognized by their name. Being connected to a company is important for customers. As the level of engagement increases, consumers may embrace the brand or company as their own and become avid fans. However, what is even more critical is for the company to have knowledge about the target audience who are fans of the brand. It is known that marketing campaigns targeted at these devoted customers can be more effective than high-budget advertising campaigns.

To identify who these dedicated followers are, companies can consider the following strategies:

- They can visibly incorporate social media tools into their company website, blogs, and emails.
- Producing interesting content and offering special discounts to customers to encourage them to be followed.
- Sharing useful content with customers via email, such as interesting web tools or research reports.
- Conducting surveys among customers.
- Visiting the platforms where their customers are present.
- Creating a website that is open to content sharing and comments.
- Utilizing the "Find Friends" feature provided by many social media platforms.
- Delivering their social media information to customers through traditional media channels.
- Seeking help from customers.
- Announcing the organization and company's participation in events and inviting customers.
- Identifying the most shared content and adapting to it.

#### **2.4.2.6. Nurturing**

Companies that prioritize their customers' conversations, identify their fans, and provide content based on their needs, create a solution strategy that focuses on feedback and establishes connections with their fans should aim to nurture and develop these connections. They should reward customer loyalty to make their fans feel special. As a result, the social impact generated will reach more people and foster a positive attitude towards the company.

### **2.4.3. Differences between Social Media Marketing and Traditional Marketing**

Companies should be present in the realm of social media. Every business should be present wherever they can reach customers. While the emergence of new marketing platforms every day questions the effectiveness of traditional media, it is still important to value traditional media as a fundamental tool. There are some criteria that differentiate social media marketing from traditional marketing. These are listed as follows (Weinberg, 2009, pp. 6-7):

- Social media marketing enables the discovery of different content. Posts, videos, audios, or data on social media networks that attract the customer's interest increase engagement and sharing.
- Social media marketing increases web traffic. The flow from social media sites and search engines to the company's website indicates web traffic. This reflects how much customers embrace and follow the company.
- Social media marketing establishes strong relationships. Companies that give importance to social media and invest time in it can interact with their customers and establish strong communication.

## **2.5. MARKETING ON SOCIAL NETWORKING SITES**

### **2.5.1. Marketing on Facebook**

Facebook is the most widely used social media platform in the world. It is an important platform for brands to have access to and interact with large audiences. The brands communicate with their target audiences outside the friendship system and through the follow-up and admission system by creating pages designated as Fan Pages on Facebook. Brands can also interact with users who follow and like them with the content they share on their pages. Users can tag their content on Facebook and on Twitter (Conley, 2018).

Facebook offers a wide range of advertising models to enable brands to reach large audiences with low budgets. Advertising is provided to suit the budget of any large or

small business. The ability of Facebook to filter users' demographics according to their personal information, interests, trends and orientations can be considered as an advantage for brands in terms of the right target and correct message strategy and marketing communication. In addition, Facebook offers services in many different countries and in many different languages. In addition, the interactions of brands in social media marketing on Facebook are measurable and reportable.

### **2.5.2. Marketing on Twitter**

Twitter allows both individual users and brands to create their own profiles. Brands that share content through these pages and interact with their followers can use Twitter as a social media marketing tool in many different ways. Hashtag, which is an element added to the social media terminology by Twitter, provides the users with easy access to the subject or related contents. Also, by using this tool, brands can access a large number of users other than existing followers. Twitter is an instant platform where status posts are shared in real time. Twitter provides users with a list of topics that shape the agenda and are talked about intensively. Brands also have the opportunity to achieve intensive interaction by using these trending topics in their own content. Twitter may offer "Promoted Trend" to brands and advertise slogans as "Trending Topics". Thus, more and more users may interact with the topic (Jackson, 2017).

Twitter also offers brands, instant messaging capabilities with their followers. Brands can respond to questions asked by users on Twitter, offer technical support and communicate personally with users. Viral marketing techniques can be implemented via Twitter using the Retweet feature. At the same time, the advertising feature called "Promoted Tweet" allows brands to share their content with a low budget and by sharing they can be seen by users who do not follow them. Promoted Tweets are only charged if users like the post, Retweet or comment on the post. So, it is a cost-effective way of marketing.

### **2.5.3. Marketing on Instagram**

Instagram provides visual content sharing environment to its users. It is a platform that can be used for social media marketing by businesses as well as individual use for

socialization purposes. It can be stated that Instagram is a useful platform in order to follow the trends of the target audiences and to draw attention to the content related to these trends. As on Twitter and Facebook, Instagram also allows users to tag their content using a hashtag. This allows easier access to content shared by many users on the same topic. In addition, users can follow the tags in a similar way to follow an account and can access the content in the real time. Instagram offers an organic content marketing environment to brands with these features. Brands can communicate in organic interaction with Instagram by sharing their marketing communication efforts with their followers. Also, brands can reach potential consumers outside their followers with the ability to buy low-budget advertising. Content that is shared as an ad on Instagram can be found on the profile pages of brands or, as an optional dark post, can only be shown to targeted audiences as ad content (Collins, 2018).

#### **2.5.4. Marketing on YouTube**

Media, which captures more audiences, is important for advertisers (Farchy, 2009, p. 362). With YouTube's increased viewing time on various devices and consolidating its presence in living rooms through smart televisions, advertisers now have a unique opportunity to connect with viewers through different content. Brands that can reflect this new reality to media plans can reach a passionate and relevant audience that is waiting to be found (Google, 2007). At the same time, with YouTube, both large and small businesses can continue their marketing efforts with online videos. YouTube does not charge any fee for uploading, hosting and displaying videos from users or brands. In this context, it represents a low budget marketing opportunity. But brands need to determine their strategies to run a successful marketing campaign on YouTube. The main questions a brand should answer before submitting content on YouTube are as follows (Miller, 2011, pp. 22-25):

- What is the purpose of the brand's YouTube videos?: At this stage, brands should decide what goals they want to achieve with YouTube and consider the role of YouTube in achieving these goals.
- Who is the target audience?: This is followed by these questions; how often the audience visits YouTube, why they visit, what they think about YouTube, what kind of

videos they like, and what they think of commercial videos on YouTube. All of them should be determined.

- What are the needs of target audience?: Knowing who the target audience is, is only one part of the process. The important point is to identify the problem of the target audience and to communicate the solution needed by consumers via YouTube.

- What does a brand promote on YouTube?: The brand should decide what it wants to promote on YouTube. The product, service, company or brand itself can be promoted in this way.

- What is the message to be delivered?: Brands should solve the problems of the target group, meet their needs and convince users that they present all the solutions available in the best way in order to attract the attention of the target audience.

Thus, messages should include benefits rather than features of the product or service. After identifying YouTube marketing strategies, brands can exist on this platform in two ways: A content creator owning a brand channel, or an advertiser to help people know about the channel, consume more content, and increase the number of subscribers of the channel (Ciampa & Moore, 2015, p. 292). It is necessary to determine what the concepts of paid, owned and earned media mean in social media marketing and where they stand in marketing efforts on YouTube to understand the importance of YouTube in social media marketing and to determine how brands exist on the platform. Paid media is the media that advertisers buy and it is all about traditional advertising, such as print advertisements or television commercials (Sammis, et al., 2016). Paid media in the YouTube context refers to advertiser paid advertising options in the platform (Ciampa & Moore, 2015, p. 292). The most important factor in the rapid development of YouTube is the acquisition of the website by Google and the economic support and experience of Google (Yüksel, 2017, p. 20). The paid ad options provided by YouTube's algorithm are based on Google's AdWords product. Google is basically both a search engine company and a large advertising company. This makes YouTube also a video platform and basic advertising platform (Ciampa & Moore, 2015, p. 299).

## **2.6. COVID-19 AND SOCIAL MEDIA MARKETING**

### **2.6.1. Development of the Covid-19 Pandemic**

During the pandemic, Nielsen Turkey shared a report titled 'The Journey of Online Shoppers During Covid-19, which indicated a significant increase in consumers' use of multiple channels during the pandemic, creating a catalyst effect on e-commerce. It is predicted that multi-channel usage will continue to grow even in the post-pandemic period, and digital and technological transformation will be inevitable. However, it is noted that there are different dynamics within the consumption culture in Turkey (Yağcı, 2020).

As a result of recommendations worldwide to stay at home as much as possible during the pandemic, a large-scale lockdown period began. Individuals were encouraged or legally obliged to stay home, leading to an increased need for shopping. The inability to shop or go to the market due to restrictions triggered a surge in the use of digital tools. This surge is clearly observable in e-commerce data.

The world entered the year 2020 with the Covid-19 pandemic caused by the novel coronavirus originating from China. Initially referred to as a "mysterious disease," it was declared that the virus was transmitted from animals to humans. However, with the rapid increase in the number of cases, it was soon determined that the virus spread rapidly among humans. Currently, nearly 8 million cases have been identified worldwide, and this number is still on the rise. The global death toll due to the coronavirus outbreak has exceeded 435 thousand. The fact that the pandemic is still ongoing worldwide, and new symptoms and effects of the virus are being reported, proves that experts are still in the learning process regarding the novel coronavirus (SARS-CoV-2).

The Covid-19 pandemic, which brought the entire world to a standstill, began in Turkey on March 11, 2020, when the first case was reported. One day later, on March 12, 2020, taking lessons from the experiences of other countries, Turkey took urgent precautions and decided to close primary and secondary schools and universities. To prevent the spread of the coronavirus across the country, Turkey implemented a series of measures. One of the primary measures was setting up a curfew for citizens under the age

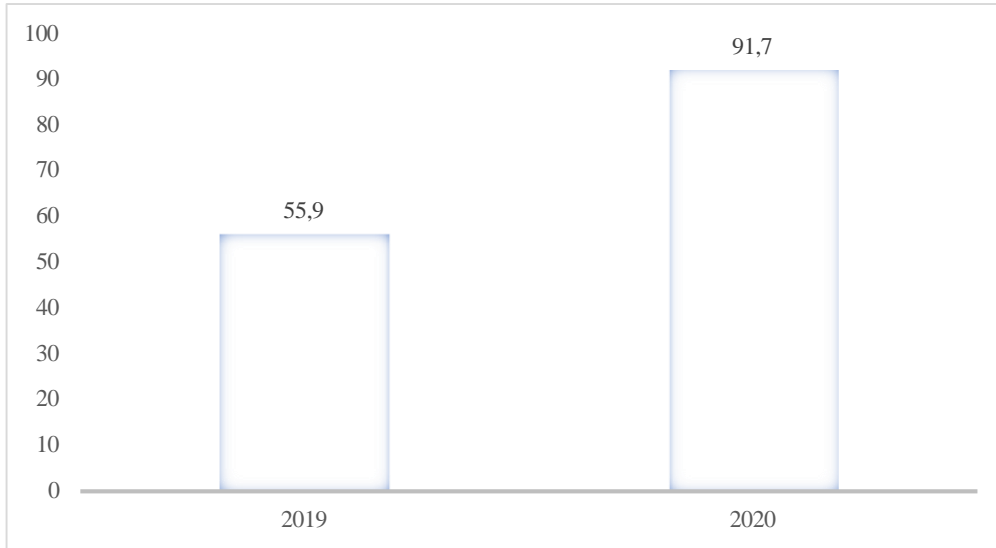
of 18 and over the age of 65, who were considered to be at the highest risk group. The government also urged the public to stay indoors unless absolutely necessary and gradually implemented curfews. During this period, to ensure that life continued despite the abnormal circumstances, various new practices were introduced. The most significant of these was the transition of many companies and institutions to a remote working system following the implementation of the curfew.

As Turkey slowly moves towards a new normal, some of the measures that have been gradually lifted include the suspension of all domestic and international flights, 14-day quarantine for individuals coming from abroad, border closures, and restrictions on all types of travel. Screening measures were implemented at airports and entry-exit points of cities to detect patients showing Covid-19 symptoms. Wearing a face mask has become mandatory. In order to prevent the measures from bringing life to a halt and to prevent citizens and businesses from facing economic difficulties, some radical decisions have been taken in the working life (Bag & Sade, 2020).

### **2.6.2. Impacts of the Covid-19 Pandemic on Digitization**

Since January 2020, and particularly since March 2020, the coronavirus pandemic has resulted in definite changes in individuals' technology usage habits and behaviors, both globally and in our country. Measures taken against the pandemic, such as staying at home, maintaining social distance, reducing physical contact, and accessing services more quickly, have driven individuals to turn to digital platforms. Consequently, individuals have started placing orders and demanding services throughout the day, particularly in areas like nutrition and healthcare. It is predicted that these new habits acquired by individuals will continue to be effective in the post-pandemic period.

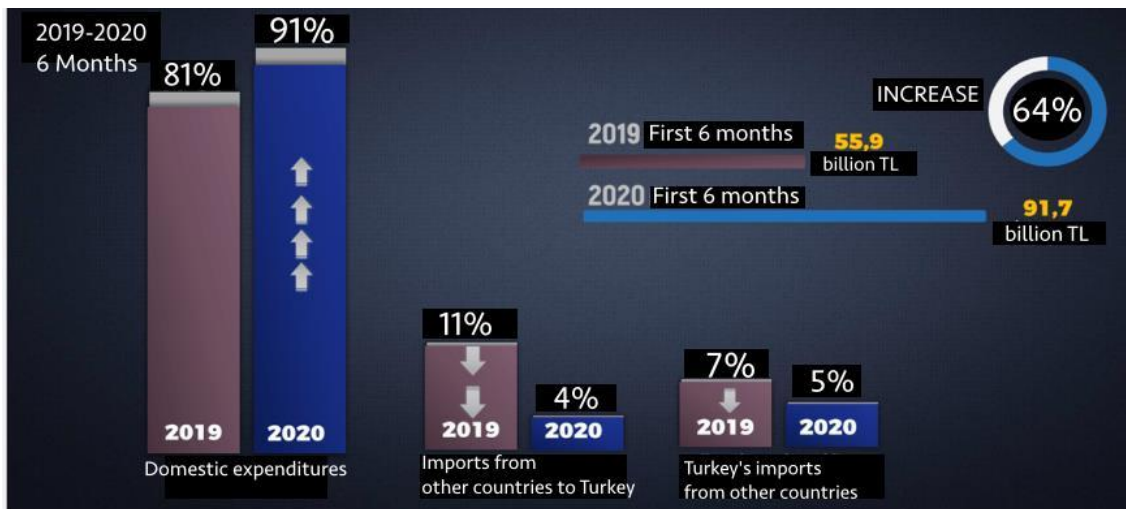
Apart from meeting shopping needs, the necessity of adhering to social distancing rules has prevented individuals from meeting their loved ones and friends. As a result, there has been a significant increase in the use of video calling through smartphones. Furthermore, due to the pandemic, online education and remote work applications have transformed smartphones into one of the most essential possessions for individuals.



**Figure 2.** E-commerce Volume in the First 6 Months of 2019 and 2020 (billion TL)

**Source:** (Ulukan, 2020)

Figure 2 reflects the e-commerce volume for the first 6 months of 2019 and 2020 in billion Turkish Liras. The impact of the pandemic in Turkey started to be effective from the third month onwards. However, when looking at the total volume for the first 6 months, there is a significant increase between the years of 2019 and 2020. In the first 6 months of 2020, the e-commerce volume has increased by 64% compared to the first 6 months of 2019.



**Figure 3.** Comparison of E-commerce in Turkey for the First Half of 2019-2020

**Source:** (Ulukan, 2020).

In Figure 3, a comparison of Turkey's e-commerce data for the first six months of 2019 and 2020 is presented. It can be observed that domestic spending constituted 81% of total e-commerce expenditures in the first six months of 2019, which increased to 91% in the first six months of 2020. Moreover, both imports from other countries to Turkey and Turkey's exports to other countries have significantly decreased. This decline is attributed to the rapid spread of the pandemic, which led to the suspension of international cargo and postal services. Non-suspended countries also experienced a decrease in cargo transactions due to consumer concerns.

### **2.6.3. Increased Demand for Technological Products during the Covid-19 Pandemic**

When examining electronic products, it is observed that sales declined during the initial phase of the pandemic, primarily attributed to spending more time at home. Uncertain economic conditions and fear of unemployment led to a significant decrease of approximately 40% in technological product sales compared to the pre-pandemic period. However, with the implementation of decisions such as remote work and online education towards the end of March, there was a surge in demand for technology and consumer electronic products. Additionally, due to the increased time spent at home, expenditures on technological gaming products also rose, but the most significant surge was observed in computer sales (Güven, 2020). As a result of this tremendous increase in sales, computer prices also soared by 74% compared to the previous year (Sözcü, 2020). Below is a comparative presentation of price changes in technology products before and after the pandemic:

**Table 2.** Price Changes in Technology Products Before and After the Pandemic

<b>Product</b>	<b>September 2019</b>	<b>September 2020</b>	<b>Annual Change (%)</b>
<b>Phone</b>	2.282 TL	3.785 TL	65,9
<b>Computer</b>	4.123 TL	7.187 TL	74,3
<b>Tablet</b>	1.098 TL	1.426 TL	29,9
<b>Gaming Console</b>	3.029 TL	3.905 TL	28,9
<b>TV</b>	2.497 TL	3.284 TL	31,5

**Source:** (Sözcü, 2020).

As shown in the above table, the increasing demand for technology products has led to a rise in prices. Therefore, it is possible to state that one of the most significant impacts of the pandemic on e-commerce and changing purchasing preferences is on the technology products sector.

#### **2.6.4. Changes in the Use of Digital Tools during the Covid-19 Pandemic**

During the Covid-19 pandemic, there has been a significant increase in the use of smartphones. Before presenting the statistics related to this increase, it is necessary to delve into the reasons behind it, which include:

1. Spending time at home without getting bored
2. Trying to maintain social distancing
3. Seeking information

The limitation of social life and spending more time at home have resulted in significant distress and restlessness in society. Individuals have attempted to cope with this situation by turning to digital tools. Smartphones are utilized to make the most of the time spent at home. Commonly used applications for entertainment purposes include YouTube, Instagram, Netflix, Facebook, Snapchat, and video games. Additionally, various meditation apps such as Calm and Yoga Down Dog, as well as sports apps like MyFitnessPal, are included in this category (Wanga, Joseph, & Chuma, 2020, p. 186).

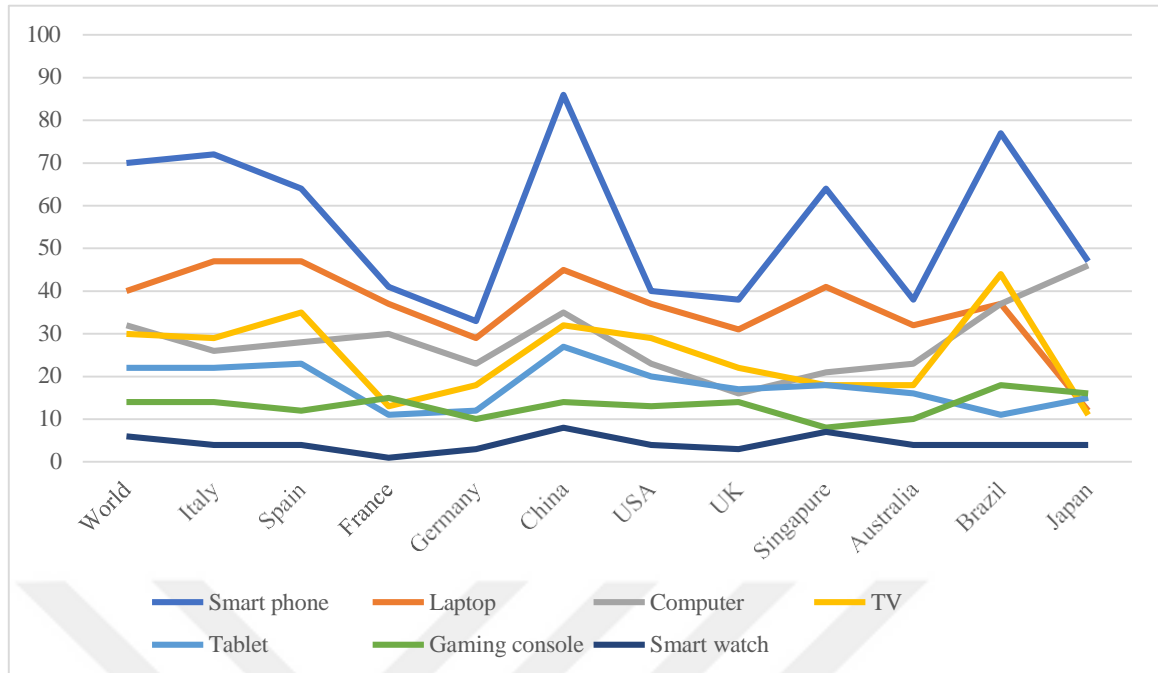
The second major reason contributing to the increased use of smartphones is trying to maintain social distancing, which encompasses online education and remote work. Initially, communication with loved ones becomes the primary focus when trying to maintain social distancing. Therefore, applications like WhatsApp, Skype, Facebook Messenger, Viber, Telegram, FaceTime, and WeChat, which provide voice and video communication features, are preferred (Wanga, Joseph, & Chuma, 2020, p. 184). Secondly, the surge in the use of ordering applications is attributed to the desire to shop while adhering to social distancing rules. In Turkey, apps like Yemeksepeti, Getir, İstegelsin, and Glovo, as well as Migros' online grocery shopping application, Sanal Market, have become widely popular.

The third reason is the necessity of online education and remote work applications. In Turkey, the EBA application ranks first in this category. Various apps such as Discord, Zoom, Microsoft Teams, and Google Hangouts facilitate the organization of business meetings online. Additionally, these applications host online seminars known as "webinars."

In the fourth place, medical applications are prominent. Apps like Teladoc in foreign countries enable patients to access a doctor online 24/7 (Wanga, Joseph, & Chuma, 2020, p. 186). In Turkey, online therapy systems have significantly developed during this period. Furthermore, during the early stages of the pandemic, the "Virtual Hospital" movement launched on Twitter gained appreciation, as many doctors voluntarily responded to patients' questions and guided them through the platform. This demonstrates the flexibility of digital tools, where an application included in the "entertainment" category is used within the realm of medical applications.

There are numerous applications used for acquiring information. Social networks such as Twitter, Facebook, and Instagram are also utilized for this purpose. Additionally, many publications, such as the Science and Technology Magazine, made their access free due to the pandemic, and their applications have been widely used. In addition to website applications, the most significant application in this category is the "Hayat Eve Sığar" (HES) application. With this app, individuals can check information about their region's risk status and contact with risky individuals related to Covid-19, as well as access up-to-date Covid-19 statistics. Furthermore, in the ongoing pandemic, an HES code is required for entry into public spaces. This code is crucial for controlling the pandemic, as it indicates an individual's contact status.

Now, let's take a look at the statistics of the digital tools used during the Covid-19 period. Below, an increase in the usage rate of digital tools is presented based on data obtained from Statista:



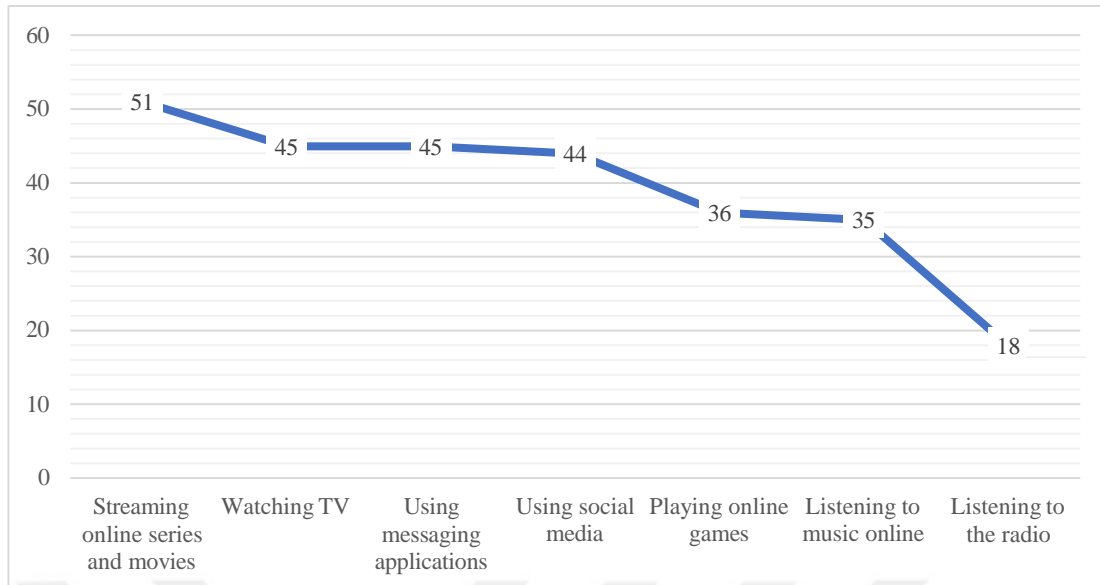
**Figure 4.** Increase in the Usage of Digital Tools during the Covid-19 Pandemic Worldwide (%)

**Source:** <https://www.statista.com/statistics/1106607/device-usage-coronavirus-worldwide-by-country/>.

As seen in the above figure, during the Covid-19 pandemic, the tool with the highest increase in usage worldwide is smartphones, with a significant growth rate of 70%. The country with the highest increase in smartphone usage is China, the origin of the pandemic, with a rate of 86%. On the other hand, smartwatches experienced the least growth, while gaming consoles also had a relatively lower increase compared to other tools.

Leading the list are smartphones, followed by laptops in the second place. Televisions and desktop computers occasionally alternated their positions. Similar fluctuations were observed in tablet usage as well.

This situation vividly illustrates the substantial surge in smartphone usage during the Covid-19 period. Activities such as streaming online series, listening to music, attending virtual meetings and classes, playing games, and placing orders, among others, can all be accomplished through smartphones. As a result, smartphones have played a vital and indispensable role for individuals during the pandemic, acting as their virtual assistants.



**Figure 5.** Increase in Activities Performed at Home during the Covid-19 Pandemic (%)

**Source:** <https://www.statista.com/statistics/1106498/home-media-consumption-coronavirus-worldwide-by-country/>.

The above figure displays the percentage increase in activities performed at home during the Covid-19 pandemic. Accordingly, the activity with the highest increase is online streaming of series and movies. As previously mentioned, this activity can also be carried out through smartphones. Indeed, as highlighted, smartphones are the digital devices that have experienced the most significant increase in usage.

Following online series and movie streaming, TV watching and using messaging applications come next, followed by social media usage. These activities, which have shown significant growth, are perceived as methods individuals have resorted to during the pandemic to facilitate their lives.

## **CHAPTER 3. METHODOLOGY**

### **3.1. Research Design**

The research evaluates the status of social media marketing in relation to the Covid-19 pandemic. The rise of social media marketing has been described as it currently stands. Therefore, the research is in a descriptive model.

### **3.2. Population and Sample**

In this study, the rise of social media marketing in relation to the Covid-19 pandemic is discussed. Within this scope, an online survey was conducted, and data was collected from consumers. The population of the study consists of individuals residing in Istanbul who follow at least one brand on social media. A simple random sampling method will be used. According to Aksoy and Elmacı (2006), it is stated that the required sample size for populations reaching up to 100 million (with a sampling error of 0.05,  $p=0.5$ ,  $q=0.5$ ) is 384. Since there is no statistical data regarding the population in our study, the largest sample size that could be valid has been selected, and this number is 384.

The population of the study consists of individuals residing in İstanbul who engage in online shopping. The sample includes 389 individuals reached through online methods among these people.

### **3.3. Data Collection Tools**

The data collection form for the research consists of three sections. In the first section, personal information is collected, including age, gender, marital status, income level, educational background, the number of hours spent on social media per day, following of brand's social media accounts, and the reasons for following these accounts.

The second section includes questions about changes in habits during the Covid-19 pandemic. Questions inquire about whether the time spent on social media, following

brands on social media, and online shopping habits have changed as a result of the pandemic.

In the third section, the Social Media Marketing Activities Scale is used. This scale was developed by Yadav and Rahman (2017) and contains a total of 15 items. The scale, adapted into Turkish by Yüksekbilgili (2018), is based on a five-point Likert scale. The internal consistency coefficient of the scale is 0.939.

### **3.4. Data Analysis**

The analysis of personal information has been conducted using frequency analysis. Additionally, the questions regarding changes in habits during the Covid-19 period have also been analyzed using frequency analysis. The Social Media Marketing Activities Scale has been analyzed descriptively. The relationship between the Social Media Marketing Activities Scale and the changes after Covid-19 has been examined using a one-way ANOVA test.

## CHAPTER 4. FINDINGS

In this section of the research, the analysis findings of the data collected through online methods are presented.

**Table 3.** Sociodemographic Information

	<b>f</b>	<b>%</b>
<b>Age</b>		
18-25	82	21,1
26-33	111	28,5
34-41	110	28,3
42-49	59	15,2
50 or above	27	6,9
<b>Gender</b>		
Female	207	53,2
Male	182	46,8
<b>Marital status</b>		
Single	157	40,4
Married	232	59,6
<b>Income level</b>		
Income > Expense	158	40,6
Income = Expense	161	41,4
Income < Expense	70	18,0
<b>Educational status</b>		
Primary school	20	5,1
Middle school	40	10,3
High school	116	29,8
University	142	36,5
Graduate degree	71	18,3

<b>Time spent on social media (daily)</b>		
1-3 hours	206	53,0
3-6 hours	136	35,0
More than 6 hours	47	12,1
<b>Following brands' social media accounts</b>		
Yes	357	91,8
No	32	8,2
<b>Reasons to follow brands' social media accounts</b>		
Be informed about campaigns	276	71,0
Finding the brand valuable	90	23,1
To follow developments regarding the brand	130	33,4
Using the brand very frequently	158	40,6
To see discount news	239	61,4

The surveyed population, consisting of a diverse group of individuals, revealed several key demographic characteristics. In terms of age, the largest age group represented was individuals between 26 and 33 years old (28,5%), closely followed by those between 34 and 41 years old (28,3%). A significant portion fell within the 18-25 age group (21,1%), with smaller percentages belonging to those aged 42-49 (15,2%) and those aged 50 or above (6,9%). Gender distribution showed a slight majority of females (53,2%) compared to males (46,8%). Marital status indicated that a significant portion of the participants were married (59,6%), while 40,4% were single.

When considering income levels, 40,6% of respondents reported income exceeding expenses, 41,4% had income equal to expenses, and 18,0% had income less than expenses. Educational backgrounds varied, with the majority having attained a high school education (29,8%) and university degrees (36,5%). The reasons for following brands' social media accounts included staying informed about campaigns (71,0%), finding the brand valuable (23,1%), following brand developments (33,4%), using the brand frequently (40,6%), and keeping an eye on discount news (61,4%). In terms of time spent on social media daily, the majority (53,0%) reported spending 1-3 hours, while 35,0% spent 3-6 hours, and 12,1% spent more than 6 hours on social media. Moreover, a

substantial proportion of the population followed brands' social media accounts (91,8%), while a minority did not (8,2%).

**Table 4.** Habits During Covid-19

	f	%
<b>The time you spend on social media after Covid-19</b>		
Increased	258	66,3
Decreased	38	9,8
Unchanged	93	23,9
<b>Frequency of following brands on social media after Covid-19 period</b>		
Increased	151	38,8
Decreased	39	10,0
Unchanged	199	51,2
<b>Frequency of online shopping after Covid-19 period</b>		
Increased	223	57,3
Decreased	67	17,2
Unchanged	99	25,4

In the aftermath of the Covid-19 pandemic, changes in social media behavior and online shopping habits among the surveyed population are noticeable. When it comes to the time spent on social media post-pandemic, a substantial portion reported an increase in their usage, with 66,3% indicating an uptick. Conversely, a smaller percentage (9,8%) reported a decrease in their social media usage, while 23,9% reported that their social media usage remained unchanged.

Furthermore, post-Covid-19, changes were observed in the frequency of following brands on social media. A notable portion of the population (38,8%) reported an increase in following brands on social media, suggesting a heightened interest in brand interactions. On the contrary, 10,0% reported a decrease, and 51,2% stated that their frequency of following brands remained unchanged.

In terms of online shopping habits after the pandemic, the majority of the surveyed population (57,3%) reported an increase in their online shopping frequency, likely

influenced by the pandemic's impact on shopping behaviors. A smaller percentage (17,2%) reported a decrease in online shopping, while 25,4% indicated that their online shopping habits remained unchanged. These shifts in behavior underscore the lasting impact of the pandemic on consumer habits and preferences.

**Table 5.** Social Media Marketing Activities Scale\*

	<b>Mean</b>	<b>Std. Dev.</b>
The brand's social media pages allow me to share and update existing content.	4,45	1,77
The e-commerce brand interacts with its followers and fans regularly.	4,40	1,53
The brand's social media pages facilitate two-way interaction with family and friends.	4,41	1,59
The brand's social media pages offer precise information about the products.	4,59	1,48
The brand's social media pages provide useful information.	4,78	1,48
The information provided by the brand through its social media pages is comprehensive.	4,67	1,53
The brand's social media pages make purchasing suggestions based on my needs.	4,83	1,43
I feel like my needs are met by using the brand's social media pages.	4,59	1,37
Brand social media pages make it easy to search for personalized data.	4,67	1,37
The content seen on the brand's social media pages consists of current trends.	4,96	1,35
Using the brand's social media pages is truly a trend.	4,51	1,55
Anything trendy is available on the brand's social media pages.	4,69	1,60
I recommend my friends to visit the brand's social media pages.	4,79	1,33

I encourage my friends and acquaintances to use the brand's social media pages.	4,67	1,44
I would like to share my purchasing experiences with friends and acquaintances on the brand's social media pages.	4,62	1,42
<b>Total Average</b>	4,64	1,23

\* 1=Strongly disagree, 7=Strongly agree

In the scale analysis, participants were asked to rate various aspects of the brand's social media pages on a scale from 1 to 5, with 1 being strongly disagree and 5 being strongly agree. The average scores indicate a generally positive perception of the brand's social media presence. On average, participants scored the brand's social media pages with a mean rating of 4.64 and a standard deviation of 1.23.

The highest-rated aspects included the perception that the brand's social media pages provide useful information (mean of 4.78), offer precise product information (mean of 4.59), and make purchasing suggestions based on individual needs (mean of 4.83). Participants also felt that their needs were met through the brand's social media pages (mean of 4.59) and that the content on these pages consisted of current trends (mean of 4.96).

Overall, these results suggest a positive perception of the brand's social media engagement, with participants finding them informative and aligned with their preferences. This positive perception is further reflected in the willingness to recommend the brand's social media pages to friends and acquaintances, with an average score of 4.79.

It is important to note that the standard deviations, ranging from 1.23 to 1.60, indicate some variability in the responses, but the overall trend is favorable towards the brand's social media presence.

**Table 6.** Comparison of social media marketing activities scale scores with One-way ANOVA according to the status of following brands on social media

		<b>Frequency of following brands</b>		<b>N</b>	<b>Mean</b>	<b>S.D.</b>	<b>F</b>	<b>p</b>	<b>Diff.</b>
<b>Social media marketing activities scale</b>	Increased <sup>(A)</sup>			151	4,88	1,31			<b>A &gt; B</b>
	Decreased <sup>(B)</sup>			39	3,26	1,32	32,532	<b>,000</b>	<b>C &gt; B</b>
	Unchanged <sup>(C)</sup>			199	4,73	,95			

In the frequency of following brands analysis, it is evident that participants' behaviors are influenced by the scale of social media marketing activities. The data is based on responses from three categories: "Increased," "Decreased," and "Unchanged" in terms of brand following. The results are as follows:

- For those who reported "Increased" brand following (N=151), the mean score on the Social Media Marketing Activities Scale was 4.88, with a standard deviation of 1.31. The analysis revealed a significant difference in means (F=32.532, p<0.001) between this group and the other categories.
- In the "Decreased" brand following category (N=39), the mean score on the Social Media Marketing Activities Scale was notably lower at 3.26, with a standard deviation of 1.32. This lower mean suggests that individuals who decreased their brand following had a less positive perception of social media marketing activities compared to those in the "Increased" category.
- The "Unchanged" category (N=199) had a mean score of 4.73 on the Social Media Marketing Activities Scale, with a standard deviation of 0.95. Although not explicitly stated in the provided data, the mean and standard deviation suggest that participants who maintained their brand following had a moderately positive perception of social media marketing activities.

In summary, this analysis demonstrates a clear relationship between the frequency of following brands on social media and participants' perceptions of social media marketing activities. Those who increased their brand following showed a significantly more positive perception, while those who decreased it had a less favorable view. Participants who maintained their brand following fell in between these two groups in terms of their perceptions.

**Table 7.** Comparison of social media marketing activities scale scores with One-way ANOVA according to the frequency of online shopping

	Frequency of		N	Mean	S.D.	F	p	Diff.
	online	shopping						
<b>Social media marketing activities scale</b>	Increased <sup>(A)</sup>		223	4,84	1,11			<b>A &gt; B</b>
	Decreased <sup>(B)</sup>		67	3,89	1,33	16,802	<b>,000</b>	<b>C &gt; B</b>
	Unchanged <sup>(C)</sup>		99	4,70	1,24			

In the analysis of the frequency of online shopping, it is evident that participants' behaviors are influenced by the scale of social media marketing activities. The data is based on responses from three categories: "Increased," "Decreased," and "Unchanged" in terms of online shopping frequency. The results are as follows:

- For those who reported "Increased" online shopping (N=223), the mean score on the Social Media Marketing Activities Scale was 4.84, with a standard deviation of 1.11. The analysis revealed a significant difference in means (F=16.802, p<0.001) between this group and the other categories.
- In the "Decreased" online shopping category (N=67), the mean score on the Social Media Marketing Activities Scale was notably lower at 3.89, with a standard deviation of 1.33. This lower mean suggests that individuals who decreased their online shopping had a less positive perception of social media marketing activities compared to those in the "Increased" category.

- The "Unchanged" category (N=99) had a mean score of 4.70 on the Social Media Marketing Activities Scale, with a standard deviation of 1.24. Although not explicitly stated in the provided data, the mean and standard deviation suggest that participants who maintained their online shopping frequency had a moderately positive perception of social media marketing activities.

In summary, this analysis demonstrates a clear relationship between the frequency of online shopping and participants' perceptions of social media marketing activities. Those who increased their online shopping showed a significantly more positive perception, while those who decreased it had a less favorable view. Participants who maintained their online shopping frequency fell in between these two groups in terms of their perceptions.



## **CHAPTER 5. CONCLUSION AND PROPOSALS**

The mechanisms of social media marketing have undergone significant transformation, with their rise becoming particularly pronounced during the Covid-19 pandemic. This global health crisis prompted a fundamental shift in consumer behavior, with individuals spending more time online, especially on social media platforms. As a result, brands have increasingly turned to social media as a primary channel for reaching and engaging with their target audiences. The dynamics of social media marketing have evolved in response to this new landscape, necessitating the adaptation of strategies and approaches. In this study, the rising trend of social media marketing alongside Covid-19 has been examined, and data has been collected from consumers through surveys.

The surveyed population is diverse in terms of age, with the largest age group being individuals between 26 and 33 years old. Gender distribution is slightly skewed towards females, and a significant portion of the participants are married. In terms of income, most participants reported income equal to expenses, and the majority have attained high school and university-level education.

The Covid-19 pandemic has had a noticeable impact on social media behavior and online shopping habits. A significant proportion of participants increased their time spent on social media during the pandemic, with a smaller percentage reporting a decrease. The frequency of following brands on social media also showed changes, with a notable increase in those following brands and a decrease in some. Online shopping habits saw a substantial increase among the majority of participants, suggesting a shift towards online shopping due to the pandemic's influence.

The Social Media Marketing Activities Scale revealed a generally positive perception of the brand's social media presence among participants. The highest-rated aspects include the provision of useful information, precise product information, and personalized

purchasing suggestions. Participants also felt that their needs were met through the brand's social media pages.

There is a clear relationship between participants' perceptions of social media marketing activities and their behavior changes post-Covid-19. Those who reported an increase in following brands on social media had a significantly more positive perception of social media marketing activities compared to those who decreased their brand following. Participants who maintained their brand following had a moderately positive perception.

A similar relationship exists between participants' perceptions of social media marketing activities and their online shopping habits. Those who increased their online shopping frequency had a significantly more positive perception of social media marketing activities compared to those who decreased their online shopping. Participants who maintained their online shopping frequency had a moderately positive perception.

In conclusion, the research indicates that the Covid-19 pandemic has led to changes in social media behavior and online shopping habits, with a majority of participants increasing their engagement in both areas. The positive perception of social media marketing activities suggests that brands have effectively adapted to these changes, offering valuable information and tailored recommendations to consumers. The relationship between the scale and behavior changes underscores the importance of effective social media marketing strategies in influencing consumer behavior.

The recommendations that can be provided within the scope of the research findings are as follows:

1. This study highlights the impact of marketing strategies during crisis periods like Covid-19. Subsequent research should recommend that brands regularly evaluate their social media marketing strategies and adapt to crises.
2. Future studies should delve into segmenting social media users in greater detail and examine the delivery of personalized content. This can reveal that brands have the potential for increased personalization and enhanced customer loyalty.

3. Practitioners should employ social media monitoring tools and effective feedback mechanisms to track customer feedback and respond swiftly. Customer feedback can offer valuable insights for improving strategies.
4. Future research should investigate the impact of campaigns aimed at educating and raising awareness among social media users about following brand accounts and safe usage.
5. Research into the long-term effects of the post-Covid-19 period can provide insights into the sustainability of social media marketing strategies. Brands can benefit from such studies for long-term planning.
6. Research on the potential of social responsibility projects to enhance customer loyalty by emphasizing a brand's social responsibility is important. How these projects communicate through social media and their impact should be evaluated.

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# APPENDICES

## APPENDIX A. SURVEY FORM

### BÖLÜM I. KİŞİSEL BİLGİLER

#### 1. Yaşınız?

- 18-25       26-33       34-41       42-49       50 ve üzeri

#### 2. Cinsiyetiniz?

- Kadın       Erkek

#### 3. Medeni durumunuz?

- Bekar       Evli

#### 4. Gelir durumunuz?

- Gelir > Gider       Gelir = Gider       Gelir < Gider

#### 5. Eğitim durumunuz?

- İlkokul       Ortaokul       Lise       Üniversite        
Lisansüstü

#### 6. Gün içinde sosyal medyada kaç saat zaman geçirirsiniz?

- 1-3 saat       3-6 saat       6 saatten fazla

#### 7. Markaların sosyal medya hesaplarını takip eder misiniz?

- Evet  Hayır

#### 8. Markaların sosyal medya hesaplarını takip etme nedenleriniz nelerdir? (Birden fazla işaretlenebilir)

- Kampanyalardan haberdar olmak       Markayı değerli bulmak  
 Markayla ilgili gelişmeleri takip etmek       Markayı çok sık kullanıyor olmak  
 İndirim haberlerini görebilmek       Diğer .....

## BÖLÜM II. COVID-19 SÜRECİNDE DEĞİŞEN ALIŞKANLIKLAR

### 1. Covid-19 sürecinden sonra sosyal medyada geçirdiğiniz zaman....

( ) Arttı ( ) Azaldı ( ) Değişmedi

### 2. Covid-19 sürecinden sonra markaları sosyal medyada takip etme durumunuz...

( ) Arttı ( ) Azaldı ( ) Değişmedi

### 3. Covid-19 sürecinden sonra online alışveriş yapma durumunuz....

( ) Arttı ( ) Azaldı ( ) Değişmedi

## BÖLÜM III. SOSYAL MEDYA PAZARLAMA AKTİVİTELERİ ÖLÇEĞİ

1=Kesinlikle katılmıyorum, 2=Katılmıyorum, 3=Biraz katılmıyorum, 4=Kararsızım, 5=Biraz katılıyorum, 6=Katılıyorum, 7=Kesinlikle katılıyorum

		1	2	3	4	5	6	7
1	Markanın sosyal medya sayfaları, var olan içeriklerini paylaşmama ve güncelleme yapmama imkân verir.							
2	E-ticaret markası takipçileri ve hayranları ile düzenli olarak etkileşim halindedir.							
3	Markanın sosyal medya sayfaları, aile ve arkadaşlar ile iki yönlü etkileşimi kolaylaştırır.							
4	Markanın sosyal medya sayfaları ürünler hakkında kesin bilgi sunar.							
5	Markanın sosyal medya sayfaları yararlı bilgi sağlar.							
6	Markanın sosyal medya sayfaları üzerinden sağladığı bilgiler kapsamlıdır.							
7	Markanın sosyal medya sayfaları ihtiyacıma göre satın alma önerilerinde bulunur.							
8	Markanın sosyal medya sayfalarını kullanarak ihtiyaçlarımın karşılandığını hissediyorum.							
9	Markanın sosyal medya sayfaları kişiselleştirilmiş veri aramayı kolaylaştırır.							

<b>10</b>	Markanın sosyal medya sayfalarında görülen içerikler güncel trendlerden oluşmaktadır.								
<b>11</b>	Markanın sosyal medya sayfalarını kullanmak gerçekten bir modadır.								
<b>12</b>	Moda olan herhangi bir şey markanın sosyal medya sayfalarında mevcuttur.								
<b>13</b>	Arkadaşıma markanın sosyal medya sayfalarını ziyaret etmelerini öneririm.								
<b>14</b>	Arkadaşıma ve tanıdıklarımı markanın sosyal medya sayfalarını kullanmaları için teşvik ederim.								
<b>15</b>	Satın alma deneyimlerimi, markanın sosyal medya sayfalarında arkadaşlar ve tanıdıklarım ile paylaşmak isterim.								