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CHAPTER V

THE EFFECT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR: THE CASE OF ÇANAKKALE

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1-Introduction

With the rapid development of the internet, the population has developed a new form of interaction and communication. With the internet, which has become an integral part of our daily lives, social media networks have gradually increased their importance for consumers. Businesses that realize this, aims to increase product sales by promoting its products through these channels.Social media addiction of consumers also indicates that their purchasing behavior may change.Because consumers spend most of their free time on social media.Online social networks have penetrated the marketing strategies of businesses and in this way, an environment for consumers to share their knowledge, opinions and experiences with each other has emerged (Yomsa, 2021:68).

In the era of globalization, social media is growing rapidly and businesses are also being digitally influenced by social media.The increase in the use of social media changes the purchasing decision process of consumers.People can edit and share different content via social media. The use of social media allows consumers to directly share their views

on products, leaving comments and make suggestions (Kalam and Islam, 2020: 2414).

Under the development of technological conditions, companies have turned to different alternative promotional practices.In today's conditions, consumers can be viewed as mobile consumers.Therefore, companies can reach more consumers by using social media marketing.Consumers, who are the decision makers of the markets, give up the traditional shopping environment through social media and provide a rapid transition to online shopping (Dwivedi et al., 2021:2).

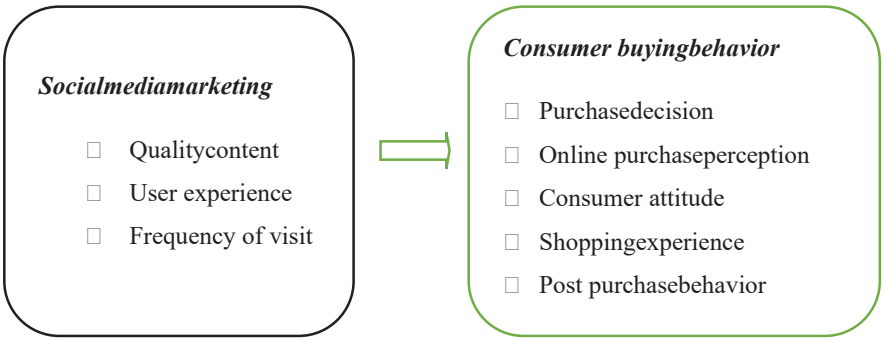
Technology that provides innovation in every field is also very important for the marketing sector.The advantages of technology provide many opportunities to consumers through advertisements.Especially in recent years, thanks to social media such as Facebook, Twitter, Instagram, where consumers spend a lot of time, consumer habits have changed and it has been observed that shopping is done through these social networks.The important thing here is, of course, the effect of social media.Advertisements cause new regulations regarding the consumption perception of individuals (Appel et al., 2020: 80).

Social media provides consumers information that will help them on various purchasing decisions with the increasing number of users by enabling them to socialize.The increasing use of internet with the developing technology and accordingly the widespread use of social media causes some changes.Social media spreads faster than mass media such as television, newspaper and radio and is accepted among individuals. Thanks to social media, communication can be transferred to other individuals in seconds (Bharucha, 2018: 73).

The development of social media has also significantly increased digital advertising and marketing.Since the messages given on social media are versatile, consumer habits have also changed over time.Today, the consumption expenditures of individuals and the factors affecting them are gradually changing.Undoubtedlyone of these factors is social media.The main reason why social media networks are so effective is, of course, the increase in the number of users day by day (Chen et al., 2011:20).

Through social networks, companies can monitor consumers.With the development and strengthening of social media, it is observed that consumer behavior is shaped.

Table 1: The Relationship Between Social Media and Consumer Behaviors



Source: Jacinto et al. Social Media Marketing Towards Consumer Buying Behavior: A Case in Panabo City (2021: 24).

In Table 1, the relationship between social media marketing and consumer purchasing behaviors is given. As seen in the table, social media marketing varies depending on quality content, user experience and frequency of visit; on the other hand, consumer purchasing behavior is affected by purchasing decision, online purchasing perception, consumer attitude, shopping experience and post-purchase behavior.

Social media, which offers various alternatives to collect information, also affects the way consumers collect information about products and shopping.Consumers often search on social media sites related to the products and services they want to buy.At the same time, consumers influence the purchasing decisions of other consumers through social media (Akar et al., 2015: 11; Qi, 2020: 2).

Consumers are people who buy the products they want in line with their needs and consume them.Consumer behavior is affected by different internal and external factors.These behaviors are also the purchase, use and evaluation of products and services (Valaskov et al., 2015: 174).

Consumer behavior can be classified in five stages (Chopra and Gupta, 2020: 1944).

1- Problem recognition

2. The pursuit of knowledge

3. Evaluation of alternatives,

4. Final decision

5. Post-purchase decisions

Figure 1:The effect of digital marketing on consumer behavior
Source: (Alghizzawi,2019:25).

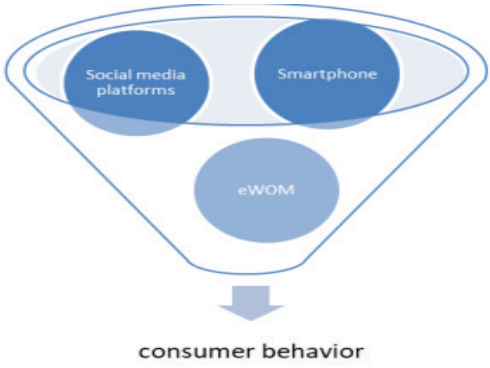


Figure 1 shows the effects of different types of marketing on consumer behavior.Accordingly, social media platforms, smartphones and Electronic word-of-mouth (Ewom) influence consumer behavior. According to this, social media platforms, smartphones and Electronic word-of-mouth (Ewom) influence consumer behavior.

This study aims to determine the effect of social media on consumer behavior as well as the effectiveness of social media on pre-purchase behaviors of participants. In this study, 237 people were surveyed online. The questionnaire prepared for the study was applied in the province of Çanakkale in February 2022.The questionnaire consists of multi answe-

rable and multiple-choice questions. There are 21 questions in total in the survey. In the preparation of the survey, the activities of the households using social media were observed.

2.Literature Review

Çakır et al. (2013) conducted a study to determine the impact of mobile social media on young consumers. In the study, a questionnaire was applied to 350 students studying at Abant İzzet Baysal University Gerede School of Applied Sciences, but 156 valid questionnaires were analyzed. The survey questions were analyzed using the SPSS package program. According to the results of the analysis, 40.6% of the participants spend between 1 and 3 hours on social media. In addition, it is among the findings that social media has a great effect on young students.

Aytan and Telci (2014) investigated the interactions of the applications made by the brands on the consumers on social media. In the study, 465 people participated in the online survey conducted between 28.04.2014 and 05.05.2014. The data were analyzed using the SPPS statistical package program. In terms of the outcome, it was observed that 80.6% of the participants, that is, 401 people, used the internet for participation in social networks. In addition, it has been reached that the participants follow the brands from their social media accounts due to their interest in the brands.

Kazancı and Başgöze (2015) conducted a research on the purchasing perceptions of social media users in Turkey. In the study, a questionnaire was implemented to 455 people, but 417 valid questionnaires were included in the analysis. Surveys were conducted online and face-to-face. According to the outcomes of the analysis, a positive and important relationship was found between social media perception and brand credibility. In addition, it is among the results of the research that there is a positive connection between social media perception and consumers' purchasing perceptions.

Nolcheska (2017) investigated the level of influence of social networks on consumers' behavior. In the study, an online questionnaire was applied to 120 Facebook users in Macedonia. The data were analyzed using the

SPPS statistical package program. According to the results of the research, it has been found that trust, perceived usefulness, convenience and society have positive effects on consumers' purchasing decisions.

Yanar and Yılmaz (2017) investigated the effect of social media networks on consumer behavior before and after purchasing. In the study, a questionnaire was applied to 697 people, both online and face-to-face. The data were analyzed using the SPPS statistical package program. In the research, it was seen that 53.9% of the participants follow social media to get information about the products or brands they want to buy. In addition, it has been found that there is a relationship between the behaviors of the participants before or after purchasing the product and their social media engagement.

Efendioğlu (2019) examined the effects of consumers on purchasing intentions through social media networks. In the study, a face-to-face questionnaire was applied to 409 people living in Gaziantep. The data were analyzed using the AMOS and SPPS statistical package program. According to the results of the research, the majority of the participants said that they spend 1 to 2 hours a day on social media.In addition, consumer participation, personalized impressions and sharing satisfaction have a positive effect on consumers' purchase intentions.

İnce and Koçak (2019) investigated the effects of media and other external factors on young consumers› purchasing intentions. Within the scope of the study, a face-to-face questionnaire was applied to 300 students studying at Karabuk University. According to the results of the research, 59.3% of the participants stated that they would buy the product of that brand again if they were satisfied with a product they purchased. In addition, the brand loyalty of the participants is at a moderate level and the participants stated that they will be affected by environmental factors.

Chopra and Gupta (2020) investigated the effects of social media networks on consumer purchasing behavior. In the study, an online questionnaire was applied to 13 people living in New Delphi. According to the results of the research, 49.6% of the participants spend 0-2 hours a day on social media. In addition, 46.7% of the participants believe that social media affects the vision of brands, and 46% of the participants

agree that social media networks positively affect consumers' purchasing behavior.

Ertürk, Aktepe (2020) investigated the effects of social media networks on purchasing intentions of higher education students in Turkey and Iran. In the study, a face-to-face questionnaire was applied to a total of 800 students, 400 of whom were educated in Iran and 400 in Turkey. The data were analyzed using the SPPS statistical package program. According to the results of the research, Iranian participants do more research on social media networks before purchasing products or services than Turkish participants. In addition, Iranian participants are more prominent than Turkish participants in expressing their satisfaction or dissatisfaction after purchasing the product or service.

Ho and Cheng (2020) examined the relationship between relationship quality and social support on the sales intentions of social media users. In the research, a face-to-face questionnaire was applied to 296 people studying at the University of Malaysia. Data were analyzed by SEM and PLS methods. According to the results of the research, it has been reached that relationship quality and social support are considered necessary to manage shopping processes on sales intention.

Kalam and Islam (2020) investigated the effects of social networks and social media satisfaction on consumers' purchase intentions. In the study, a face-to-face survey was applied to 100 consumers living in Malaysia. According to the results of the research, it has been found that social media networks have positive and significant effects on the purchasing decisions of the participants. In addition, it is among the findings of the research that the shopping made over social media networks is safe for Malaysian consumers.

Jacinto et al. (2021) investigated the role of social media marketing on consumer purchasing behavior. In the study, a face-to-face questionnaire was applied to 399 people living in Panabo. According to the results of the research, it has been found that Social Media Marketing in Panabo City is high and for these reasons, social media networks are frequently visited by consumers. It is also among the findings that social media networks help meet the specific needs of consumers and improve consumer trust, loyalty and customer satisfaction.

3.Research Method, Application and Sampling

Quantitative data analysis method was used in the study. Descriptive statistics technique was used to analyze the data.In the first part of the study, the demographic characteristics of the participants were determined.In other parts of the study, questions were asked about how often the participants use their social media accounts and how many minutes they spend on social media on average per day and how to learn the effectiveness of social media in the pre-purchase behavior of the participants. The study was carried out using an online questionnaire on 237 participants aged 18-46 and over, residing in Çanakkale. Random sampling technique was used in the study.

4.Measurement Tools and Tests Used

This research investigates the effectiveness of social media in the consumer behavior of the people of Çanakkale before purchasing a product. After reviewing the literature, the research questions were created by observing the social media usage activities of households and by using the scale questions in the "Pre-Purchase Consumer Behaviors in Social Media" section of master's thesis named "The Effects of Social Media on Consumer Behaviors: A Study on Social Media Users in Turkey" by İşlek (2012). Instead of using a 5-point Likert scale, multiple choice questions consisting of «Yes», «No», «I am undecided» were used.The first six questions asked to collect data were aimed at measuring the socio-demographic characteristics of the participants. The seventh and eighth questions are aimed at learning the average daily time spent by the participants on social media and which social media tools they use and how often. Other questions are aimed at measuring the effectiveness of social media in the pre-purchase behavior of the participants.

5.Research Questions

1- How many hours a day do the participants spend on the internet?

2- What is the social media usage frequency of the participants?

3- How do the comments made from social media links affect the purchasing behavior of the participants?

4- How does the promotion of a product on social media affect the purchasing behavior of the participants?

6.Empirical Findings

In the study, frequency analysis and percentage values were used to reach the demographic characteristics of the participants, the frequency of social media use, the time they spent on the internet and other data to measure the effectiveness of social media in the pre-purchase behavior of the participants. The data were interpreted with the descriptive statistical method.

Table 1. Frequency and Percent Values of Gender of Participants

		N (Total Number)	**Percent (%)**
Gender	Male	152	64,1
	Female	85	35,9
	Total	*237*	*100,0*

64,1 % of the participants are females (N=152). 35,9 % of the participants are males (N=85).

Table 2.Frequency and Percent Values of Participants Age Range

		N (Total Number)	**Percent (%)**
Age Range	18-25	85	35,9
	26-35	74	31,2
	36-45	47	19,8
	Above 46	31	13,1
	Total	*237*	*100,0*

Age range of participants is 35,9 % (N=85) 18-25 age, 31,2 % (N=74) 26-35 age, %19,8'i (N=47) 36-45 age and 13,1 % (N=31) 46 and over.

Table3. Frequency and Percent Values of Participants' Educational Status

		N (Total Number)	Percent (%)
Educational status	Primary School	15	6,3
	High School	51	21,5
	Associate Degree	44	18,6
	University	101	42,6
	Master	20	8,4
	Doctorate	6	2,5
	Total	*237*	*100,0*

Educational status of participants are; 6,3 % (N=15) primary school, 21,5 % (N=51) high school, 18,6 % (N=44) associate degree, 42,6 % (N=101) university, 8,4 % (N=20)master, 2,5 % (N=6) doctorate.

Table 4. Frequency and Percentage Values of Participants' Marital Status

		N	Percent (%)
Marital status	Married	100	42,2
	Single	137	57,8
	Total	*237*	*100,0*

42,2 % of participants of the research are marrieds (N= 100) and 57,8 % aresingles (N=137).

Table5. Frequency and Percent Values of Participants' Profession Groups

		N	Percent (%)
Profession Groups	Unemployed	95	40,1
	Private Sector	69	29,1
	Public Sector	51	21,5
	Self-employment	15	6,3
	Retired	7	3
	Total	*237*	*100,0*

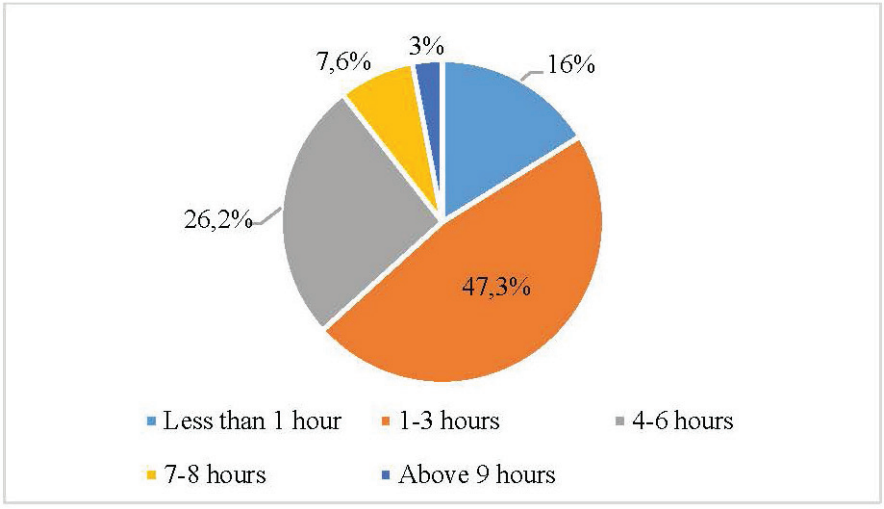
Profession groups of participants are; unemployed 40,1%(N=95), private sector 29,1% (N=69), public sector 21,5% (N=51), self- employment 6,3% (N=15) and retired 3%(N=7).

Table6. Frequency and Percent Values of Participants' Income Status

		N	Percent (%)
Income Status	0-4000 TL	111	46,8
	4001 TL- 8000 TL	63	26,6
	8001TL -12000 TL	44	18,6
	Above 12001 TL	19	8
	Total	*237*	*100,0*

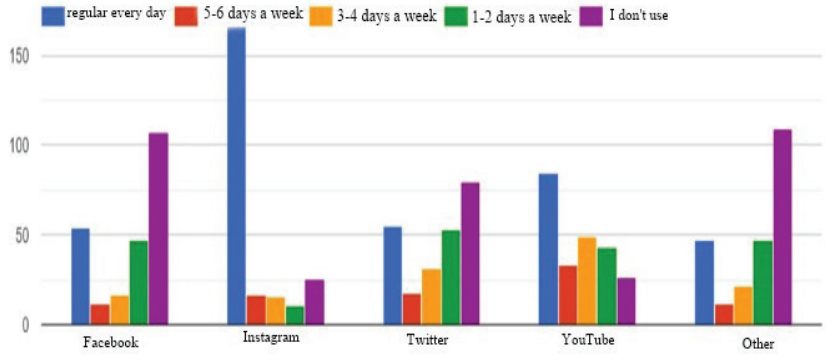
Income status of partricipants are; 46,8%(N=111) 0-4000 TL, 26,6%(N=63) 4001 TL-8000 TL, 18,6%(N=44) 8001 TL- 12000TL and8% (N=19) 12001 TL and over.

Table 7. Time Spent on Internet



Time spent on internet of participants is; 47,3% (N=112) 1-3 hours, 26,2% (N=62) 4-6 hours, 16% (N=38) less than 1 hour, 7,6 % (N=18) 7-8 hours and 3% (N=7) 9 hours and over. According to these results, the first research question about how many hours the participants spend on the internet per day was also answered.

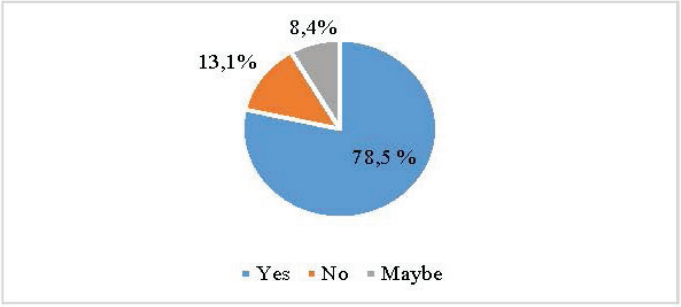
Table 8. Social Media Usage Frequency



When we look at the frequency of Facebook use of the participants in Table 8, it is seen that 107 people do not use Facebook at all, while 54 people use Facebook regularly every day.While 167 of the participants

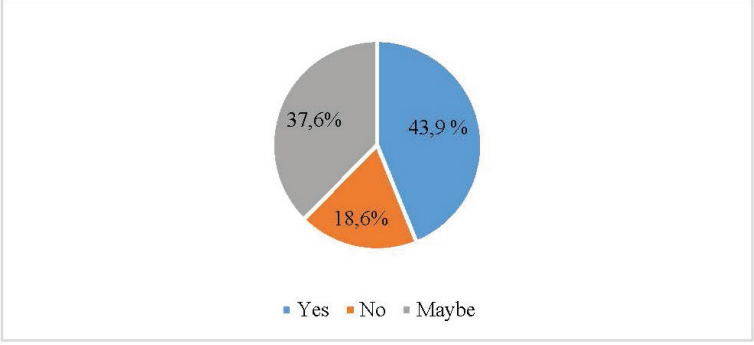
use Instagram regularly every day, it is seen that 26 people do not prefer to use Instagram. It is seen that 80 of the participants never use Twitter and 55 of them use Twitter regularly every day. On the other hand, 85 people use Youtube regularly every day, and 49 people use it 3-4 days a week. It turns out that 109 of the participants do not use other social media accounts, while 47 people use other social media accounts regularly every day and 1-2 days a week. According to these results, the second research question is "What is the frequency of social media use of the participants?" the question has been answered.

Table 9. Social Media Research Before Purchasing a Product



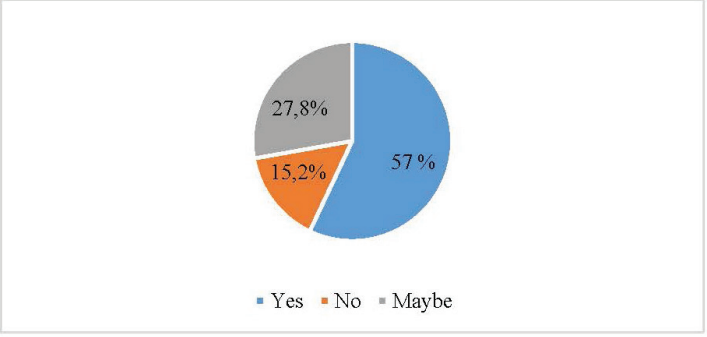
78.5% (186 people) of the participants do research on social media before purchasing a product/service, 13.1% (31 people) do not research, and 8.4% (20 people) are undecided about whether or not to do research on social media before purchasing the product/service.

Table 10.Graphical Data for Reliable Information on Social Media About the Product



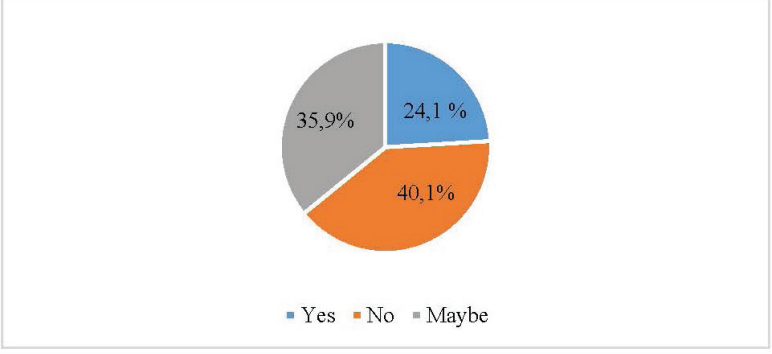
While 43.9% (104 people) of the participants think that they will reach reliable information on the social media about the product/service they will buy, 18.6% (44 people) think that they cannot reach reliable data. It turns out that 37.6% (89 people) of the participants are indecisive about this situation.

Table 11.Reliability of Consumer Generated Information on Social Media



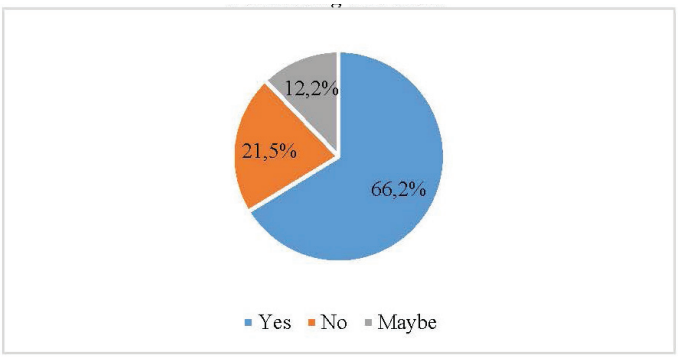
It is seen that 57% of the participants (135 people) who participated in the study trust that information if the information on the social media about the product/service they will buy is created by the consumer, and 15.2% (36 people) do not find the information reliable. In addition, 27.8% (66 people) of the participants stated that they were undecided about this situation.

Table 12.Reliability of Seller-Generated Information on Social Media



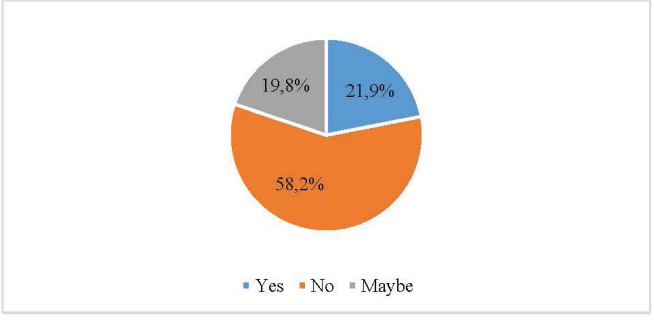
24.1% of the participants (57 people) stated that if the information on the social media about the product/service they would buy was created by the seller, they trusted that information. However, 40.1% (95 people) of the participants stated that the information about a product they saw on social media was created by the seller, causing distrust. It is seen that 35.9% of the participants (85 people) are undecided about this situation.

Table 13. Reliability in Reviews of Familiar People Before Purchasing a Product



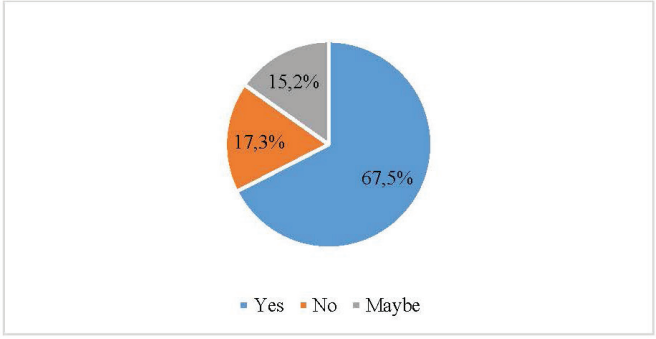
It turns out that 66.2% (157 people) of the participants give importance to the recommendations of the people they know before on the social media regarding the product/service they will purchase. It is seen that 21.5% (51 people) of the participants do not care about these recommendations. 12.2% of the participants (29 people) remain undecided on this situation.

Table 14. Product Promotion and Consumption Relationship of Celebrities in Social Media



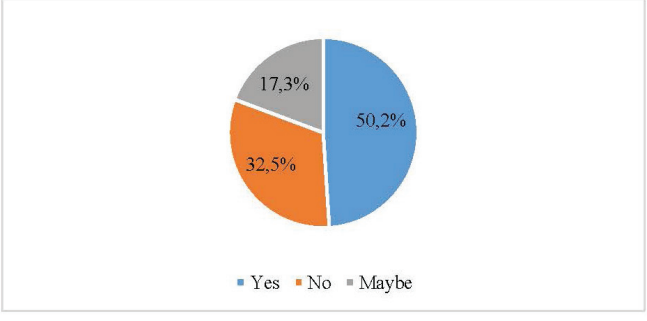
It turns out that the promotion of a product by a famous person on social media does not have any effect on 58.2% (138 people) of the participants to buy that product. It is revealed that 21.9% of the participants (52 people) have a positive motivation to promote a product on social media by a famous person and to buy that product. 19.8% of the participants state that they are indecisive about this situation. According to these results, the fourth research question was also answered.

Table 15. Preferring the Products of the Brands Followed on Social Media



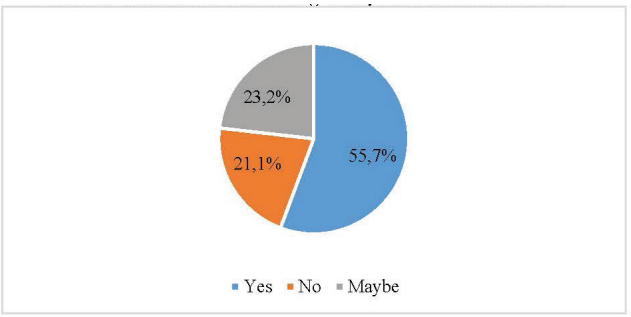
It is seen that 67.5% (160 people) of the participants prefer to buy the products of the companies/brands that I like and follow on social media tools, and 17.3% (41 people) do not want to buy these products. It is seen that 15.2% (36 people) of the participants gave the answer of being undecided to this situation.

Table 16. Communication of Companies with Consumers on Social Media



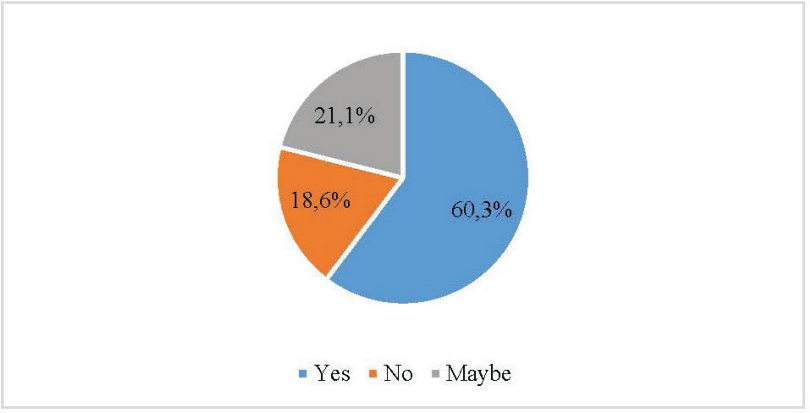
It is revealed that when a company/brand communicates with people on social media, it affects 50.2% of the participants (119 people) positively, while 32.2% (77 people) negatively affect them. In addition, 17.3% (41 people) of the participants are undecided about this situation.

Table 17. Consumers Contacting Companies on Social Media



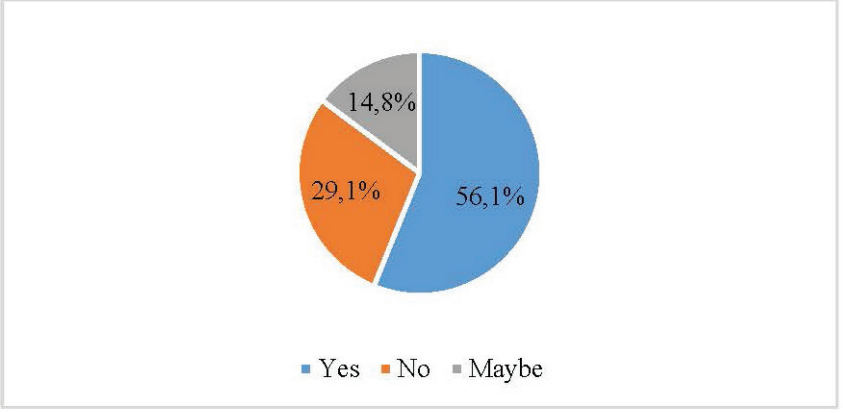
55.7% of the participants (132 people) approve that social media sites are a suitable place for consumers to communicate with companies/brands. However, it is seen that 21.1% (50 people) of the participants gave the answer as negative, and 23.2% (55 people) as undecided.

Table 18. The Effect of Campaigns Organized by Companies on Social Media on Consumption



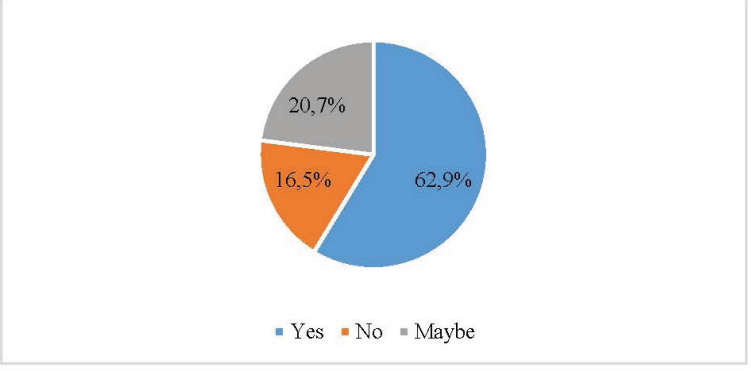
While the campaigns organized by the companies in the social media positively affect the purchase of the product/service by 60.3% (143 people) of the participants, they affect 18.6% (44 people) negatively. It is seen that 21.1% (50 people) of the participants are undecided about this situation.

Table 19.Income Increase-Social Media Consumption Relationship



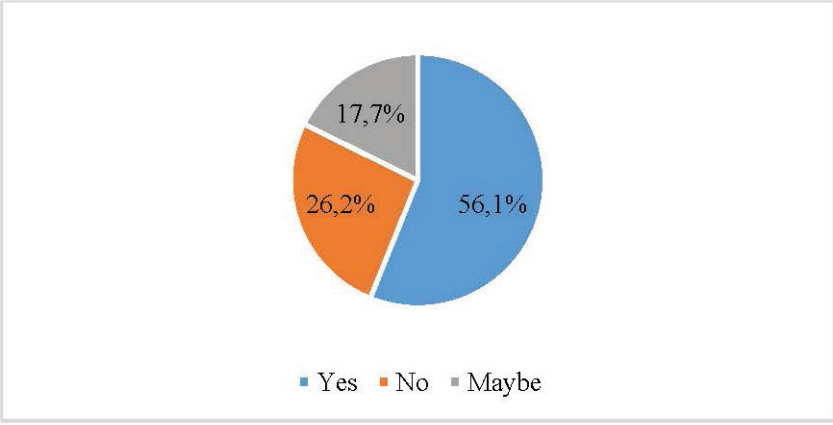
56.1% (133 people) of the participants stated that the amount of products/services they would buy via social media increased if their income increased, while 29.1% (69 people) stated that the amount of products/services they would buy via social media did not increase if their income increased. , 14.8% (35 people) of the participants gave the answer as undecided.

Table 20.Impact of Comment on Social Media Links



62.9% (149 people) of the participants stated that the comments made from their social media links had a positive effect on purchasing the product/service, 16.5% (39 people) of the participants were not affected by this, 20.7% (49 people) of the participants emerges as a result of the data that is undecided. According to these results, the third research question was also answered.

Table 21.Seeing the Product to be Purchased on Social Media



When 56.1% (133 people) of the participants see the product or service they want to buy on social media, they want to buy the product, 26.2% (62 people) do not want it, 17.7% (42 people) do not want to buy the product or service. situation remains undecided.

7.Conclusion and Recommendations

In this study on the people of Çanakkale, the effectiveness of social media was determined in the consumer behavior of the participants before purchasing a product. In the study, the demographical features of the participants, how often they use their social media accounts, how many minutes they spend on social media on average per day, and the impact of social media in pre-purchase consumer behavior were investigated.

In terms of the data obtained in the study, most of the people of Çanakkale spend about one to three hours on the internet during

the day. A large proportion of the participants regularly use Instagram, a social media platform, every day. According to the outcomes of the data, most of the participants do research on social media before purchasing a product, and when they see the product or facility they want to purchase on social media, they want to buy the product more. Comments made from social media links positively affect the product or facility purchasing behavior of most participants. The greater part of the participants suppose that they will reach reliable knowledge on social media about the product or facility they will buy. According to the outcomes obtained from the study data, the greater part of the participants give importance to the creation of the knowledge on the social media about the product or facility they will buy, and they pay attention to the recommendations of the people they know about the product. However, the creation of this knowledge about the product or facility by the seller causes distrust in most of the participants. It is observed that the promotion of a product by a famous person on social media platforms does not affect the purchasing behavior of most of the participants. It has been showed that the increase in the income levels of the participants also increases the product or service they will purchase through social media. Most of the participants prefer to buy products sold by companies and brands that they like and follow on social media platforms. It is among the knowledge obtained as a consequence of the data that companies or brands communicate with people through social media, which is important for the participants and positively affects them in terms of purchasing. Additionally, it is showed that the campaign organization of companies or brands through social media has a positive influence on the purchase of a product or service by most of the participants.

In the light of the information obtained from the data, it is observed that social media is an important way for both consumers and producers to communicate. It turns out that the impact of social media on purchasing behavior is generally positive. It is predicted that the effect of social media on people in purchasing processes will continue in the coming years. For this reason, it is important for both consumers and producers to increase and update the studies on this subject.

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