

NEW TRENDS IN CONSUMER BEHAVIOR

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ABSTRACT

Traditionally, the behavior is based on the AIDA model, a model that involves identifying the consumer's desires, evaluating products, making purchasing decisions, and engaging with their post-purchase experience. However, the rapid development and digitalization that has taken place has led to major changes in the behavior of individuals. These changes require the creation of new models of behavior. In recent years, the rapid development of communication technology, the increase in the young population and the change of generations have led to the emergence of the concept of social media in addition to the concept of traditional media. The rapid advancement of computers, tablets and mobile phones has enabled people to be in contact with the world at any time. This situation seems to have put the importance and impact of social media ahead of traditional media. While traditional media has a structure in which communication is one-way, it has been limited to the transmission of messages from the sender to the receiver. However, social media enables two-way communication and provides interaction. Therefore, social media is becoming more and more important day by day. Both technological developments and the development of social media have caused a change in consumer behavior and it is thought that it will continue to do so. The aim of this conceptual study is to reveal whether new consumer behavior models can be created and what is the effect of social media on these behaviors.

Keywords: innovation, digitalization, social media, consumer behavior, consumer behavior models

Introduction

Today's modern world, developments in economic, social, technological and information devices, globalization and the increasingly accessible internet have led to a new shaping of communication environments and those that enable consumers to buy. Traditional communication has been replaced by fast consumption, and brands may be faced with the necessity of adapting their marketing communication strategies and channels to this new world. As a result, traditional marketing networks have been replaced by integrated marketing communication, where many marketing communication tools coexist. "Social media", on the other hand, has replaced face-to-face sales and communication between brands and products, and virtual centers have become the main means of direct communication. The concept of innovation is not only a result of a business issue, but also something important at the individual level. Businesses and conservation rely on users' assets to make the innovations they aim to adopt. Users who are open to innovation can be effective in a goal-oriented way when it comes to accepting changes. Innovative consumers play an important role in the field of consumption; They keep up with new developments, gather information, and share that information with other people, creating an intelligent community. Innovative users keep a close eye on investment products and campaigns and can be more influential in getting people around them to adopt innovations. While innovation is a topic that is often addressed in academic circles, the concept of innovative consumption receives less attention. When considered as an individual attitude, it is thought that innovative consumers are important opinion leaders and it is necessary to convince these leaders. Therefore, it is of great importance to examine every aspect of innovation trends and address the factors that may influence this trend. First, it is thought that the tendency to innovate may be linked to personal characteristics. These personal characteristics include being open to new experiences, enjoying communicating with people, being extroverted, being in harmony with their environment, being able to take responsibility, maintaining emotional balance, influencing their environment, and seeking excellence in their work. In addition, it is thought that an individual's behavioral habits can also influence innovative attitudes. In this context, it has been tried to reveal that new consumption behaviors may emerge by affecting the behavior of individuals, the time allocated by the individual to shopping, the frequency of shopping, the interest in new campaigns and the innovative approach of shopping habits.

Innovativeness

The concept of innovation is generally discussed at two different levels in the literature: general use and behavioral use. General usage refers to the extent to which a culture is receptive to innovations and to what extent it is able to make decisions about these innovations independently of its experiences. This concept includes characteristics such as protective, analytical, and willingness to change against cognitive innovations. The more general a unit is, the more new ideas and solutions approach. Behavioral uses, on the other hand, refer

to their ability to realize and apply cognitive innovations. This level of utilization is linked to taxes and data for cognitive innovations. Behavioral well-being includes traits such as adaptation to internal change, risk-taking, leadership, collaboration, and problem-solving. This level of usability is based on the ability to implement and implement cognitive innovations. The concept of innovation is a whole that includes aspects in both general structures and behavioral structures, new permanent formation, dominances in the process of accepting and implementing innovations. This two-level group taken together fully reveals the users. Concepts expressed in this way provide a perspective that covers both the degree to which individuals are open to innovation in general and how they exhibit this openness in practice (Midgley & Dowling, 1978). This approach generally considers innovativeness as a personality trait. It makes an assessment based on the attitudes of the individual towards the concept of innovation. In this context, consumers who are generally highly innovative may be inclined to take risks and be open to different experiences. (Goldsmith & Foxall, 2003; Roderick, 2004, Goldsmith & Hofacker, 1991). In the following text, the same information is expressed in a different way: An approach that evaluates consumer behavior associates the feature of innovativeness with personality. Individuals' attitudes towards the concept of innovation form the basis of this approach. In general, highly innovative consumers may exhibit characteristics such as being open to risk-taking and different experiences. Researchers such as Goldsmith and Foxall (2003), Roehrich (2004) and Goldsmith and Hofacker (1991) have obtained important findings in studies on this subject. Behavioral innovation is associated with characteristics that include having market knowledge, being a thought leader, and not having price sensitivity, while assessing consumers' desire to be the first to try a new product (Goldsmith & Foxall, 2003: 325). This trait is often considered adaptability and determines an individual's level of innovativeness based on their behavior regarding new products. Both types of innovation are extremely critical from a marketing perspective. As Hirschman (1980) points out, "if there were no consumer's ability to innovate, consumer behavior would consist only of standard purchasing processes for a few specific products." In other words, as long as consumer demand was not based on innovation and change, the variety of products and services would not have expanded so much and marketing activities would not have developed so much. Therefore, innovating products and processes to meet customer needs will always be an important activity for businesses (Venkatraman, 1989). After the companies are discussed, innovations and consumers will be discussed under the next heading.

2.2 Consumers and innovations

Consumers' orientation towards new ideas, products, or services is of great importance in theories related to brand loyalty, consumer decision-making, and communication (Hirschman, 1980). Therefore, the concept of innovation is especially important in terms of the diffusion and adoption of new products, and there are many studies on this subject in the literature. The main reason for this is that interpersonal communication is extremely effective in spreading innovations (Leonard-Barton, 1985). Innovative consumers have the power to help new ideas, products, or processes be adopted by large audiences thanks to their information and communication skills. Expansion and adaptation are two concepts that give the appearance of different designs outside of new products or dominances. The diffusion approach places the focus on reducing new products or constraints, while the adaptation approach prevents the adoption of these innovations if it is supportive. The principle of multiplication of innovations is used by many social disciplines to consume new products, beliefs, and acquisitions (Rogers, 2003; Brown, 1981). At the heart of these two concepts is the process of acceptance of innovations. The diffusion approach examines how innovations are spread and based on them, while investigating how adaptive and stimulating these innovations are adopted and stimulated.

According to diffusion analysis, important factors in the rates of innovation include the adaptability, observability, testability and complexity of the innovation. These factors are the elements in which the innovation is quickly and widely examined. Adaptation incentive, on the other hand, examines how consumers accept and adopt innovations. Consumers' negative reactions can be influenced by factors such as social interactions, previous experiences, perceived risks, and personal characteristics. Adaptation incentivization offers an important possibility to understand how it adopts and stimulates discounted innovations. Finally, the principle of proliferation of innovations is a theory that is widely used to ensure that new products, beliefs, and their consequences are spread and accepted. When it sees the novelty of the diffusion warning, the adaptation enforcement explores how it accepts and stimulates the innovations

2.3 Five basic personality trait theories and personal characteristics of innovative consumers

One of the most widely used personality approaches in the field of marketing is the five basic personality traits approach. This model is used in various fields such as management, marketing, and expenditure due to the explanation of using human behavior (Mulyanegara et al., 2009). Although there are different personality studies in the literature, the most used personality traits approach, especially in traditional research, is the 5-factor model (Jani & Han, 2015) updated by (McCrae & Costa 1999). These five basic personality traits have been named the "Big Five" by Goldberg (1982). These traits have been included in the form of OCEAN: Experiential (Openness), Responsibility (Conscientiousness), Extroversion (Extraversion), Agreeableness (Agreeableness),

and emotional stability (Neuroticism). Structures that are open to experience are people who are creative and can make decisions independently. Those with a high level of responsibility, on the other hand, are organized, responsible, and reliable. Extroverts are talkative, energetic, and self-confident. Adaptable individuals, on the other hand, are people with good temperaments, cooperative and confident in their goals. Those who experience it emotionally are interpreted as calm, not neurotic, and not easily irritated (John & Srivastava, 1999). After mentioning the five basic theories of personal characteristics and the personal characteristics of innovative consumers, the digital transformation that has begun to replace traditional consumption behaviors will be discussed.

3.1 Digitalization

As a result of the rapid development of computer and communication technologies, usage technologies such as artificial intelligence, learning internet, extended and virtual reality, big data, robot automation, cyber-physical systems have led to "digital change". This period is called the "Information Technology Era". Another term used together with the Industry 4.0 concept is the concept of "Digitalization" or "Digital Transformation" (Dengiz, 2017). Digital transformation is a completely comprehensive transformation with business methods and technological components to provide cost, efficiency, efficient and useful services in order to adapt to the trends in the communities of need and the opportunity provided by rapidly advancing information and communication technologies (Dijitalakademi, 2020).

3.2 Consumption evolving from traditional to digitalized

The way individuals make purchases using digital devices instead of traditional tools to meet consuming consumer and needs is changing. Evolving technology and digital are having an ever-increasing impact on consumers. Consumers transact in digital environments through social media platforms and different apps to purchase various goods and services. This transformation is called "digital use". People who perform such transactions are called "digital users". Digital media encourages consumers to use it by influencing them through content production and consumers (Becan, 2021). Digitalization is gaining momentum with technological developments such as mobile devices and those who use digital media. This situation changes the consumption habits and purchasing areas of the users. The traditional shopping experience in physical stores can now be realized on digital platforms. Consumers are turning to the use of digital consumption, such as shopping online, using digital payment tools and shopping on online platforms. In this process, consumer preferences and the digital environments of purchasing warehouses are becoming more shaped (Fiore, 2008). Under the next heading, the concept of digital platforms, in other words, social media, will be mentioned.

3.3 Concept and definition of social media

In today's modern world, there are many important developments in the economic, social, technological and information fields. Globalization, the increase in access to technology, has led to a change in communication habits and the evolution of consumers' purchasing behavior. Traditional consumption habits have been replaced by faster, online and personalized experiences with the impact of fast consumption and the digital age. This transformation has required brands to reconsider and adapt their marketing communication strategies and channels.

As a result of this transformation, traditional marketing channels have been replaced by integrated marketing communication in which more than one marketing communication tool is used together. Now, brands aim to reach their target audiences by using different communication tools such as advertising, public relations, digital marketing and social media in an integrated manner. This approach reflects consumers' tendencies to engage and gain information through a variety of channels.

"Social media" has come to the fore as an important part of this communication transformation. Initially, social media platforms, which emerged during the transition period from Web 1.0 to Web 2.0, allowed consumers to participate in content production and sharing. However, in the Web 3.0 era, these platforms have become more advanced, customizing the user experience and recommending content in a smarter way. This has allowed users to access more personalized information and experiences.

In the future, in the Web 4.0 era, social media platforms are expected to become even smarter and more interactive. Artificial intelligence, big data analytics, and learning algorithms will be used to better understand users' preferences and provide them with more valuable content. In addition, technologies such as virtual reality and augmented reality will further deepen consumer communication and deliver interactive experiences. The change in today's communication environment requires brands to constantly review their marketing communication strategies and adapt to this change. Social media is at the heart of this transformation and plays a critical role in communicating and engaging directly with consumers. For this reason, it is of great importance for brands to constantly update their social media strategies and adapt to new technologies. In the Web 1.0 era, non-interactive social media only offered users the opportunity to search and read, but with the Web 2.0 era, the

internet has moved to a point where users can create their own content and pages, edit information, prepare various visuals and share them with other users, and interact with other people by forming groups (Hiremath and Kenchakkanavar, 2016). Social media are platforms where social networks and virtual communities converge, bringing together people with common interests and providing dynamic and multifaceted interaction (Evans, 2008). Social media, as an online media, basically includes five characteristics (Mayfield, 2008: 5). These; participation, openness, conversation, community, connectivity. Social media is a platform that integrates media and audience by including their opinions, contributions, and feedback. On this platform, comments and opinions can be shared on it, and there are no barriers to accessing the content. Social media, the one-sided structure of traditional media, operates with a two-sided system. In addition, it allows the rapid shaping of social media society and the deficit of effective communication criteria. Thanks to its connectivity feature, social media can easily reach different sites, resources and people and multiply resources. After explaining the concept of social media, consumer behavior models will be mentioned and then the effect of the concept of social media on consumer behavior will be discussed.

3.4 Models of consumer behavior

Consumer-related disclosures and views on the way of purchase are under two separate groups presented by the descriptive and storage models examined. The following are examples of models and opinions from both groups:

3.4.1 Illustrative Models:

Marshall's Model: This model extends consumer decisions to the principles of economic economy. It's investment-based, where consumers evaluate products based on utility maximization and make choices that fit their budget.

Freud's Model of the Self: This model discusses user behavior with a psychodynamic approach. Freud's theory of personality advocates intensifying purchasing decisions based on basic structures, consumer groups, and unconscious impulses.

Pavlov's Conditioned Learning Model: This model consists of the process of learning behavior and conditioning behavior. It is argued that consumers react to certain warnings based on their past experiences and make purchasing decisions based on these reactions.

Veblen's Socio-Psychological Model: This model is based on social interactions and the search for prestige. It is emphasized that consumers prefer certain products as an indicator of status and that the perception of social class should make purchasing decisions.

Andreasan Model: This model includes consumers' purchasing decisions, marketing activities, and communication interactions. Consumers' purchasing decisions based on advertising, brand reputation, and other marketing sources are driven by several.

3.2.2 Descriptive Models:

Engel-Kollat-Blackwell (EKB) Model: This model divides the procurement process into stages and reveals the costs by influencing certain factors of each stage. It is emphasized that defining the needs of consumers, monitoring the product research, evaluation and purchasing stages and making decisions are presented to consumers for this consumption.

Howard-Steth Model: This model suggests that consumers' purchasing decisions are based on factors such as brand selection, customers' motivation and purchasing process. The impact of consumers' brand awareness, attitudes, and other personal factors on their purchasing decisions is emphasized.

Nicosia Model: This model expresses consumers' purchasing decisions through communication process and interactions. It examines how consumers' perceptions, attitudes, information, and other financial marketing communications are handled and shaped by purchasing decisions. (Erdemir, Ö. 2017). After explaining the concept of social media and behavioral models, the effect of the concept of social media on consumer behavior will be explained.

4. The impact of social media on purchasing behaviors

Among the experiences related to social media, the frequently used ones are as follows: "They are online platforms used by people to share their changes, perspectives, experiences and learn" (Ying, 2012:8). According to this statement, social media has become an important mass communication tool with features such as intensity of interaction, easy access and communication with real users. The development of information technologies brings individuals around the world closer to each other quickly and easily through social networks. While social media allows developments and experiences to be shared through different channels, it helps to bring consumers' efforts to obtain information and research to social environments. In addition, social media has become an

important mass communication tool thanks to features such as interaction intensity, easy access and communication with real users. The widespread use of the Internet and social networks also supports this situation. The advancement of information technologies brings individuals around the world closer together quickly and easily. Social media enables consumers to transfer their efforts to obtain and seek information to social environments by enabling developments and experiences to be shared through different channels. Considering all these, it is a fact that social media shapes their tastes. For this reason, brands are focusing on social networks and social media tools, aiming to carry out their activities in accordance with these new markets. These tools influence brands' current and potential workforce and also offer opportunities to reach target audiences. Brands, organizations prefer to bring their content and advertisements to large customer bases on these platforms. In this context, online advertisements have many functions. First of all, advertisements provide information about the product and attract attention with their informative features. At the same time, advertisements can have entertaining content. In addition, advertisements play an important role in creating customer loyalty. The accuracy, perception, honesty and credibility of advertisements create a general perception for buyers in the decision-making process (Turgut et al., 2016; Erdemir, 2017). Research shows that the positive or negative evaluations that consumers make about products or services on social media significantly affect the purchasing process of other individuals and the process of obtaining information about the product or service. Additionally, these studies concluded that social media comments were found reliable by individuals (Constantinides and Stagno, 2011). Additionally, research shows that social media and social media tools have a significant use in every experience to inform user purchasing decisions. Intensive use of social media causes changes in the purchasing process and purchasing behavior. For these exchange cells (Evans 2008), he introduces the concept of "social feedback content" by including buyers' active evaluations, active content and social media contribution to the concept of the purchase funnel, which includes the basic stages of consumer purchasing decision-making. At this stage, the factors that the consumer takes into account when evaluating the product or service include the product's value, performance, functionality and other similar elements. Social media allows the consumer to handle the first two stages of the purchasing funnel, the "noticing" and "evaluation" stages, together. Social media helps the consumer connect with the product or service while also providing information (Evans, 2008). Although up to this point the consumer has played a certain role in the process, "user behavior" cannot be described as fully active. However, with the introduction of social media use, the consumer can start to give feedback that can have an impact on other consumers. Nowadays, the intensive use of social media and other tools increases the importance of active evaluations and behaviors of consumers in the purchasing decision process. User behaviors such as using, having an opinion, and speaking return to the evaluation phase in the form of feedback and contribute to this phase. As stated in the model, when a person is considering purchasing a product or service, he can shape his purchasing behavior with user evaluations and comments created on social media (Evans, 2008; Fong and Yazdanifard, 2014: 24). Many studies examining the impact of social media use on purchasing behavior reveal the importance of social media. A study conducted by (Dhuhli et al. 2014) aimed to investigate the changes and results in the purchasing behavior of individuals using social media tools through surveys and interviews with 341 participants. This study concluded that Instagram greatly affects consumers' purchasing decision process and behavior. Participants stated that brand-related information and web page/social media page design especially influenced them during the purchasing process. In a study conducted by (Özgen and Doymuş, 2013), 57% of users interact with brands through social media, 40% follow at least one brand's social media page, 20% use social media to research products at least twice a week. 42% share about a brand or product, 33% comment on products, and 31% are directed to purchase through social media (Özgen and Doymuş, 2013: 93). The significant return on investment on social media advertising, which is 11 times higher than other traditional advertising methods, demonstrates the impact of social media on consumer purchasing behavior. The purpose of advertising is to awaken savings, raise buyer awareness and convert passive buyers who retain their purchase savings. A competitive market environment is unquestionable in making the difference among advertising challenges. The privileged and most valuable feature of social media ads is that they offer the opportunity to start conversations. A big advantage of social network ads is their use as a viral marketing tool. Users take advantage of social media platforms to share products and brands they like or dislike. Therefore, it becomes easier to advertise businesses or increase the success of well-performing businesses by word of mouth in these virtual environments. Social platforms also provide widespread marketing activities with the opportunity to gain insight into the preferences of targeted consumers. These platforms have the potential to create ads relevant to their needs and focus areas and influence lifestyles. For example, Turkcell, which exhibited the first advertising example via Twitter in Turkey, published a tweet advertisement for the "GncTrkcell" brand. This advertisement is known to increase Turkcell's chances of standing out through all other advertisements with similar interests to its existing followers (Talih, 2013).

5. Conclusion

Significant changes in behavior have emerged with users of digital consumption. These changes require traditional behavioral models to be replaced by new models. In today's world, in an environment where

competition is intense, digitalization is among the priority targets, while traditional methods have almost been left to the power of the internet. The impact of social media on leadership and consumer behavior has become an indisputable fact. In the internet environment, followers are considered both current consumers and potential customers and exist in the virtual world. With the constant development of technology, social media has become the new marketing tool of businesses. While social media provides advantages to businesses through the tools and advertisements used, it has also become a platform where people constantly communicate and interact regardless of time and place. This has caused social media to become an area where potential consumers are created. Social media has had a serious impact on consumers by providing the opportunity to communicate directly and quickly with businesses as well as communication between people. Social media significantly affects consumers' purchasing behavior thanks to its interactive features, as well as being cheap, entertaining and easily accessible. A post on social media, a consumer who shares his or her experience with a product or service as a comment, or someone who gives a negative feedback, advertisements of a business that takes into consideration it instantly, the opinions and attitudes of influencers, has a positive impact on consumers' pre- and post-decision behavior in the form of "purchase". or has a negative effect in the form of "giving up/not repeating". This situation creates an area of development for businesses, companies and brands and should not be ignored. As an evaluation of the study, considering that technological developments have developed from web 1.0 to web 4.0 in the previous period and that change is inevitable in this process, the point reached is that the only thing that does not change is the change itself, and that consumption behavior will continue as long as human beings exist. It can be concluded that it is possible to say that the behavior can only change as a model, not its essence.

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