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THE EFFECT OF ADVERTISEMENTS ON SOCIAL MEDIA TO CONSUMERS PURCHASE

BEHAVIOR

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Systems Engineering and Informatics

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Objectives of thesis

The main objective of this research is to examine the influence of social media on consumer buying behaviour in a selected region.

The following partial objectives will be addressed:
- to describe the current state of the art of research on the effect of social media advertising on consumer purchase behaviour,
- to design and conduct a survey on consumer buying behaviour in the selected region,
- to interpret results, compare findings and formulate conclusions.

Methodology

The theoretical part of the work is based on the study and analysis of professional and scientific information sources. The survey data will be statistically evaluated, interpreted and contrasted with the results of other studies. Based on the synthesis of knowledge of the theoretical part and the evaluation of the results of the practical part, the conclusions of the work will be formulated.

The proposed extent of the thesis 40-50 pages

Keywords

Social media, online advertisement, consumer behaviour, intention.

Recommended information sources

Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. International journal of information management, 42, 65-77.

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Zhang, A., Saleme, P., Pang, B., Durl, J., & Xu, Z. (2020). A systematic review of experimental studies investigating the effect of Cause-Related Marketing on consumer purchase intention. Sustainability, 12(22), 9609.

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Declaration

I declare that I have worked on my bachelor thesis titled "The Effect of Advertisement on Social Media to Consumers Purchase Behavior " by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on date of submission   15.03.2024   Zaur Seyidli

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The Effect of Advertisement on social media to Consumers Purchase Behavior

Účinek reklamy na sociálních médiích na chování spotřebitelů při nákupu.

Abstract

Development of technology and the increase in internet usage in recent years, consumers have begun to spend most of the time on social networking sites. Businesses following the change of consumer preferences have started to give importance to marketing activities on social media so as to contend. Companies have become aware of the benefits of online advertising due to reasons such as ease of communication with consumers on social media and rapid feedback. Therefore, it is important to understand how advertisements published on social networks affect people's buying behavior and mentality. The reason of this thesis study is to examine whether ads on social networking sites have an impact on consumers' purchases. The main mass of the study is consumers who actively use social media. The information acquired by applying a survey to 302 social media users via the internet was investigated and deciphered with the SPSS 17 Package program. By using Factor, Chi- Square, and Regression analysis to these data, the hypotheses formed in accordance with the purpose of the study were tested and acknowledged. As a result, it has been determined as a result of the analysis that the advertisements on social networking sites have a positive effect on the purchasing behavior of consumers and the perceptions and purchase intent developed against social media advertisements on the buying behavior.

Keywords: Advertisement, social media, Consumers, Purchase Behavior, Networking

Abstrakt

Vývoj technologií a nárůst používání internetu v posledních letech začali spotřebitelé trávit většinu času na sociálních sítích. Podniky po změně spotřebitelských preferencí začaly klást důraz na marketingové aktivity na sociálních médiích, aby se mohly utkat. Společnosti si uvědomily výhody online reklamy z důvodů, jako je snadná komunikace se spotřebiteli na sociálních médiích a rychlá zpětná vazba. Proto je důležité pochopit, jak reklamy zveřejněné na sociálních sítích ovlivňují nákupní chování a mentalitu lidí. Důvodem této diplomové práce je prozkoumat, zda reklamy na sociálních sítích mají vliv na nákupy spotřebitelů. Hlavní hmotou studie jsou spotřebitelé, kteří aktivně používají sociální média. Informace získané pomocí průzkumu u 291 uživatelů sociálních médií prostřednictvím internetu byly prozkoumány a dešifrovány programem SPSS 17 Package. Použitím faktorové, chí-kvadrátové a regresní analýzy těchto dat byly testovány a potvrzeny hypotézy vytvořené v souladu s účelem této studie. Jako výsledek; Na základě analýzy bylo zjištěno, že reklamy na sociálních sítích mají pozitivní vliv na nákupní chování spotřebitelů a vnímání a záměr nákupu vyvíjené proti reklamám na sociálních médiích na nákupní chování.

Klíčová slova: reklama, sociální média, spotřebitelé, nákupní chování, vytváření sítí

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Chapter One: Introduction

Social media websites have the power to transform consumer behavior just in a few clicks. For more than that, they are double-edged weapons – on the one hand they unite people and on the other hand they act as very effective brand ambassadors for the breeding of targeted advertisements (Timothy, 2024). Social media has been a major determinant of consumers' buying behavior, which they regard as a more critical factor. This phenomenon brings forth the question on exactly how social media advertisements, influence consumer purchasing decisions in particular. This research work gives an in-depth analysis of the link between the personalized advertisements and the consumer decisions is conducted together with the factors, referred as personalization, emotional sticks and social influence, and their role in the processes of purchase. This work intended to explore the duality of this trend, which consists of the positive and negative contributions of social media advertising to consumer behavior. Consequently, one will realize the impact social media advertising has in today's digital environment. This research aimed to figure out what influence the Turkish consumers shopping decisions in social media advertisements.

There is a limited number of research works yet to be associated with social media advertising impacts on purchase intention. In existing studies, usually the information provided is considered extensive, while having no base in the region-specific buying patterns. When examining the situation of Turkey, it is interesting to see that, compared to other countries, online shopping happens on social media markedly often.

By examining how social media advertising influences purchase intention in Aydin, Turkey, this research will contribute valuable insights to

1. Consumers: They are realizing the impact these social media ads on their purchasing decisions.

2. Marketers: It will equip them with information that they need in designing marketing tools such as more capable social media marketing strategy that puts them at the forefront.

3. Researchers: There is a growing need to bridge the gap in the present knowledge of social media ads impact on purchasing decision in the given regions due to the limited content.

Chapter Two: Objectives and Methodology

In this part of the study, the main mass and sampling of the research are mentioned and the methods by which the data are collected are explained. In addition, it is explained with which analysis methods the obtained data are analyzed.

2.1 Objectives, Hypothesis and Research Question

The objective of this research is to examine the influence of social media on consumer buying behavior in Turkey. This study has examined whether the influence of social media exhibit consumer purchasing behavior along with its impact on the consumer purchasing intent. However, the core focus of this study is on the consumers of Aydin, Turkey.

Below are the hypotheses created for this purpose are as follows:

H1: Social Media advertisements play an important role in the product purchasing perception of the consumers residing in Aydin.

H2: The features in social media advertisements affect the purchasing perception of the consumers in Aydin.

Below is the research question answered within this study.

RQ: Do social media platforms determine the consumer behavior for the costumers living in Aydin, Turkey?

The organizations should make it their duty to show advertisements that may be of interest to consumers, to consider their wishes and complaints, and to ensure customer satisfaction and loyalty.

2.2 Methods Used in the Research

The results of the survey were evaluated, and statistical data were obtained using the SPSS 18 package program. The demographic characteristics of the people participating in the study are summarized using frequency and percentage descriptive statistics. Validity and reliability of the scales were obtained because of exploratory factor analysis and reliability analysis and research hypotheses. The conducted research will include 3 different levels of analysis. Firstly, it will include the Chi-Square test, which measures whether the distribution of values in the sample group is compatible with the main population distribution suggested in the hypothesis, is one of the most used tests among nonparametric tests. Furthermore, a frequency analysis has also been

performed by which the impact of using social media advertisement on consumer behavior have been analyzed. The zero hypothesis is accepted if there is agreement between the expected value and the observed value, if there is no agreement, the null hypothesis is rejected, and the alternative hypothesis is accepted. As a

result of the analysis, the sig value is 0.000 (P <0.05) When it occurs, the zero hypothesis is rejected, and the alternative hypothesis is accepted. Moreover, the data has also been examined with the use of in-text analysis in which different themes were devised and the results are described with the use of different secondary sources.

Secondly, there will be used the factor analysis to simplify the data observed by eliminating the unnecessary number of variables from regression models that can have greater explanatory power which can lead to discrepancies in the research. As per the factor analysis, there will be used the KMO values which are considered as an index that compares the size of the observed correlation coefficients with the size of the partial correlation coefficients, is expected to be above 0.5. In addition, there will be used the Bartlett Test which serves to test the probability that at least some of the variables in the correlation matrix have high correlations. The correlation matrix is the identity matrix, and the rejection of the null hypothesis is necessary to continue the analysis. Rejecting the null hypothesis shows that the data set is suitable for factor analysis. Thirdly, the regression analysis will be conducted in order to verify the effect of advertising (explanatory variable) on consumers' purchasing behavior (dependent variable).

2.3 Research approach

The research approach is defined as the planning and the research procedure which is to be used for data collection, analysis, and interpretation of the research data (Kautto Ernberg, 2019). The overall decision involves which approach should be used to study a topic. It includes assumptions about the details of the research analysis. There are two different sorts of research approaches. This study has been conducted with the use of mixed research approach in which both qualitative and quantitative data was utilized.

Quantitative Approach: This type of approach involves the representation of research data in numbers, numeric values, and graphs. It is the statistical study type of research. In this current research, there was conducted the study based on regression analysis, factor, and chi-square analysis.

The choice of a quantitative approach was settled on as it gave an opportunity for the researcher to be objective, generalizable, and statistically powerful. Qualitative approach allowed for an in-depth and comprehensive understanding. It applied numbers to make an assessment, establish comparisons, and test hypotheses for concrete, unrivaled results that

can be utilized in larger populations.

2.4 Data Collection

Data collection refers to the complete procedure of collection and analysis of the data samples. Data collection has been conducted with the use of mixed method approach in which both qualitative and quantitative approach was adopted. This study has been conducted with the use of quantitative methods in which different statistical techniques were applied to analyses the collected data. The researcher used questionnaires as they offered a specific staging for collecting data from a substantial number of participating people. They offered a qualitative range of responses (multiple choice, scales) that could be subjected to use by the researcher to conduct statistical analysis and determination of trends and connectedness of variables.

The instrument of self-made questionnaire survey, which is effective in getting comprehensive data in a relatively short time from a varied group of respondents, was chosen as the primary data collection methodology. Questionnaire is a structured instrument that provides a convenient and comprehensive mechanism for recording the mixed type of data (Zoltán &Jean-Marc, 2023).

The sample size of the survey was determined taking in consideration the statistical properties, with the desire of a representative sample that could provide various meaningful input to clarify the research goals. The survey encompasses 302 total respondents, who were targeted for the participations. It was with a view to increasing the response rate, and for the assurance of data quality, that different strategy approaches were brought to use. This included personalized invitations, sporadic follow-ups and reminders, assurance of confidentiality and a few incentives to page down. The effort also aimed to make the question clear, brief, and easy to understand so that people could give the response on the point but without thought clog.

However, the degree of success can differ due to several factors: for example, the kind of survey, different specific characteristics of the target population, the time of the survey, and method of data collection. The study received these 302 responses, which means that all participants responded.

2.5 Data Analysis

Data analysis is one of the most crucial steps of the research approach. It helps minimize large data size to smaller parts which become easier to interpret. Data

analysis is further subdivided into two parts- Inductive**:** Indicative data analysis helps in deriving concepts from raw data with the help of a research evaluator.

▪ Deductive**:** Deductive data analysis refers to developing theory and hypothesis and analyses the data to test the hypotheses.

The regression analysis described by Chukwu et al. (2019) reported that there the relationship between independent variable and dependent variable can be examined. Based on the collected data, it has been analyzed that, stimulated advertising and dependent variable, consumer buying behavior. As it was mentioned by Chukwu et al. (2019) that all independent variables such as emotional response, environmental response, brand awareness and advertising had been considered statistically significant and positively correlated with consumers' purchasing behavior. Another study conducted by Onewo et al. (2020) reported that there was a positive relationship between advertising and consumer buying behavior in terms of corporate website advertising which is considered as the main affecting factor. Onewo et al. (2020) mentioned that online advertising had an effect on purchasing behavior of consumers as the study proved the statistically significant relationship between variables which were measured based on regression analysis. A Kaiser-Meyer-Olkin (KMO) test is used in research to determine the sampling adequacy of data that are to be used for Factor Analysis.

Concerning the KMO and Bartlett tests, in order to evaluate the suitability of the data to factor analysis, these two tests were performed. The KMO test allows to ensure that the data we have are suitable to run a Factor Analysis and therefore determine whether or not we have in fact measured what we intended to measure. In SPSS, we conduct a KMO test by using Factor Analysis. The KMO test is used along with Bartlett's test of Sphericity, a different test that examines whether the data are normally distributed. The two tests together examine the distribution of the data and the sampling adequacy of each variable in the model tested, along with the adequacy of the model. (Hüseyin Şenkayas, Emre Danışman 2018). Lastly, thematic analysis has also been adopted in which different themes were devised based on the primary findings and the results were examined in the desired manner. The thematic analysis is adopted to analyses the secondary data by which different themes were devised based on the research questions and the analysis is conducted in relation to the data obtained through statistical analysis.

2.6 Sampling Technique

Sample units were chosen by using sampling method which is one of the non-

random sampling methods. All of those who respond to the questionnaires are included in the sample by filling out the questionnaire forms sent to the people who make up the main mass for easy sampling data collection. Time and cost constraints are among the reasons for choosing this method.

2.7 Data Collection Method and Tool

The data required for conducting research was obtained by using online survey method. Due to the suitability of the research, the advantages of fast, easy and cost constraints, online survey was preferred. The questionnaire consists of three parts. In the first part, it is aimed to obtain descriptive information by asking demographic and socio-economic questions to the participants. In the second part of the questionnaire, information was tried to be obtained by asking questions about the frequency of internet usage of the participants, whether they were affected by advertisements, and their shopping status. In the third part of the questionnaire, online advertising by translating the perception scale, the behavior towards the ad scale, the scale of purchase intent, re-organizing and re-creating it to social media advertising through was implemented. All of the expressions forming the scales were asked with a 5-point Likert type scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree, Disagree, 4 = Agree, 5 = Strongly Agree. Perceptions of social media ads were measured with a scale of 5 factors and 15 questions.

2.8 Limitations of Data Collection and Analysis

This study has been conducted with the use of primary data in which different statistical tests were applied. However, the core limitation for using this method was to determine specific consumers who are living in Aydin, Turkey. For this, the sample size was increased and the respondents who were not living in Aydin Turkey for minimum of one year were eliminated from this study. On the other hand, the precise information was obtained with the use of statistical analysis. To cope with this limitation and extensive research was performed by which the results obtained from statistical analysis can be supported accordingly with secondary data. However, the limitation of using secondary data method is that relative data was observed and the information was repeated. This results in different issues because it was difficult to address the repeated data and it was difficult to determine the impact of social media advertisement on the people of Aydin, Turkey.

To overcome this limitation, the filter of custom range was used and different keywords were utilized in combination and the analysis was conducted and different factors associated with social media advertisement and consumer behavior specifically focusing on

Turkey was extracted to perform the analysis. Furthermore, the thematic analysis was also used for analyzing the data. There were various limitations because the information was repeated in different themes that could reduce the quality of the whole study. Based on this, the researcher has extracted the data specifically on the Turkish context and the information was also analyzed from the results obtained through survey. This provides sufficient means and the in-text analysis was conducted accordingly.

Chapter 3: literature review

In this part of our research, we will talk about the concept of social media, its features, the difference of social media from traditional media, its advantages and disadvantages, tools, the concept of advertising, online advertising, advertisement in social media, online consumer behavior, attitude towards advertising and intention to purchase, and examples of the studies conducted to date. literature review will be done.

3.1 Social media concept.

According to Hudders et al (2021), social media produces a noticeable impact on consumer decision-making specifically in the process of complex purchases. Organizations use social media channels by which consumers can differentiate between relative brands. On the other hand, social media is also significant by which firms can determine the level of consumer involvement along with the risks that could be used to examine the consumer behavior towards the brand. Furthermore, in the study conducted by Arndt (1967, Cited in Hudders, et al., 2021, social media has been determined as electronic word of mouth and in the present era, it is considered as a primary source of information that produces a direct impact on consumer buying decisions. It has been further analyzed from the research of Wang, et al., 2021, which defines that the use of social media produces its influence by which consumer decisions are shaped and different perceptions and attitudes can be examined in the desired manner. These axes are examined by which consumer involvement can be examined and differences between brands can be determined in the desired manner. Moreover, the study conducted by Annmarie & Tracy (2022) in their study has classified four types of consumer behaviours. The first is the complex buying in which high consumer involvement is present and significant brand differences are determined. This behavior is mainly observed for luxury products. The second is the dissonance-reducing consumer behavior. This is the behavior in which high consumer involvement is present but few brand differences are present. Habitual buying is the third sort of consumer behavior. In this sort, low consumer involvement is present and low brand differences are present. The last is the variety-seeking consumer behavior. In this type, low consumer involvement is present but high brand differences are present.

Another study by Bayer et al., (2021) examined the concept of social media marketing. It has been determined that social media in the present era has been recognized with prime importance for the businesses by which the firms examine their consumers and their attitudes towards their products and services. On the other hand, several studies have

been determined, which defines the social media is utilized by the firms by which they analyses different practices that could be used to have positive perception towards their products and services. Besides this, different reviews from the social media can be determined by which negative perceptions of the consumers can be determined and different strategies can be induced accordingly which effective use of social media can be determined and positive consumer perception can be obtained (PIGOZZI, 2021; Hasan and Huan, 2021).

It has been further evaluated from various studies, which defines that social media is utilized by the organizations to have effective communication with their potential consumers and information can be described among the consumers. It has been further determined that social media channels are used by firms for their marketing operations. The social media channels are used by the firms by which firms sell their products and services and high consumer engagement is observed. Besides this, the social media channels are effectively utilized by which behavioral attitudes of the consumers can be analyzed and positive consumer behavior can be obtained. This allows the firms to develop a positive perception regarding their products and services and high sales revenue can be generated with the use of social media channels.

3.2 The Importance and Features of Social Media in Turkish consumerism

As per the study by Shalini (2024), social media has gained a critical position in the world. Businesses are nowadays using social media platforms for interacting with their current customers. Along with this, the brands can easily approach other potential customers from all around the world. It has been highlighted in the study that social media features such as advertisements are being utilized all around the world in influencing consumer behavior. The advertisement portrays the product and results. The consumer gets attracted to the product and makes a purchase decision. Social media is considered to be a significant communication tool.

The study by Bronwyn & Jeff (2021) explored the impact of social media as a communication tool on consumer behavior in Turkey. A survey was conducted from the consumers of Turkey, the outcome of the research highlighted that a strong relationship was found between social media features for product information and consumer decision. Consumers look for information on social media before deciding whether they want to buy a certain product or not. The features such as content-sharing, a platform for interaction, advertisement and collaborations are considered to be potential aspects that influence consumer behavior in Turkey (Simon, Ercan &Inna, 2022). Winter et al., (2021), explored that social media marketing through advertisement has achieved worldwide popularity.

According to a survey people of social media are 45% more attracted to the animations on social media than just the plain content advertisement. The animation provides them with an idea about what the product is made of, how it must be applied and what results they can gain from it.

Furthermore, studies have shed light on the fact that social media allows brands to engage with their customers and develop their trust. the study conducted by Michelle; Jan & Deborah (2021) underlined that social media marketing has the potential to engage the brands with their consumer. The consumers of Turkey shared their perspective that they believe social media advertisement and other features influence their buying behavior. The words by other people using one brand and promoting it by sharing positive experiences influence other consumers buying behavior. The significant platform for advertising brand products is Instagram and Facebook. While certain brands also adopt Snapchat and Twitter for engaging with their customer base. It was further shown that social media engagement through advertisement is the most suitable digital marketing strategy in today's competitive market ((Simon, Ercan &Inna, 2022). Moving forward, social media's other important feature is to create identity. The brands promote their mission, vision, services and products on social media platforms such as Instagram and Facebook to create a unique identity. Their mission and vision are different from the other brands. This help in developing brand identity and consumer loyalty. Ahmadi et al., (2024) have discussed that social media features influence customer satisfaction. As they can search for information on a product or service they are looking for. Even they can find alternatives of the same product. This feature highly impacts customer buying behavior. Therefore, it can be concluded that social media features help in creating brand identity, customer loyalty and help with brand promotion.

3.3 The Difference Between social media And Traditional Media

The emergence of social media as a form of media has reshaped the media approaches and strategies that were used by brands. Thelwell (2021) described that social media and traditional media have some major differences. These include social media channels that provide the brands to reach out to a wider audience. As compared to the traditional media that is generally focused on a more targeted audience for brand promotions. The traditional media include billboards, print ads, commercials for TVs and Radios. while on the other hand social media uses features such as SEO and pay-per-click for promoting the brands and their products. Another major difference between both these media forms is that traditional media is not easily accessible. While social media is highly accessible and is in real-time (Enes, 2021).

The research also highlighted that social media has gained so much popularity in a short time as it offers the business two-way communication for higher customer engagement. The traditional media, on the other hand, provide the business only one-way communication. This resulted in limited communication and engagement of consumers with their brands. The brands can have more control over their published message as compared to

the traditional media which have less control over the message that has once been published. Each media has its pros and cons. However, social media is the future of marketing. People have smartphones in their hands, they can reach any media platform they want in no time. The marketing on social media is real-time. Therefore, we can say that social media can influence consumer buying behavior more than traditional media can ever do (IGI Global, 2022).

Furthermore, the research conducted by Liu et al., (2022). explored whether social media or traditional media influenced consumer behavior during the pandemic in Turkey. The study included 250 participants and a survey questionnaire was administered. The data collected and statistically analyses data collected highlighted that lockdown and other restrictions during the Covid-19 pandemic increased the use of social media. Moreover, it was also discussed that social media influence customer behavior regarding purchase more as compared to traditional media. Instagram and Facebook were observed to highest used platforms in Turkey during the pandemic. Along with playing a role in impacting the customer behavior. Conversely, the research study conducted by Siddiqui, (2021), explored the mediating role of traditional and social media on customer buying behavior. The study included 375 participants and conducted a survey questionnaire to measure which media platform has more significance in affecting consumer behavior. The outcome of the study highlighted that traditional media have the strength in stimulating customer behavior and brand perception. The study concluded that social media use has increased potentially over time. However, the importance of social media is less as compared to traditional media (Annmarie & Tracy, 2022). It was also underlined that the effect of social and traditional media on consumer behavior is different. Through social media, people make an immediate purchase. But the same does not happen with social media. The study recommended that businesses should incorporate both social and traditional media for increasing the consumer base and gaining a competitive advantage over their competitor.

3.4 Pros and Cons of social media and its Tools for Consumer Behavior

Over the past decade, social media has changed from being a medium for socializing to one of the strongest platforms for business marketing. However, there are several pros and cons of social media platforms. Shalini, (2024), discussed that social media marketing

such as advertisement can only be effective when done appropriately. The disadvantages of social media include being time-consuming. For making it effective the business need to spend a lot of time in making their social page update with content that is suitable and helps in attracting more customers. The content for the advertisement must be catchy and engaging. All of which requires a lot of time to be achieved. Another potential disadvantage associated with social media marketing is the risk of gaining negative popularity.

Social media is considered to be a powerful medium on which people share their experiences. Such as KFC faced negative publicity when a woman from the UK found a chicken head fried in her meal (Limestones, 2021). This impact KFC performance and consumer demand. The brands need to focus on maintaining their image by making sure that negative incidents take place. Along with this if a negative incident happens then the brand should focus on strategies through which they overcome it as soon as possible. To save their reputation. On the other hand, advantages of social media marketing include being less expensive as compared to traditional media. The brands can gain access to a wider audience, the marketing is not just limited to demographic or geographic level. While the biggest advantage is a two-way interaction (Dwivedi et al., 2021). There are multiple social media tools such as Facebook, Instagram, Snapchat, Twitter and LinkedIn. The study conducted by Kaka, (2022), investigated the pros and cons of Facebook as a social media tool for marketing. The target advantages include the target audience. The brand can make a new audience through advertising on Facebook. Through the data on Facebook, the brands can target their advertisement to potential consumers. The right advertisement to the right consumer can influence customer behavior. However, the disadvantage can be an increase in the cost. However, the advertisement on Facebook can only help the brand in reaching the users that are only on Facebook. However, the advantage is that the brand can make potential customers from all around the world that is using Facebook. The selection of social media tools for marketing the product and service by a brand must be selected carefully.

The content for advertisement must be developed to attract more customers. As these are critical in affecting the customer behavior in buying the product of a certain brand. Furthermore, the study by Werner (2024) explored the advantages of Instagram as a social media tool for marketing. The advantages are the advertisement are eye-catching, allow a brand to create shopping posts and showcase more products. Along with this, Instagram also provides unique Ad Formats. This helps in attracting the customers and positively affecting their consumer behavior. While Cond of Instagram include a limited audience as the Ads may not be suitable for each user. Less content and time consuming as marketers need to be creative to stand out and attract more customers.

3.5 Advertising concept

As it was clearly explained by Poepsel (2021), advertising is the promotion and adoption of a product or service, an institution, a person or a person positively by means of mass media by paying a predetermined price by the responsible person. When the advertisement is viewed by the manufacturer, it is indispensable to convey the product or service they produce to the potential customer group, to persuade the consumer to prefer the products and services produced by that business, to keep the requirement and demand alive

for the product due to the excessive competing product or service in the current market. It is located. According to consumers, advertising; It is a tool that enables consumers to make the most appropriate and rational choice among many products that meet their own needs in the market, introducing various products or services, and showing how, where and how they can purchase these products and services. Based on the definitions, we can list the features related to the advertisement as follows:

- Advertising is made for a certain fee Firms pay a certain fee to advertising agencies or intermediary institutions to deliver messages about their goods and services to consumers, and in this respect, advertising differs from public relations and propaganda.
- The identity of the manufacturer, person or company that advertises for the purpose of selling its goods and services is certain.
- It is a collection of messages flowing from the advertiser to the consumer. With advertising, the consumer is tried to be informed and persuaded.
- There is mass communication in advertising. The sales effort is aimed at communities, not personal. To ensure this, television, radio, press, internet, etc. mass media are used extensively.
- Advertising is a group of activities such as intensive planning, research, creating a message, choosing a communication tool.
- The advertisement provides information about products, services and ideas. Advertising is a marketing activity that can be performed not only for concrete and physical products but also for services and thoughts. While margarine or soap advertisements are shown as examples of product advertisements, Airlines or hotel advertisements are described as advertisements related to the service industry.

Some managers say they want to increase sales or market shares, while others say they aim to give an identity to the property or differentiate their brands. Generally, the aim of advertising is to ensure that consumers react positively to the goods and services offered by businesses, that is, to perform their functions. The main purpose of the advertisement is to provide information as a communication method, to remind or

to convince the target audience in a subject. Others are results that show whether these goals have been achieved. With the message it offers, the advertisement strives to create a positive attitude towards a targeted product, service, institution or brand and to create a desired behavior change. Advertising tries to communicate with the target audience in order to realize this effort and to positively affect their attitudes and behaviors after creating a change in their knowledge level.

3.6 Online advertisement

New computers were added to the network in this project, which is the basis of the internet, over time. As a result, communication over the network has been gradually increased and new areas of use such as electronic mail, discussion lists, forums, file transfer services have emerged. Towards the end of the 1960s, connecting the universities and state-controlled laboratories in the USA, the internet has become an area used for academic, social and commercial purposes today.

When the internet was first used, the ideas that it was very difficult to use for advertising purposes changed after the second half of 1990s and internet advertisements started to be made thanks to the widespread use of internet with the developing communication technology. Advertising on the Internet was the first company to sell banner advertising in history by hotwired.com in 1994. In addition, 1994 was the date when the first commercial web browser, Netscape Navigator 1.0, was launched. Internet advertising differs from traditional advertising because it has the capacity to reach more people. Thanks to the internet, customers can click on a book under the title of an ad title to review the contents, see the comments about the book and download it to their own computer.

No traditional media advertising has such a comprehensive transaction, communication, and distribution integrity capability. The purpose of online advertising is to create brand awareness, to provide information about services, products, and companies to consumers and to develop sales in electronic environment. Online advertising allows companies to reach a much larger number of potential customers than traditional consumers, by keeping the advertising budget low. When used regularly and results are measured, it can become the most important component of the marketing mix of companies.

On the other hand, one of the most up-to-date marketing approaches of today is social media marketing. It is anticipated that it will also play a key role in the marketing of the future. There are multiple internet-based channels such as social media blogs, video and image sharing sites, social networks, microblogs, wikis and e-mail. Conducting cost-free activities in these channels, communicating with customers. There are great opportunities for all small or large businesses to reach their ideas and suggestions shortly.

Social networking sites were built on the perception, organization, and

announcement of the social network, which is a very basic human need, and it has become a magnificent invention in a short time by millions of people. These sites have enabled the development of existing social networks and their growth by overcoming physical obstacles, as they have allowed them to establish new relationships easily through their common interests and common relationships. The most important development of social networking sites in terms of marketing communication is the rapid and easy transition of content shared within a network to another network. This type of content that spreads over acquaintances is remarkable and its effect is high. Another important issue is the desire of individuals to gain status and dignity by quickly sharing information with others.

They explained that when looked at by companies, the sharing of these individuals about the product or brand is one of the most effective ways to create brand ambassadors who speak on behalf of the company and to manage brand communities provided that they are not limited to the online environment. Social networking sites are a great opportunity for institutions and brands to develop fast, trust-based and open dialogue with their target audience in an intense competition environment, but it is also a bomb ready to explode for these reasons. It is extremely important for institutions and brands to determine strategies for how they will react in crisis situations by making some preliminary decisions on communication such as openness in communication, tone of communication, speed, and spokesperson before creating accounts on social networking sites.

It makes it more imperative to understand the incentives and obstacles to the inclusion of social media ads in the promotion mix more and more by the advertisers and the acceptance of consumers to social network advertisements. Social network ads are undoubtedly the most an important type of advertisement in terms of creating consumer engagement, especially in the 18-34 age group, where access is quite difficult through traditional channels.

3.7 Advantages and disadvantages of online advertising

The online advertisement on social media as a marketing strategy has potential in shaping consumer behavior and making them purchase the product they are seeing. The advantage of online advertising on social media includes extensive coverage, as 3.6 billion people are using social media till 2020. While the number kept increasing to 4.41 billion in the year 2025. Social media provide the brand to connect with customers in different countries. Communication can help in changing the customers perspective regarding the brand. This change can potentially affect consumer behavior towards a buying decision (Pantea, Nguyen & Melewar. 2022). Opportunity for strong interaction with the customers. On social media platforms, the brands can post content that is interactive and creative. For

instance, the online advertisement by the brand provides a hyperlink in the description.

The customers interested in the product can click on the link and view the experience of the past users. The information and reviews of the past consumers on social media helps the brand in increasing their customer base. The interaction through online advertising on social media significantly impacts consumer behavior. Moving forward another advantage of online advertisement on social media platforms includes being real-time and long-lasting. The brands can follow new trends and hashtags to attract more customers (Alexandre, Patricia, Teresa, 2023) The trends on social media are considered to be influencing the buying behavior of the customers. Another advantage of online advertisement includes the effective target of the audience, monitoring their response regarding the product being advertised along with tracking the results of all the campaigns going on. The features and the way advertisement depict the product is critical in making a place in the mind of people (Werner, 2024). The animation and sharing of results of the service or product on social media help in pushing the customers towards buying decisions.

Online advertisement on social media also some of the disadvantages that impact be playing a role in impacting the customer behavior towards the brand, product and impacting the overall perspective. A study by Bond et al., (2019), highlighted that social media advertising is a complicated process. Such as selecting the right audience for your ads and based on which advertisement form to use. Such as search advertisements can help with showing your product when a target audience is looking for the same product. While it is also observed that mistakes in social media marketing are costly. Such as if a brand target audience uses LinkedIn as a social media platform. However, the campaign is done on Facebook can lead to a huge cost. Therefore, it is recommended that the brands must develop their online advertisement strategies and campaigns through gathering data on social media and understanding the nature, demands and needs of their consumers.

It has been evident that understanding the consumer is essential for higher sales and profit. While this also leads towards positive consumer buying behavior and brand loyalty as they are getting what they need. Conversely, the study by Kaplan and Haenlein, (2018), described that social media marketing and online advertisement on social media has a disadvantage that is high competition. Multiple brands are out there promoting their products. It is significantly associated with changing consumer behavior. Such as one consumer wants to purchase a face cream. However, the brand they use is selling the product at high prices. While another brand with the same product is selling at a low price. Therefore, the consumer might decide between buying the product from a new brand. Thus, the brands must keep in mind all the aspects that can impact consumer behavior and make strategies for it.

3.8 The Importance of Advertising in social media

Gutierrez A et al. (2023) stated that social networking sites provide firms 'marketing managers with the opportunity to learn about the targeted consumers' choices, create stunning advertisements for their interests, needs, and life tastes. Companies can easily reach target consumers through advertisements published on social networking sites and communicate with their potential customers. The author mentioned that with the realization of the importance of social media tools in terms of marketing communication and even integrated marketing communication, sites such as Facebook, Twitter, Flickr, LinkedIn have

become indispensable brand communication and advertising media for corporations. (Gutierrez et al., 2023). Their ability to be used as a viral marketing tool is one of the biggest advantages of social network advertising. Social network users also use all kinds of information sharing opportunities offered by the media to share the brands they like or dislike. Therefore, if the advertisements or products of the companies are performing well, it is now very simple to increase the success by spreading mouth to mouth in these environments. (Kaka, 2022).

3.9 Online Consumer Behavior, Advertising Attitude and Purchase Intention

3.9.1 Online Consumer Behavior

Consumer behavior, especially the decisions of consumers in purchasing and using economic products and services are defined as their activities. Consumer behavior includes physical activities such as evaluating, searching, buying, using, and selling products and services that individuals think they can meet, or searching, purchasing, using and selling, and decision- making stages that affect these activities. (Odabasi and baris, 2002: 29). Consumer behavior includes the purchasing stage in recent years, the situations before and after the purchasing stage, and the experiences related to these stages. The features and assumptions regarding consumer behavior are described below:

- Consumer behavior is a dynamic process and includes the emergence of need, selection, purchasing and use stages.

- Consumer behavior includes some activities before, during and after purchasing.

- The structure of consumer behavior is complex and varies over time

- There are different roles in the consumer behavior process and the consumer can create different combinations from these roles.

● Consumer behavior may vary according to individuals.

Seema (2021) reported that with the growth of businesses, one-to-one communication between managers and consumers has disappeared. Thus, the need to conduct research to understand consumer behavior has emerged. Businesses should keep up with the change quickly and be able to respond to consumer demands immediately. Developments in information technology have also transformed consumers into online consumers. Many of the new generation has often started their first shopping as an online consumer. With the increasing importance of technology in our life's day by day, consumers are now choosing to shop online as they want to use their time in the fastest and easiest way. Online consumer behavior is influenced by the consumer's attitude towards online shopping. The reason for this is that the consumer's attitude towards online shopping is greatly influenced by the intentions of the consumer to use and use the internet for information

research. If a consumer has a positive idea of online shopping, it tends to have similar positive intentions to investigate online products and price information in the same way (Wang et al., 2021).

3.9.2 Online Consumer Purchase Decision Process

According to a study conducted by Gursoy et al., (2022), Turkish users share on social media tools related to different topics such as themselves, their environment, friends, the products they use, their experiences. An important part of these shares is related to a product, service or brand. This situation shows us the conclusion that Turkish users exist on social media with their consumer identities. For these reasons, it shows that social media has been accepted by large masses and has become an important factor affecting purchasing behavior (Wang et al., 2021). The Turkish consumer first searches for the product or service he / she will receive on the internet. He has an idea by looking at evaluation sites, comments, tweets, and shares. These comments are very important for the consumer in their decision to buy or not. At the end of the purchase or non-purchase process, the consumer shares his comments about the product / service on the internet. Although there is research stating that it requires a longer process than traditional markets, there is a general opinion that the online buying decision process consists of 5 stages. Although the stages of the purchasing decision process are the same in the online markets, there are some differences in its content. (Wang et al., 2021).

3.9.3 Awareness of the Need for Consumer Buying

The research conducted showed that it was a result of stimuli that consumers detect a problem or become aware of the need before making any purchases which also can hugely affect their purchasing behavior. Once the problem is identified, consumers decide. If the consumer perceives that there is no distinction between the desired situation and the real situation, there is no problem. For the problem to occur, there must be a distinction between the desired situation and the real situation. The consumer detects the problem and takes action to solve the problem. Other stages of the decision process are related to how to solve the problem that arises (Gursoy et al., 2022),) Online customers may have requirements that they become aware of when they are offline. However, attempts should be made to encourage the consumer to become aware of their need. The first of these initiatives is to make it easier to start surfing the internet, and the second is the consumer guiding approach with consumer guidance. Reference groups and promotion initiatives also constitute other methods. (Siddiqui, 2021).

They mentioned that consistent web interface styles should be created, and hierarchical product organization designed to simplify Internet browsing. In addition,

features such as a shopping guide and on-site search engine should be available to enable the consumer to access product information in an easy way. During the purchasing phase, it will be beneficial to use advertisement tools such as new and advantageous, to use online promotion tools, to increase the request with music broadcasting in the background of the ads, and to specify the number of visitors, buyers of the site or to create chat rooms.

3.10 Consumer Perceptions in Social Media Ads

Many factors such as language and style used in advertisements in social media, content of messages, visual and audio tools have a great influence on consumers' perceptions and attitudes towards advertisements and businesses. Online advertisements are directly dependent on the value of advertising, perceived entertainment level, information, economy, and reliability.

3.11 Economic Benefit

There are two different perspectives regarding the effects of advertisements on economy. First, ads help consumers choose a particular brand among alternative products. The second is advertisements; It is a tool that affects consumers' ideas about introduction, place, price and quality (Hasan & Huan, 2021). Economic utility reflects the point of view that advertising accelerates the adoption of new products and technologies, improves finding good, reduces average production costs, promotes healthy competition among producers for the benefit of all consumers, and increases the average standard of living. It is thought that advertising, which supports both the production and consumption of the product, adds a positive value to the economy (Hasan & Huan, 2021).

3.12 Deforming (Value Degradation)

Consumers create content by using social media networks, communicate by sharing their information and ideas, and have turned into more active individuals. Thus, this idea creates a position that creates new values for the firm and the consumers. (Siddiqui, 2021.) Advertisements with unethical, inappropriate content, illegal, sexual messages can lead children to exploitative or negative values, and in this case, they can lead to a result that negatively affects the attitudes of consumers. (Siddiqui, 2021). She mentioned that it can be said that its deforming feature has an effect on the attitudes of consumers towards advertisements. For this reason, businesses should learn the structure of their target consumer audience very well, and they can create their advertisements according to this structure in order to understand the advertising messages they will convey correctly, not to react and cause positive attitudes (Bayer et al., 2021).

3.13 Advertising Attitude

According to study conducted by Michael &, William (2022), the attitude of Turkish consumers was in explained and examined in a way that a positive attitude towards advertising is called liking, while a negative attitude is called unappreciation. For this reason, in order for the advertisement to change by affecting the consumer behavior, first of all, the consumer should change his attitude It is easier to convince consumers who have a positive attitude towards a thought or product. Most of the advertisements are made to strengthen positive attitudes and change negative attitudes. The fact that the attitude towards advertising is an important variable for marketers is the main factors affecting the last choice of the consumer. Furthermore, to above mentioned study, another study conducted by (Michael &, William, 2022) reported that intention means designing something by wishing to do something in advance, and it emerges as an important indicator of the actual will to perform any behavior.If the term of intention is interpreted in terms of consumer and customer, it would be correct to say that it occurs between the processes of evaluating purchasing alternatives and the occurrence of purchasing. Purchasing intention is the level of perception of the customer to purchase a product or service. They mentioned that the choice of product, service or brand, the time and amount to be purchased underlies the consumers' purchase intention. For marketers, knowing the purchase intention is a way of understanding what the consumer will buy in advance. For this reason, marketers often conduct research to measure consumer intent. In addition, when considered in the context of relational marketing, since the cost of retaining an existing customer is less than acquiring new customers, purchasing intention is an important issue for businesses. Although online ads are an advertising tool that can reach a wide and effective audience, it is important for advertisers to increase efficiency by using certain features. This can be achieved by using features such as multimedia, pictures and content that have a positive impact on the purchasing intention of consumers (Michele, 2022).

Chapter Four: Findings

In this part of the research, the analysis results of the data obtained by conducting a survey on the internet are included. The demographic and socio-economic characteristics of the participants were mentioned, and the validity and reliability of the collected data were tested. In addition, the hypotheses were tested by including the factor, chi-square and regression analysis results.

The hypotheses for this study were as follows

H1: Social Media advertisements play an important role in the product purchasing perception of the consumers residing in Aydin.

H2: The features in social media advertisements affect the purchasing perception of the consumers in Aydin.

The research question for the study were as follows.

RQ: Do social media platforms determine the consumer behavior for the costumers living in Aydin, Turkey?

4.1 Findings Regarding the Demographic and Socio- Economic Characteristics of the Participants

In the first part of the questionnaire, demographic questions about gender, age, education level and income are included in order to identify the participants of the research. In the second part of the questionnaire, questions about their socioeconomic characteristics were asked to the survey participants and the answers were obtained (Yazicioglu and Erden). When we look at the gender distribution of the participants, we see that women constitute the majority with 65.6%. 198 of the participants (65.6%) are women and 104 (34.4%) are men. More than half of the participants (60.9%) 184 of them are between the ages of 17-27, that is, young people. 109 people (36.1%) are between 28-38 years old, 7 people (2.3%) are between

39-49 years old, and 2 people (0.7%) are over 50 years old.

Demographic Characteristics of the Survey Participants

Variables	Categories	Frequency	*%*
Gender	Male	104	34,4
	Female	198	65.6
Age	17-27	184	60.9
	28-38	109	36.09
	39-49	7	2.32
	50+	2	0.66
Level of education	Middle School	1	0.33
	High School	25	8.28
	University	276	91.4
Income	0-3500	245	81.1
	3501-7000	45	14.9
	7001-10500	3	1
	10501+	9	3

Table 1: Demographic Characteristics of the Survey Participants (Source: Author)

More than half of the participants (60.9%) 184 of them are between the ages of 17- 27, that is, young people. 109 people (36.1%) are between 28-38 years old, 7 people (2.3) are between 39- 49 years old, 2 people (0.7) are over 50 years old. When we look at the educational status of the participants, almost all of them are university graduates with 91.4%. This situation shows us that the education level of the participants is high. When we look at the income level of the participants, the monthly income of 245 (81.1%) individuals or their families varies between 0- 3500. 45 (14.9%) people 3501-7000, 3 people (1.0%) 7001-10500, 9 people (3.0%) 10501 and more.

Frequency of Internet and Social Media Usage of Participants

Variables	Categories	Frequency	%
Daily time spent on the Internet	*Nothing*	3	1.0%
	Less than 2	59	19.5
	2-4 hours	113	37.4
	5-7 hours	85	28.1
	7 hours+	42	13.9
Frequency of visits to social networking	Nothing	4	1.3
	Once a day	23	7.6
	2-4 hours	76	25.2
	5-7 hours	81	26.8
	7 hours +	118	39.1
Daily time spent on social networking	Nothing	5	1.7
	Once a day	109	7.6
	2-4 days	103	25.2
	5-7 hrs.	56	26.8
	7 hrs.+	23	39.1
	Facebook	199	65.9
	Twitter	17	5.6
	Instagram	58	19.2
	YouTube	13	4.3
	Myspace	1	.3
Most visited social networking site	Pinterest	3	1.0
	LinkedIn	1	.3
	Others	10	3.3

Table 2: Frequency of Internet and Social Media Usage of Participants (Source: Author)

It has been determined that 37.4% of the participants (113 people) spend 2-4 hours a day on the internet. 28.1% (85 people) spend 5-7 hours on the internet. This situation shows that the participants spend a significant part of their time on the Internet. 36.1% of the participants (109 people) spend less than 2 hours a day on social networking sites. 103 people (34.1%) spent 2-4 hours; 5 people (1.7%) stated that they did not spend any time. The number of those who spend 7 hours or more on social networking sites is 29 (9.6%). More than 50% of the participants have come to the conclusion that they spend 2-4 hours on social networking sites. Most of the participants, with 65.9% (199 people), mostly visit Facebook site. The most visited site after Facebook is Instagram with 19.2% (58 people). It is important for advertisers to consider this when running their ads.

Shopping Status of Participants

Are you affected by the advertisements on social media and do you shop?	Yes	119	39,4%
	No	183	60,6%
Which site advertisements interest you most?	Facebook	149	51,7%
	Twitter	9	3,1%
	Instagram	98	34,0%
	YouTube	22	7,6%
	Myspace	0	0,0%
	Pinterest	2	,7%
	LinkedIn	1	,3%
	Other	7	2,4%
Do you shop on social media after being influenced by the page or post your friends like?	Yes	94	31,1%
	No	208	68,9%
Do you get instant news about the brand you like on social media?	Yes	148	49,0%
	No	154	51,0%
Do you get instant answers to questions about the brand you like on social media?	Yes	115	38,1%
	No	187	61,9%

Table 3: Shopping Status of Participants (Source: Author)

The number of people who are affected by the advertisements on social media and shopping is 119 (39.4%), the number of those who do not shop is 183 (60.6%). 149 of the participants (51.7%) are more interested in ads on Facebook. After Facebook, 98 people (34.0%) said that the ads on Instagram attracted more attention. Furthermore, 208 participants (68.9%) of the participants stated that they did not shop on social media by being affected by the page or post that their friends liked. The percentage of participants who say they are instantly aware of the brand they like on social media and those who say they are not aware of it is close to each other. 154 participants (51.0%) answered "No" to the question of being instantly informed about the brand they like on social media. The number of participants who did not get immediate answers to the questions asked about the brands they liked was 187 (61.9%). It will be in their best interest for brands to ensure that they can respond immediately to the questions or requests of consumers.

4.2 Validity and Security of Data Collection Tool

In order to test the validity and reliability of the data collection tool, exploratory factor analysis and reliability analysis were performed. Reliability analysis is a method developed to evaluate the characteristics and reliability of questionnaires, tests or scales used without measuring (Kalayici, 2010). The Cronbach Alpha coefficient is defined as a measure of the homogeneity of the items in the scale, that is, internal consistency. In other words, information is obtained about whether n items in the scale with alpha coefficient form a whole in order to explain or question a generic structure.

For face validity, the experts checked the questionnaire to know whether the items reflected 100% of the constructs that were being measure like exposure to advertisement and purchase behavior). For content validity, the types of advertising platforms and the behavior of consumers in the purchase process relevant to the research situation were included in the questionnaire schedule by selecting appropriate items. For Construct validity, a variety of statistical tests including exploratory factor analysis with a possible use of exploratory factor analysis was employed to assess if the checked items met the required criteria like social media advertisement exposure, purchase intention).

4.3 Reliability

For internal consistency, the psychometric reliability for the scales was assessed using Cronbach's Alpha. This measured how consistently the individual items within the scale measured the same underlying construct Alpha value of 0.7 or more is the usual case when the factor is deemed to be satisfactory.

The higher the alpha coefficient in the relevant scale, the more it is interpreted that the items in this scale are consistent with each other, consist of items that examine the same feature, or that all items work together in this scale (Arslan, 2014: 95). Alpha coefficient takes values between 0 and 1. Alpha coefficient (Kalaycı, 2014). Alpha coefficient between 0.80- 1.00: The scale has high reliability, Alpha coefficient between 0.60 - 0.80: The scale is highly reliable, Alpha coefficient between 0.40 - 0.60: Scale reliability is low, Alpha coefficient between 0.40: The scale is unreliable. All factors showed highly consistent measurements with respect to alpha values. The entertaining-informing factor has high reliability (0.877), utilitarianism-reliability factor has high reliability (0.862), deforming factor (0.732) and purchase intention factor has high reliability (0.851), and purchasing behavior factor has low reliability (0.450).

Chapter Five Analysis of Results and Discussions

5.1 Factor Analysis

Factor analysis; It is one of the multivariate statistical techniques that transform many interrelated variables into few, easily understood and more meaningful, widely used and independent factors (Bozkır, 2012: 47). The basic values to be investigated in factor analysis are collected in the form of smaller linear combinations without losing their importance. Although shortening and summarizing information is the basic feature of factor analysis, all of the variables are included in the analysis (Yükselen, 2011: 200).

Factor analysis; It is carried out in 4 basic stages: evaluating whether the data set is suitable for factor analysis, obtaining the factors, rotating the factors if necessary and naming the factors (Koçak, 2012: 191). Before performing factor analysis on the data, KMO and Bartlett tests were conducted in order to evaluate the suitability of the data for factor analysis. While the Kaiser-Meyer-Olkin (KMO) test shows whether the number of samples is sufficient for factor analysis, Bartlett's sphericity test shows whether there is a strong relationship between variables (İslamoğlu, 2009: 235). The KMO ratio, which is an index that compares the size of the observed correlation coefficients with the size of the partial correlation coefficients, is expected to be above 0.5. The higher the KMO ratio, the better the data set is for factor analysis. KMO values and comments are given below (Kalaycı, 2010: 323).

0.90	Excellent
0.80	Very good
0.70	Good
0.60	Medium
0.50	Low
Below 0.50	Unacceptable

Table 4: KMO Values (Source: Author)

Bartlett Test; It serves to test the probability that at least some of the variables in the correlation matrix have high correlations. The correlation matrix is the identity matrix and the rejection of the null hypothesis is necessary to continue the analysis. Rejecting the null hypothesis shows that the data set is suitable for factor analysis (Kalaycı, 2010 322).

As seen in Table 5, the Kaiser-Meyer-Olkin value of consumer perceptions is 0.889, which is closer to its excellent value than its very good value of over 0.5. It is suitable for data set analysis. In addition, as a result of the Bartlett test, 2151,587 and sig. The value is p = 0.00 and it is significant at 0.05 confidence level. As a result of the factor analysis, the factor analysis consisting of five structures has been reduced to three dimensions. The dimensions of informing and entertaining were united in one structure, the dimensions of reliability and utilitarianism in one structure and the deforming feature in one structure.

	Information – Entertainment (α:0,877; AV:%45,3)	Reliability-Utilitarianism (α:0,862; AV:%11,5)	Deform (α:0,732; AV:%7,3)
INF1	,686		
INF2	,682		
INF3	,752		
ENT1	,750		
ENT2	,741		
ENT3	,732		
REL1		,731	
REL2		,757	
REL3		,760	
REL4		,641	
UTI1		,746	
UTI2		,589	
DEF1			,891
DEF2			,874

Table 5: Consumer Perception Scale on Social Media Ads Factor (Source: Author)

KMO: 0,889; χ2:2151,587; sig.: 0,000; Total Variance Found: %64,1

Factor Analysis Results Regarding Purchasing Intention and Behavior Scales

Factors	Factors
Purchase intention (α:0,851; AV:%64,3)	Buying behavior (α:0,450; AV:%87,1)
PI1 ,802 PI2 ,802 BB1	,933 ,933
KMO: ,500; χ2:25,632; sig.: 0,000; Total Variance Explained %64,3	KMO: ,500; χ2:238,574; sig.: 0,000; Total Variance Explained %87,1

Table 6: Factor Analysis Results Regarding Purchasing Intention and Behavior Scales (Source: Author)

In Table 6, KMO value of purchase intention is 0.500 and it is poor. It is suitable for data set analysis. Bartlett test 25,632 sig. value p = 0.000 is less than 0.10. As a result, it makes sense at the level of trust. Likewise, the KMO value of purchasing behavior in Table 7 is also weak at 0.500. KMO values of 0.50 and above indicate that it is suitable for data analysis.

Bartlett test 238,574 and sig. The value of p = 0.000 is also less than 0.10. The analysis is meaningful at the confidence level. As a result of the factor analysis, it was seen that both scales have a one-dimensional structure.

5.2 Results and Discussions

The relationship between the expected value and the observed value is looked at. The Chi-Square test, which measures whether the distribution of values in the sample group is compatible with the population distribution suggested in the hypothesis, is one of the most used tests among nonparametric tests. The reason why it is called as a conformity test is to investigate the compatibility between the expected values and the values obtained. The distribution of the data is specified while creating the null hypothesis. The expected and observed frequency values are compared.

The zero hypothesis is accepted if there is agreement between the expected value and the observed value, if there is no agreement, the null hypothesis is rejected and the alternative hypothesis is accepted. As a result of the analysis, when the sig value is (P

<0.05), the null hypothesis is rejected, and the alternative hypothesis is accepted (Kalaycı, 2010: 90). (Moore & Kirkland, 2007). Chi-Square Test of Independence is used to determine whether the relationship between two variables is statistically significant (Eymen, 2007: 142). Independence test is used to test whether two qualitative variables are independent from each other (Çankaya, 2013: 102).

Hypotheses.

4.1.1 H0: Variables are independent from each other.

4.1.2 Ha: The variables are not independent from each other.

It is necessary to show the results of the observations in the form of composite series classified or grouped in order to apply the chi-square test of independence. The table consisting of rows and columns containing variable classes is the quota table. If (r) shows the number of rows and (c) shows the number of columns, a quota table of (rXc) is obtained. This type of cross classification is made with the aim of examining the relationship between the element in any row and the element in the column, namely dependence or independence. (Kalaycı, 2010: 90).

Analysis Results of Chi-Square Test

The chi-square test was conducted to examine the relationship between purchase status categories and daily time spent on social networking sites. The contingency table is presented below:

Purchase Status	Less than 2 hours	2-4 hours	5-7 hours	Over 7 hours	Total
Yes	0	5	38	71	114
No	5	48	25	31	109
Total	5	53	63	102	223

The calculated chi-square value is 8.768 with 4 degrees of freedom. The associated p-value is approximately 0.067.

Table 7: Analysis Results of Chi-Square Test (Source: Author)

It has been determined that there is a 10% significance level relationship between the daily spending time of consumers on social networking sites and when they are affected by advertisements on social media and when they shop. In this case, the H1 hypothesis was accepted. In line with the purpose of this study, it was deemed appropriate to use multiple regression analysis. One of the assumptions of the multiple regression analysis is that there is no high degree of correlation between independent variables. Firstly, the regression model was established. The results of ANOVA analysis that tested the significance of the regression model, the R and R^2 values showing the effect of independent variables on the dependent variables, the explanatory power, significance levels and Beta coefficients are shown in the tables below.

1	,532a	,283	,275	,82793	,283	39,170	3	298	,000
2	,560ᵇ	,313	*,304*	,81156	,030	3,142	1	297	,000

Table 8: Regression Analysis Model Summary Table (Source: Author)

(a) and (b) represent different runs of the same model. This happens when the model is fit multiple times with slightly different parameters.

y consumers against social media advertisements were measured and it was tried to determine whether these perceptions were transformed into purchasing behavior with the purchase intention. Two models have been established for this purpose. In the first model, independent variables are informative / entertaining, reliability / utilitarianism, and distortion factors, which are dimensions of consumer perceptions and determined in factor analysis. In the first model, it is seen that there is a moderate relationship between variables and 28% of the change is explained by independent variables. In the second model, one more variable is added to the model in addition to these variables. This variable is the purchase intention variable, contributing 3% to the model's explanation level. The statistical validity of both models is given in Table 8.

Model	Sum of Squares	df	Average of Squares	F	Sig.
Regression	80,549	3	26,850	39,170	,000[b]
Residue	204,270	298	,685		
Total	284,819	301			
Regression	89,205	4	22,301	33,860	,000[c]
Residue	195,614	297	,659		
Total	284,819	301			

It was found statistically significant in both models. After this stage, the interpretation of the model coefficients and hypotheses was started. Table 10 shows the results for the models. Table 11 also includes VIF and Tolerance values showing whether there is a multi-connection problem. It seems that there is no multi-connection problem in both models.

Model variable	Unstandardized coefficients	Standardized coefficients	t value	sig	Multi connection statistics	Tolerance	VIF
Constant term	1.054		4.700	0.0000			
INF/ENT	0.256	0.242	3.413	0.001		0.480	2.082
REL/UTI	0.387	0.323	4.571	0.000		0.482	2.076
DEF	0.120	0.123	2.500	0.013		0.995	1.005
Constant term	1.023		4.653	0.000			
INF/ENT	0.242	0.228	3.286	0.001		0.479	2.088
REL/UTI	0.238	0.198	2.565	0.011		0.386	2.588
DEF	0.120	0.123	2.555	0.011		0.995	1.005

Table 10: Regression Analysis Coefficients Table (Source: Author)

In Model 1, it is seen that all dimensions regarding consumer perceptions developed against social media advertisements make a significant contribution. It is understood that the highest contribution is the reliability / utilitarianism factor with a beta coefficient of 0.387. This factor is followed by information / entertainment and distortion factor, respectively. In the second model, in addition to these variables, the intention to purchase variable is added. The effect of other variables on the purchasing behavior variable remained at the same level and it was observed that the purchasing intention variable also made a significant contribution. According to these results, it was observed that the purchase intention variable did not have an intermediary effect between the dimensions of consumer perceptions and purchasing behavior, and all variables contributed positively. As a result, the H2 hypothesis, which claims that the perceptions and purchase intention developed against social media advertisements have an effect on purchasing behavior were also accepted.

5.3 Recommendations

There will be a need to conduct post-exposure studies to evaluate whether social

media advertisements have prolonged effects on purchase behavior not being captured

instantly or desire for changes in purchasing habits. It will also be important to study neuromarketing techniques. Rather than being limited to solely the self-reporting by consumers about their responses towards social media ads, the use of brain imaging or other measures of the physiological reaction to the ad will add deeper insights into the neurobiological mechanisms behind their reactions.

It will also be important to do comparative analysis. It will be important to compare the outcomes of adverting methods (e.g., video ads vs. images) or strategies (e.g., targeted vs. untargeted) to figure out what works best for designers in generating the desired consumer reaction.

5.4 Limitations

First, the study cannot guarantee fairness and the social desirability concept states that participants report and recall have some deviation. Second, the outcome of the research

might not be fully generalizable to the entire population of Turkey or even to some cultural environments through being focused only on this one area (Aydin). The data drawn is, thus, incomplete without taking into account some external factors that affect the consumer behavior, for example, economic conditions, personal preferences or any brands' marketing strategies they employed.

Chapter Six: Conclusions

After justifying the effect of advertisement in social media on consumers 'behavior, came up with significantly positive results. The author investigated and evaluated whether the advertisements on social media have an effect on consumers' purchases based on 3 levels of analysis mentioned and illustrated above. The data was obtained by conducting a questionnaire on the internet to people who do not have demographic and socioeconomic differences who actively use social media. 302 people who actively use social media filled the questionnaire via the internet and this information was analyzed and interpreted with factor, chi-square, and regression analysis.

The study concluded that producers should take age ranges into account when creating their advertisements at the marketing stage so that they can reach the consumers more easily. The excessive time spent on the internet is an important clue for advertising strategies with the study finding that majority of the participants spend 2 to 4 hours on social media.

The most visited social media site is Facebook followed by Instagram. Shopping on Instagram has been increasing in recent years due to features such as easy communication, clearer display of product photos, instant feedback of problems and suggestions between the producer and the consumer made which makes it stand out. In order for ads to be more effective, advertisers should take into consideration the wishes of the consumers. Advertisers should give importance and prominence to Instagram. The results of the study showed that the results are valuable for businesses to make quality and effective advertising and at the same time to affect the purchasing decision stage of consumers. Most importantly, the businesses should take into consideration the fact that if the advertisement is presented to the consumer in social networks, it should be ensured that the consumers participate in the decisions of the advertising phase with the options such as surveys, competitions, suggestions and comments. Their participation in the phase after the advertisement should be ensured as well as their opinions which should be taken.

Businesses should test the differences of modes of their videos and pictures in social media advertisements they use visually and aurally in order to attract consumers. For example, by using Chi-Square analysis, the businesses will manage to identify the spending time of different group of people on social media platforms and their relationship with being affected by advertising. Determining the target audience in need is paramount is the first step to be done first. Businesses should decide on the usage methods of the internet advertisement that

are not boring and interesting, by measuring the consumer reactions, which will be the banner, ticker or pop-up. Businesses should pay attention to the consistency of the quality and performance information about the pre-sales product and service with the internet advertisements with the post- purchase evaluation made by the consumers.

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APPENDICES SURVEY FORM

Part I: Demographic Features

1) Your Gender:

-Male

-Female 2)

Your age: (   )

3) Education Status: -Primary School -Secondary School -High School -
University

4) Your family's or your own monthly income, if any: (   )

Section II: Frequency of Use of Internet and Social Media Tools
and the Status of Shopping

5) What is your daily spending time on the Internet?

-None   -Less than2 hours   -2-4 hours   -5-7 hours   -Over 7

6) How often do you visit social network sites (Facebook,

twitter, etc.) during your daily internet usage period?

-Never - Once a day -2-4 times -5-7 times -over 7

7)What is your daily spending time on social networking sites?

-None -Less than two hours -2-4 hours -5-7 hours -over 7

8) Indicate the most frequently visited social networking site.

-Facebook -Instagram -Myspace -LinkedIn -Twitter -YouTube -

Pinterest -Other (   )

9) Have you been affected by the advertisements on social media and shopping?

-Yes   -No

10) On which site you are most interested in advertisements?

-Facebook -Instagram -Myspace -LinkedIn -Twitter -YouTube -Pinterest -Other (   )

11) Are you influenced by the page or post that your friends like on 54
social media and do shopping?

-Yes -No

12) Do you get instant news about the brand you like on social media?

-Yes -No

13) Do you get instant answers to questions about the brand you like on social media?

-Yes -No

Section III: Consumer Perceptions, Purchasing Behavior and Purchasing Intention in Social Media Ads -

2) Social media ads are a good source of product / service information.

3) Social media ads provide relevant information.

4) Social media ads provide up-to-date information.

5) Social media ads are fun.

6) Social media ads are enjoyable.

7) Social media ads are gratifying.

8) Social media ads are interesting.

9) Social media ads are convincing.

10) Social media ads are reliable.

11) Social media ads make sense.

12) Social media ads have positive effects on the economy.

13) Social media ads raise our standard of living.

14) Social media ads for products for the public work better.

15) Social media ads encourage unwanted values in our society.

16) Social media ads distort the values of youth. 55

Answer option: strongly disagree, disagree, no idea, agree, strongly agree.