CONSUMER BEHAVIOR IN THE AGE OF SOCIAL MEDIA: THE SAMPLE OF SAKARYA UNIVERSITY

MASTER'S THESIS

Hüseyin SERBES

Institute Department : Communication Design and Media
Institute Subfield   : Media and Communication Studies

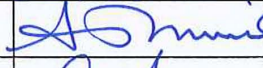**Thesis Supervisor : Prof. Dr. Aytekin İŞMAN**

MAY – 2019

CONSUMER BEHAVIOR IN THE AGE OF SOCIAL MEDIA: THE SAMPLE OF SAKARYA UNIVERSITY

MASTER'S THESIS

Hüseyin SERBES

Institute Department : Communication Design and Media
Institute Subfield   : Media and Communication Studies

"This thesis was adopted on 29/05/2019 by the following jury in majority vote."

JURY MEMBERS	CONVICTIONS	SIGNATURE
Prof.Dr. Aytekin İSMAN	Successful	
Prof. Dr. Ahmet ESKICUMALI	Successful	
Dr.Öğr.Üyesi Aysel CETINKAYA	Successful	

Öğrencinin

Adı Soyadı	:	Hüseyin SERBES
Öğrenci Numarası	:	1660Y78101
Enstitü Anabilim Dalı	:	İletişim Tasarımı ve Medya Anabilim Dalı
Enstitü Bilim Dalı	:	Medya ve İletişim Çalışmaları Bilim Dalı
Programı	:	☑YÜKSEK LİSANS ☐DOKTORA
Tezin Başlığı	:	Consumer Behavior in the Age of Social Media: The Sample of Sakarya University (Sosyal Medya Çağında Tüketici Davranışları: Sakarya Üniversitesi Örneği)
Benzerlik Oranı	:	%16

SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜNE,

☑ Sakarya Üniversitesi Sosyal Bilimler Enstitüsü Enstitüsü Lisansüstü Tez Çalışması Benzerlik Raporu Uygulama Esaslarını inceledim. Enstitünüz tarafından Uygulalma Esasları çerçevesinde alınan Benzerlik Raporuna göre yukarıda bilgileri verilen tez çalışmasının benzerlik oranının herhangi bir intihal içermediğini; aksinin tespit edileceği muhtemel durumda doğabilecek her türlü hukuki sorumluluğu kabul ettiğimi beyan ederim.

07/05/2019
Öğrenci İmza

☑ Sakarya Üniversitesi Sosyal Bilimler Enstitüsü Lisansüstü Tez Çalışması Benzerlik Raporu Uygulama Esaslarını inceledim. Enstitünüz tarafından Uygulama Esasları çerçevesinde alınan Benzerlik Raporuna göre yukarıda bilgileri verilen öğrenciye ait tez çalışması ile ilgili gerekli düzenleme tarafımca yapılmış olup, yeniden değerlendirlilmek üzere sbetezler@sakarya.edu.tr adresine yüklenmiştir.

Bilgilerinize arz ederim.

07/05/2019
Öğrenci İmza

Uygundur

Danışman
Unvanı / Adı-Soyadı: Prof. Dr. Ayfekin İŞMAN

Tarih: 07/05/2019

İmza:

☑KABUL EDİLMİŞTİR	Enstitü Birim Sorumlusu Onayı
☐REDDEDİLMİŞTİR	

EYK Tarih ve No:

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

LIST OF ABBREVIATIONS

ANOVA : Analysis of Variance

eWOM : Elektronic Word of Mouth

IDC : International Data Corporation

TRA : Theory of Reasoned Action

TUSIAD : Turkish Industry & Business Association

WOM : Word of Mouth

LIST OF TABLES

LIST OF FIGURES

During this time period called social media age, online platforms that shape the lives of individuals and allow users to interact are becoming very popular. While social platforms have a great impact on individuals as news or information sources, they also transform marketing strategies in the context of entertainment, social sharing and content creation. In this context, this study aims to measure the behavioral changes in the purchasing processes of consumers in many ways by addressing the social media platforms that become an indispensable part of the daily lives of individuals.

The opportunity to be included in the communication and sharing network by communication facilities makes social media sites the tool of a new generation of marketing. In this way, the social networks, which take the majority of their time under the influence of individuals, attract the interest of companies. Companies actively use social media platforms to attract attention to their products, brands or customers.

The research plans to explore the perceptions of university students based on the idea that social media platforms are an effective tool for young consumers. The present study also aims to reveal the impact levels of social media platforms, which are the strong sources of digital transformation, on individuals. In this context, this thesis tests the hypotheses with a quantitative strategy applied to students of the Faculty of Communication who focuses on new media studies.

In the scope of the study, a questionnaire was developed with 38 items consisting of 11 demographics and 27 social networks and a sample group of 300 students was applied. The data obtained from the survey with the contribution of SPSS program were analyzed by using Analysis of Variance (ANOVA), LSD Multiple Comparison Test and Independent Sample t Test and Pearson Moment Correlation Coefficient. The results of the research show that it is more possible to choose brands, products or services that are aware of the social media. In addition, the findings show that the individuals considered within the scope of the sample tend to use social media platforms as much as possible in their purchasing processes. For this reason, research shows that social media platforms have become a daily life practice and they contribute significantly to the attitudes of individuals to their behavior.

Keywords: Social Media, Young Consumers, Consumer Behavior, Marketing, Preferences

Sakarya Üniversitesi
Sosyal Bilimler Enstitüsü Tez Özeti

Yüksek Lisans	X	Doktora	

Tezin Başlığı: Sosyal Medya Çağında Tüketici Davranışları: Sakarya Üniversitesi Örneği

Tezin Yazarı: Hüseyin SERBES	**Danışman:** Prof. Dr. Aytekin İŞMAN
Kabul Tarihi: 29.05.2019	**Sayfa Sayısı:** viii (ön kısım) + 111 (tez) + 7 (ek)
Anabilim Dalı: İletişim Tasarımı ve Medya	**Bilim Dalı:** Medya ve İletişim Çalışmaları

Sosyal medya çağı olarak adlandırılan bu zaman diliminde, bireylerin yaşamını şekillendiren ve kullanıcıların karşılıklı etkileşimde bulunmalarına imkan tanıyan çevrimiçi platformlar oldukça popüler hale gelmektedir. Sosyal platformlar, haber ya da bilgi kaynağı olarak bireyler üzerinde büyük bir etkiye sahipken, bunun yanı sıra eğlence, sosyal paylaşım ve içerik oluşturma bağlamında da pazarlama stratejilerini bir dönüşüme uğratmaktadırlar. Bu bağlamda, bu çalışma, bireylerin günlük hayatlarının vazgeçilmez bir parçası haline gelen sosyal medya platformlarını ele alarak, tüketicilerin satın alma süreçlerindeki davranış değişikliklerini birçok yolla ölçmeyi amaçlamaktadır.

İletişim olanakları tarafından haberleşme ve paylaşım ağına dahil olma fırsatı, sosyal medya sitelerini yeni bir pazarlama neslinin aracı haline getirmektedir. Bireyleri etkisi altına alarak zamanlarının büyük bölümünü ayırdıkları sosyal ağlar, bu yolla, şirketlerin de ilgisini çekmektedirler. Şirketler, sahip oldukları ürün ya da markalarını, müşterilerine karşı dikkat çekmek amacıyla sosyal medya platformlarını aktif bir şekilde kullanmaktadırlar.

Araştırma, sosyal medya platformlarının genç tüketiciler için etkili bir araç olduğu fikrini dayanarak, üniversite öğrencilerinin algılarını keşfetmeyi planlamaktadır. Mevcut çalışma ayrıca dijital dönüşümün güçlü kaynakları olan sosyal medya platformlarının, bireyler üzerindeki etki düzeylerini ortaya çıkarmayı hedeflemektedir. Bu bağlamda, bu tez, hipotezleri yeni medya çalışmalarına odaklanan İletişim Fakültesi öğrencilerine uygulanan nicel bir strateji ile test etmektedir. Çalışma kapsamında, 11 demografik ve 27 sosyal ağdan oluşan 38 maddelik ölçek ile geliştirilen anket, 300 öğrenciyi kapsayan bir örneklem grubunu uygulanmıştır. SPSS programının katkısı ile anketten elde edilen veriler, varyans analizi, LSD Çoklu Karşılaştırma Testi ve Bağımsız Örneklem t Testi ve Pearson Moment Korelasyon Katsayısı ile incelenerek, tablolar ile yorumlanmıştır. Araştırma sonuçları, sosyal medyada farkındalığını hissettiren marka, ürün ya da hizmetlerin, tüketiciler tarafından tercih edilmesinin daha mümkün olduğunu ortaya koymaktadır. Ayrıca, bulgular, örneklem kapsamında ele alınan bireylerin, satın alma süreçlerinde sosyal medya platformlarından olabildiğince yararlanma eğiliminde olduklarını göstermektedir. Bu nedenle, araştırma, sosyal medya platformlarının günlük yaşam pratiği haline geldiği günümüzde, bireylerin davranışlarına olan tutumlarına önemli katkılar sağladığı görülmektedir.

Anahtar Kelimeler: Sosyal Medya, Tüketici Davranışları, Genç Tüketiciler, Pazarlama, Algılar

INTRODUCTION

Individuals have been able to survive for many years together. As a product of survival instinct, human beings tend to share their experiences with new generations. Those experiences are transmitted to other individuals through various channels of communication. Dokmen (1994) argues that the concept of communication is the process by which the message sent by the participants through information or symbols is produced, transmitted and understood. Since the early civilizations, the transmission through various means has undoubtedly changed over time. Although there are differentiations in communication techniques, the process of transferring the experiences of individuals always continues.

As an indispensable part of the individuals, communication has changed as much as possible with the help of technical facilities. Mass media perform an effective function in contemporary societies that creates a new type of civilization (Vardar, 1986, p. 35). While people have difficulty in living conditions, they desire to find new mass media as a result of changing conditions. As the technology has been changed in an incredibly difficult way, mass media, respectively, newspapers, radio and television were put into service for humanity and in this way, individuals had the possibility of visual and audio communication (Icirgin, 2018, p. 4). With the spread of mass media, social communication has improved, so individuals have contributed to their experiences and knowledge in many fields. With the penetration of the Internet into human life, there have been radical changes in the life styles of individuals. Thanks to the Internet, the masses have taken a new way away from ordinary life. Through social networks, digital life has formed, in addition, the lifestyle of individuals has changed direction.

In recent years, the development of technology has pushed individuals to change over time in mass media. According to Kaplan and Haenlein (2009), through Web-based practices, individuals maintain to share their experiences through social media channels. For individuals who continue to socialize by sharing their experiences, social media is becoming increasingly important. The way in which social media allows sharing of knowledge and experience, allowing interaction, has changed the direction of communication in many ways. The Web's ability to interact and disseminate ideas has led to the use of social media platforms, especially by young people. Moreover, social media maintains the attention of individuals through these facilities. According to Boyd and

Ellison (2007), social networks are attracting the attention of individuals and new sites or applications are added to these platforms every day (p. 210). In this period of change in communication, many events and social media platforms reach the broad masses, revealing the changing power of communication. The use of the Internet attracts the attention of, especially young users. According to Obee (2012), social media platforms have faced intensive use of young people; moreover, Online sites consist of the majority of the internet users (p. 8).

Social networks are spreading rapidly among young people, thanks to the opportunities it offers, such as access to applications and entertainment. Through the intensive use of social platforms, individuals' attitudes and behaviors in these Web-based interactive networks also gain importance. Mass media, in the first place, while providing people with one-way communication with the emergence of social media, users on these platforms not only to reach the information, but also to create content that may be shared with others who make their own content.

The increasing use of social media shows its effect in many areas. Nowadays, when internet users become consumers, customers have the opportunity to conduct research through the internet before their purchase. Social media, one of those research platforms, is an area where individuals interact with each other. In this way, consumers may be able to ask each other questions and get answers in the same direction. Individuals collect information by interacting with other consumers through social media tools during decision-making. Through the opportunity to share experiences of individuals, social media is transformed into a rapidly increasing mass communication platform. In this context, consumers affect each other's purchasing processes with or without awareness (Haciefendioglu & Firat 2014, p. 89). Beyond this, it is observed that the shares of consumers through social platforms also affect the brand attitudes. Thus, social media, along with these methods, has a tendency to influence the behavior of consumers.

Background of the Study

Social media has taken its place in marketing literature. While consumers plan to share their experiences on social media platforms, companies can operate on social media in order to create customer loyalty, increase product or brand awareness, and provide competitive advantage in the marketing process (Saritas & Karagoz, 2017, p. 360).

Individuals have the opportunity to express their demands and opinions about the products. Therefore, during a product or purchase, individuals tend to be affected by experience. Companies have the opportunity to improve their products and services through consumer sharing. Social platforms become an important marketing area by enabling interactions in this way. In addition, with the development of digital technologies, the use of social media has developed directly. In this respect, social media has become an area used not only for entertainment and information purposes but also for consumption purposes. According to Erdem (2006), consumers tend to research in various ways about the products they plan to purchase before they buy a good or service (p. 69). Consumer behavior encompasses a range of activities, starting before and after the consumer acquires products. Consumers are able to manage these marketing activities with increasing interactions with the emergence of digital platforms. Consumers become aware of their active power as a result of digitalization (Kucuk, 2012, p. 1). This can change the dynamics of consumer culture and marketing strategies.

Kosela (2008) mentions that because of the ever-changing practices of social media, the direction of communication is double-sided, as opposed to previous mass media (p. 11). Because, in the understanding of traditional media, communication is a one-way concept that only the manufacturer prepares and presents to the users, on the other hand, producers have the authority to create their own content through social platforms. Producing the content on the social media platforms by the producers enables the marketing to progress in this direction. The positive or negative sharing of users about a product or service affects other individuals. The individual who considers sharing his experiences as a requirement in the social media age attaches importance to the ideas and suggestions of other individuals. With the digitalization of the new generation of marketing, individuals' behaviors and attitudes are remarkable.

The new generation of marketing has started to see the individual as a consumer and has continued to use the internet as much as possible. There are many factors that can affect the brand perception of consumers through social networks. Changing and evolving marketing strategies not only involve the online purchasing process but also the psychological processes. Based on the frequency of using the Internet by young people, understanding the impacts of young social media platforms on decision-making will contribute to online marketing approaches. Identifying how consumers will influence a

product or service perception through social platforms is an important issue in the social media community. In this context, this research shows interest in the activities of the individual surrounded by new communication technologies in the purchasing and decision-making processes.

Topic of the Study

This thesis identifies the factors associated with new media advertising and consumer behaviors in the period when all kinds of technologies are an increasingly crucial part of the lives of individuals called social media age. This study also focuses on young consumers, assuming that the majority of Internet users are covered by young people. Thus, it is desired to examine the behavior of social media users. Some of the variables are advertising attitudes in social networks, interaction, use of social media and consumer behavior. Some demographic variables are daily mass media and social media usage rates, social platforms and social media experiences.

Importance of the Study

Social media sites and applications cover new media-related communication devices that can be used to create a network online. These applications are used by the vast majority of Internet users. According to Smith (2004), almost all young people use social media platforms with a sudden rise. Based on the fact of such a population, it is extremely necessary to understand the characteristics of users. This study, which is especially directed towards young users, attempts to resolve the gap in the literature.

Although previous studies examine the behavior of consumers, it is observed that those do not focus only on university students as a sample. Communication Faculties show the necessary sensitivity to social networks during this period, where media is surrounded by new and digital developments. Thus, these faculties not only deal with digital broadcasting but also deal with the psychological and sociological behaviors of these Internet users. This study, based on this fact, develops the hypotheses on the students of the Faculty of Communication and tests the present hypotheses. In another aspect, this study, along with its findings and results, will contribute to further studies. The attitudes of young consumers towards social networks will help the next generation of marketing. Moreover, it will ensure that consumers are more considerate of the online applications that users produce their content.

Aim of the Study

The rapid use of social platforms allows the consumer to conduct a product or service survey. In this way, the behavior of consumers through social networks is changing. Especially, considering that young people are actively using social media, the impact of social media on the behavior of young consumers needs to be examined. In line with these considerations, this study aims to focus on consumer behavior in the social media age, with a focus on young consumers, thus turning to consumer behavior during social platforms and purchasing processes. The aim of this study is to examine the effects of social media usage habits on consumer behaviors in purchasing and decision making processes by considering the students of Faculty of Communication.

In conclusion, the main purpose of this study is to examine the effect of social media, which is an indispensable part of daily life, on consumer behavior, especially among young people. Specific objectives are:

- To establish the impression of social media act on consumers' reaching a decision
- To ensure that consumers have a critical perspective on strategies in various social media marketing related to the online world
- To peruse online purchaser behavior critically
- To contribute to the effective use of social media for online marketing
- To discover the psychological impact of social media usage on consumers
- To make suggestions to buyers and companies in terms of overcoming the difficulties they may face in the era of social media.

Methodology of the Study

This study has been applied to determine the attitudes and perceptions of the students of the Faculty of Communication at Sakarya University who have one or more social media accounts. In the light of the hypotheses determined in the study, the relationship between some personal information of the sample group and the attitude behaviors towards social media and the attitudes towards the use of social media were tried to be determined. The research model is determined as a descriptive model and in this model, the researcher shapes the process without changing any condition related to the topic and the problem situation.

Within the scope of the study, 300 students were determined as samples and data were

obtained by using survey technique. A questionnaire has been developed from studies involving social media and consumer attitudes (Cretti, 2015 & Wen, 2018). The Demographic Form, which contains 11 questions, and the Young Consumer Behavior Scale covering 27 questions were applied. The data were coded in parallel with the hypotheses and analyzed with the help of the SPSS program. Analysis of Variance (ANOVA), Fisher's Least Significant Difference (LSD) Multiple Comparison Test, Independent Sample t Test, and Pearson Correlation Coefficient were applied and findings have been presented in tables.

Structure of the Study

This thesis examines the relationship between young consumers and social platforms, in this context, the present study aims to provide a specific organization between chapters. In the first chapter, this study focuses on the concept of consumption, consumer behavior and social media platforms. In addition, technological transformation and Web 2.0 applications are discussed and behavioral psychology on consumers is also addressed. This part of the thesis also examines the decision making processes through traditional and contemporary marketing strategies. In the second chapter, the theoretical background approaches in which the thesis is shaped are discussed. The third section of the thesis contains information about the articles and thesis studies dealing with social platforms and consumer behavior. In the fourth chapter, the research problem, hypothesis, scope and limits, sample, instrument, data collection and analysis process and frequently encountered terms in the study are discussed. In the fifth chapter, the findings of the demographics and the attitudes of the participants are included. In the sixth chapter, the study is summarized. The seventh chapter is the discussion part of the study. In the next chapter, results and recommendations are included. In the last chapter, the sources used during the study are given.

CHAPTER 1: UNDERSTANDING CONSUMER BEHAVIOR IN THE CONTEXT OF DIGITAL CONCEPTS

Mangold and Faulds (2009) argue that the media has undergone a massive conversion over the last decade of communication. Together with all the tools they contain, communication and media continue to change from year to year. The beginning of mass communication is based on the "print revolution" seen in Europe in the 15th century (Aggarwal & Gupta, 2001, p. 6). In the evolving process with the Internet and Web revolution, the way in which information is distributed and the masses acquire this knowledge have been reshaped. In this context, as the speed of technological innovations increase, today's world witnesses more frequent digital developments. Among these innovations, the development and access of Web-based content are the most interesting experiences of recent years. The period in which the masses are in place, also referred to as the consumption age, enables rapid dissemination of the experiences and criticism of the users, thanks to the rapid technological developments. In this context, Lamberton and Stephen (2016) draw attention to social networks and to the importance of the combination of platforms such as Facebook, Youtube and Instagram in the dissemination of information in the globalized world (p. 159). These social platforms have gained an important place, especially in the lives of the younger generation. In addition, Gaber and Wright (2014) argue that social networks help young people produce content among their peers, thus providing them with a place in the virtual space (p. 52). Kaplan and Haenlein (2010) state that social networks are the result of the basic technological developments of Web 2.0 (p. 61). In this age when technology affects people, social networks in which sharing and cooperation come into prominence have the power to shape the views of individuals in the field of consumption.

1.1 The Concept of Consumption

The fact that, individuals who are included in all consumption processes become dynamic as a consumer, has made attention to consumption concepts. Individuals, regardless of their life practices, are entirely consumers. According to Walters (1974), the term of "consumer" may be called as an individual who buys or has a tendency to acquire products or services to meet the needs, wishes or desires of a personal or household (p. 4). Consumers, moreover, can be regarded as individuals who care about their personal interests and make reasonable decisions in accordance with those interests (Schifman &

Kanuk, 1987; Zinkhan, 1992). Consumers who have different needs and requirements from each other have different consumption behaviors independently from each other. The concept of "consumption", which includes the use of a product or the purchasing process, uses a number of structures to address the needs. However, people who buy products are an important part of consumer culture. Consumption is the process of being able to meet the needs and desires of the individual or those around him / her as an acquisition. Moreover, Priest et al. (2013) argue that the act of consumption is an integral part of daily existence, irrespective of the money to be spent (p. 1). The prevalence of consumption tends to shape the lives of individuals without being aware of them. Numerous goods and services have been procured in many places around the world. In these processes, people behave in a variety of ways as consumers.

1.2 Consumer Behavior

Although there is no consensus about what the concept of behavior means, human behavior is an experimental phenomenon that does not conform to the traditions in order to understand the concepts. Yet, "behavior" is also often known as the definition of the individual's movements. Moreover, as Ossorio (2006) states that, all behavior can be defined as revealing some situations of an individual (p. 49). Guez and Allen (2000) claim that the concept of behavior is the focal point of a subject, an object, or a person, and, in this way, it can be observed that behavior is a form of normal or abnormal movements in terms of social norms of the individual towards society, objects or people (p. 9). Hence, society is prone to accurate behaviors that are always seen as bad in the environment. This research will focus on young people who have become the focus of attention on their behavior during the consumption period.

In an age linked to the brand strategy that has a key share in the success of industry and the sector, the attitudes and behaviors of the consumer involve a detailed process. With the dramatic increase in internet services, procurement processes are spreading widely. This expansion can cause any change in the movement of an object. For this reason, in order to be able to behave, it is necessary to include the change and movement of an object (Lazzeri, 2014). Consumer behavior, while witnessing the change in the object, needs to be analyzed in detail. According to Sheth (2014), consumer behavior encompasses all mental and physical activities in the decision-making process of their respective actions by the consumers for the payment, purchase, and use of products and

services (p. 1). In addition, Sahney (2017) mentions that the interactions that the consumer has in the process of interaction in its environment play an important role in consumer behavior (p. 3). In this context, consumer behavior tries to explain decision mechanisms in purchasing processes. The consumption process involves the interaction between the acquisition and behaviors observed in the individual. In an age when people are involved as consumers, consumer behavior includes certain roles and activities.

Zhou et al. (2010) believe that cultural, social, and environmental factors have definite effects on the consumer's decision-making process. The procurement processes of the consumer cover a number of activities. Therefore, this study focuses on the acquisition of a service or product by consumers in order to get a good idea about consumers. In today's world where consumption is intensively part of human life, the opportunities thanks to the rapid technological developments help to spread the product or services rapidly everywhere. In the process of acquisition, it significantly increases sharing among people. Consumer behavior, as Solomon (1998) puts forward, takes place through the analysis of processes that individuals or groups buy, use, or dispose of in order to achieve their wishes (p. 31).

The media that surrounds people in their new and old form, in terms of knowledge, entertainment and connection, is also an indication for the journey of discoveries. Since discovery of the printing, information has become a crucial factor in cultural, scientific and even political developments. While the media accelerates the dissemination of knowledge, the transformation also continues. Mangold and Fauld (2009), in this context, report that the media, in particular, have confronted a tremendous change over the past decade (p. 357). Along with this change, it can be observed that the number of consumers in the internet has spread very rapidly worldwide. According to the survey by Chitharanjan (2016), this spread has been shown in many sectors (p. 2). The Report of Digital Around The World in 2019 from "We Are Social" and "Hootsuite" reveals that more than half of the world's population is not only using the internet but also using social media effectively. The current report (2019) shows that 4.39 billion internet users take part in the internet. It has been also analysed that 3.48 billion people using the internet has preferred to use social media actively, too.

The "World Wide Web" has presented consumers a meeting place to convey their knowledge, suggestions, and choices (Gazal et. al., 2015). At present times, the online

environment has become observable with a new point of view. Nolcheska (2017) states that the dramatic growth of social media has created new inspirations to redefine the marketing and business sector, especially by creating a new space for communication and information sharing among people (p. 75).

1.3 Web 2.0 As Technological Transformer of the Web

In recent years, the Web has been widely used in a variety of ways, including obtaining, creating and sharing information. Darwish and Lakhtaria (2011) indicate that, in a closed period, Web technology, which has inspired new social networking networks, has undergone a significant change in the way communities use it in communication and development tools (p. 205). Therefore, Web 2.0 gives prominence as a technology platform for Internet users to turn the Web into a participatory area, not only to utilize content. Web 2.0 tools offers a collaborative approach to information sharing and easy access to information, content creation, storage and sharing by focusing on communication and interaction in a simple and easy way (Ajjan & Hartshorne, 2008). The concept of Web 2.0, which was organized in 2004 and entered into the lives of individuals, has created a revolution to improve the communication of users over the web and, in addition, enables new ideas and services. Web 2.0, the second stage of internet evolution, offers more creative and more interactive experiences, highlighting collective intelligence and social interaction. Liu and Kwangjo (2017) point out that the technologies associated with the second generation of the World Wide Web offer the ability to share almost all users' data and observations through this network. Furthermore, Web 2.0 can be said to be a stream based on the idea of enabling users to join the site to accelerate web services and collaborating with other sites and users for the same purpose (Morkoc & Erdonmez, 2014, p. 28). In the basic sense, Web 2.0 tries to connect with each other to work together, although individuals are geographically separated from each other.

Web 2.0 draws the attention of experts, businesses and Web users. It also gives importance to working in a more collaborative manner. In this context, it not only emphasizes the social actions and collective intelligence of individuals but also offers new opportunities to use the Web effectively. In online social networks, interaction and communication are very important and, therefore, systems that are adapted to the Web 2.0 features allow users to create content in collaboration. Sabouri and Jalali (2009),

moreover, emphasize that it is important in terms of Web development in Web-based systems that these features are included with the new Web content. In addition, Wikipedia (2011), one of the best examples of user-based content creation, suggested that Web users and software developers should make significant changes to the way they use the Web. In the following process, Web 2.0 comes to the fore with its user-friendly facilities. In this context, as Tripathi and Kumar (2010) point out, Web 2.0 offers many collaborations such as music, photos, documents, explanations, publications, and allows users to communicate online content in various ways.

As with all new tools such as computers, the Internet or the web, the second generation web experience is also rapidly spreading to adopt a fast interaction path. Websites, at first, had provided one-way communication. According to Darwish (2011), the Web 2.0 tools quickly change the dynamics, facilitating interaction, collaboration and communication on the web. While Web 2.0 tools became popular in 2014, the concept of creativity came to the fore with the content being put forward by the users. By encouraging a more active, participatory role for users, it allows users to use technology not only to obtain information but also to generate information. While the first technology devices were effective in terms of mass communication, they had shortcomings in terms of collaboration and interaction. Users who could not go beyond being a passive consumer became part of a more effective communication network with this digital transformation. These applications, called Web 2.0, are now actively used as wiki, blog, social networks or podcasts.

Klinc (2008) states that there are many possible benefits of adopting the principles and strategies of Web 2.0 technologies in many areas. Transferring new approaches to the second generation of technology in these tools can affect lifecycle and knowledge management while saving time and money and providing enhanced communication and collaboration. In addition, it develops an attitude towards communities and communication groups (Nivi, 2005); and, the transition to the modern network can have positive effects on users.

With the introduction of Web technologies into the business world, Web 2.0 tools have begun to attract attention. Many businesses are taking advantage of this technological phenomenon, by moving away from tradition. The new approaches included in modern learning paradigms also allow the production and dissemination of pedagogical ideas with

the contribution of interaction and communication. Forsyth (2014) argues that Web 2.0 tools encourage the emergence of new paradigms that attempt to explain and strengthen the social nature of learning together with new technology aids (p. 20). With the impact of the Web 2.0 technologies on basic approaches in many areas, highly efficient strategies are being developed. Thus, with the power of community and cooperation, new and productive ideas can emerge.

These technologies, in which the Web is used effectively, provide a great advantage for all stakeholders. The social nature of learning and the rapidly evolving practices of digital technologies increase creativity and collaboration, hence, they provide a chance to be a means of sharing beyond access to information.

1.4 Defining the Social Media

As the world of technology rapidly renews itself, today's world continues to witness digital developments. Within the innovations and changes, the development and access of the Internet are the most interesting developments of recent years. Among the developments, social media networks, especially in the fields of information, culture and entertainment, have become a preferred medium for internet users, since they are a tool that consumers communicate with each other.

In the era of social media, in which the Internet and technology quickly participate in the lives of individuals, people are exposed to millions of advertisements far and wide. Each brand or organization brings its products to people through various ways such as billboards, websites, social media or traditional media. In this flow, consumers find it difficult to choose between many options. While the ads that individuals are exposed to affect the decision-making process of consumers, similar advertisements of each brand appear to be not internalized by consumers. In these cases, similar experiences of others stand out. In this sense, user-generated content is gaining value. User-generated content, which can be defined as content produced by the consumer or the user himself, is enriched by the experience, moreover, it increases the relationship between the user and the brand.

Social media, which has become an area where people share personal or public content, has become a growing area with their networks. In a world where technology is rapidly increasing, social networks preferred by the majority of the world population are gaining importance as a new form of communication. While social media sites become the center

of meaningful communication and sharing, they have become an area that companies cannot ignore. Starting from the fact that every internet user is a consumer, the widespread use of consumer culture causes companies to use social networks effectively. Social media, which has an important place in the lives of young generations, is an innovative propagator of this period, which is also called the age of consumption, in the direction of rapid technological developments. Today's consumption sector, along with all its components, has started to change. The new communication factors that arise in each new day are developing the marketing and purchasing sector as quickly as possible (Marzouk, 2016, p. 209). With the spread of social media after Internet and virtual communities respectively, access to information has increased. In addition to increasing communication skills, the social media marketing industry has achieved a significant acceleration.

Social media networks have not only been the voice of the consumer but have also become a medium where consumers come together and communicate. Consumers have the opportunity to share their experiences and experiences in social media networks with each other. According to Mihalcea and Savulescu (2013), consumers use various social media sites in order to share their experiences, either positive or negative. Moreover, the increase in the use of social media sites by consumers has attracted the attention of brands and firms. Users' access to product and company information on social media sites led them to do research. This is due to the fact that social media networks are perceived as more reliable and consistent communication sources than traditional methods developed by marketers (Marzouk, 2016; Bruhn et al., 2012; Sinclaire and Vogus, 2011).

Back in the past, companies, firms or brands had the ability to understand the existing information about them through strategically placed public relations work. Nowadays, as the work carried out by Kaplan and Haenlein (2010) shows, more and more customers are receiving feedback from their public comments and observations on social networks. Furthermore, Kucuk (2012) proposes that the increasing digitalization of consumers in the field of consumption has the opportunity for consumers to control the marketing communication and relations.

The company worlds have been put forward by various researches that they are highly adaptive to social media in order to share information and present their latest products in a more effective way. Social media users have become a potential customer in the modern

era, called consumption. It has attracted a great deal of attention from social media networks, companies and brands that include users who can be called highly customer. For instance, Facebook, which is one of the social networks that was created in 2004 and has the mission of building strong communication with people and bringing them closer to each other, declared that it has 2.32 billion monthly active users (Facebook Newsroom, 2019). The combination of so many internet users has led the marketing and consumption sectors to these channels. Vatrapu (2013) therefore emphasizes impact marketing on social platforms rather than traditional marketing designs. Social media sites not only offer an inexpensive platform for the business world but also allow the client to directly engage (Chitharanjan, 2016). Brands continue worldwide to make strategic moves in order to use social media effectively. According to Tuten and Soloman (2014), some of the larger companies such as Sony and Samsung have experienced an increase in sales by using social media sites. Many of these brands have realized social marketing, created a budget and established social media teams. Companies have driven their brands to carry out creative work through these teams. In this way, the firms, brands, and companies have precisely aimed to bring out an effective marketing network and also increase their sales through social media, which is an indispensable part of daily life. According to Weber et al. (2009), social media is a new marketing platform that changes the opinion of the public and the attitude of the customer towards the product. The aim of this study is to investigate the effects of the consumers on the social media, which is transformed into a big platform, focusing on the consumers, especially the young ones.

As a social being, human beings, as consumers, participate in various activities, including discussions, from knowledge sharing to experience, with other people online (Heinonen, 2011). In recent years, the development of the digital world has made social media an important communication channel by revealing virtual communities. Additionally, the world of marketing has been growing and changing. More and more companies and companies leave their traditional marketing methods. Instead, they are turning to social media networks that have become important areas with the rapid development of the internet. As Tuten (2008) argues, traditional mass communication marketing, such as advertising in TV and radio stations, has lost its popularity dramatically and replaced it with online marketing. Marketing within social media can reach millions of people in a short period of time with a low budget. Thus, social networks are of great importance in today's marketing sector. Moreover, social media sites provide numerous opportunities

for both consumers and marketers. Therefore, in an era where internet and mobile devices are influencing the world of people, studies that examine the relationship between consumer behavior and social media are being chosen. This study has focused on young consumers, in particular, focusing on purchasing processes and the attitudes of social networks to consumers. Social media websites create a free and ideal space for customers, brands and products (Vollmer & Precourt, 2008). Consumers in these fields create consumer culture through these discussions with each other. Duffett (2017) asserts that the use of social media by young people affects the identity formation of young consumers, their relations with brands and firms, brand loyalty and thus the values of firms. The present thesis, therefore, focuses on young consumers, and at the same time, the researches carried out with the data are up-to-date in the social media era where the change is instantaneous.

According to Tiago and Verissimo (2014), the rapid growth of web-based platforms has influenced online social behavior while also significantly regulating the activities, nature, and relationships of individuals (p. 703). Moreover, these social relationships created in the real world have transformed as a result of people coming together in online communities, and these relationships have moved into the virtual world. One of the biggest advantages that the online world offers to people is that it enables businesses to reach the world-wide customer population so that customers can research, select and decide on purchasing processes around the world (Al Kailani & Kumar, 2011).

With the expansion of social media, these networks have provided marketing departments with a number of options for delivering their brands to consumers. In addition, social media, especially social networking sites, has created a virtual space for consumers to communicate through the internet, which has become an important area of marketing (Vinerean et al., 2013).

Although there has been a considerable amount of research involving marketing among consumers and firms on social media sites, there is a lack of research to understand the role of the social media network in businesses. Because social media has an especially young population, it is aimed to fill the gaps in the current research and to examine the purchasing behavior of the young population in our country on social media platforms. In addition, this study aims to reveal how companies can benefit from various social media sites in marketing.

Some researchers pointed out that social media platforms are an important environment for reaching consumers and stated that social media is a new marketing tool that focuses on how companies, firms or brands can benefit during marketing activities (Marzouk, 2016, p. 211). Therefore, there is a significant need to examine how different companies in different branches use social media marketing. In addition, although marketing managers have aimed to measure the behavior of consumers in social media platforms in the purchasing process, it has been observed that the studies conducted on this subject are not sufficient. Focusing on young consumers, there has been a lack of academic studies investigating social media marketing of companies in the literature and measuring brand awareness and brand awareness. In other words, many issues related to the impact of social media marketing on brand awareness have been missed. In line with the deficiencies identified, it is desired to evaluate the effects of social media and online advertising on consumer behavior.

Adejoke (2015) argues that a significant amount of researchers have been investigating behavioral problems that use social media for educational purposes. On the other hand, current studies investigating the effects of social media platforms on consumers are not reflected in the ongoing current results. Alshuaibi (2015) mentions that a positive link has been found in some of these studies, and a negative value has been concluded in some research results. According to Fardous et al. (2017), in the social media atmosphere, individuals rely more on the information available on social media before reaching any consumption decision. Even though researches on social media networks have links to the impact of these platforms on consumer behavior, this study also undertakes to examine the background of behaviors. So, the present thesis has attempted to complete this gap in the literature of the social media. The study also tries to put up the literature by specifying the stage of decision-making process from consumers' view.

The results of the research conducted by Chaipradermsak (2007) support the idea that as the number of educated individuals in the new young generation increases, the expectations and demands for customer service as well as the preferences and options have been increasing. Young generation consumers decide on their purchasing process through many logical and technical questions. The views on product comparisons, elections and choices play a major role for young consumers. For this reason, entrepreneurs should actively investigate how consumers take purchasing decisions in

order to meet consumer changes in purchasing habits and requirements. Consumers' expectations are very important. Otherwise, traditional and marketing strategies will reduce the firms and companies to a great extent in the sector. Different approaches should be applied to new generation consumers rather than traditional methods. Moreover, in addition to producing new ideas, it is essential to be unique and provide better service (Kotler & Keller, 2006). This research, therefore, focuses on young people and aims to create an opinion on new and different approaches with a very current assessment.

Boyd (2017) argues that web users, especially young ones, use social networks to connect with their peers and share information; moreover, they perceive the Web as a way to rediscover themselves and present their social lives (p. 6). According to the report of the Ministry of Youth and Sports (2016), 86 percent of young people go online on networks at least once a day, while one out of every three young people spends at least 3 hours on social sites that have become an indispensable part of daily life. Young people who use online networks in this way often interact and collaborate with their peers and, naturally, with other consumers. For this reason, young consumers are well aware of their brand awareness. The choice of social networks in obtaining information and sharing information makes the opinions of consumers important. In terms of daily activities among young people, Lewis (2008) states that the Internet and socially involved sites are more frequently used, as opposed to older generations who use resources such as television or newspapers (p. 91). This research, in this context, focuses on young consumers.

Online trade, which has a significant power in the digitalized world, has the feature of being a road map in order to determine the position of this sector in the global economy while contributing to the country's economy as well as with the new leaps of the sector. As the internet and social media population increase intensively every day, researches on consumer behavior are increasing in parallel. TUSIAD report (2007) draws attention to the internet population reaching the point of satisfaction in developed countries, and shows that the internet penetration in the developing countries and the rapid increase in the young population in these regions and the tendency of the young people to use technology, will continue to grow rapidly in the internet (p. 16). The fact that people want to access the internet faster and easier than before has resulted in the widespread use of

smartphones. As a matter of fact, according to a study conducted by the research company Canalys (2012), 414.6 million computers are transported by producers, while smartphone consignments are 487.7 million. Market research company IDC (2018) estimates that in 2020 computer sales volume will decline to 250 million. Contrary to the contraction in computer sales, smartphone sales continued to increase, and this research focused on the younger generation, in particular, the volume of consumption. Turkey has been rising rapidly in the internet penetration has reached 56 million in 2019 (HootSuite, 2019). For this reason, the data population and sample are directed towards students who are studying at a higher level and aim to evaluate their attitudes in purchasing processes.

Previous research examining the impact of social media platforms and their purchasing processes take place in the online world. The availability of various information and data allow to scan and search for resources online. Purchasing behaviors help to examine the consumer as a whole from marketing to psychology. In this research process, social media usage and purchasing behaviors of young consumers have been discussed. The main purpose of this study is to measure the strategy of the consumer in the decision making process considering new marketing techniques. Essentially, young online consumers are effective in determining the content of marketing communications in social media. Therefore, it is important to examine the factors affecting the attitudes of young consumers and to understand the perceptions of today's digital world. Young consumers who consider social media sites also make decisions through these platforms in the process of buying anything. This study, therefore, aims to investigate in many areas by focusing on young consumers' decision-making processes.

Consumers have a tendency to rely more on user recommendations, especially when purchasing high content products (Park et al., 2007); this study, therefore, tries to determine how social media networks affect purchasing behaviors by focusing on young consumers. With the survey conducted on the students of The Faculty (College) of Communication at Sakarya University, the current research also wishes to discover the features that have an effect on social media implementation on those consumers.

1.5 Socialization

Social networks, one of the requirements of routine life for individuals, continue to connect people in various parts of the world. In this respect, social media provides an

opportunity for transformation into the field of socialization. While socialization leads to different and innovations day by day, it is able to attract the attention of firms, companies and brands. Similarly, Arceo et al. (2018) argue that the use of social media makes entrepreneurs a revolution in creativity. This study aims to discuss the relationship between social media usage, attitudes and the effects of social media communication on the behavior of young consumers by addressing the advertisements in various social media channels.

In the process of decision-making for peers, the studies that prove the impact towards consumers is being carried out continuously. However, there have been some shortcomings in researches that explain the role of social media in different stages of procurement processes. In particular, different approaches and algorithms in purchasing are noteworthy, with young generation consumers almost ignoring traditional and conservative marketing strategies. For this reason, this study takes the young consumers into the centre and takes the principle of evaluating consumer behaviors according to new generation approaches in the social media age. Moreover, this study, which is expected to reveal different results and implications for entrepreneurs, aims to serve the procurement process in this respect.

Fathelrahman and Basarir (2018) argue that consumers, by relying on consumer experiences in the social media age, consumers -especially the young ones- rely on social networks to compare numerous purchasing opportunities and to maximize their knowledge before deciding to buy. Therefore, this research aims to create an example of Sakarya University by focusing on young consumers. According to Sing and Sinha (2017), companies are in more innovative plans thanks to social media (p. 38). Thus, it is observed that companies gain more profit and sales than ever before by using some aspects of social media. Therefore, one of the aims of this study is to examine the role of social media in decision-making while supplying the increasing need for services and products of individuals. This thesis aims to examine the research topic carefully and wants to measure the use of social media sites to accelerate the choices of individuals in the consumption processes.

The aim of the research is to find the full role of social media, which is perceived as an indispensable instrument in the daily life of individuals, in the purchasing process of consumers. The effort of finding the impact of ''social media'' on consumers can be

affected by different variables such as cultural origins and especially nationalities (Gros, 2012). Therefore, this research is trying to target to a specific region and to a certain age range, especially from the fact that social media can effectively use young people. The aim of this study is to obtain consistent and valid data in order to find an answer to the question of how individuals or online peer groups have an impact on the online purchasing process. The study also analyzes the loyalty between acquiring facts and figures on consumption phase as well, and the frequency with which the consumers' use social media to get knowledge about purchasing processes.

The increasing use of social media, online communities, and the Internet in the most general way have greatly simplified the assessment of people's comments before they bought something. Social media communities can provide an outlet for researching consumers' views (Martinka, 2012), but it is necessary for the entrepreneurs and young consumers to reveal how often consumers consider recommendations in their procurement processes. In fact, Klaus and Maklan (2013) argue that the new digital age has changed consumers' purchasing decisions and, moreover, companies' marketing strategies. Businesses are far from geographic boundaries and addictions, and since the marketplaces are online, entrepreneurs have the opportunity to make offers worldwide (Kotler & Keller, 2006, p. 55). In this respect, the present study is able to attempt to give an idea to both sides.

The research has concentrated on how targeted social media advertising affects consumers' online buying behavior. It can also be said that one of the main tools of the research is trying to understand how consumers respond after being exposed to social media advertisements. This study aims to understand the online purchasing decision process and the different stages of decision making, based on the fact that young consumers are active in the social media era. Moreover, the research aims to measure their response by focusing on consumers and, in addition, to provide information that companies can use in their social media advertising strategies. The basic questions used in the research will help to understand consumer behavior which takes a large part in the age of social media. As this study focuses on consumers, especially young ones, it aims to reflect the view of consumers and these perspectives may provide some ideas in terms of marketing and advertising strategies.

Social networks are powerful tools that force companies, firms, or brands to adhere to them in terms of marketing strategies (Cretti, 2015, p. 4). Chu and Kim (2011) emphasize the importance of social networking sites on internet users and argues that these sites are an important part of daily life; therefore, understanding the relationship between consumption and social media is important in terms of consistent results. It is significant to monitor, evaluate and interpret new generation strategies beyond traditional marketing strategies, because, according to Tucker (2011), Internet and digital communication technology has significantly increased the ability of companies to improve their strategies and to target consumers correctly, also, to use consumer information to personalize advertising content. (p. 3). This study aims to make an effort to reach an understanding of how individuals react with such advertisements in social networks surrounded by intense advertisements, to try to explain how behaviors are affected in different stages of purchasing processes.

Singh and Sinha (2017) argue that businesses with the effective use of social media are taking their expectations further and renewing their business plans, and that they have more profit and sales than previously (p. 38). Therefore, the present research topic aims to clarify the role of sites in social networks to help consumers make decisions about increased consumption choices and security. This study aims to investigate the current research carefully and examines social media networks to develop consumer options. In doing so, it tries to protect the rights of both the consumer and the enterprise. According to Buenaventura (2017), in the new century, social media enables people to express their ideas and thoughts in a completely new way by going out of the traditional method. This study evaluates consumer interaction when using online activities and tends to identify the factors that affect consumers' attitudes to acquire decision. Specifically, the aim of this research is to discuss the attitudes of young consumers in the sample of in Sakarya University Faculty of Communication regarding the using the social sites in order to inspire their purchasing processes. Moreover, it aims to increase the knowledge of consumers about the relevant options.

Joshi (2015) states that as social media evolves into a more sophisticated tool for interaction and global reach, many individuals and companies are leveraging their influence using it to their benefit. The research explores advertising in social media and tries to find consumer trends in this area. This study investigates the effect of advertising

among young consumers on social media and tries to find out how the advertisements in this area affect consumer behaviors. Social media networks, together with the developing technology, have gained more importance in the age of social media. This situation shows the importance of marketing by attracting the interest of companies. In this respect, young consumers are targeted by the brands in the social media sites. Therefore, this study takes social media as its base and tries to understand the power of these networks in marketing. The interest of companies and the targeting of consumers on these platforms indicate the importance of next-generation marketing.

Flynn (1995) argues that one of the most striking demographic factors affecting decision-making power in the process of purchasing behavior is age. People vary in their needs and desires of different ages. Among the people who tend to buy different products and services at different ages, there is the younger generation, with the great impact of social media development. Therefore, in this age when the digital world is developing as fast as possible, this study directs the research objectives to young people.

The present study also considers social media as the main reason for any campaign organization and, moreover, tries to understand the performance and growth processes of the social media, in which individuals are a part of production and sharing, in contrast to traditional mass media. It helps to understand the impact of the format and content of ads on social networks on consumers' preferences. In addition, this study examines the attitudes of these advertisements through the sample.

1.6 The Concepts of Behavior and Attitude

The attitudes and behaviors of individuals during consumption started to be considered as a study field (Engel et al., 1990, p. 22). In parallel, the concepts that address behavior and attitudes coincide with the same scope as the studies of other scientific disciplines. From the middle of the last century, marketers realized that they could sell the products they had to sell to consumers only if they presented them (Mostert, 2002, p. 40). With this approach, organizations pioneered the existence and development of the marketing concept by prioritizing the needs and desires of consumers. Assael (1995) states that the motivations and actions of consumers have a significant impact on sales and profit (p. 3). Therefore, in order to become a successful product and service salesman, companies need to identify their potential and analyze their needs and behaviors well. Moreover, it is

obvious that in today's world customers are more informed, more concerned and more willing and there are many products and services that can be demanded (Omotoyinbo, Worlu & Ogunnaike, 2017, p. 101). With the help of the justified reasons, the success of marketing is thought to be directly proportional to the behavior of the consumer. Although the relationship between consumer behavior and marketing is so strong, as Ateke and Akekue suggest (2017), the behavior of consumers involves a complex process with different moving, logical and different aspects. Thus, it is of great importance to understand the dynamics of purchasing in order to be able to take place in the preferences of consumers. This study firmly reveals the importance of skills in these key motivations with a particular focus on young consumers on social media networks.

1.7 Digital World

"Digital world" which is an inseparable extension of the individual, is of great importance in the life of individuals. Furthermore, social media has taken on the task of setting up a connection between individuals and society with the development of the digital world. The human being, who has the desire to be social by nature, has been able to carry socialization and sharing to the internet through social networks. In this context, individuals tend to share their experiences on the platforms they are involved in.

Social media is an online environment that allows individuals to connect with other people meeting some of their social needs and needs (Martinka, 2012, p. 5). In addition to that, social media, through online communities, quickly transforms websites into a network of sharing. Social media, where people consume faster and share it with the communities they communicate with, have become an instrument that people in various age groups spend most of their time. With the intense use of social networks by many people, internet users have become almost a consumer. Therefore, it is observed that many enterprises accept the importance of social media marketing. Chang (2018) asserts that no company can accept to remain in the background in the social media war (p. 1). In addition to this idea, the rigorous and careful use of social media platforms by many enterprises is a sign of the importance of brand promotion. Shares or advertisements in social networks increase brand awareness and direct consumers to buy products.

The rapid rise of the Internet and the digital world brings social communication into the forefront of the network by putting individuals who use internet networks into social

cooperation. Morallo (2014) argues that since the emergence of social networking platforms, these platforms allow people from around the world to communicate online through communication and interaction (p. 17). It may be observed that social networking platforms create a technological evolution in web applications. In these platforms, millions of people have been interacting instantly. The power of interaction and communication allows people to share their experiences quickly and instantly, while companies have to be present in certain network sites. Likewise, the ability to communicate on social platforms allows consumers to take part online on these platforms. Ekechukwu et al. (2017) state that among the biggest missions of these sites on social media, the groups of friends chosen were allowed to share information (p. 101). The fact that those social network websites bring together millions of people to make these shares causes daily consumption to be directed to these sites. Those social networking sites have enabled people to share their experiences through instant interaction. In addition, it also allows companies to understand what consumers should think and understand the behavior of consumers (Kaplan & Haenlein, 2010).

One of the reasons for the use of social media is that consumers tend to define or identify products. In this sense, social media sites play an important role in order to gain insight from any product. Blackshaw and Nazzaro (2004) point out that individuals use social media in a broad way to get an idea of brands, services and products. Breed (2011), futhermore, believes that consumers' positive comments about products on social media sites will be able to increase their purchasing intentions by affecting customers because consumers aim to minimize potential risks in purchasing processes. Another factor that makes this study important is the emergence of new generation marketing. Marketing is critical to most businesses. Social media marketing is a new trend with traditional media being replaced by new media. Nowadays, one of the most important places for marketing a product has been social media platforms called new generation media. Advertising, according to Naidoo (2011), is a process in which consumers may decide whether to buy certain products. This process attracts the attention of the marketing sector, especially when young users use social media effectively.

Nielsen (2013) believes that the development of the Internet and the impact of social networking platforms on daily life bring together many people and the tools and strategies of communication are changing. The new generation of marketing through social

networks aims to influence consumers in many ways. The fact that these ads reach more consumers in this way also demonstrates the importance of next-generation marketing. While online networks are used as a marketing tool, on the one hand, it allows them to conduct research directly through experts, and moreover, tends to enable businesses to engage with communities (Smith & Taylor, 2004).

The attitudes of consumers who are of various ages from their experiences in purchasing processes have a significant role in revealing the effectiveness of advertisements on social platforms or sites. In today's world, internet users are becoming consumers and making important decisions while buying. At this stage, consumers are increasingly relying on new generation marketing space social networks in order to maximize their ideas and knowledge before making important decisions (Fathelrahman, 2018). On that account, the present study is particularly important in determining the power of these platforms in the age of social media by examining consumers in specific age groups and in determining their views in those processes.

According to Wang et al. (2017), consumers use their online resources to collect information about the products they would like to acquire before the purchase decisions. In an age when Internet users were now called customers or consumers social media has been turned into a gigantic market thanks to the continuous development of technology. This development or transformation almost has forced companies to allocate higher budgets to social media advertising. As the number of companies that succeeded by giving importance to social media advertising increased, many companies have started to increase their online investments. Although many previous studies have highlighted the importance of social media marketing, it has been observed that these studies generally focus on the traditional effects of online advertising (Taylor et. al., 2011; Chiang et. al., 2017). However, few studies have discussed among young users with a high proportion of participation in social media platforms. For this reason, the current study aims at young consumers in social media marketing to analyze the behavior of consumers, the relationships of the social communities they are affiliated with, and their commitment to brands. Goyal (2013) argues that social media advertising may achieve maximum profits through specific advertising messages by accessing target audiences (p. 221). In this context, the present study tries to measure the behavior of the target audience.

The present study provides future researchers with information on how consumers in social networking sites affect their behavior, especially among specific age groups and generations. Therefore, the study provides an opportunity for future researchers to expand the contribution and impact of social platforms in various areas on consumer behavior.

Many campaigns, companies or brands may make significant use of this work, because, as Sahin and Sengun (2015) have pointed out, most of the profit-oriented organizations tend to use the Internet, one of the leading approaches to marketing and communication today. These organizations can announce their services through various advertisements on social platforms. This study may also help consumers significantly internalize social media platforms. An online user or an individual named as a consumer in this study can use it as a reference when considering the results of this study on social media networks. Because people on digital media platforms can acquire new information and advice from each other through interactions, due to the new nature of communication.

This study, in another sense, may constitute an alternative source for scholars as it may be the source of different studies. In addition, the data obtained from the research and the result obtained from this data can be a guide for better information acquisition while doing similar research. In addition, this thesis demonstrates that behavior related to internet users on social media platforms are able to be better understood. Furthermore, this study shows a lot of guidance on social media marketing and online advertising. Information technology which is digitalized by alternative and new methods leaving behind the traditional methods is evaluated with critical aspects in this study. In Global Internet Consumers Survey conducted by KPMG Turkey (2017), young consumers who want to be treated as an individual are less affected by excellent customer service than older consumers and they are also more affected by those companies offering personalized campaigns, recognizing themselves in all sales channels and predicting their needs correctly (p. 36). In this context, one of the most important aspects of this study is that it aims to provide assistance to companies to provide a more personalized experience and one-to-one communication in addition to the previous studies. In an age when the revolution of digital technology has been felt, companies are turning to the factors that they can identify and classify their target audience. Companies that are looking for a special place with online strategies need to analyze the current work with a great emphasis on customer loyalty. For this reason, this study presents a road map not only to companies

but also to consumers in the age of the Internet where it is difficult to stand out or remember. Moreover, this study focuses on different age groups and aims to direct the sector through technological classification of consumers.

Determining the benefits and disadvantages of marketing in social media platforms is of great importance for customers and operators. The main purpose behind this research is to analyze the different age groups in the digital industry, which turns into a huge market with online strategies, and to examine the impact and response of the consumer in purchasing processes. This study aims to provide new ideas to researchers on online advertising on social networking sites. In this sense, it will be useful to anyone who connects to each other and takes part in the digital market, in online networks covered by images and icons. Moreover, the study will provide further recommendations and suggestions to improve the functionality of digital marketing by helping to understand the view of the different age groups from the online world with all their findings.

Lastly, the knowledge sharing of people in the past was limited to the people around them; however, people can now express their personal experiences in social media platforms through the internet as in all other areas. In this way, individuals have the power to influence societies through these experiences. The online environment, which allows consumers to interact and share their experiences, has left behind traditional marketing to create a new generation of marketing. In this sense, this study is expected to contribute to various researches in the digital field.

CHAPTER 2: THEORITICAL BACKGROUND

In a life that maintains globalization, digital innovations seem to be able to permeate every part of life. Hill (2013) proposes that Web, social networks and some applications seem to be an indispensable source for generations born in this period of time, called the information age (p. 1). The individual on the threshold of digital developments makes various decisions during the purchasing behavior. In recent years, many social networking applications have emerged, and through these applications and sites; communication, interaction, cooperation, and even learning methods have begun to be reshaped (Gulbahar, 2013, p. 22). For this reason, this study directs to reveal individuals' perceptions and attitudes from different perspectives based on the idea that advertisements exposed to social networks have a strong and effective part in the lives of the users on social media platforms. In conjunction with the Theory of Reasoned Action (TRA), various studies and concepts are reviewed and an appropriate research tool is developed. The current study on effective implementation and the impact of sites on the behavior of individuals is guided by the following theory and concepts.

2.1 Theory Background

Doran (1991) supports that, within the scope of the research, behaviors performed by individuals can be understood by examining their behavioral intentions (as cited in Myresten & Setterhall, 2015, p. 2). Theory of Reasoned Action (TRA) is a widely used model in the field of social psychology to measure the acceptance of new generation technologies by the user. According to Mir and Rehman (2003), over the last two decades, more research has continued to use the TRA model to identify positive or negative trends for consumers. Ajzen and Fishbein (1980) interpret the TRA model as one of the most striking frames in the theoretical field that define the connections between individuals' intentions and behaviors. Considering the intentions and attitudes of individuals, the study demonstrates that this theory is also important in the persuasion process of individuals. Fishbein and Ajzen (1975) in this model, which is put forward by the individuals, attitudes between individuals, attitudes, requests and reactions between the establishment of connections. Moreover, McKemey and Sakyi-Dawson (2000) define this model as a set of concepts that social psychologists have developed to understand the behavior of individuals.

Based on the influence of advertisements, criticism, or commentary on social networks, many studies have proved that the synthesis used is valuable because of the development of this model. Therefore, the present study uses this model in order to examine and develop the relevance of the relations expressed by the theory of reasoned action. Since the current model suggests that the external stimuli and the belief of the person can change the current attitudes of individuals, the behavioral intention of the individuals in the research is also wanted to be measured.

The study which deals with the example of the social advertisements in the context of young consumers, in this sense, has been analyzed within the TRA in order to investigate the behavioral intentions of consumers. The TRA developed by Ajzen and Fishbein (1969) is a model that foresees the behavior of individuals based on their attitudes and beliefs (Southey, 2011, p.43). Ajzen (1991) argues that this model was later expanded and that the approach obtained as a result of these variables is a theory of planned behavior. Despite the widespread use of this model by similar studies, there are also some studies arguing that they are not suitable for their complexity (Thompson & Panayiotopoulos, 1999). Nevertheless, the predictions in this model may be effective in determining the decisions between advertisements on social networks and the behavior of consumers.

2.3 Theory Components

The TRA is a model that demonstrates that the behavior of individuals is determined by the variable of behavioral intent. Behavioral intent is framed by two concepts that are defined as attitudes towards behaviors and subjective norms. It is assumed that these concepts have a very important impact on individuals' purchasing behavior.

In particular, it is seen that the behavioral intentions of young consumers are rapidly transformed into a decision making process in the context of social media. For this reason, social platforms should be examined not only in consumption but also in psychology. Through the TRA, the behavioral intentions that reveal real behavior consist of two variables: Attitudes and subjective norms (Nguyen et. al., 2018, p. 3). The increase in these two variables helps to perform behaviors in the simplest way.

Attitude is the total of feelings that are seen in individuals and are used to perform behaviors. If individuals develop a positive attitude towards the products or services they

want to buy on social media platforms, these attitudes become a behavior. For this reason, it is observed that marketers put forward various studies in order to have consumers have a positive attitude about products or services.

Specific norms are opinions covering recommendations that recommend individuals to perform certain behaviors (Wedayanti & Giantari, 2016). Subjective norms are also a concept that balances the adaptation of individuals. These norms, which constitute the belief system of individuals through persuasion, have very strong effects especially in demonstrating the behavior of people within the group.

2.3 The Concept of Study Within the TRA Framework

Ajzen and Fishbein (1980) propose that the concept of intention is the basis of behavior performed by the individual. According to the TRA (2013), individuals tend to be rational and most of the actions they carry out are the desire to be willing (Yilmaz & Ozer, 2013). This demonstrates the importance of behaviors in terms of intentions and desires. As a matter of fact, Emma and Setterhal (2015) argue that the additional factors that may be called externally by TRA can only affect behaviors indirectly and, therefore, emphasize the importance of the effects of individuals on the purchasing processes.

In this study, it is aimed to understand whether external factors affect the behavioral intentions of young people through social media sites based on the model. Burton-Jones and Hubona (2006), in addition, emphasize external variables and suggest that traditional TRA structures mediate their effects on their behaviors. Therefore, the present thesis gives importance to two external structures as the individual's beliefs and level of awareness. Moreover, the study plans to systematically analyze the extent to which social sites perform this on the basis of the impact of positive intentions on behavior.

The study reveals that social sharing has a positive contribution to interpreting the process together with the use of TRA. It also shows that the findings of the study shed light on understanding the behavioral intentions of consumers through this model or approach, moreover contributing significantly to the understanding of the role of external factors on preferences. In this study, TRA may help to explain the meaningful relationship between individuals' dynamic social interactions and advertising on social networks. Moreover, the findings suggest that the current research theory contributes significantly to the interpretation of behavioral intent and action in terms of the participatory tendency.

In this study, which focuses on young people, the TRA targets as a basic tool of research to determine the effects of external factors on the consumers' purchasing processes. According to Armitage and Conner (2001), the TRA tries to understand the behaviors of individuals who are susceptible to consumption in a voluntary way. In the context of the study, the active use of social media by consumers voluntarily reveals the availability of the TRA.

The TRA approach seems to be closer to individuals in their decision-making processes, while interacting with individuals in decision-making processes. Since communication is an important practice of social life, it also helps to enrich the perspectives of individuals in procurement processes. In particular, technological advances also help consumers and marketers interact with each other. People interpret the behaviors of other individuals in their social circles during their actions and thus establish social ties through interpretations. This model states that the attitudes of the variables are influenced and, in this respect, it is believed in this approach that different mechanisms through persuasion may serve to increase or decrease these services (Petty et al., 2004). Interaction and communication between individuals can change over time, depending on the method of social cohesion, but can still be adapted to the modern world in the digital age. Interactions established through the social environment play an important role in the development of an individual's social identity (Tormey, 2007). In this context, this study, in the light of this information, tries to reveal the effect of the users on the attitudes, intentions and perceptions of the social networks. Based on this model, this study seeks to understand the information that individuals are dealing with as a consumer. Moreover, in an evolving and ever-changing age, this study tries to understand the behavior and intentions of consumers through this model.

Carter and Fuller (2015) argue that society has occurred through repeated interactions and this theoretical framework addresses these interactions between individuals (p. 1). In some cases, individuals are highly influenced by their environment in the decision-making process. Although this principle covers both ways at the same time, there are factors affecting these routes (Petty, Wheeler & Barden, 2002, p. 5). If individuals raise the level of subject to the top level, their routes may turn to the central path. Therefore, based on social media networks, especially the decisions of the young population are asked to be evaluated.

Young people, as this model argues, turn their paths to the central route, especially because they are interested in the process of purchasing. Thus, this study seeks to examine the intentions and behaviors of young individuals in the purchasing process through this model. As a result, TRA provides a very useful framework study to try to determine the beliefs and attitudes of users on numerous topics as well as how they analyze their external factors in the sample. With the help of the TRA model, this study is provided with the results obtained from the reviewed literature and the sample group.

CHAPTER 3: LITERATURE REVIEW

The Internet, which has the power to bridge the global world to one another independently from its borders, brings together consumers and companies more than ever, with the rapid expansion of recent times. In addition, this widespread use of social networks brings about changes in consumer behavior. According to Lee (2013), it is very difficult to gather all the data in only one study in order to inquire into the behaviors of the consumers (p. 8). Therefore, the researcher narrows the data and findings slightly. The research aims to understand the ways in which social networks affect consumers during the decision-making process. In addition, the study, in this way, can help to take up seriously the possibilities faced by consumers in the contemporary era of marketing.

The research was designed on the strength of the objectives with a quantitative method. Empirical statistics were accumulated by sending out to individuals to be polled. The study showed that individuals have an active role in consumption processes and social sites. Information has been proven to be selective and subjective in accessing information. According to the findings of the current research, social networks, although they are a specific factor on consumers, cannot be considered as a very powerful tool in any purchasing process. The research concurred with the impact of social media on individuals to acquire knowledge, but the mass media has a great deal of awareness. Furthermore, research revealed that individuals exposed to information through mass communication remain passive, while individuals using social platforms have played an active role because of their ease of access to information.

Clear and accessible data obtained throughout the research is guided. Associated integrity will be ensured by bringing together the attitudes of consumers in the process of acquiring information, the mass media tools and social media platforms. The research also shows that many of the individuals can express their opinions through social networks and can communicate effectively with other consumers. Therefore, this study helps in the light of these data. Furthermore, the study requires consideration of the participants' opinions in the context of social networks and firms. Specifically, the data generated by the participants within the sample group and the content generated by users on social media platforms can produce a data; moreover, it is likely that the data presented contributes to the current study.

Understanding the consumer perspective and the impacts they have on social media platforms is one of the important issues of the rapidly developing digital age. Therefore, Duque (2017) argues that it is necessary to specifically understand marketing, which affects various sectors of a developing country (p. 2). The data collection process of the study on marketing with a highly competitive spirit was carried out in the form of a semi-structured interview with ten participants. The study covers the research region consisting of several strategies for better economic conditions. The research is planned to examine the contribution and impact of social media on this issue by focusing on consumers' intention and perception of furniture purchase. Moreover, the study focuses on how social media influences attitudes on consumers in terms of a specific issue such as furniture.

The findings of the study show that all of the participants are familiar with social networks, take into consideration the goals of their social platforms and actively use them. This situation indicates that individuals use social media intensively. Participants were observed to be active online on a daily basis, especially when they considered a particular age group. The findings suggest that social media networks are widely used for information. The results also revealed participants' perceptions of social media. Although it is observed that consumers are active in social networks, they are not very comfortable about buying online. It is pointed out that participants do not seem very willing on social platforms due to security problems such as cybercrime. The current thesis, which is the subject of research on furniture, shows that participants tend to prefer digital catalogs, especially because access to furniture products is fast and easy.

The study is carried out qualitatively in an area where digital technology develops in part. Furthermore, the study deals with a specific area, such as furniture. In light of the information obtained from this aspect, the measured effect of social media can help to the current study. The data obtained for communication and information purposes in today's environment will guide the study. Since the participants are observed to be obvious with the new media platforms, the resulting data can be adapted to the study. In addition, consumers' perceptions can be arranged in purchasing processes. When the study is evaluated together with the theoretical framework it creates, it can identify consumers' cognition, beliefs, wishes, and as well as intentions. Although this study is directed to a specific area such as furniture, it will lead to the findings and results in a positive way of understanding the intentions and behaviors of consumers in addition to the current study.

The marketing sector has turned into another phase with the widespread use of social networks in the era of digitalization. Heikkinen (2015) wished to explore the evolving marketing and the opportunities it offers through social media platforms (p. 74). The research sees the digital possibilities as the next generation way of reaching customers. In a time when theortraditional forms of marketing are slowly lagging behind, the research wants to help the company it deals with, through social media, reach more consumers. For this purpose, the thesis desires to make a development plan to help them to use social networks efficiently in line with its sample. In addition, the study argues that the tools of communication in traditional forms are no longer the focus of interest. The study plans to give an idea of how social networks are developing in popular marketing.

The study prefers deductive advancement and, moreover, uses a combination of quantitative and qualitative approaches. Different theories have been used in the study in order to obtain a deeper knowledge of marketing. Experimental findings and social media platforms are based on decision making. Findings from the research show that social platforms are very important where the sample is made. The results also ensure that social media is a powerful tool for acquiring information, making it the easiest place to reach consumers. The research reached 134 university students and showed that the young student group uses social media a great deal. The results also show that approximately 75% of individuals in the sample effectively use social networks so that researching consumers' knowledge and activities on those platforms positively affect customers.

Compared with the results of this study, the influence of social networks on consumers and firms can guide the current study. Moreover, the data presented by this study are important in terms of revealing the opinions of consumers and firms, albeit with a different sample. Practical information provided by the study can help to expand ideas. The study, which carefully examines the differences between traditional marketing and new generation marketing, is expected to shed light on future studies with data reaching many people. Since research questions include the tourism sector, the study focuses, especially on digital marketing. In this respect, the study, which argues that the content created on social networks is also an important resource for both the other consumers and the related sector, leads to the current study. In accordance with the information obtained, it may present new ideas and suggestions.

Social platforms are packed with the formation of many communities where consumers share their experiences. Merivirta (2014), therefore, focuses on consumers by examining one of these communities. Investigating the motivation of the consumer communities to participate in those platforms, the researcher wishes to explore why consumers share their continuous experiences online. The study covers a group of travellers and, however, examines how consumers perceive society. In this context, the study tries to understand how consumers participate in social platforms. The research plans to explain the needs of consumers to have a remarkable community. Although the study supported by previous studies has examined a single community, it aims to broadly interpret it. The thesis aims to provide a broad understanding of community members' ideas and experiences about the community. The study attempts to learn this by finding the motivational factors of joining a community.

The findings of the study suggest that motivation is one of the most important reasons why members of the community share their experiences as members of social media platforms. Nevertheless, while consumer participation is so important, the study states that the source of motivation alone cannot be a sufficient factor. The results of the research reveal that the individuals in the consumer groups are perceived better by brands. Consumers argue that if they are involved in the formation of a community with research results, they consider the conditions of a brand or company to be more remarkable. The review presents important recommendations on travel. It can be said that this study supports the ideas and experiences of consumers through interviews. The research also includes examining and concluding some brands' widespread use of social networks in terms of their relationship between awareness and consumption.

The study contains guiding ideas, as it examines the community of several blogs that organize travel around the world. Based on the approaches presented by this research, how the organizations formed by consumer communities, how they come together and their attitudes can be examined. The study, which focuses on an awareness-raising community with online sharing, seems to be able to give an idea of the current research. This study will help to have an idea about the behavior of young individuals on social media platforms by analyzing the community they come together with. Moreover, through this study, new dimensions derived from the relationship between communities and consumer motivations on social platforms can guide the current study.

In the digital world, for the vast majority of individuals, the most important part of life is the Internet, which offers a new communication opportunity. However, online networks are a form of interaction where brands or companies can connect directly to consumers. In his article, Nolcheska (2017) examined consumers' purchasing processes and also wanted to measure the perceptions. The research paper aims at discovering the consumer's intention to buy, focusing on individuals. It aims to establish a research model that examines every step in purchasing behaviors and decision-making processes. The article tries to understand the perceptions of young individuals on social networks, in particular, towards young consumers. The paper also aims to create an appropriate usage plan by considering the use of social media platforms among enterprises.

In this context, in the Macedonian sample, 120 users reached a Facebook survey and applied a 27-question questionnaire. The aim of this study is to determine the attitude of social networks among consumers by taking the example of Facebook. The findings of the study show that there is no statistically significant relationship between the time spent by consumers on online networks and the effect of social networks on decision making. The results of the study suggest that the concepts such as trust, benefit, and comfort affect the consumer considerably in the process of thinking. The findings show that the relationship between the social sites and the impact of the social sites on the purchase is determined. In addition, the research suggests that individuals tend to establish a more positive and meaningful relationship with brands after reading the comments they have made after the purchase. In this respect, the results display that consumers' comments on various services, products and brands through social platforms are more reliable than traditional mass media.

The study discusses the importance of consumers and other people's opinions before any purchase is realized. In this aspect, the article may come to the aid of the current study. The relationship between social networks and online purchasing decisions provides consistent information. Consumers consider their views and opinions by communicating with the social platforms they find reliable. With the recommendations of the article, current research may show progress by focusing feedbacks on consumers' views. The positive relationship of the models discussed in this study with the hypotheses help. This study guide the understanding of consumer perceptions in the social network age with this sample.

The fact that companies or company executives examine the perceptions of consumers on social media to brands turns out a necessity in a period where social networks become widespread. Schivinski and Dabrowski (2013) conducted a study to measure the brand value of social platforms through an online survey in the Polish sample. The study has aimed to observe consumers' brand attitudes and purchasing intentions on 504 Facebook users. In the study, 60 brands from different sectors were tested. The aim is to test communication channels created by firms and consumers. Various models have been used for sector-specific differences. Brand interaction and attitude intentions are examined in line with consumer responses. In addition, the research seeks to examine the user-generated content and the attitudes towards brands through this sample (p. 9). The study basically focuses on the marketing sector, revealing the importance of social communication; the researcher, therefore, investigates the buying intentions of brand attitudes on consumers.

The empirical findings of the study found that the interactions and opinions on social platforms have a positive effect on the attitude and value of the brands. Nevertheless, the results revealed that the communication of firms in social networks only affected their attitudes towards brands. It is observed that the values and attitudes in the brands have a positive effect on the purchasing intentions towards consumers. Research says that the most striking trends of popular brands in online marketing are the widespread use of social media platforms and their effective use among consumers. In addition, the study argues that online brand engagement also reveals new brand communication channels. In this respect, research emphasizes social media marketing and underlines that it is not a coincidence that online marketing keeps pace with the agenda. In summary, the findings suggest that the content on the platforms affects the attitudes towards the brands among consumers.

The study influences many marketers who are investing in social networks. However; the article deals with the opinions of consumers and firms in various ways. Since the research examines the attitudes and intentions of social media communication channels, it is expected to guide future studies. The study also provides rich content with the suggestions that it puts forward to communication managers, thus providing guidance on current research. The recommendations, discussions and results in the article give the opportunity to expand the views more deeply along the current work.

Food preference is not only an issue that enters into the health sector but also reflects social and cultural life. In addition, in the era of social media, the effect of advertising on consumer groups of all ages, especially young consumers, is observed to be more affected. Hoogstins (2007) conducted a study to examine the impact of social media on food preferences. The main purpose of the study is to determine how frequently consumers in a particular age range use social media in their food preferences (p. 2). The study plans to examine the relationship between purchasing intentions and behaviors of consumers in this group, with a particular focus on young consumers. In social modelling, the thesis exemplifies the young consumer group and explores the impact of young people on food choices through social platforms. Specifically, the researcher wishes to investigate whether a consumer's food viewing with its Instagram broadcast makes an intention to buy that product for another consumer.

It is suggested that consumers develop poor eating habits especially in young adulthood (Nelson et al., 2008). Therefore, the researcher wanted to address this age group because it is of great importance to examine the possible effects of this risky period. The research also found that the eating behaviors and intentions gained during this period also play a very important role in the future. The results show that, in the example of eating behavior, consumers do not behave in a particular model. In addition, it is seen that participants who are exposed to text, image or video about eating on social platforms are not inclined to model these behaviors. The findings from previous studies reveal an unexpected situation when compared to the results of this study.

The research focuses on the buying behaviors and intentions of young people, in particular. In this respect, it is expected to bring additional benefits to the current work. This study, which examines the individuals in young adulthood, who are thought to be under the influence of eating habits, can lead the way with their findings and results. The study tries to do this in a new way while revealing the findings. Modelling behavior, along with the data presented, contributes to the current literature. The study, which is based on the fact that social networks have a profound impact on the young population, especially through the communities, tries to reflect the views of the participants, and in this context, it is observed that the study provides an important validity. On the other hand, the research helps with the suggestions made by social modelling to perceive consumers' buying behavior.

As a result of the widespread use of social networks and digital developments, companies need to review their advertising budgets on social platforms. While advertising on social platforms pushes consumers towards buying behavior, it also draws attention among marketers and researchers (Chiang, Lo & Wang, 2017, p. 193). This study, which focuses on click effects, aims to eliminate the gap in the literature. The research focuses on the relationship of consumers with social media through advertising on these platforms. Therefore, it aims to analyze the behavior of participants and the results of social network advertising. In addition, the researcher wishes to demonstrate the value of social media advertising and the participants. In order to determine all those, factor analysis is conducted. Through this analysis, it is aimed to investigate the consumer relations in social communities, the ties and behaviors between the products and the participants.

When the results of the study are based on the communities in social networks, it is seen that the most important factor affecting the advertising among consumers is a social connection. Findings show that communication between users on social networks also affects the sharing of opinions. Research results, on the other hand, show that interaction is highly important in terms of advertising presented in social networks. According to the research findings, social ties have a great impact on participation in social media advertising. In addition, research shows that consumers' attitudes towards brands are an emotional orientation, and therefore they have a positive feeling for brands or products. The article focuses on the next generation of marketing in social media by measuring social media participation of consumers. The study also offers some suggestions on the design of social media ads for marketers. With the information from the data, it is discussed how online ads positively affect consumers.

The paper will contribute to the present study in a variety of ways, with examples, findings and comments. The research aims to measure consumer intentions and behaviors by turning to a specific product. This article will determine the consumer's perceptions. Participants in this research sample consist of consumers in Taiwan. Although general analysis may vary according to different cultures and communities, findings and data are expected to guide current research. In addition, because the research model does not cover the negative examples, the unfavorable effects of participation behaviors can be explored. Limitations and recommendations provide a reference to research in social media advertising.

The web has become a routine part of the vast majority of people across the globe, whereby the digital space is one of the most important interaction providers of this century. The study is mainly to examine the content of users on social networking sites and to get an idea of the motivations of consumers (Alsubagh, 2015, p. 209). The study, which is organized in five sections, aims to reveal the effects of social media platforms on user motivation. The research plans to examine peer habits and behaviors by focusing on individuals in user-context platforms. This research deals with the relationship between the attitudes of firms or brands in social networks and consumer act. According to the research (2015), it is important for consumers to spend more time on social platforms and to have them on user-based sites so that companies can interact. The study, therefore, explores the impact of firms' social assets on their purchase intentions.

The study developed a new model to reach a wider audience regardless of the sample. The information from the findings reveals that organizations are slowly accepting the benefits of social media services. The research, however, revealed that social media sites offer a great opportunity for marketers to bring their brands and products to a broad audience. The results of this study reveal that there is a significant relationship between the attitudes of the consumers and the variables. Based on the analysis, it can be said that promotions in social networks lead to an increase in the use of products in users. With the increasing popularity of social media sites, it is observed that the connection between the users is also stronger. The findings once again revealed that social platforms are a platform that makes it possible for brands or companies to reach users. In addition, research results ensure that social networks provide important data for information analysis and sharing.

The study demonstrates that social media platforms are enriched by the content that users have developed and, thus, they affect their motivation. For this reason, the study gives the right of social platforms together with the data it produces. Investigating consumers and firms closely, in this context, it helps the literature with its analyzes. The study provides additional benefits to the current study by measuring the levels of motivation of individuals through social media. In this way, research that examines the relationship between potential customers and social bond can help to overcome the gap in the literature. The results obtained in this study will also guide the faster provision of the information expected in the current study.

Due to the spread of social networks, as in every sector, it is seen that there are big changes in the clothing retail sector. Through these platforms, consumers find almost everything they are looking for in the clothing industry. Therefore, the study (Sudha and Sheena, 2017) focuses on the retail world of clothing and tries to find out whether decision makers are affected. The study also deals with the marketing techniques that lead the clothing industry. In this way, research is trying to investigate the effects of these techniques on consumers through social platforms. It is seen that companies use social networks in order to supply their brands in the clothing sector with a wide audience. Thus, companies use social media extensively to protect their assets and to provide consumers with what they want. Although the paper (2017) makes a comprehensive review of the fashion industry and consumer intentions, it observes that there is not much research on this research (p. 21). In this context, the article seeks to examine social networks and the fashion industry, to research digital marketing techniques, and to understand consumer decision-making processes.

Since the research did not focus on any problem, it was applied in exploration mode in order to bring a new perspective to a particular situation in the retail sector. Participants were asked some questions through a structured questionnaire. After 20 pilot applications, the survey was conducted on 200 women, based on the snow bowling technique. Research results revealed that fashion affects people's lifestyle directly, and at the same time, a significant number of individuals can spend their money on fashion changes (p. 28). The study, which tries to examine the decision-making processes of consumers in various stages in the fashion and apparel sector, tends to follow the celebrities in social media sites at the beginning of the purchasing process. The research also argues that blogs are a guiding feature in the fashion industry. Consumers argue that, according to research, blogs are seen as a way to verify a purchase. Therefore, consumers state that they frequently use social networks in all stages of the purchasing process.

Tthe research, together with the results, will guide the current research. The study reveals that female consumers see some celebrities as inspiration, especially in social networks, before they conduct purchasing. The fact that companies are directly affected by positive or negative comments is another result of the study. Thus, the study provides an idea of how companies use social media. The research that makes the importance of social networks, in this sense, will guide this and subsequent research.

CHAPTER 4: METHOD

4.1 Problem Statement

Identifying and developing the experience of consumers in the changing online world rather than in the traditional world has become a priority in social media marketing. Because, consumer experience replaces quality as a battlefield in online marketing (Klaus & Maklan, 2013, p. 227). The use of experience plays an important role in the direction of information in the decision-making process of consumers. In this context, Steinfield (2012) suggests that demonstration of friendships may serve to confirm information in social networks (p. 121). It can be observed that young people are affected by their peer environment, increase the use of social media and it is a very good reason to buy any product. According to Digital Reports (2019), despite all the negative aspects of online life, people continue to embrace the Internet and social media around the world.

Some of the previous studies have mentioned a lot about the effects of social media networks against the masses. On social media sites where peers have influenced each other, consumers have an impact on businesses with their comments, although they do not notice. Messages sent to small groups in social media networks may reach a larger audience, thanks to the rapidly evolving effects of digital life. This situation forces operators to take some measures. Indeed, some of these messages are likely to be malicious investigations. As a result of his research, Burn-Callander (2016) argues that, companies have to spend a large amount of money in order to maintain their online reputation due to the rapid spread of such malicious software on social media.

According to Kotler and Pfortsch (2010), if any company, firm or brand wants to unleash their potential, their managers need a strategic approach in a holistic manner. In other words, marketers must have a broad understanding of the brand building process. Brand construction means that brands have full knowledge of customers or their potentials and information containing everything (Makki, 2014, p. 17). For this reason, brands create a plan in the construction process that includes specific and long-term goals. These plans, known as brand strategy, are an important part of firms. In recent years, as firms change the course of marketing in social networks, they form brand strategies to survive against competitive environments. Doyle (2001) argues that in order to maximize the values of brands, they have to follow certain strategies (p. 267). Otherwise, it is observed that

brands are not able to achieve their value creation targets. Moreover, brand managers and marketers acknowledge that in a new generation of marketing age, a brand is worthwhile if it provides loyalty to customers (Boatwright et. al., 2009, p. 38). Social platforms contribute to the formation of new generation marketing by taking young consumers as their own center. Therefore, this study, as a problem situation, plans to examine brands and marketing strategies through social networks. Young consumers are at the center of social media advertising, especially when new generation marketing is so effective. In this regard, the present study aims to specifically target university students in defining the problem process.

However, this study seeks to reveal how people in the selected age group are affected by various social media platforms in the decision-making process. This study tries to find the answer to the following research question:

"In an age in which the digital world is advancing rapidly, how does social media platforms affect the younger generation in decision making?"

In particular, in order to help in reaching the answer, the answers to the following sub-questions will be sought:

• How do individuals present themselves on social media sites that are an important part of everyday life?

• How do the stimuli on social media sites affect individuals?

• What is the concept of social media marketing in the online world?

• How does directing the news feed as a target affect consumers in the procurement process?

• Which social media platform has a more effective effect in the decision-making process among consumers?

• Does the relationship between consumer behavior and social media advertising have an impact on the strategy design of companies?

• What are the possible consequences of certain age groups' consumers in decision making and different purchasing processes?

4.2 Statistical Hypotheses

Bailey (1978) argues that a hypothesis is a proposition that demonstrates the relationship between two or more variables (p. 35). This research thus aimed to reveal the relationship between variables in a testable manner. Sekaran and Bougie (2010) describe the hypothesis as a testable expression that the researcher hopes to find from data to be collected in a study (p. 87). The study tends to express the theories and the relationship of the elements with the literature. In this research, especially in the online networks in which social platforms are surrounded by individuals, the relationship between buying behavior variables and the reference group of young consumers, ideas and impulses, online advertisements and possibilities are determined. In this way, the research has attempted to put forward certain hypotheses on the basis of the study.

According to Rouckova (2015), a large number of researchers argue that the impact of online networks on purchasing behavior of individuals is inevitable (p. 17). This study tests the impact of consumers' sharing through social networks on decision-making processes. The following hypotheses are looking for answers to questions in the research process:

Hypothesis 1: There is a positive relationship between the behavior of young consumers and attitudes towards social networks.

Young consumers are more likely to have a more positive attitude towards social media platforms, considering past theories and studies. For this reason, this part of the research targets to measure the attitudes of consumers and their behavior among social networks.

Hypothesis 2: There is a positive relationship between the behavior of young consumers and advertising in social networks.

Kelly, Kerr and Drennan (2010) argue that when digital media is not penetrating so much of individuals' lives, avoiding advertisements involves simple and few steps, but it is difficult to avoid advertising with new generation devices emerging in the social media era. Therefore, young consumers' attitudes towards these advertisements are being tested. Users' attitudes to social platforms and their content seem more likely to rely on information they see in an online network they accept. Through this research, social media advertising and the attitude of young consumers have been examined.

Hypothesis 3: There is a positive relationship between the behavior of young consumers and communication in social networks.

Consumers have the desire to share their experience and wishes on online networks where they can create their content. In this way, social media have the opportunity to inspire consumers. The social platforms that affect the consumers in the decision-making process also provide the opportunity to do many researches with the opportunities offered to the users. Individuals known as opinion leaders may make any campaign effective on individuals. This study, which aims to test the relationship between the motivations and attitudes of consumers, examines the communication and the behavior of young consumers in social networks.

Hypothesis 4: There is a positive relationship between the behavior of young consumers and understanding consumer behavior sub-scale scores.

The intentions of consumers in purchasing behaviors they realize through social platforms may vary considerably. Aaker (1996) believes that a good brand must provide improvements that will help customers improve the perceived brand value. Therefore, the study plans to understand the behavior of the consumer and test the relationship between attitudes in social networks. In this context, by referring to this view, the customer was asked to score in order to perceive the behaviors in the purchasing and decision-making processes. In these scoring, it is expected that young customers who have a positive attitude towards social networks will have a positive attitude towards this subscale.

4.3 Scope and Limitations

The study tries to determine how social media, which has become a part of the daily life of people of almost any age, affects the marketing power and consumers; however, the study focuses on understanding the impact of this marketing power on social media behaviors in individuals. Within the scope of the research, the sample was selected in a cosmopolitan structure and factors such as personality, value, promotion were not taken into consideration. As university students from different parts of the country are identified as their target audience, this study tries to understand the behavior of young people using social media effectively.

As a wide and constantly renewing area, social media attracts attention with its daily renewed platforms and its users in the form of a consumer. This study, which aims to evaluate the impact of network users on decision-making processes within the dynamic field, has planned to reach university students. Although social media networks contain people of all ages, based on the differences on the basis of platforms, the average age continues to appeal to a shrinking day by day. In this context, this research focuses on youth in higher education institutions.

There are several factors that determine and adjust the limitations encountered in the conduct of this research. At first glance, the study aims at concluding on the attitudes that affect consumer and user behavior in the context of social media platforms. Therefore, this study states that it will not take into account individual personality and differences, especially in the habit and sensitivity of using online in internet users. The study is not within the scope of the comparative research. In particular, there is no disaggregation like female and male consumers; in addition, this study does not take into account demographic, geographical, cultural and social differences.

The most prominent problems faced during the study were the lack of higher education students who wanted to participate in this research conducted within the framework of social networks, and some of the students who volunteered to participate were worried about taking the time to conduct for a survey. Therefore, the paper of the participants who did not want to answer all questions or who did not have time to participate in the survey was considered invalid. In this context, the study felt the need to focus on sole communication faculty students after piloting. When selecting the faculty to be surveyed, the most important factor taken into consideration is the fact that the social platforms are studied as course. Thus, Sakarya University - Faculty of Communication students were selected as a sample case. In this way, the aim of this study is to increase dramatically the validity and reliability of the survey questions by conducting them to volunteer students of the Faculty of Communication, which focuses on digital media.

Therefore, the paper of the participants who did not want to answer all questions or who did not have time to participate in the survey was considered invalid. Therefore, the study felt the need to focus on sole faculty students after piloting. When selecting the faculty to be surveyed, the most important factor taken into consideration is the fact that the social platforms are the faculties of the course. Therefore, as a sample application, Sakarya

University, Faculty of Communication students selected as a sample. The aim of this study is to increase the validity and reliability of the questionnaire applied to the students of the Faculty of Communication, which focuses on digital media, by applying them to the volunteer students.

In addition to these limitations, it should be kept in mind that even though university students whose research is conducted have different cultures, structures and characteristics; the study should be considered only in the relevant city and country and may not provide valid information on other nations. Even if the research involves various age groups, the results in other age groups may not be valid, especially since it is directed towards young consumers.

According to the GlobalWebIndex report (2019), 3.48 billion users on social media platforms spend an average of 2 hours and 16 minutes each day on these networks. Therefore, it is difficult to have a wide variety of large samples representing the huge user density. Moreover, considering the time and resource constraints, an appropriate sample was tried to be selected. Due to these limitations, the research was conducted to the students of the Faculty of Communication who have been studying new media courses. While promotional statements are clearly expressed in terms of non-limitation, this work also guarantees the confidentiality of personal information at the highest level. However, the research provides valid data for university students within the sample, so that the study may contribute to social media platforms in terms of companies or firms to build up social media marketing by using more effective with those data. Moreover, this study, in this age of digitalization of consumption, helps the university students to evaluate their experiences and ideas from different perspectives.

4.4 Sample

According to Kothari (2011), a sample design is a series of procedures in a research process that is performed by sampling from a specific population (p. 55). Since the study to be conducted on any subject is almost impossible to reach the whole population and reach a conclusion, a specific sample is selected to collect data. Salant and Dillman (1994) argue that the sample to be selected in the study depends on the size, affinity, environment and cost of the population (p. 54). Therefore, there are several strategies in sample selection. Burns (2000) states that these strategies should be chosen at a specific rate of

the population, and should be carefully considered to apply the research on this selected sample and to adopt the findings to the entire population. In this sense, a sample contains a selected portion from the population to be examined.

Cresswell and Poth (2007) argue that sampling may help to provide broad perspectives through different sources. In this study, which focuses on the behavior of young consumers in the context of social networks, the population are students of the Faculty of Communication at Sakarya University. The individuals who made up the sample represented young consumers with a tendency to use the social platforms routinely. The vast majority of university students in this population are devoted to the new media tools in the age of digital media, while at the same time they have been taking courses on the social platforms mentioned in their faculties. As Bryman and Bell (2011) argue, it is difficult to examine the entire population due to time, money, and access distress; therefore, it is aimed to generalize research findings by identifying a specific sample among these students. By studying various sampling strategies, this study has implemented the Convenience Sampling because of the time, effort, convenience, availability and money of this sample. Convenience Sampling is a sampling method that can be easily utilized in terms of criteria such as availability, proximity, volunteerism, time, while providing easy access to members in the population to be investigated (Dornyei, 2007).

Convenience Sampling, moreover, according to Erkan (2016), provides a very convenient and easy way to access data when the population to be researched consists of students or young users (p. 96). Therefore, this technique was applied because it would create a balance against the aims and objectives of the study in terms of sample and population. Because the study hopes to determine the effects of social media on consumer behaviors among the university students, this sampling has been implemented to the young consumers through the survey. According to Hootsuite reports (2018), 51% of young people between the ages of 18 and 24 indicate that it is difficult to give up social media, while 40% shows the 25-29 age group. This study, in this context, has been applied among university students covering these age groups using social platforms effectively.

According to Leedy and Ormrod (2005), in determining the sample, pilot studies add value to the research to increase the quality of the result. Cooper and Schindler (2008) also argue that pilot tests in research play a critical role in recognizing potential problems

during the study. For this reason, before the research sample was identified, a pilot study was conducted among the students of a class and the young consumers were informed about the present thesis. A pilot study consisting of a small group of participants with similarities to the study outline minimizes the error margin of the study (Erkan, 2016, p. 98). The number of samples was determined by taking the feedback from the social platform users participating in the pilot application. With the validity and reliability questionnaire questions, it was determined that the sample group would be a suitable example for 300 participants.

Collis and Hussey (2009) emphasize that the sample size should be large enough to represent the population sufficiently. The size and suitability of the sample is very important to extend the results of the research from sample to population. The population to be the subject of the research covers all areas of interest in a study (Ramsunder, 2011, p. 76). It is thought that a sample group including the population (n = 300) of the students in the Faculty of Communication at Sakarya University (α = 1130) would represent a level of 0.05 significance and a 5% acceptable margin of error with a 95% confidence level (Balci, 2004, p. 95). A total of 300 questionnaires were included in the analysis by excluding the questionnaire form from 10 participants who were found to have missing markings.
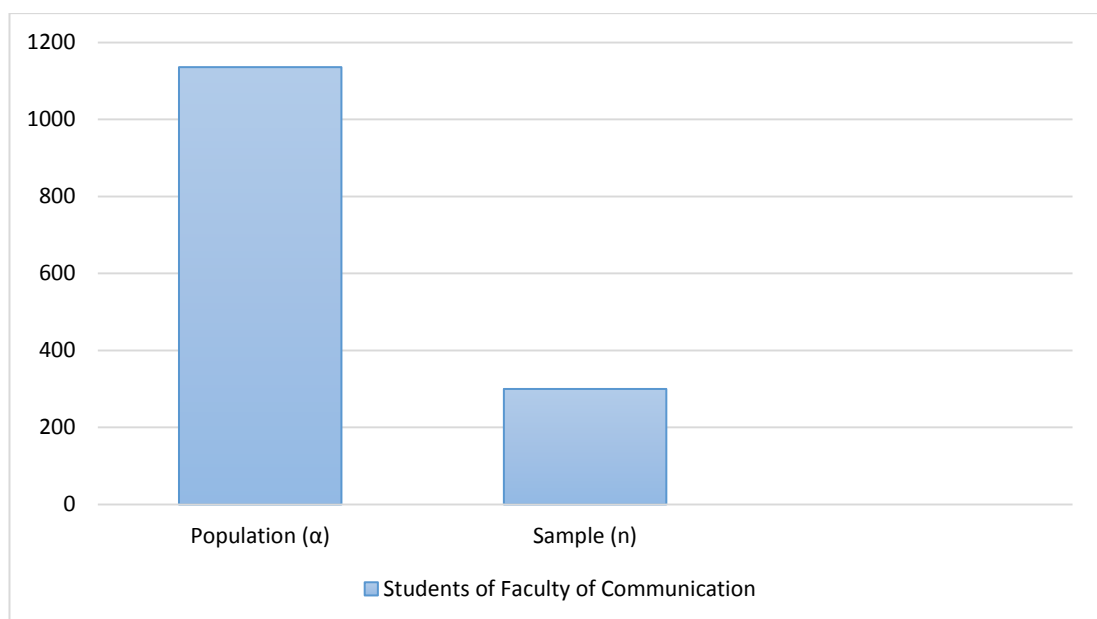
Figure 6. 1. Communication Faculty Students Universe and Sample Distribution

Figure 6.1 shows the sample, which is used to determine the relationship between young consumers and social platforms, consists of the data obtained from the participation in two genders (53.70% females and 46.30% males). All participants in the sample (100%) are students in the related faculty.

4.5 Instrument

Saunders, Lewis and Thornhill (2009) propose to create a research strategy in order to guide the objectives and questions of the study, as well as to provide links between data collection and analysis methods (p. 141). Therefore, the researcher analyzed various research strategies and models in order to decide the research tool. According to Clarke (2005), there are research strategies such as experiment, case study, survey, narrative research, ethnography linked to qualitative and quantitative research designs (p. 13).

McGivern (2006) informs that quantitative studies will be useful, arguing that the data collected in relatively structured samples from a relatively large population will be standardized, particularly in studies such as determining the importance of the marketer, the market share of brands and companies, the impact of technology or economic developments. This study, in particular, focuses on the young age group and plans to examine the relationship between the advertising behavior of social media platforms and purchasing behavior with a quantitative design.

This study desires to reach the results of the study with a quantitative approach as a research strategy, therefore, the present research adopts the survey strategy to test the hypotheses and determine whether they are valid or not. According to Balnaves and Caputi (2001), data collection tools on individuals' personal beliefs, attitudes or views as well as their demographic status are called surveys.

The term of 'survey' is a form of strategy that is widely used in business and management research, which allows easy and practical data collection from a large population (Saunders et al., 2009, p. 144). The survey strategy, which is sent to the individuals in daily life through mass communication channels and social media platforms, is very popular as it allows the large amount of data to be obtained economically. According to Mathers, Fox and Hunn (2009), the survey strategy, which is quite traditional to conduct research, is often used to gather information on attitudes and behaviors (p. 5). Survey research and strategy is a type of study that allows data collection through a particularly

consistent sample. In addition, Zikmund et al. (2013) argue that surveys probably represent a relatively large number of people from the participants (p. 152).

Kothari (2004) argues that empirical research, when obtained through instruments such as surveys, may be the most powerful tool in revealing individuals' behaviors as a result of testing real experiences and research hypotheses (p.31). It is also observed that one of the fastest and easiest ways of collecting data is the questionnaires asked to people through questions. According to Gide and Grønaug (2002), data are collected in the most common form through questionnaires (p. 93). Questionnaires are, in a way, a very useful instrument for revealing cause-and-effect relationships beyond ideas, opinions or attitudes. Since this study was carried out quantitatively in general terms, the survey was used as a research instrument because of its rapid, efficient, economic and meaningful results. A questionnaire provides the researcher with a great chance to respond to the questions of the participants (Trochim and Donnelly, 2008), and it is also a tool that provides the opportunity of the participants involved to convey their opinions on the research topic.

During the development of the questions to be carried out, a thesis published examining consumer attitudes towards advertising in social networks (Cretti, 2015) and a thesis published which investigates the social platforms and consumer relations in the tourism sector conducted between university students (Wen, 2018) have been referred. According to Ben (2018), the validity of a study reveals whether an instrument measures what it means (p. 33). In distinguishing the ideas and opinions of the participants, validity is very important for the research instrument.
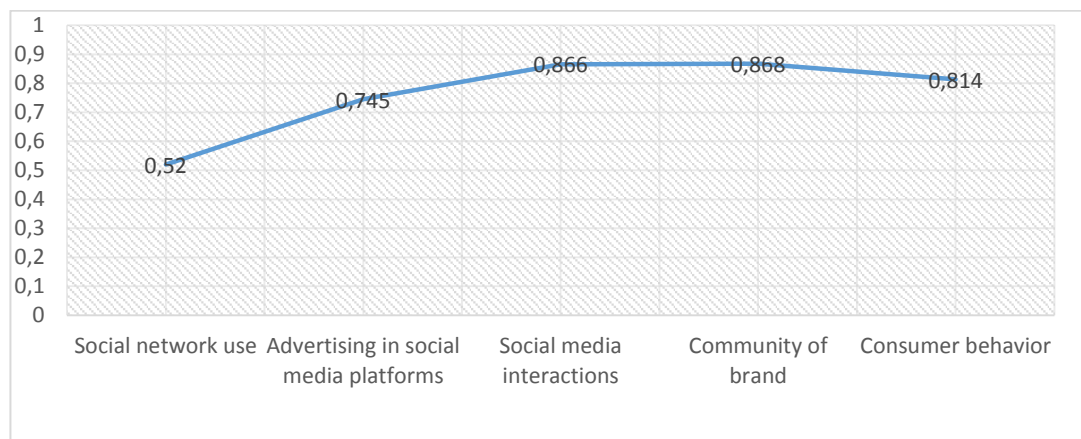
Figure 6. 2. Cronbach's Alpha (α) Distribution of the Scales

In the sub-dimensions of the developed scales, the alphas are listed as follows: Social network use 0,520 (when two items are evaluated, it is acceptable if the alpha is greater than 0,5), advertising in social media platforms 0,745, social media interactions 0,866, community of brand 0,868 (Cretti, 2015, p.27) and lastly consumer behavior 0,814 (Wen, 2018, p. 35).

In order to collect the data, this study used two scales under the name of "Personal Information Form" and "The Behavior of Young Consumers in the Age of Social Media". Demographic and sub-dimension questions in the survey scales are simple, clear and understandable for the participants. There are 11 questions in total in the personal information form prepared by the researcher. The age and gender of the sample group, the social network daily, the time spent on social media daily, the time spent on the daily mass media, the access to the social media and network sites application, the status of research before receiving the internet product, the function of social media, the social media facilitating effect on university life; experiences on social media; and the reasons why social media are used for searching information.

"The Behavior of Young Consumers in the Age of Social Media Scale" has a total of 27 items. In the process of preparing the scale, attention has been paid to expressions being simple and comprehensible, to a single purpose and to the logical classification of the answer categories. The developed questionnaire has a Likert five point scale to find meaningful answers to the sub-factor questions of the sample group.

The number of questions in the sub-dimensions of the scale is as follows:

The section, which aims to measure the use of social networks, covers questions from 12 to 15. The sub-factor, which aims to understand the attitudes of young consumers towards digital advertising on social media platforms, includes questions from 16 to 21. It consists of questions 22 to 25, which examine the interactions of the individuals in the context of social media in the sample group. The sub-factor investigating brand perceptions in communities includes questions from 25 to 30. The part which aims to understand consumer behavior, contains questions from 31 to 38.

All questions consist of various degrees from 1 to 5, so that consumers may present their ideas about questions in various ways.

4.6 Data Collection

During the study, researchers benefit from a series of data collection strategies such as primary and secondary (Hox and Boeije, 2005, p. 593). While the measurements, various interviews, surveys and observations in the researches constitute the primary data study, the contributions made to the literature previously are covered by the secondary data studies. Pimary and secondary data may help to make an intellectual contribution to the researcher in order to create the study. The primary data consists of the data to be acquired as a result of the research that has not been previously obtained. Secondary data is collected and analyzed for a particular topic study, so that such data provides cost and time savings (Curtis, 2008, p. 1). Secondary data, however, may offer researchers a very strong background while presenting some problems. Therefore, this study has meticulously evaluated previous studies in order to avoid potential problems.

The primary data is strengthened by the hypotheses presented by the study and aims to contribute to the literature. Secondary data shows some strengths and weaknesses with the results of the worker. According to Gabeur (2015), such data are adapted to research requirements, but according to Grimsley (2010), it is difficult to obtain the data.

Cooper and Schindler (2008) argue that in the research process, the ethical issues that the researcher takes into account the moral values and principles are very important for the reliability of the research. In this context, this study depends on the moral principles it carries. Punch (2005) warns the researchers against any ethical problems that may be caused by any research. Before the survey was carried out, necessary written permissions were received from the Faculty of Communication and Ethics Committee of Sakarya University, where the study is conducted. Smith et al. (2015) argues that the point of responding to the questionnaire in higher sense is to build trust. Therefore, each individual in the sample group was informed about the personal data of the scales used in the research and that they had the right to leave the research if they wanted. This study also tried to fulfill the requirements by determining the possible requirements in all the steps covered by the research. During the survey, volunteer participants were informed about the importance, purpose, scope and hypotheses of the study. The participants were reminded that the answers to the questions will not be shared with any person or institution, and that the analyzes will be carried out collectively, not on an individual basis.

The research was carried out in Sakarya University, especially among the students of the Faculty of Communication, where digital media was taught as a course tool. The survey was conducted between February and April 2019 for randomly selected students for approximately 15 minutes. Participation of the students who answered the questions was optional, morever, the participants had the chance to quit the questionnaire at any time.

4.7 Data Analysis Procedures

The data obtained from the participants in this study were analyzed and analyzed by transferring them to the Statistical Package for Social Sciences (SPSS) 21.00 Windows package program. Measurements of the studies using quantitative data by the help of descriptive statistics are one of the ways of interpreting the obtained information. This study, from this perspective, tries to figure out quantitative data by means of statistics.

The research analysis procedure follows the steps that will help to answer the impacts of individuals on their behavior during the period when online networks are an indispensable part of individuals' daily lives. For this reason, in order to reach numerical data in this research, the coding process was performed from the raw data. In the next step, with the help of the SPSS program, a calculation was made for each of the questionnaire questions that were organized and developed.

In order to clarify the obtained data, the data are presented in tables and detailed explanations of the figures are made under the tables. Descriptors were used to draw attention to the characteristics of the individuals in the sample. "Analysis of Variance (ANOVA)" was applied to find out the difference between the consumer behavior scale and subscale scores and the age variable. Fisher's Least Significant Difference (LSD) Multiple Comparison Test was used to determine the differences in sub-dimensions. The difference between the scores of the consumer behavior scale and the subscales and the gender variable was examined through "Independent Sample t Test". The relationships between the sub-dimensions were resolved with Pearson Correlation Coefficient.

4.8 Definition of Terms

In this context,

"The Consumer" is a name given to an individual who is capable of purchasing in accordance with personal or environmental needs and wishes.

"Behavior" includes actions that can be seen or heard by an individual.

"Consumer Behavior" refers to a dynamic interaction of the feeling and attitude of individuals or groups during their decisions and activities in choosing, buying, and using actions and products in order to meet their desires and needs. It is also a behavioral process that develops when consumers feel that they need a product or service under the influence of internal and external stimuli.

"Attitude" is the tendencies gained through the behaviors acquired by the individual's past experiences, and moreover, the individual creates a connection to his or her new behavior through these experiences.

"Consumer Attitude" is a behavioral tendency that individuals acquire and maintain events or concepts. The individual, thus, exhibits the belief or approach he or she has developed against an idea or action.

"Brand" is adapted for the promotion of the name, term or symbol that allows a product or service to differ from its possible competitors by the seller.

"Brand Equity" refers to a relationship between consumers and the brand that enhances consumer attitudes towards a product or service and, in addition, strengthens the ties between users and the brand.

"The Web 2.0" is a set of online applications that allow users to interact with their experience and knowledge as an exhibitor on Internet platforms. Web 2.0 applications, where interaction is at the forefront, also help users quickly generate and share information by enabling the content to be produced and shared by users.

"User-generated content" is the content that is generated by the participants without any charge. This content may include images, videos or posts. Because it is created by the user, it is usually created online, easily and quickly.

"Social Media" means an online network which information, experience and observations can be quickly and easily produced and shared by users. The active use by many people and institutions has transformed it into a communication revolution where a mutual exchange is shared. Social media, which has a great place in the lives of the people with technology, has already replaced the traditional media because of its advantages compared to traditional media platforms.

"Social Media Influencers" are the individuals who operate or manage any social network account that is accessible to Web users. In addition, these influencers are often seen in social networks and inspire the individual to product or service. In this sense, it can be said that such individuals act as role models for many people on social media.

"Social Media Marketing" means that any product or service is introduced to individuals through social networks. Moreover, social media marketing is a process in which information and services are conveyed by providing marketers with access to the customer using social media platforms.

"Targeted Social Media Advertising" admits of companies or brands to create advertisements based on the information they want to reach through social media and thereby reach a specific target group.

"The Purchasing Decision-Making Process" is a series of activities consisting of products and services that consumers purchase throughout their lives to meet their needs and desires.

"The Word-of-Mouth" corresponds to the communication discourse among consumers in order to disseminate the results of satisfaction or dissatisfaction about consumers' products or services. The Word-of-Mouth, which is considered as a social communication, has the opportunity to influence the purchasing decision processes of consumers.

"eWOM" clearly means that consumers share their views, reports, feelings and perceptions about products or services by interacting with each other through electronic or digital communications.

CHAPTER 5: FINDINGS

In this part of the study, the percentage and frequency tables covering the demographic information of the study group included in the study and the questions formed by the researcher as well as the data obtained from the socio-demographic variables and measurement tools included in the personal information form indicate whether the findings differed significantly.

5.1 Demographic Features of Participants

In order to clarify the study, demographic variables related to individuals in the research group have been illustrated in the tables below.

5.1.1 Age Range

This part contains various demographic characteristics and introductory findings of the study. In order to show the age range of the study, the table showing the age distribution of the participants and the table showing their gender are given.

Table 5.1
Demographic Distribution of Participants for Age (N=300)

Age	Frequency (n)	Percentage (%)
Under 20	83	27,7
Between 20 – 25	121	40,3
Between 26 – 30	45	15,0
Between 31 – 35	24	8,0
Between 36 – 40	19	6,3
40 and above	8	2,7
Total	300	100,0

When the distribution of the sample according to the age variable is considered, the percentage of the participants under 20 years of age is 27.7% (n: 83); the percentage of participants between 20 and 25 is 40.3% (n: 121); the percentage of participants between

26 and 30 was 15.0% (n: 45); the percentage of participants between 31 and 35 was 8.0% (n: 24); 36 to 40% of the participants (n: 19); the percentage of participants with 40 or more is 2.7% (n: 8).

The findings of the study reveal that the majority of the participants in the study group consisted of students aged between 20 and 25 years and students under the age of 20, respectively. The survey aims to reach out to young participants, considering that social networks are used by young consumers in particular.

5.1.2 Gender

This section tries to determine the gender of the participants in the sample.

Table 5.2
Demographic Distribution of Participants for Gender (N=300)

Gender	Frequency (n)	Percentage (%)
Female	161	53,7
Male	139	46,3
Total	300	100,0

The sample consists of 300 participants, as clearly indicated in the above chart and table. While 53.7% of the participants (n: 161) are women, the participation rate of men is 46.3% (n: 139). According to the gender distributions of the surveys conducted to obtain the data, it is observed that the female participants are slightly higher than the male participants.

5.1.3 Social Media Usage

In this section, considering the social media usage habits of the participants, the perspective of young consumers on traditional and contemporary media is planned to be revealed with data.

The tables given below illustrate the evaluations about the questions about the use, frequency and reasons of social media in line with the data obtained from the participants in the sample group.

In this context, tables which include the evaluations between the third and eleventh

questions in the developed questionnaire help to interpret the questions in the following scales.

Table 5.3
Distribution of Social Media Platforms (N=300)

Social Media Platforms	Frequency (n)	Percentage (%)
Facebook	36	12,0
Twitter	70	23,3
Instagram	121	40,3
Linkedin	12	4,0
Pinterest	4	1,3
Tumblr	9	3,0
Google +	3	1,0
Youtube	38	12,7
Other	7	2,3
Total	300	100,0

In the sample group, the percentage of users who prefer Facebook is 12.0% (n: 36). Twitter is selected with a percentage of 23.3% (n: 70). Consumers' percentage of using Instagram is 40.3% (n: 121). Linkedin is preferred with 4.0% (n: 12); Pinterest uses 1.3% (n: 4). Consumers use 3.0% (n: 9) of Tumblr. Google+ is preferred at 3.0% (n: 9) of social media platforms. The percentage of participants using YouTube is 12.7% (n: 38). The percentage of participants using other accounts is 2.3% (n: 7).

Table 5.3 tries to show which social media platforms the participants in the sample are using on a daily basis. When Table 5.3 is examined carefully, it is observed that young consumers in this study prefer Instagram (40.3%), Twitter (23.3%) and YouTube (12.7%) as the most prominent social media platforms. Thus, social media sites that consumers are likely to use are emerging in line with this study.

Table 5.4
Time Spent on Social Media Sites (N=300)

Time (approximately) spent on social media sites per day	Frequency (n)	Percentage (%)
0 hour	0	0,0
1 – 3 hours	85	28,3
4 – 6 hours	142	47,3
7 – 9 hours	46	15,3
10 hours and more	27	9,0
Total	300	100,0

In Table 5.4, the participant rate of 0 hours is observed at 0.0% (n: 0). The ratio of participants who spend 1-3 hours in social media networks is 28.3% (n: 85). The rate of participants with 4-6 hours is 47.3% (n: 142). The percentage of those who spend 7 to 9 hours on social media sites is 15.3% (n: 46). Participants in the sample prefer 10 hours or more in social media platforms at a rate of 9.0% (n: 27).

Table 5.5
Time Spent on Mass Media (N=300)

Time (approximately) spent on mass media per day	Frequency (n)	Percentage (%)
0 hour	27	9,0
1 – 3 hours	220	73,3
4 – 6 hours	51	17,0
7 – 9 hours	1	0,3
10 hours and more	1	0,3
Total	300	100,0

Table 5.5 shows the time spent by social media users in the sample on a daily basis such as TV, radio, newspaper and magazine. The sample group prefers 0 hours with 9% (n: 27) according to the time variable used in mass media. The proportion of participants with a duration of 1-3 hours is 73.3% (n: 220). 17.0% (n: 51) of the participants in the sample stated that they spend 7 to 9 hours daily in mass media. 0.3% of the participants (n: 1) mark 7-9 hours in this choice of the survey. According to the table, the percentage of participants with 10 hours and more is 0.3% (n: 1).

In this variable context, Table 5.5 tries to reveal the time spent in mass media such as TV, radio, newspapers and magazines. On the one hand, consumers spend time using social platforms for a variety of reasons, while on the other hand they use communication tools such as TV, radio, newspapers and magazines. This section of the research shows data by two variables of consumers. According to this, it is observed that the participants use traditional media at most between 1-3 hours (73.3%).

Table 5.6
Access of Social Media Sites (N=300)

Access social media and networking sites application	Frequency (n)	Percentage (%)
Access via IT gadget	191	63,7
Access via home PC	78	26,0
Access via office PC	31	10,3
Total	300	100,0

Table 5.6 examines the sample group and the access variable to social media sites. In this table, it is tried to reveal how consumers are connected to social networking sites with the help of devices. According to the variable of the access social media and networking sites application, the percentage of participants who is able to reach through small devices is 63.7% (n: 191).

In addition, Table 5.6 shows the percentage of participants who have access via the home computer as 26.0% (n: 78). The sample group in the study was 10.3% (n: 31) accesses via the office computer.

Table 5.7
Comments about the Product (N=300)

Comments about the Product	Frequency (n)	Percentage (%)
Always	51	17,0
Often	140	46,7
Sometimes	70	23,3
Not Really Often	29	9,7
Never	10	3,3
Total	300	100,0

Table 5.7 shows that the rate of "Always" is 17.0% (n: 51). 46.7% (n: 140) of the respondents say it "Often". 23.3% (n: 70) of respondents says "Sometimes". The "Not Really Often" rate of participants is 9.7% (n: 29). "Never" is at a rate of 3.3% (n: 10).

Table 5.8
The Function of Social Media (N=300)

The Function of Social Media	Frequency (n)	Percentage (%)
Contacting with others	65	21,7
To gain informative advertising	15	5,0
Refer opinion from experts	13	4,3
Collect opinion about product or services	58	19,3
Purchase goods	83	27,7
Connecting among university friends	66	22,0
Total	300	100,0

Table 5.8 shows the data in terms of the function variable of social media. In the context of this variable, 21.7% of the participants in the sample group (n: 65) indicate the possibility of communicating with others. The proportion of participants who say they gain information from advertisements is 5.0% (n: 15). In this sample, 4.3% (n: 13) participants would like to receive opinions from the experts. The percentage of respondents who discuss that they would like to gather opinions about the products or services is 19.3% (n: 58). 27.7% (n: 83) of the participant, in this variable, they tend to buy products. The percentage of participants who connect among their university friends is 22,0% (n: 66).

Table 5.8 clearly shows the importance of social media for product purchase, which is one of the most important indicators of this study. Internet users in the sample state that the most functional aspect of social media platforms is product purchases (27,7%). From the point of view of young consumers, it is revealed that social networks are an important area for purchasing products. It is observed that university students use social media as well as communication media a lot (22,0%).

Table 5.9
Social Media Facilitates in "University Life" (N=300)

Social Media Facilitates in "University Life"	Frequency (n)	Percentage (%)
As a Main Platform of E-Learning	30	10,0
Knowledge-Sharing with Friends	41	13,7
Communication	93	31,0
Convenience	58	19,3
Collect information	24	8,0
Entertainment	49	16,3
Others	5	1,7
Total	300	100,0

Table 5.9 aims to find the convenience of social media platforms for university life by setting out to be a university student in the sample group of the research. Moreover, through the data presented, the link between consumers and social media platforms is unveiled. In this context, this table sets out the social media facilities of university life.

The sample group is asked the question of "What social media think facilitates in your university life?" and when the distribution of responses is considered, the rate of participants who say that "As a Main Platform of E-Learning" is 10.0% (n: 30). 13.7% of the participants (n: 41) state "Knowledge-Sharing with Friends". 31.0% (n: 93) of the participants in the sample responded to the communication response. 19.3% of participants (n: 58) seems to mark the option of "Convenience". The rate of participants who "Collect information" is 8.0% (n: 24).

In addition, Table 5.9 shows that consumers tend to think of entertainment as one of the factors facilitating social media platforms. In this context, 16.3% (n: 49) of the participants in the sample agree on "Entertainment". The ratio of those who state as "Others" is 1.7% (n: 5).

Table 5.10
The Experience through Social Media (N=300)

The Experience through Social Media	Frequency (n)	Percentage (%)
Effortless Communication	62	20,7
Get a Sense of Belonging	19	6,3
Socializing	139	46,3
Allows Interactivity with Other Online Users	70	23,3
Others	10	3,3
Total	300	100,0

Table 5.10 aims to emphasize the importance of social media platforms among university students by focusing on the experience of individuals through social media. In this context, the question of "What is your experience in Social Media?" is asked as a variable.

The rate of the participants who say that the "Effortless Communication" is 20.7% (n: 62). Participants give an answer to create a sense of belonging at a rate of 6.3% (n: 19). 46.3% of the participants who answer socialization (n: 139).

The table also shows 23.3% (n: 70) the proportion of participants who choose that students "Allow interaction with other online users". The proportion of the participants who respond "Others" as 3.3% (n: 10).

Table 5.11
Usage Social Media to Search for Information (N=300)

Usage Social Media to Search for Information	Frequency (n)	Percentage (%)
Easy	75	25,0
Reliable	54	18,0
Get distinct solutions	40	13,3
Higher level of trust in responses	68	22,7
Get replies from people with similar interests	54	18,0
Others	9	3,0
Total	300	100,0

Table 5.11 focuses on the reasons why Internet users in the sample group can access information on any issue on social media platforms. In this variable, the percentage of users who deem it "Eeasy to Access" is 25% (n: 75). 18% of the respondents say that information is "Reliable" (n: 54). 13.3% of the respondents (n: 40) are seeking information on social networks due to higher confidence in responses. The percentage of users aiming to respond from people with similar interests is 18.0% (n: 54). The proportion of participants who say "Others" is 3.0% (n: 9).

5.2 The Results of Factors

In this section, the scores taken from the scale and sub-dimensions are compared in terms of the various variables of the sample group.

Table 5.12
Analysis of the question: "I am very comfortable on social networks"

Question 12			Scores	
			Frequency (n)	Percentange (%)
I am very comfortable on social networks	Strongly agree	Count %	113	37,6
	Agree	Count %	114	38,0
	Neutral	Count %	23	7,7
	Disagree	Count %	23	7,7
	Strongly Disagree	Count %	27	9,0
Total		Count %	300	100%

Table 5.12 focuses on whether users feel comfortable in social networks. 75.6% of respondents (227 participants) state that they are very comfortable on social platforms, while 16.7% (50 participants) state that they are not comfortable in social networks. 7.7% (23 participants) of the participants are neutral.

Table 5.13
Analysis of the question: "I use social networks a lot"

Question 13			Scores	
			Frequency (n)	Percentange (%)
I use social networks a lot	Strongly agree	Count %	108	36,0
	Agree	Count %	105	35,0
	Neutral	Count %	44	14,7
	Disagree	Count %	16	5,3
	Strongly Disagree	Count %	27	9,0
Total		Count %	300	100%

While 71.0% (213 participants) use social networks too much, 14.3% (43 participants) do not use social networks too much. 14.7% (44 participants) of the consumers are abstaining.

Table 5.14
Analysis of the question: "Social networks for me are very important"

Question 14			Scores	
			Frequency (n)	Percentange (%)
Social networks for me are very important	Strongly agree	Count %	101	33,7
	Agree	Count %	111	37,0
	Neutral	Count %	47	15,7
	Disagree	Count %	21	7,0
	Strongly Disagree	Count %	20	6,6
Total		Count %	300	100%

Table 5.14 provides the participants with answers to whether social networks are very important for them. The total rate of participants who agree with this view is 70.7% (212 participants). 13.6% of the participants in the sample (41 participants) state that social networks are not very important for them. Participants who do not participate in the two ideas and remain neutral formed 15.7% of the survey (47 participants). This table announces that the social networks are very important for vast majority of participants.

Table 5.15
Analysis of the question: "I love social networks"

Question 15			Scores	
			Frequency (n)	Percentange (%)
I love social networks	Strongly agree	Count %	120	40,0
	Agree	Count %	99	33,0
	Neutral	Count %	44	14,6
	Disagree	Count %	23	7,7
	Strongly Disagree	Count %	14	4,7
Total		Count %	300	100%

In Table 5.15, 73.0% (219 participants) of the participants like social networks, while 12.4% (37 participants) do not like social networks. 14.6% (44 participants) of the participants are unstable.

Table 5.16
Analysis of the question: "I find advertising on social networks intruding"

Question 16			Scores	
			Frequency (n)	Percentange (%)
I find advertising on social networks intruding	Strongly agree	Count %	74	24,7
	Agree	Count %	76	25,3
	Neutral	Count %	58	19,3
	Disagree	Count %	54	18,0
	Strongly Disagree	Count %	38	12,7
Total		Count %	300	100%

Table 5.16 reveals that 50% of the participants (150 participants) find advertising in social networks intruding, while 30.7% do not agree with it. The neutral participant rate is 19.3% (58 participants).

Table 5.17
Analysis of the question: "I find advertising on social networks irritating"

Question 17			Scores	
			Frequency (n)	Percentange (%)
I find advertising on social networks irritating	Strongly agree	Count %	71	23,7
	Agree	Count %	57	19,0
	Neutral	Count %	79	26,3
	Disagree	Count %	41	13,7
	Strongly Disagree	Count %	52	17,3
Total		Count %	300	100%

When Table 5.17 is examined, it can be observed that 42.7% (128 participants) of the participants in the sample find advertising on social platforms irritating. 31.0% (93 participants) of the participants do not find the advertising on social networks irritating, while 26.3% (79 participants) do not express their opinions.

Table 5.18
Analysis of the question: "I find advertising on social networks reliable"

Question 18			Scores	
			Frequency (n)	Percentange (%)
I find advertising on social networks reliable	Strongly agree	Count %	82	27,3
	Agree	Count %	60	20,0
	Neutral	Count %	37	12,4
	Disagree	Count %	54	18,0
	Strongly Disagree	Count %	67	22,3
Total		Count %	300	100%

While 47.3% (142 participants) find advertising in social networks reliable, 40.3% (121 participants) say that advertising in social networks is unreliable. 12.4% of the participants (37 participants) are neutral.

Table 5.19
Analysis of the question: "I find advertising on social networks useful"

Question 19			Scores	
			Frequency (n)	Percentange (%)
I find advertising on social networks useful	Strongly agree	Count %	96	32,0
	Agree	Count %	77	25,7
	Neutral	Count %	51	17,0
	Disagree	Count %	44	14,7
	Strongly Disagree	Count %	32	10,6
Total		Count %	300	100%

Table 5.19 focuses on the usefulness of advertising in social networks. While 57.7% of the participants (173 participants) state that the ads on the social platforms are useful, 25.3% of the participants (76 participants) do not find their advertising in social networks useful. 17.0% of participants (51 participants) do not specify any statement.

Table 5.20
Analysis of the question: "I find advertising on social networks satisfactory"

Question 20			Scores	
			Frequency (n)	Percentange (%)
I find advertising on social networks satisfactory	Strongly agree	Count %	85	28,3
	Agree	Count %	81	27,0
	Neutral	Count %	60	20,0
	Disagree	Count %	52	17,3
	Strongly Disagree	Count %	22	7,4
Total		Count %	300	100%

Table 5.20 shows that while 55.3% of the participants (166 participants) find the ads in social networks satisfactory, 24.7% (74 participants) do not participate in this opinion. 20% of the participants (60 participants) are neutral.

Table 5.21
Analysis of the question: "I appreciate advertising in general"

Question 21			Scores	
			Frequency (n)	Percentange (%)
I appreciate advertising in general	Strongly agree	Count %	54	18,0
	Agree	Count %	52	17,3
	Neutral	Count %	77	25,7
	Disagree	Count %	62	20,7
	Strongly Disagree	Count %	55	18,3
Total		Count %	300	100%

It is observed in Table 5.21 that 35.3% (106 participants) of the sample generally appreciate the ads, while 39.0% (117 participants) do not participate in this view. 25.7% of the participants (77 participants) do not express any statement.

Table 5.22
Analysis of the question: "On social networks I comment a lot of brand posts"

Question 22			Scores	
			Frequency (n)	Percentange (%)
On social networks I comment a lot of brand posts	Strongly agree	Count %	70	23,3
	Agree	Count %	62	20,7
	Neutral	Count %	58	19,3
	Disagree	Count %	54	18,0
	Strongly Disagree	Count %	56	18,7
Total		Count %	300	100%

Table 5.22 shows that 44.0% (132 participants) of the participants make comments to many brands in social networks and 36.7% do not agree with this view. Moreover, 19.3% of the participants (58 participants) do not agree with any opinion.

Table 5.23
Analysis of the question: "On social networks I write a lot of brand posts"

Question 23			Scores	
			Frequency (n)	Percentange (%)
On social networks I write a lot of brand posts	Strongly agree	Count %	68	22,7
	Agree	Count %	60	20,0
	Neutral	Count %	56	18,7
	Disagree	Count %	60	20,0
	Strongly Disagree	Count %	56	18,6
Total		Count %	300	100%

Table 5.23 focuses on what the participants write about brand posts in social networks. Of the participants, 42.7% (128 participants) agree with the statement, while 38.6% (116 participants) do not agree with the statement. 18.7% (56 participants) are neutral.

Table 5.24
Analysis of the question: "I talk a lot about the brand on social networks"

Question 24			Scores	
			Frequency (n)	Percentange (%)
I talk a lot about the brand on social networks	Strongly agree	Count %	74	24,7
	Agree	Count %	64	21,3
	Neutral	Count %	66	22,0
	Disagree	Count %	45	15,0
	Strongly Disagree	Count %	51	17,0
Total		Count %	300	100%

When participants are asked whether they talk much about the brand in social networks, 46% of the sample (138 participants) attend the opinion, while 32.0% of the consumers (96 participants) do not agree with this view. 22.0% of the sample (66 participants) remain neutral.

Table 5.25
Analysis of the question: "I am very active in the community of the brand"

Question 25			Scores	
			Frequency (n)	Percentange (%)
I am very active in the community of the brand	Strongly agree	Count %	89	29,7
	Agree	Count %	75	25,0
	Neutral	Count %	44	14,7
	Disagree	Count %	50	16,7
	Strongly Disagree	Count %	42	14,0
Total		Count %	300	100%

Table 5.25 shows that the majority of consumers in the brand community are very active. According to the results, 54.7% of respondents (164 participants) state that they are very active and 30.7% of respondents (92 participants) state that they are not very active. 14.7% (44 participants) are neutral.

Table 5.26
Analysis of the question: "I feel gratification in the community of brand"

Question 26			Scores	
			Frequency (n)	Percentange (%)
I feel gratification in the community of brand	Strongly agree	Count %	75	25,0
	Agree	Count %	86	28,7
	Neutral	Count %	39	13,0
	Disagree	Count %	53	17,7
	Strongly Disagree	Count %	47	15,7
Total		Count %	300	100%

Table 5.26 shows that 53.7% (163 participants) of the sample feel gratification in their brand communities and 33.4% (100 participants) do not agree with this idea. 13.0% of the participants (39 participants) refrain from giving any opinion.

Table 5.27
Analysis of the question: "I feel empowered in the community of brand"

Question 27			Scores	
			Frequency (n)	Percentange (%)
I feel empowered in the community of brand	Strongly agree	Count %	79	26,3
	Agree	Count %	72	24,0
	Neutral	Count %	84	28,0
	Disagree	Count %	36	12,0
	Strongly Disagree	Count %	29	9,7
Total		Count %	300	100%

When participants are asked if they feel empowered in the brand community, 50.3% of respondents (151 participants) agree with this idea, while 21.7% (65 participants) of the sample do not agree with the idea. 28.0% of the respondents (84 participants) are neutral.

Table 5.28
Analysis of the question: "I feel safe in the community of brand"

Question 28			Scores	
			Frequency (n)	Percentange (%)
I feel safe in the community of brand	Strongly agree	Count %	63	21,0
	Agree	Count %	54	18,0
	Neutral	Count %	78	26,0
	Disagree	Count %	64	21,3
	Strongly Disagree	Count %	41	13,7
Total		Count %	300	100%

Table 5.28 focuses on whether consumers feel safe in the brand community. The results obtained in this direction show that 39.0% of the participants feel safe (117 participants) while 35.0% of the participants (105 participants) state that they do not feel safe. 26.0% of the participants (78 participants) state that they do not feel any idea.

Table 5.29
Analysis of the question: "I feel entertained in the community of brand"

Question 29			Scores	
			Frequency (n)	Percentange (%)
I feel entertained in the community of brand	Strongly agree	Count %	81	27,0
	Agree	Count %	86	28,7
	Neutral	Count %	55	18,3
	Disagree	Count %	47	15,7
	Strongly Disagree	Count %	31	10,3
Total		Count %	300	100%

The data in Table 5.29 makes it possible to understand whether consumers feel entertained in the brand community. In this context, it is observed that 55.7% of the respondents (167 participants) feel entertained, while 26.0% of the participants (78 participants) do not feel entertained. 18.3% of respondents (55 participants) are unstable.

Table 5.30
Analysis of the question: "I feel emotionally bound to the community of brand"

Question 30			Scores	
			Frequency (n)	Percentange (%)
I feel emotionally bound to the community of brand	Strongly agree	Count %	71	23,7
	Agree	Count %	77	25,7
	Neutral	Count %	63	21,0
	Disagree	Count %	48	16,0
	Strongly Disagree	Count %	41	13,7
Total		Count %	300	100%

Table 5.30 shows that 49.4% (148 participants) of the sample feel emotionally bound to the brand community, while 29.7% (89 participants) do not feel emotionally bound to the brand community. 21.0% (63 participants) are undecided.

Table 5.31
Analysis of the question: "I have prejudgment before an actual consumption"

Question 31			Scores	
			Frequency (n)	Percentange (%)
I have prejudgment before an actual consumption	Strongly agree	Count %	61	20,3
	Agree	Count %	68	22,7
	Neutral	Count %	79	26,3
	Disagree	Count %	52	17,3
	Strongly Disagree	Count %	40	13,3
Total		Count %	300	100%

43.0% (129 participants) of the participants state that they are prejudiced before consumption, 30.6% (92 participants) disagree. 26.3% (79 participants) are undecided.

Table 5.32
Analysis of the question: "I seek out information that is consistent with initial opinion"

Question 32			Scores	
			Frequency (n)	Percentange (%)
I seek out information that is consistent with initial opinion	Strongly agree	Count %	84	28,0
	Agree	Count %	88	29,3
	Neutral	Count %	44	14,7
	Disagree	Count %	55	18,3
	Strongly Disagree	Count %	29	9,7
Total		Count %	300	100%

Table 5.32 shows that while 57.3% (172 participants) are seeking the appropriate information for the first opinion, 28.0% (84 participants) do not agree with this view. 14.7% of respondents (44 participants) do not declare an opinion.

Table 5.33
Analysis of the question: "Information searching is easier through social media comparing to mass media"

Question 33			Scores	
			Frequency (n)	Percentange (%)
Information searching is easier through social media comparing to mass media	Strongly agree	Count %	92	30,7
	Agree	Count %	99	33,0
	Neutral	Count %	32	10,7
	Disagree	Count %	47	15,6
	Strongly Disagree	Count %	30	10,0
Total		Count %	300	100%

63.7% (191 participants) of the respondents inform that information searching is easier on social media 25.6% (77 participants) disagree. 10.7% (32 participants) are neutral.

Table 5.34
Analysis of the question: "Social media helps us to have self-reliance and more independence"

Question 34			Scores	
			Frequency (n)	Percentange (%)
Social media helps us to have self-reliance and more independence	Strongly agree	Count %	73	24,3
	Agree	Count %	60	20,0
	Neutral	Count %	106	35,3
	Disagree	Count %	38	12,7
	Strongly Disagree	Count %	23	7,7
Total		Count %	300	100%

It can be seen from Table 5.34 that 44.3% (133 participants) agree that social media helps to have confidence and independence, while 20.4% (61 participants) do not find social media to be helpful in trust and independence. 35.3% (106 participants) are undecided.

Table 5.35
Analysis of the question: "Social media make us to be aware about our rights to equitable shares of resources"

Question 35			Scores	
			Frequency (n)	Percentange (%)
Social media make us to be aware about our rights to equitable shares of resources	Strongly agree	Count %	71	23,7
	Agree	Count %	78	26,0
	Neutral	Count %	105	35,0
	Disagree	Count %	36	12,0
	Strongly Disagree	Count %	10	3,3
Total		Count %	300	100%

The question of whether social media raises awareness on the rights of individuals in Table 5.35, 49.7% (149 participants) believe that social media creates awareness while 15.3% (46 participants) do not believe. 35.0% (105 participants) are unstable.

Table 5.36
Analysis of the question: "Influence of social media on age groups to try new products/ services/ brands"

Question 36			Scores	
			Frequency (n)	Percentange (%)
Influence of social media on age groups to try new products/ services/ brands	Strongly agree	Count %	101	33,7
	Agree	Count %	86	28,7
	Neutral	Count %	60	20,0
	Disagree	Count %	23	7,6
	Strongly Disagree	Count %	30	10,0
Total		Count %	300	100%

62.4% (187 participants) of the respondents agree that influence of social media on age groups, 17.6% (53 participants) do not agree. 20.0% (60 participants) are neutral.

Table 5.37
Analysis of the question: "Social media provides effective and powerful platforms for consumers to communicate"

Question 37			Scores	
			Frequency (n)	Percentange (%)
Social media provides effective and powerful platforms for consumers to communicate	Strongly agree	Count %	114	38,0
	Agree	Count %	99	33,0
	Neutral	Count %	23	7,7
	Disagree	Count %	37	12,3
	Strongly Disagree	Count %	27	9,0
Total		Count %	300	100%

The question of whether social networks provide effective and powerful platforms to consumers in terms of communication is examined. Table 5.37 reveals that 71.0% (213 respondents) of respondents find the social media effective when communication is based. 21.3% (64 participants) of the sample state that social media does not provide effective and powerful platforms. 7.7% (23 participants) remain neutral without any opinion.

Table 5.38
Analysis of the question: "I am more likely to share my opinions/ comments/ reviews/ to peers or friends via social media"

Question 38			Scores	
			Frequency (n)	Percentange (%)
I am more likely to share my opinions/ comments/ reviews/ to peers or friends via social media	Strongly agree	Count %	124	41,3
	Agree	Count %	100	33,3
	Neutral	Count %	42	14,0
	Disagree	Count %	13	4,4
	Strongly Disagree	Count %	21	7,0
Total		Count %	300	100%

Table 5.38 tries to investigate whether consumers share their opinions, comments or criticisms with social media through their friends. In this context, while 74.6% (224 participants) say that they share their views through social media, 11.4% (24 participants) do not agree with this view. 14.0% (42 participants) prefer to remain neutral.

Table 5.39

Comparison of the Scale and Sub-Dimensions in the context of Age Variable

Factors	Groups (Age)	N	$\bar{x}$	sd	F	P	Sig. Dif.
Attitude towards Social Networks	Under 20	83	7,90	5 294	4,223	.001	1-6 2-6 3-6 4-6 5-6 1-2 2-3 3-5
	20 – 25	121	8,85				
	26 – 30	45	7,71				
	31 – 35	24	8,45				
	36 – 40	19	9,21				
	40	8	11,62				
Advertising on Social Networks	20	83	15,08	5 294	4,245	.001	1-2 1-4 1-5 2-3 3-4 3-5
	20 – 25	121	16,93				
	26 – 30	45	15,28				
	31 – 35	24	18,29				
	36 – 40	19	18,00				
	40 and above	8	17,75				
Communication on Social Networks	Under 20	83	23,81	5 294	1,216	.302	-
	20 – 25	121	25,30				
	26 – 30	45	23,28				
	31 – 35	24	25,37				
	36 – 40	19	25,36				
	40 and above	8	23,87				
Understanding Consumer Behaviour	Under 20	83	18,31	5 294	2,348	.041	1-2
	20 – 25	121	20,32				
	26 – 30	45	19,04				
	31 – 35	24	18,37				
	36 – 40	19	18,84				
	40 and above	8	21,00				
Total Point	Under 20	83	65,12	5 294	4,058	.001	1-2 1-5 1-6
	20 – 25	121	71,42				
	26 – 30	45	65,33				
	31 – 35	24	70,50				
	36 – 40	19	71,42				
	40 and above	8	74,25				

Table 5.39 shows the average score of Young Consumers Behavior Scale and sub-dimensions of this scale. The difference between these scores was examined with "Analysis of Variance (ANOVA)" in the context of "age variable".

The sub-dimensions consist of the factors that attitude for social platforms, advertising on social networks, communication in social networks and understanding consumer behavior.

According to the data analysis, "Young Consumer Behavior Scale" and "Attitude towards Social Networks" scores of the sample group significantly differ based on the age variable ($f_{(0,05:5-294)}$:4,223, p<0.05). Fisher's Least Significant Difference (LSD) Multiple Comparison Test was conducted to determine which sub-dimensions the differences occurred. The results are observed between these ranges: "40 and above with under 20 (p=.000)"; "40 and above with between 20-25(p=.006)"; "40 and above with between 26-30 (p=.000)"; "40 and above with between 31-35 (p=.005)"; "40 and above with between 36-40 (p=.039)"; "Under 20 with between 20-21(p=.016)"; "Between 26-30 and 20-21 (p=.018)"; "Between 26-30 and 36-40 (p=.048)".

According to the data analysis, "Young Consumer Behavior Scal"e and "Advertisements on Social Platforms" scores of the sample group significantly differ based on the age variable ($f_{(0,05:5-294)}$:4,245, p<0.05). Fisher's Least Significant Difference (LSD) Multiple Comparison Test reveals that "Between 21-25 and Under 20 (p=.002)"; "Under 20 with 31-35 (p=.001)"; "Under 20 with 36-40 (p=.007)"; "Between 21-25 and 26-30 (p=.027)"; "Between 26-30 and 31-35 (p=.005)"; "Between 26-30 and 36-40 (p=.020)".

According to the data analysis, "Young Consumer Behavior Scale" and "Communication on Social Networks" scores of the sample group significantly do not differ based on the age variable ($f_{(0,05:5-294)}$:1,216, p<0.05).

According to the data analysis, "Young Consumer Behavior Scal"e and "Understanding Consumer Behaviors" scores of the sample group significantly do not differ based on the age variable ($f_{(0,05:5-294)}$:2,348, p<0.05). Fisher's Least Significant Difference (LSD) Multiple Comparison Test shows that "Between 21-25 and Under 20 (p=.003)".

The results of data analysis show that the individuals in the sample group differ significantly according to the age variable of the Young Consumers' Behavior Scale scores ($f_{(0,05:5-294)}$:2,348, p<0.05). Fisher's Least Significant Difference (LSD) Multiple Comparison Test reveals that "Between 21-25 and Under 20 (p=.000)"; "Between Under 20 and 36-40 (p=.040)"; "Between Under 20 with 40 and above (p=.041)".

Table 5.40

Comparison of the Scale and Sub-Dimensions in the context of Gender Variable

Sub-Dimension	Groups	N	$\overline{x}$	SS	t	p
Attitudes towards Social Networks	Female	161	8,34	2,80	-,913	.362
	Male	139	8,64	2,86		
Advertising on Social Networks	Female	161	16,18	4,26	-,826	.410
	Male	139	16,59	4,47		
Communication on Social Networks	Female	161	24,42	5,90	-,418	.676
	Male	139	24,71	6,11		
Understanding Consumer Behaviour	Female	161	19,40	5,01	,237	.812
	Male	139	19,27	4,40		
Total Point	Female	161	68,36	12,08	-,614	.540
	Male	139	69,23	12,62		

According to the gender variable of the sample group included in the research, the N numbers, the arithmetic averages of the points and the standard deviations are given. In addition, the Young Consumers Behavior Scale and the subscale scores of this scale are seen. The differences between these scores were examined by "Independent Sample t Test" depending on gender variable.

The data in Table 5.40 shows that the arithmetic average of the scores of female according to the gender variable in the Attitudes towards Social Networks subscale is 8,34; while the arithmetic average of the points of men obtained from the Attitudes Towards Social Networks subscale is 8,64. There is no significant difference between the groups ($t_{(298)=}$-,913; p=.362; p>0.05). When the arithmetic average is based on the obtained values, male students' Attitudes towards Social Networks sub-dimension scores are higher.

Based on the data obtained from the table, the arithmetic mean of the scores of female on the subscale of Advertisement on Social Networks by gender variable 16,18; the arithmetical average of the scores of the males on the subscale of Advertisement on Social Networks is 16,59. There is no significant difference between the groups ($t_{(298)=}$-,826; p=.410; p>0.05). On the basis of the arithmetical average based on the obtained values,

the sub-dimension scores of the male students for Advertisement on Social Networks are higher.

According to Table 5.40, the arithmetic mean of the scores of female on the subscale of Communication on Social Networks by gender variable 24,42 and the arithmetical average of the scores of the males on the subscale of Communication on Social Networks is 24,71. There is no significant difference between the groups $(t_{(298)=}-,418; p=.676; p>0.05)$. The sub-dimension scores of the male students for Communication on Social Networks are higher.

The findings reveal that the arithmetic mean of the scores of female on the subscale of Understanding Consumer Behaviour by gender variable 19,40 and the arithmetical average of the scores of the males on the subscale of Understanding Consumer Behaviour is 19,27. There is no significant difference between the groups $(t_{(298)=}-,237; p=.812; p>0.05)$. The table 5.40 shows that the sub-dimension scores of the female students for Understanding Consumer Behaviour are higher.

Based on the data obtained from the table, the arithmetic mean of the scores of female on the subscale of Young Consumers Behavior Scale by gender variable 68,36; the arithmetical average of the scores of the males on the subscale of Young Consumers Behavior Scale is 69,23. There is no significant difference between the groups $(t_{(298)=}-,614; p=.540; p>0.05)$. On the basis of the arithmetical average based on the obtained values, the sub-dimension scores of the male students for Young Consumers Behavior Scale are higher.

Table 5.41
Correlations between Scale and Sub-Dimensions

	Total Score	Attitudes towards Social Networks	Advertising on Social Networks	Communication on Social Networks	Understanding Consumer Behavior
Total Score	1				
Attitudes towards Social Networks	,551**	1			
Advertising on Social Networks	,682**	,297**	1		
Communication on Social Networks	,782**	,244**	,367**	1	
Understanding Consumer Behaviour	,656**	,255**	,212*	,286**	1

* p< .05, ** p< .01

Table 5.41 shows the correlation coefficients between the scores of the consumers᾽ behavior scale obtained from the university students in the sample group and the subscales of this scale. These coefficients were examined by Pearson Correlation Coefficient.
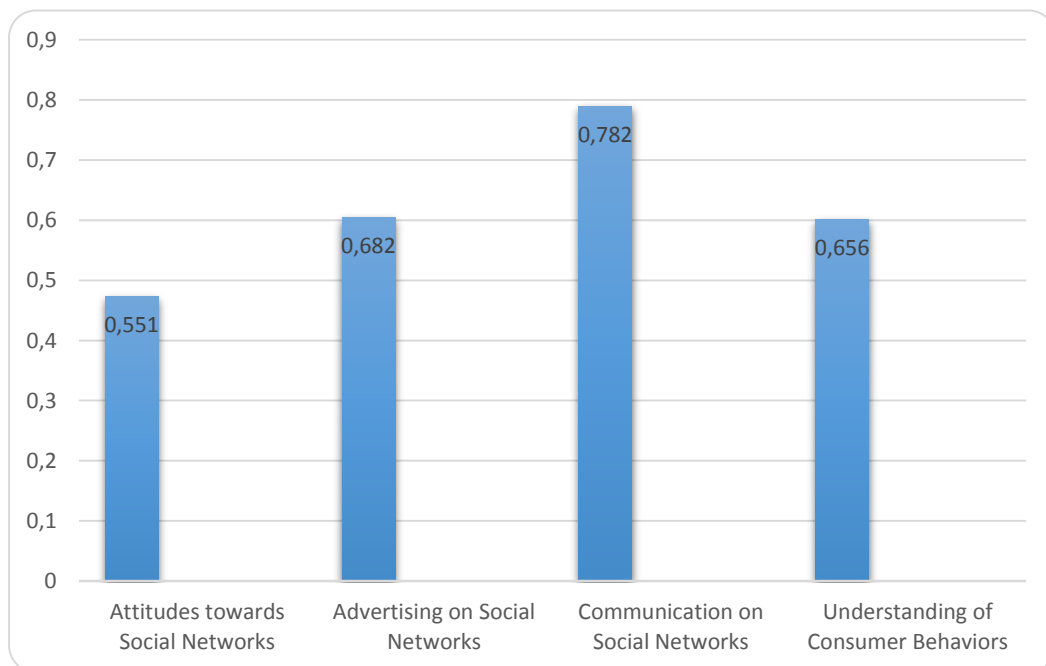
Figure 5.2 Total Scores of the Sub-dimensions

- There is a positive correlation between the scale of "Young Consumers' Behavior in the Age of Social Media" and the subscale scores of "Attitudes towards Social Networks". It can be observed that when the scores from the scale of "Young Consumers' Behavior in the Age of Social Media" of the individuals consisting of the sample group increase, the level of "Attitudes towards Social Networks" also increases. The correlation coefficient is found to be ,551.

- Table 6.14 reveals that there is a positive correlation between the scale of "Young Consumers' Behavior in the Age of Social Media" and the subscale scores of "Advertising on Social Networks". When the scores from the scale of "Young Consumers' Behavior in the Age of Social Media" of the individuals consisting of the sample group increase, the level of "Advertising on Social Networks" becomes greater, too. It is seen that the correlation coefficient is ,682.

- It can be observed that there is a positive correlation between the scale of "Young Consumers' Behavior in the Age of Social Media" and the subscale scores of "Communication on Social Networks". When the scores from the scale of "Young Consumers' Behavior in the Age of Social Media" of the individuals consisting of the sample group raise, the level of "Communication on Social Networks" raises, too. The correlation coefficient is seen to be ,782.

- It can be seen that there is a positive correlation between the scale of "Young Consumers' Behavior in the Age of Social Media" and the subscale scores of "Understanding of Consumer Behaviors". When the scores from the scale of "Young Consumers' Behavior in the Age of Social Media" of the individuals consisting of the sample group increase, the level of "Understanding of Consumer Behaviors" also increases. The correlation coefficient is revealed to be ,656.

CHAPTER 6: SUMMARY OF THE STUDY

Individuals are prone to convey their experiences as a necessity of living together. From the early civilizations to the present day, experiences are carried out by communication even if the techniques change. Communication can be defined as a system that forms the basis of society, as it is the exchange and sharing of everything meaningful to the people who emit and receive it (Erdogan, 2009, p. 1). Experiences conveyed through the various instruments of communication also stimulate the instinct of sharing that individuals have. In this way, the communication changes over time with the improvement of the technical possibilities. As a result of the spread of mass media in a certain order, the knowledge and sharing of individuals has increased. The Internet has been a harbinger of change and development in individuals' lives.

Social media, as online platforms that shape the lives of individuals and allow users to interact with each other mutually, are becoming quite popular in today's world. Not only as a source of news or information, but also in the context of entertainment, social bonding and content creation, social platforms have a great influence on marketing strategies. As of 2019, 3.2 billion social media users, equal to 42% of the world's population, make online networks a favourite topic (Emarsys, 2019). In this context, this study attempts to examine the attitudes of individuals to online networks in a variety of ways and measures behavioral changes by focusing on consumers' procurement processes. The study, in the light of many theories and concepts, also tries to investigate the behavior of individuals.

According to Kosela (2010), unlike the common mass communication devices, online networks allow bi-directional interaction, thanks to the possibility of creating content for users of social platforms. The opportunity to be recognized by communication facilities brings social media networks to a new generation of marketing. Companies realize that they have the potential to develop their brands through social networks. Brandwatch reports (2018) show that $40 billion was expended to draw attention to a product, service, or event through online platforms during the year of 2016. As social marketing increases their revenues, firms say that they should provide active services to their managers on social media channels.

The main aim of this study is to determine the factors affecting the social platforms, advertising and behavior attitudes of consumers by evaluating their participation and interactions during the online activities of consumers. Therefore, this research examines

the relationship between the attitudes of advertising and its effects on consumer behavior. In particular, based on the idea that advertisements on social platforms can be a powerful and effective tool for young consumers, this thesis plans to explore the perceptions of university students on consumer websites. For this purpose, a survey was conducted to investigate the behaviors of the consumers in the context of social media advertising, and the results were widely used models to measure the user.

This study also aims to reveal the level of influence of the individuals in the selected age group by taking into account their interaction in social networks. In this respect, the determined research question will be answered: "How do social networks affect the decision-making process of university students in an age when digital platforms have accelerated dramatically?"

Social marketing is at such a great point that online users are becoming customers. From purchasing processes to psychological processes, consumers' behavior is quite noticeable in online networks. While social platforms that cover the environment of individuals and take an important place in their lives, influence people from every age group, this study aims to examine especially young consumers. Moreover, the present study attempts to explore the impact of online channels on the purchasing potential of young people, considering the frequency of use of social platforms in terms of age groups. In this context, the thesis tests the hypotheses with a quantitative strategy applied to students of the Faculty of Communication, which focuses on new media studies.

Within the scope of the thesis, a study was conducted with a questionnaire which was developed on a sample of 300 students. Of the consumers included in the sample, 161 were female and 139 were men. The questionnaire was developed with a 38-item scale consisting of 11 demographics and 27 social networks. With the contribution of SPSS program, the data obtained from the survey were tabulated and interpreted.

When social media is evaluated together with the data obtained, it has become a platform that enables the marketers to introduce their products and services. When used as a promotional tool, social networks provide customers with information about brands. Research results show that it is more possible to select brands with social media visibility and awareness. Moreover, the findings show that consumers have positive perceptions about media marketing, given the sub-dimensions. Young consumers tend to search

engines, especially when looking for any product or service. As a result of the feedback received, it causes small or large enterprises to focus on social media platforms, which are frequently used by consumers. The results of the study reveal the fact that the behaviors lead to the purchase by emphasizing the power of observing young people against others. Thus, in light of the findings, it emphasizes that unplanned purchases have an important role in realizing through social learning.

The consumers in the sample emphasize that they can purchase unplanned products or services with the help of comments, criticism or ideas on social media platforms as a result of wide participation. This shows how important it is for businesses to participate in social media applications or sites. In addition, the survey results show that social platforms are effectively used without gender discrimination. By testing the hypotheses determined before the study, the survey data found a positive relationship between age, gender and the consumer behavior scale in the age of social media. In addition, the study showed that individuals with positive attitudes towards social media platforms have positive attitudes towards social platform advertising.

DISCUSSIONS

Social platforms, thanks to the opportunities provided, have become an active tool on individuals as well as an indispensable part of their lives. Previous research has shown that the behavioral tendencies of individuals during the decision making process in social media age are realized through those platforms.

Lee (2013), as a result of his research, by drawing attention to the ease with which individuals have access to information through social media, revealed that social platforms play an active role in the behavior of individuals. Considering the behavior of individuals in the sample in the present thesis, the behavior of social networks on those individuals is consistent with the findings in the prior literature. Research by Duque (2017) showed that consumers actively use social media platforms to gather information about the products they want to buy (p. 87). This finding is parallel to the current research. It is observed that consumers benefit from social networks as much as possible during the purchase of products or services.

Consumers are hesitant to purchase online platforms, although they are actively involved in social networks. In addition, this study shows that the attitudes of the users in the sample may change with the comments made by other consumers. Considering the consumers in the sample are generally between 20 and 25 years of age (40.3%), it is observed that the study is mostly directed to young users. This is reflected in the data that the majority of consumers focus on, in particular, the experiences of other users. Users' comments and criticisms determine the attitude of other consumers towards purchasing (Duque, 2017, p. 87). According to Granovetter (1973), it shows that social ties are much more than personal experiences or perspectives of individuals, suggesting that those strong ties are capable of influencing individuals to a large extent (p. 1377). Moreover, previous literature studies show that the digital world, which has evolved with social media platforms, adds a different perception to the field of marketing. Heikkinen (2015) argues that traditional marketing is not as common among consumers as before (p. 10). This research showed that consumers use social networks, which are becoming popular, in a positive way while reviewing information and activities. In addition, in parallel to the research of Heikkinen, all participants in the sample actively use at least one of the social media platforms.

The link between social communities seems to be an important and strong choice for purchases. The communities that come together on social networks positively affect their preference rate by presenting their personal preferences. These preferences are based on the online word-to-mouth communication path that is presented in a positive way by individuals (Hendriks, 2013, p. 36). A study analysis wanted to reveal consumer behavior by examining one of the committees and why members of the community made online shares. Merivirta (2014) showed that motivation is one of the most important factors for individuals to experience their personal preferences in online networks. The findings of the research show that individuals' motives for sharing, especially with experimental activities, are effective in presenting themselves. In other words, the sample group shows that it is a motivation for individuals to present their experiences in online networks and that they establish a strong link between the individual and the brand. The findings of this study support the fact that the young consumers in the sample group are willing to share their views and opinions by participating in social communities and thus, they play an active role in the purchase preferences of other consumers.

As a new communication channel, the Internet appears to be an address where companies can reach their users, in a time when digital requirements greatly affect individuals. Consumers, however, spend as much time on online networks as possible, and this may not be easy to turn into consumption. Although a large proportion of the sample group (47.3%) use online networks about 4-6 hours per day, it is not clear how much of this includes consumption perception. In this context, Nolcheska (2017), by focusing on the purchasing processes of individuals in social platforms, wanted to reveal the perception of individuals buying online. The results of the study support that online networks offer convenience to consumers, however, it shows that there is no significant relationship between individuals' purchases over time and online purchases. Previous studies have shown the importance that individuals give to the sharing of other individuals before the service or product purchase. It takes a certain amount of time for individuals to convert the shares to behavior.

The fact that social networks appear to be a difficult phenomenon in the lives of individuals as a phenomenon makes the perception of individuals against brands and firms attractive. For this reason, company managers pay attention to social networks in order to measure their perception of their own brands. A quantitative study (2013) by

Schivinski and Dabrowski has attempted to examine the brand attitudes of consumers on social media platforms. The survey shows that the share of individuals on social media sites has a positive effect on brands and shows that consumers have a high impact on their purchase intent. These findings show a significant relationship with the current study. Many of the respondents in the sample show a significant relationship between their share and brand perception.

Although social platforms are thought to play an active role on young individuals, there are still studies that reveal unexpected findings. In particular, in recent years, both social media users and individuals in the immediate vicinity of the phenomenon have shared social media platforms through live broadcasts. Social media platforms give users the opportunity to make live broadcasts to offer information and preferences, in contrast to traditional media (Russmann & Svensson, 2016, p. 5). Although previous studies were basically text-oriented, Hoogstins (2007) decided to take a live example of Instagram, one of the social platforms, to investigate the impact of online networks on consumers' food preferences. By focusing on young consumers, the researcher wanted to demonstrate whether or not young people exhibited behavior by adhering to a particular model. The findings of the study revealed unexpected results. Unlike previous studies, the study found that young consumers do not tend to take behaviors as an example. Although these results do not contain the same results as the present study, they have given a different perspective to the literature. This thesis shows that the recommendations offered by individuals through social modeling have managed to significantly influence other individuals.

The field of advertising is transformed into a new era with the widespread use of social networks. Now, organizations and firms have to go to a large extent budget allocation to platforms that appear to be social phenomena. Chiang, Lo, and Wang (2017) wanted to examine the relationship between consumers and social media advertising by focusing on click activity of Internet users. As a result of the factor analysis, the participants and their behaviors in social networks were investigated and it was observed that the social link between the consumers was the most important factor in advertising. The current research also found a significant relationship (,604) between consumers' social media use and social media advertising in a similar way. Thus, this study presents similar results with previous studies and click effects.

The motivations of the consumers have become very important as a result of the interaction with the contents on social networking sites. Consumer sharing in user-related social sites reflects the motivation of consumers. Various studies are carried out in this field in order to eliminate the gap in the literature. Alsubagh (2015), in his study, by conducting research on consumers, aims to reveal their habits. Research suggests that companies should be actively involved in social networks, as consumers make a routine in their lives. Previous studies show that organizations increasingly take social platforms into account. These findings confirm the hypotheses that the present thesis assumes through sampling. The meaningful relationships between the attitudes of consumers in this thesis and their attitudes towards social networks and the effects of social platforms on the users are also observed. In this context, it has been revealed that social media platforms are assumed to be a quick way to reach brands for consumers. Therefore, there is a positive momentum between the consumers and social media in the decision-making processes.

As social platforms are seen as part of the routine lives of individuals in a developing and changing world, all these discussions are important in order to find new and different ways of these platforms for both consumers and marketers. While consumers benefit from social media sites where they interact with each other effectively, Roesler (2015) argues that companies also have to use the digital platforms in which the consumers are located in a sophisticated way (as cited in Kyule, 2017, p. 44).

CONCLUSION AND RECCOMENDATIONS

This thesis aims to investigate how social media sites affect the decision-making process, based on a group of students in a certain age range, in the time period when digital life turns into a daily routine for consumers. In this context, previous studies were examined extensively and it was aimed to eliminate the gaps seen in the literature. Therefore, the study was limited to the students of the Faculty of Communication, who included new media studies and various disciplines. In this context, as stated in the previous chapters, a study was carried out with a sample group of 300 people, and ideas based on previous studies were opened to discussion on the basis of ideas.

The study has the method of analyzing and expanding social media advertising with the results obtained from the individuals in the sample group, along with the necessary literature study. The findings from previous researches show that the Internet has an important place in human life in an acceptable way, and it also offers companies a great and unique marketing opportunity (Cretti, 2015, p. 34). When the studies conducted in this sense are examined, it is seen that social media and decision-making processes have been tested in different ways, but it is clear that research has not reached an adequate result. Although social media platforms are an extension of daily life, it has been determined that the studies in this area have some deficiencies especially in terms of individuals in the sample group. Moreover, in addition to its economic dimension, the sociological and psychological aspects of people's behavior and orientation are an important issue for social media marketing, which are the main reasons why this issue is deemed appropriate for research.

Considering the age range in the sample of the study carried out in this context, it is seen that the study especially targets the young population. It was observed that 40.3% of the participants in the study were concentrated between the ages of 20-25 (n: 121). This provides consistency with the research result of the study. In particular, because the developments in the digital world affected young consumers, the study aimed to have an idea among young users. With the widespread use of social media platforms, individuals have the opportunity to easily chat with foreign people by expanding the limited communication they can establish with their immediate surroundings (Svetlana & Philipp, 2012, p. 48). In addition, previous studies have shown that various platforms are used more frequently. This study shows differences when compared with the previous

studies. In the study, the most preferred social media platforms of individuals are Instagram (40.3%) and Twitter (23.3%). Statista's reports (2018) indicate that Instagram has reached 1 billion active users, and more than half of them use this social network effectively on a daily basis. Instagram is observed as the second most interactive platform around the world (E-marketer, 2018). This platform, which is the most common among the young individuals considered in the research sample, may be interpreted as passing through the popularity of Facebook. Providing a powerful visual richness for individuals, this social networking site offers a great platform for brands to promote their products or services.

The research revealed that all the individuals in the sample group actively used it as a member of at least one of the social platforms. While it is observed that young people often use social networks, the findings show that the population is concentrated between 4-6 hours daily (47.3%). On the other hand, it was observed that consumers spent less time on mass media in the same time period (17.0%). This situation shows that social media platforms, where consumers can create their own content and make shares, are now preferred more than mass media. For this reason, companies have had to allocate a large portion of their advertising budget to social platforms. Research results also indicate that young users' participation in those platforms is mostly through small devices (63.7%). Due to the change and development of data, the importance of small devices is increasing. In this context, social networking applications need to be designed in accordance with small devices. In line with these results, advertisers need to make their visibility more suitable to reach consumers.

The results of the research announce that one of the most important factors affecting the decision-making process of the young population in online purchasing processes is the criticism of the online networks. Through the developed questionnaire, the sample group was asked whether they read the comments of the products or services in the online networks. The majority of respondents (n: 161) have always emphasized their options and emphasized that they place great emphasis on criticism on the Internet (63.7%). In this context, it is seen that consumers attach great importance to the criticism and comments of other consumers, so firms or companies must take into account the evaluations made by the consumers for the products or services. Clients perceive the examinations carried out by other consumers are more beneficial than experts do. (Li et al., 2017).

Richard and Guppy (2014) suggest that social networking sites, in recent years, have become the focus of tens of millions of internet users (p. 2). Social networking provides a variety of ways for Internet users, such as content creation and information gathering. Individuals use social networks to achieve their goals and satisfaction. The results of the research are in agreement with the theory of uses and satisfaction. The theory argues that it depends on the purpose of the individual's active participation in communication channels (Unal, 2015, p. 199). According to the results of the present study, consumers see the most useful function of social media as buying the products (27.7%), making connections between friends (22.0%) and communicating with others (21.7%). In this context, it is seen that consumers often use online networks in the purchasing process of products. Based on the fact that the users in the sample were university students, the research was intended to be the main factor facilitated by social media in university life. The results indicated that university students were the most important facilitators of social platforms (31.0%). Thanks to its two-way communication feature, social media provides significant potential for products and services between customers and companies (Hudson et al., 2015, p. 3). In this respect, the findings support that the most important function of social media is to communicate. Thus, it is concluded that students use social media platforms frequently and increase the time spent on social networks in accordance with their usage and satisfaction.

Social networks may tend to enable university students to collaborate with each other by sharing their experiences through interaction (Liccardi et. al., 2007, p. 224). Research results show that the experience shared on social networks affects socialization (46.3%). Internet users who share their knowledge and experience in social networks have drawn attention to the ease of social media through surveys. The data indicate that young consumers prefer social sites as the social networks are particularly easy (25.0%).

The study investigated whether there was a significant difference between the age and gender variables and the sub-dimensions determined. When the age variable is considered, attitudes towards social networks, social networks, advertising and consumer behavior have been found a meaningful relationship with the sub-dimensions. When gender variable and sub-dimensions were considered, no significant difference was found. A positive correlation was found between the behavior scale and the sub-dimensions of these scales. In this context, research has shown that the attitudes of the

individuals examined positively and their attitudes towards the other dimensions are parallel with the attitudes of the individuals who are examined in the behavior scale. It has been concluded that the positive relationships are consistent with the attitudes and confidence level of individuals towards social networks. Accordingly, individuals have positive attitudes such as advertising and communication in social networks if their level of use is positive in social platforms. This result is at a level that can directly affect the purchasing processes of individuals. The fact that marketers reach consumers by actively using social networks is observed as part of the positive attitudes that can be developed against their brands.

As a result of the research, some suggestions have been reached with the help of the findings obtained from the participants in the university sample. Recommendations related to the descriptive and inferential statistical results of the thesis are given below through the analysis of the data.

- Myers (2012) draws attention to the social dimension of learning, suggesting that mirror neurons are the basis for simulated and observational learning (as cited in Snyder, 2016, p. 7). Thus, it can be concluded that behaviors are acquired through observation in social networks. Individuals have the ability to be influenced by the behaviors of other users in social platforms. Therefore, it can be stated that consumer behavior is enhanced by observation or imitation. Consumers, in this case, should try to reduce the exposure to unwanted individuals on social media sites. In addition, companies that want to market their products or services need to effectively evaluate social learning.

- The results revealed that the ratio of university students' frequency of using social networking networks is quite high. While the effective use of social platforms is perceived as positive for many areas, it is seen that such high utilization rates exceed the other social areas when the negative effects on the individuals are considered. Therefore, this intensive use should be considered once again and necessary precautions should be taken.

- The findings suggest that university students in social media sites are highly likely to be affected in decision-making processes. In order to avoid possible negative situations, consumers should be more careful in the case of behavior.

- Companies or firms should be as clear and honest as possible when reaching consumers through social media. The advertisements published in an official way resulted in the closure of the users without being examined by the effect of clicks, while the comments that individuals shared with each other were found to be more remarkable. Therefore, the fact that companies reach their customers through realistic promotions provides more permanent associations.

- In the study, the social media behavior scale showed that the behaviors of consumers are affected by the experiences of different demographic structures. Therefore, in an era in which social networks have become the next generation of marketing, brands or firms should apply new and different marketing strategies considering each customer potential.

- According to the findings of research, Instagram and Twitter are two social media platforms that attract attention among young people and marketers who want to influence consumers should use those networks effectively, especially in visual and textual dimensions.

- It is seen that consumers make online decisions using Web-based networks in their purchasing processes. For this reason, consumers should share their experiences with other individuals. Similarly, companies should consider the criticism by taking those experiences into consideration.

This thesis aims to reveal the opinions of the consumers in a quantitative study by focusing consciously on a particular group of students. New studies in different samples can measure the motivation of social media users. In addition, the study addressed social media sites as a whole. Therefore, another studies can be carried out by turning to a specific social sharing platform. Similarly, studies focusing on various occupational groups may reveal consumer behavior. Furthermore, studies examining products specifically may bring new and different opinions to the literature.

REFERENCES

Articles

Ajjan, H., & Hartshorne, R. (2008). Investigating faculty decisions to adopt Web 2.0 technologies: Theory and empirical tests. *The Internet and Higher Education*, 11(2), 71-80.

Al Kailani, M., & Kumar, R. (2011). Investigating Uncertainty Avoidance and Perceived Risk for Impacting Internet Buying: A Study in Three National Cultures. *International Journal of Business and Management,* 6(5), 76-92. http://dx.doi.org/10.5539/ijbm.v6n5p76

Alsubagh, H. (2015). The Impact of Social Networks on Consumers' Behaviors. *International Journal of Business and Social Science*, Vol. 6, No. 1, pp. 209 216.

Arceo, P., B., M., & Cumahig, I., R., C., & Mesa, M., B., D., & Buenaventura, M., J., V., & Tenerife, J., T. (2018). The Impact of Social Media Platforms to Online Consumers' Intention to Purchase in Restaurant Industry. *Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology,* Vol. 4, Issue. 1, pp. 565-580.

Armitage, C.J. and Conner, M. (2001) Efficacy of the Theory of Planned Behaviour: A Meta-Analytic Review. *British Journal of Social Psychology*, 40, 471-499.

Ben-Shakhar, G., & Nahari, T. (2018). The external validity of studies examining the detection of concealed knowledge using the Concealed Information Test. *Recent developments* (pp. 59-76).

Boatwright, P., Cagan, J., Kapur, D., Saltiel, A. (2009). A Step by Step Process to Build Valued Brands. *Journal of Product and Brand Management* 18(1), pp. 38-49.

Boyd, D.M., & Ellison, N.B. (2008). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.

Bruhn, M., V. Schoenmueller, and D.B. Schäfer. 2012. Are Social Media Replacing Traditional Media in Terms of Brand Equity Creation? Management Research Review 35, no. 9: 770–790.

Burton-Jones, A., & Hubona, G. S. (2006). The Mediation of External Variables In The Technology Acceptance Model. *Information & Management,* 43(6), 706–717. http://doi.org/10.1016/j.im.2006.03.007

Carter, M., J. & Celene, F. (2015), 'Symbolic interactionism', *Sociopedia*, pp. 1-17. DOI: 10.1177/205684601561.

Chang, Q., & Peng, Y., & Berger, P., D. (2018). "The Impact of Social Media Performance on Sales of Retail Food Brands". *International Journal of Research - Granthaalayah*, 6(2), 1-12.

Chiang, I., P., & Lo, S., H., & Wang, L., H. (2017). Customer Engagement Behaviour in Social Media Advertising: Antecedents and Consequences. *Contemporary Management Research,* Vol. 13, No. 3, pp. 193-216.

Chu, S. C., & Kim, Y. (2011). Determinants of Consumer Engagement in Electronic Word-of-Mouth (EWOM) in Social Networking Sites. *International Journal of Advertising*, 30(1) , 47-75.

Darwish, A., & Lakhtaria K., I. (2011). The Impact of the New Web 2.0 Technologies in Communication, Development, and Revolutions of Societies. *Journal of Advances in Information Technologu,* Vol. 2, No. 4, pp. 204-216. doi:10.4304/jait.2.4.

Doran, R., L. (1991). Enrollment in advanced science courses in the USA. *Science Education*, Vol. 75, Issue, 6, 613-618.

Doyle, P. (2001). "Shareholder-value-based brand strategies", *Journal of Brand Management,* Vol. 9(1), pp. 20-30.

Duffett, R., G. (2017). Influence of Facebook Commercial Communications on Generation Z's Attitudes in South Africa, *Young Consumers,* Vol. 18 Issue: 1, pp. 19-39, https://doi.org/10.1108/YC-07-2016-00622.

Ekechukwu E, Ikrechero J O, Ezeukwu A O, Egwuonwu A V, Umar L, Badaru U M. (2017). Determinants of quality of life among community-dwelling persons with spinal cord injury: A path analysis. Niger J Clin Pract 2017; 20:163-9.

Fathelrahman, E. & Basarir, A. (2018). Use of Social Media to Enhance Consumers' Options for Food Quality in the United Arab Emirates (UAE). *Urban Sci.* 2, 70.

Flynn, B., & Schroeder, R., G., & Sakakibara, S. (1995). The Impact of Quality Management Practices on Performance and Competitive Advantage. *Decision Sciences*, Volume 26, Issue 5, pp. 659-691.

Gaber, H. R., & Wright, L. T. (2014). Fast-food advertising in social media. A case study on Facebook in Egypt. *Journal of Business and Retail Management Research*, 9(1).

Gazal, S., Sahbatou, M., Babron, M.C., Genin, E., Leutenegger, A.L. (2015). High level of inbreeding in final phase of 1000 Genomes Project. *Sci Rep*, 5, 17453. doi:10.1038/srep17453

Goyal, S. (2013). Advertising on social media. *Scientific Journal of Pure and Applied Sciences*, 2(5), 220-223. doi:10.14196/sjpas.v2i5.551

Granovetter, M., S. (1973). Strength of Weak Ties. *The American Journal of Sociology*, Vol. 78, No. 6., pp. 1360-1380.

Gulbahar, Y. (2013). "Social networks from higher education students' perspective", *Anadolu Journal of Educational Sciences International*, 3(2).

Haciefendioglu, S., & Firat, D. (2014). The Effect Of Brand Image On Trust Concerning Brands in Social Media. *Journal of Kocaeli University Social Sciences*, (27), 87 96.

Heinonen, K. (2011). Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*, 10: 356 364.

Hill, C., & Murphy, J. & Dean, E. (2013). Social Media, Sociality, and Survey Research. *RTI International*. Wiley, 29-62.

Hox, J.J. & Boeije, H.R.. (2005) Encyclopedia of social measurement, pp. 593 - 599.

Kaplan, A. M. & Haenlein, M (2009). Consumer Use and Business Potential of Virtual Worlds: The Case of "Second Life". *The International Journal on Media Management*, 11: 93-101.

Kaplan, A. M. & Haenlein, M (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons (2010) 53, 59-68.

Kelly, L., Kerr, G., Drennan, J. (2013). Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising,* Volume 10, Issue 2.

Klaus, P., & Maklan, S. (2013). Towards a Better Measure of Customer Experience. *International Journal of Market Research*, Vol 55, Issue 2. https://doi.org/10.2501/IJMR-2013-021.

Klinc, R., Dolenc, M., Turk, Z. (2008). Possible Benefits of Web 2.0 to Construction Industry. CIB W78 2008, *International Conference on Information Technology in Construction Santiago, Chile*. pp. 1-9.

Kucuk, S. Umit (2012). "Can Consumer Power Lead to Market Equalization on the Internet?" *Journal of Research for Consumers*, 21, 1-25.

Lamberton, C., & Stephen A. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal of Marketing: AMA/MSI Special Issue*, Vol. 80 (November 2016), 146–172, DOI: 10.1509/jm.15.0415.

Lewis, K., Kaufman, J., Christakis, N. (2008). The Taste for Privacy: An Analysis of College Student Privacy Settings in an Online Social Network. *Journal of Computer-Mediated Communication*, 79-100.

Li, R., Kim, J. & Park, J. (2007). The Effects of Internet Shoppers' Trust on Their Purchasing Intention in China. *Journal of Information Systems and Technology Management*, 4 (3), 269-286.

Liccardi, I., & Ounnas, A., & Pau, R., & Massey, E., & Kinnunen, P., &Lewthwaite, S., & Midy, A., & Sakar, C.(2007). The role of social networks in students' learning experiences. *ACM SIGCSE Bull,* 39(4), pp. 224-237.

Liu Y., & Kim K. (2017). Understanding Web 2.0 service models, applications, reflections, perspectives, and beyond. *PeerJ Preprints* 5:e2811v1 https://doi.org/10.7287/peerj.preprints.2811v1

Mangold, W.G., & Faulds, D.J. (2009). Social Media The New Hybrid Element of the Promotion Mix. *Business Horizons*, 52, 357-365.

Marzouk, W. G. (2016). Usage and effectiveness of social media marketing in Egypt: An organization perspective. *Jordan Journal of Business Administration*, 12(1), 209-238.

McKemey, K., & O. Sakyi-Dawson (2000). Rice crop protection technology uptake blockages amongst rice farmers in Ghana: with particular reference to variety adoption and the reduction of pesticide use. Legon, Ghana, University of Ghana.

Mihalcea, A., D. & Savulescu, R., M. (2013). Social Networking Sites: Guidelines for Creating New Business Opportunities through Facebook, Twitter and Linkedin. *Management Dynamics in the Knowledge Economy*, Volume 1 (2013) no. 1, pp. 39-53.

Mir, I. A. & Rehman, K. U. (2013). Factors Affecting Consumer Attitudes and Intentions toward User Generated Product Content on YouTube. *Management & Marketing Challenges for Knowledge Society*, 8(4), 637-654.

Morallo, I., M. (2014). The Effects of Social Networking Sites on Students' Academic Performance in Lyceum of the Philippines - Laguna. *Graduate School Research Journal*, Volume 7, No: 2, pp. 16-28.

Morkoc, D., & Erdonmez, C. (2014). Sosyal Sorumluluk Kampanyalarına Yönelik Algı ve Tutumlar: ÇSBMYO Büro Yönetimi ve Yönetici Asistanlığı Programı Öğrencileri Üzerine Bir Araştırma. *Ejovoc (Electronic Journal of Vocational Colleges)*, 4 (3), 282-301.

Naidoo, R., & Shankar, A., & Veer, E. (2011). The consumerist turn in higher education: Policy aspirations and outcomes, *Journal of Marketing Management*, 27:11-12, 1142-1162.

Nguyen, Q. A., & Hens, L., & MacAlister, C., Johnson, L., & Lebel, R., & Tan, S., B., & Nguyen, H., M., & Nguyen, T. N., & Lebel, L. (2018). Theory of Reasoned Action as a Framework for Communicating Climate Risk: A Case Study of Schoolchildren in the Mekong Delta in Vietnam. *Sustainability*, 10, 2019, 1-14.

Nielsen, R., K. (2013). Mundane Internet Tools, the Risk of Exclusion, and Reflexive Movements—Occupy Wall Street and Political Uses of Digital Networked Technologies, The Sociological Quarterly, 54:2, 173-177.

Nolcheska, V. (2017). The Influence of Social Networks on Consumer Behavior. *Balkan and Near Eastern Journal of Social Sciences*, 2017: 03 (04), 75-87.

Omotoyinbo, C., & Worlu, R., & Ogunnaike, O. (2017). "Consumer behaviour modelling: A myth or heuristic device?", *Perspectives of Innovations, Economics and Business,* Vol.17, Issue2, pp.101-119.

Park, D., H., Lee, J., Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce,* 11(4):125-148.

Petty, R. E., Tormala, Z. L., & Rucker, D. D. (2004). Resisting persuasion by counterarguing: An attitude strength perspective. *APA science series: APA decade of behavior series*, pp. 37-51.

Punch, S. (2005) 'The Generationing of Power: A Comparison of Child-Parent and Sibling Relations in Scotland', *Sociological Studies of Children and Youth*, Volume 10: 169-188.

Richard, E., J. & Guppy, S. (2014). Facebook: Investigating the influence on consumer purchase intention. *Asian Journal of Business Research*, Vol. 4, No. 2 Special Issue, pp. 1-15.

Russmann, U. & Svensson, J. (2016). Studying Organizations on Instagram. *Information*, 7(4), 58, pp. 1-12.

Sabouri, M. & Jalali, A. (2009). Evaluating Web 2.0 Services Based on 7C Framework. In the proceedings of the Sixth International Conference on Information Technology: *New Generations*, 1693-1694. DOI: 10.1109/ITNG.2009.143

Sahin, G., G., & Sengun, G. (2015). The Effects of Social Media on Tourism Marketing: A Study among University Students, *Management and Administrative Sciences Review*, Volume 4, Issue 5, 772-786.

Saritas, A., & Karagoz, S. (2017). The Effect of Social Media Use on Consumer Behaviors: University Student Examples. *Journal of Education and Society in the 21st Century*. 6 (17), 359-374.

Sinclaire, J., K. & Vogus, C., E. (2011). Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations. *Information Technology Management* 12: 293-314, DOI 10.1007/s10799-011 0086-5.

Singh, P., T., & Sinha, R. (2017). The Impact of Social Media on Business Growth and Performance in India. *International Journal of Research in Management & Business Studies*, Vol. 4 Issue - Spl. 1, pp. 36-40.

Sourabh Arora, Kunal Singha, Sangeeta Sahney, (2017) "Understanding consumer's showrooming behaviour: Extending the theory of planned behaviour", *Asia Pacific Journal of Marketing and Logistics,* Vol. 29 Issue: 2, pp.409-431, https://doi.org/10.1108/APJML-06-2016-0111

Snyder, N., A. (2016). Mirror Neurons and Their Effect on Social-Emotional Learning Medford Public School, *Mirror Neurons and Social-Emotional Learning*, pp. 1 22.

Southey, G. (2011). The Theories of Reasoned Action and Planned Behaviour Applied to Business Decisions: A Selective Annotated Bibliography. *Journal of New Business Ideas & Trends,* 2011, 9(1), pp. 43-50.

Steinfield, C. (2012). Online Social Network Sites and the Concept of Social Capital. *Frontiers in New Media Research*, New York: Routledge, pp. 115-131.

Sudha, M. & Sheena, K. (2017). Impact of Influencers in Consumer Decision Process: the Fashion Industry. *SCMS Journal of Indian Management.*

Svetlana, L., & Dicke P. (2012). Social-Media Platforms And Its Effect On Digital Marketing Activities, Number 1, p. 44-52.

Thompson, K., E., & Panayiotopoulos, P. (1999) Predicting behavioural intention in a small business context. *Journal of Marketing Practice*: Applied Marketing Science, Vol. 5 Issue: 3, pp.89-96.

Tiago, M., & Verissimo, J. (2014). Digital marketing and social media: Why bother?, *Business Horizons* (2014) 57, 703—708.

Tormey, S. (2007). Consumption, Resistance and Everyday Life: Ruptures and Continuities. *Journal of Consumer Policy*, 30, 263-280.

Tripathi, M., & Kumar, S. (2010). Use of Web 2.0 tools in academic libraries: A reconnaissance of the international landscape. *International Information & Library Review*, 42, 195-207.

Vatrapu, R. (2013). Understanding Social Business. In K. B. Akhilesh (Ed.), *Emerging Dimensions of Technology Management* (pp. 147-158). New Delhi: Springer.

Vinerean, S., Cetina, J., Dumitrescu, L. and Tichindelean, M., (2013). 'The effects of social media marketing on online consumer behavior'. *International Journal of Business and Management*, pp. 66-79.

Weber, R., Tamborini, R., Baker, A., W., Kantor, B. (2009). "Theorizing Flow and Media Enjoyment as Cognitive Synchronization of Attentional and Reward Networks." *Communication Theory*, 19(4): 397-422.

Wedayanti, N. P., dan Giantari, I. (2016). The Role of Entrepreneurship Education in Mediating the Effect of Subjective Norms on Entrepreneurial Intentions *E Jurnal Manajemen Universitas Udayana*. Vol. 5 No. 1.pp. 533-560.

Yilmaz E., & Ozer G. (2013). Behavioral Aspect of Accounting Teachers' Information Technology Usage, *International Review of Economics and Management.* Vol 1, No 2., 108-121.

Zhou, J. X., Arnold, Pereira, A., & Yu, J. (2010). Chinese consumer decision-making styles: A comparison between the coastal and inland regions. *Journal of Business Research*, 63, 45-51. Baker, W. E., Honea, H., & Russell, C. A. (2004). The effect of brandname placement on television advertising effectiveness. Journal of Advertising, 33(3), 77-85.

Zinkhan, G. M. (1992). "Human Nature and Models of Consumer Decision Making", *Journal of Advertising,* 21 (4) II-III, 1992.

Books

Aaker, D. (1996), Building Strong Brands, The Free Press, New York, NY.

Aggarwal, V., B. & Gupta, V., S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing Company.

Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice-Hall.

Assael, H. (1995). Consumer behavior and marketing action. Cincinnati, Ohio: South Western College.

Bailey, K. D. (1978). Methods of social research (3rd ed.). New York: The Free Press.

Balcı, A. (2004). Sosyal bilimlerde araştırma. Yöntem, teknik ve ilkeler (4. Baskı). Ankara: Pegem A.

Balnaves, M., & Caputi, P. (2001). Introduction to quantitative research methods: An investigative approach. Thousand Oaks, California: Sage Publications.

Blumberg, B., Cooper, D. R., & S.Schindler, P. (2008). Business Research Methods (2nd Europeans Edition ed.). London: McGraw-Hill Higher Education.

Bryman, B., & Bell, E. (2007). Business Research Methods, 2nd ed., Oxford: Oxford University Press.

Burn-Callander, R. (2016). The Straightforward Guide That Professional Investors Don't Want You to Have. Kogan Page Publishers, UK.

Burns, R. (2000). Introduction to Research Methods, London, Sage.

Clarke, R., J. (2005). Research Methodologies. HDR Seminar Series, Faculty of Commerce, Spring Session.

Collis, J., & Hussey, R. (2009). Business research: A practical guide for undergraduate & postgraduate students. Basingstoke, Hampshire (UK). Palgrave Macmillan.

Creswell, J., W. (2007). Qualitative Inquiry research Design: Choosing Among Five Approaches (Second ed.). Thousand Oaks, California: Sage Publications.

Curtis, K., R. (2008). Conducting Market Research Using Primary Data. University of Nevada.

Dornyei, Z. (2007). Research methods in applied linguistics. New York: Oxford University Press.

Engel, J.F., Blackwell R.D., and Miniard, P.W. (1990). Consumer behavior. Chicago, IL: The Dryden Press.

Erdem, A. (2006). Tüketici Odaklı Bütünleşik Pazarlama İletişimi, Ankara: Nobel Yayınevi.

Dokmen, U. (1994). İletişim Çalışmaları ve Empati, İstanbul: Sistem Yayıncılık.

Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior. Reading, MA: Addison-Wesley.

Forsyth, D. R. (2014). Group dynamics (6th ed.). Belmont, CA: Wadsworth Cengage Learning.

Jagdish N. S. (2014). " Models of Buyer Behavior: Conceptual, Quantitative, and Empirical, " in A Theory of Family Buying Decisions, (New York: Harper & Row), pp. 17-33.

Gide, P. & Grønaug, K. (2002). Research Methods in Business Studies, Great Britain Pearson Education Limited.

Guez, W., & Allen, J. (2000). Module 4: Behavior Modification. Regional Training Seminar on Guidance and Counselling. UNESCO, France.

Kothari, C., R. (2004). "Research Methodology Methods & Techniques", Second Edition, New Delhi: New Age International publisher, pp. 1-2.

Kothari, C., R. (2011). Research Methodology: Methods and Techniques, Illustrated. ed. New Age International, 2011.

Kotler, P. and Keller, K. (2006). Marketing Management. 12th Edition, Prentice Hall, Upper Saddle River.

Kotler, P., & Armstrong, G. (2010). Principles of Marketing. Pearson Education Inc. New Jersey.

Lazzeri, F. (2014). On defining behavior: some notes Behav. Philos., 42 (2014), pp. 65 -82.

Leedy, P. D., & Ormrod, J. E. (2005). Practical research: Planning and design. Upper Saddle River, N.J: Prentice Hall.

Mathers, N., Fox, N., & Hunn, A. (2009). Surveys and Questionnaires. The NIHR RDS for the East Midlands / Yorkshire & the Humber, 1-48.

McGivern, Y. (2006) The practice of Market and Social Research: An Introduction, Essex: FT Prentice Hall 2nd Edition Okazaki, Shintaro.

Obee, J. (2012). Social Networking, The Ultimate Teen Guide. Toronto: The Scarecrow Press.

Ossorio, P. G. (2006). The behavior of persons. Ann Arbor, MI: Descriptive Psychology Press.

Priest, J., & Carter, S., & Statt, D., A. (2013). Consumer Behavior. Edinburgh: Heriot Watt University.

Salant, P., & Dillman, D. A. (1994) How to conduct your own survey. New York, NY: John Wiley & Sons.

Saunders, M., Lewis, P. and Thornhill, A. (2009) Research Methods for Business Students. Pearson, New York.

Schiffman, L.G., & Kanuk, L.L. (1987). "Consumer Behaviour"; Third Edition; Prentice Hall International, Inc.

Sekaran, U., & Bougie, R. (2010). Research methods for business: A skill-building approach (5th ed.). Haddington: John Wiley & Sons.

Smith, P.R. & Taylor, J. (2004). Marketing Communications - An Integrated Approach, 4th edition, Kogan Page, Ltd., London, UK.

Solomon, P. (1998). Consumer behaviour: buying, having, and being. Saint Joseph's University, Publisher: Financial Times/ Prentice Hall.

Trochim, W.M. and Donnelly, J.P. (2006) The Research Methods Knowledge Base. 3rd Edition, Atomic Dog, Cincinnati, OH.

Tuten, T., L. (2008) Advertising 2.0: Social Media Marketing in a Web 2.0 World. Westport, CT: Praeger.

Tuten, T., & Solomon, M. (2014). Social Media Marketing, 1st Ed, Harlow, Essex: Pearson Education Limited.

Vollmer, C. & Precourt, G. (2008). Always On: Advertising, Marketing and Media in an Era of Consumer Control, New York, McGraw Hill.

Walters, C. G. (1974) "Organizational Behavior - Human Behavior at work", 9th edition New Delhi: Tata McGraw Hill.

Zikmund, W., G., Babin, B., J., Carr, J., C. Griffin, M. (2013). Business Research Methods. Mason, OH: South-Western.

Theses

Adejoke, O., Y. (2015) *The use and acceptance of social media for teaching mass communication higher learning institutions in Kaduna State, Nigeria.* (Master's thesis, Universiti Utara Malaysia).

Chaipradermsak, T. (2007). *The Infuential Factors on Consumers' Purchasing Decision in Bangkok Pet Retaling Business.* (Master Dissertation, Master of Business Administration in Management School of Management, Shinawatra University).

Chitharanjan, A. (2016). *Analysing the impact of social media marketing and online advertisements on consumer behaviour.* (Master's thesis, Business Administration, Dublin Business School). Retrieved from https://esource.dbs.ie

Cretti, C. (2015). *Consumers' attitude towards social media advertising: An empirical study.* (Bachelor dissertation, Faculty of Economics and Social Sciences, University of Fribourg).

Duque, J., S. (2017). *Social media influence: Qualitative study of Colombian consumer attitude toward social media and its influence.* (Master's thesis). School of Business & Economics, Linnaeus University, Växjö, Sweden.

Erdogan, H., A. (2009). *Apparent And Hidden Face Of Mass Communication Means: Turkey Sample.* (Master's Thesis). Social Sciences Institute, Selcuk University, Konya.

Erkan, Ismail (2016). *The Influence of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions.* (Doctoral Thesis). Brunel University, London.

Gabeur, H. (2015). *Consumer's Behavior Facing WOM.* (Master's Thesis). Marketing, Business School. Lisboa University.

Gros, C., H. (2012). *The influence of Social Media on consumers during their purchase decision-making process and the implications for marketers.* (Master's thesis

Business Studies, Dublin Business School). Retrieved from https://esource.dbs.ie/

Heikkinen, S. (2015). *Social Media Marketing Case: Hostel Company X.* (Bachelor's Thesis). Lahti University of Applied Sciences Degree Programme in International Business.

Hendriks, M. (2013). *Relating Facebook to Consumer Behavior: Facebook Motivates to Purchase Experiential Products.* (Master's Thesis). Faculty of Economics and Business Administration, Tilburg University. Retrieved from https://internetscriptieprijs.nl.

Hoogstins, E., S. (2017). *Modelling on Social Media: Influencing Young Adults' Food Choices.* (Master's Thesis). Deparment of Psychology, Lunds University.

Joshi, N. (2015). *A Quantitative Study of the Impact of Social Media Reviews on Brand Perception.* (Master dissertation, Faculty of the Weissman School of Arts and Science, The City University of New York).

Icirgin, O. (2018). *Social Media Usage Habits and Motivations of University Student.* (Master's thesis, Selcuk University, Social Sciences Institue). Retrieved from http://acikerisim.selcuk.edu.tr/

Kosela, I. (2008). *Exploring Sassy Magazine's Role as a Pioneer of Social Media*, (Master's thesis Texas State University, San Marcos). Retrieved from https://digital.library.txstate.edu/

Kyule, M., M. (2017). *The Influence of Social Media Marketing on Consumer Behavior: A Case of Britan Holdings Limited.* (Master's Thesis). Business Administration, United States International University, Africa. Retrieved from http://erepo.usiu.ac.ke.

Lee, E. (2013). *Impacts of Social Media on Consumer Behavior - Decision Making Process.* (Bachelor's thesis). Turku University of Applied Sciences.

Makki, F. (2014). Influence of Brandingon Consumer Behavior: Case of Palais Hansen Kempinski Vienna. (Bachelor Thesis). Tourism and Hospitality Management, Vienna.

Martinka, L. (2012). *How Social Media Communities Impact Consumer Behavior*. (Master's thesis, Master of Arts, Gonzaga University). Retrieved from http://web02.gonzaga.edu

Merivirta, A. (2014). *Understanding consumer motives in social media community participation: Case Quality Hunters.* (Master's thesis). Department of Marketing, Aalto University School of Business.

Mostert, P. G. (2002). *Buying behaviour of South African internet users* (Doctoral dissertation). University of Pretoria.

Myresten, E., & Setterhall, M. (2015). Theory of Reasoned Action & the role of external factors in organic food purchase. (Master's thesis Department of Business Studies, Uppsala University).

Ramsunder, M. (2011). 'The Impact of Social Media Marketing on Purchase Decisions in the Tyre Industry' (Master dissertation). Nelson Mandela Metropolitan University Business School.

Rouckova, V. (2015). Social media in customer decision-making process – the role of reviews. (Master's thesis). Service Management, Copenhagen Business School.

Unal, A., T. (2015). *Social Media Addiction: A Research on University Students.* (Doctoral Dissertation). Social Sciences Institute, Marmara University, Istanbul.

Vardar, D. (1986). *Bireylerarası İletişim ve Kitle iletişimi* (Unpublished master dissertation, Istanbul University, Social Sciences Institue). Retrieved from http://acikerisim.istanbul.edu.tr.

Wen, B., S. (2018). *The Effects of Social Media on Consumer Behavior in Tourism: Study among University Students.* (Bachelor thesis).Faculty of Information and Communication Technology, University of Tunku.

Web

Blackshaw, P., & Nazzaro, W. 2004. Consumer-Generated Media (CGM) 101: Word-of mouth in the age of the Web-fortified consumer. Retrieved from Jstor Database.

Breed, J. (2011). Changing the approach to customer satisfaction with social media Retrieved April 26, 2019, from http://hasthagsocialmedia.com/blog/change-the approach-to-customer-satisfaction-with social-media

Digital 2019 Turkey (2019, February 15). Retrieved from http://www.blogteb.com/turkiyenin-dijital-haritasi-2019/

Grimsley, S. (2010). Secondary data in marketing research: definition, sources & collection. Retrieved March 19, 2019, from http://study.com/academy/lesson/secondary-data-in-marketing-research definition-sources-collection.html.

IDC Reveals Worldwide Digital Transformation Predictions. (2017, November 1). Retrieved from https://www.idc.com/getdoc.jsp?containerId=prUS43188017

Kats, R. (2018). Who Is Using Instagram in the US? (2018, October 22). Retrieved from https://www.emarketer.com/content/the-social-series-who-s-using-instagram.

Kemp, S. (2019). Digital 2019: Global Internet Use Accelerates. (2019, January 30). Retrieved from https://wearesocial.com/blog/2019/01/digital-2019-global internet-use-accelerates

KPMG (2017). İnternet Tüketicileri hakkında gerçekler. (2017, January 1). Retrieved from https://assets.kpmg/content/dam/kpmg/tr/pdf/2017/07/the-truth-about online-consumers.pdf

Nivi, B. (2005). "What is Web 1.0?", published October 16, 2005 http://www.nivi.com/blog/article/what-is-web-10 (accessed March 21, 2008).

Park, M. (2019). (2019, March 31). Facebook Reports First Quarter 2019 Results Retrieved from https://investor.fb.com/investor-news/press-release details/2019/Facebook-Reports-First-Quarter-2019-Results/default.aspx

Pasare, B. (2019). 80 Must-Read Social Media Statistics to Know in 2019. (2019, January 14). Retrieved from https://learn.g2crowd.com/social-media-statistics.

Smart phones overtake client PCs in 2011. (2012, February 3) Retrieved from https://www.canalys.com/static/press_release/2012/canalys-press-release 030212-smart-phones-overtake-client-pcs-2011_0.pdf

Statista, (2018). Instagram - Statistics & Facts. Retrieved from https://www.statista.com/topics/1882/instagram/.

Tjepkema, L. (2019). Top 5 Social Media Predictions for 2019. (2019, January 1). Retrieved from https://www.emarsys.com/en/resources/blog/top-5-social media-predictions-2019/.

TUSIAD Annual Report 2017. (2018, January 15). Retrieved from https://tusiad.org/tr/faaliyet raporlari/item/download/8866_437acba2ff81e038a8074a20a1bc09a2

Wikipedia, (2011). Researching with Wikipedia. Retrieved from https://en.wikipedia.org/wiki/Wikipedia:Researching_with_Wikipedia

Youth and Sports Ministry carried out Turkey's most comprehensive social media research. (2014, January, 8). Retrieved from http://www.gsb.gov.tr/HaberDetaylari/1/3816/genclik-ve-spor-bakanligi turkiyenin-enkapsamli-sosyal-medya-arastirmasini-yapti.aspx

Paper & Conference

Alshuaibi, A., S., I. (2015). Internet misuse at work in Jordan: challenges and implications. In Proceedings of the 3rd Convention of the World Association of Business Schools in Islamic Countries (WAiBS), University Utara Malaysia.

Arceo, G., M., A. (2017). Traditional and New Media Convergence on Philippine Noontime Show, Eat Bulaga. International Conference on Communication and Media: An International Communication Association Regional Conference (i COME'16).

Ateke, B. W., & Akekue A. N. (2017). Perspectives to the study of consumer behaviour: an overview. Paper presented in Conference "Re-Inventing the wheel of Nigeria Economic Growth through Marketing: Where are we now?". May 3-4, 2017. Rivers State University of Science and Technology.

Fardous, J., Du, J. T., Choo, K.-K. R., Huang, S., & Hansen, P. (2017). Exploring Collaborative Information Search Behavior of Mobile Social Media Users in Trip Planning. In iConference 2017 Proceedings (pp. 435-444).

Schivinski, B., & Dabrowski, D. (2013). The Effect of Social Media Communication on Consumer Perceptions of Brands. GUT FME Working Paper Series A 12, Faculty of Management and Economics, Gdansk University of Technology.

Tucker, C. (2011). Social Networks, Personalized Advertising, and Privacy Controls. MIT Sloan School Working Paper 4851-10.

APPENDICES

Appendix 1: The Sample of Ethics Committee Decision

Evrak Tarih ve Sayısı: 08/04/2019-E.4428

T.C.
SAKARYA ÜNİVERSİTESİ REKTÖRLÜĞÜ
Etik Kurulu

Sayı   :61923333/050.99/
Konu   :11/28 Hüseyin SERBES

Sayın Hüseyin SERBES

İlgi :   Hüseyin SERBES 28/03/2019 tarihli ve 0 sayılı yazı

Üniversitemiz Sosyal ve Beşeri Bilimler Etik Kurulu Başkanlığının 03.04.2019 tarihli ve 11 sayılı toplantısında alınan "28" nolu karar örneği ekte sunulmuştur.
Bilgilerinizi rica ederim.

Prof.Dr. Arif BİLGİN
Etik Kurulu Başkanı

28. Hüseyin SERBES'in "Sosyal Medya Çağında Genç Tüketicilerin Davranışları: Sakarya Üniversitesi Örneği (Young Consumers' Behavior in the Age of Social Media: The Sample of Sakarya University) " başlıklı çalışması görüşmeye açıldı.

Yapılan görüşmeler sonunda; Hüseyin SERBES'in "Sosyal Medya Çağında Genç Tüketicilerin Davranışları: Sakarya Üniversitesi Örneği (Young Consumers' Behavior in the Age of Social Media: The Sample of Sakarya University)" başlıklı çalışmasının Etik açıdan **uygun** olduğuna oy birliği ile karar verildi.

Evrakı Doğrulamak İçin : http://193.140.253.232/envision.Sorgula/BelgeDogrulama.aspx?V=BENU4V1Z8

Etik Kurulu Esentepe Kampüsü 54187 Serdivan SAKARYA / KEP Adresi:
sakaryauniversitesi@hs01.kep.tr
Tel:0264 295 50 00   Faks:0264 295 50 31
E-Posta :ozelkalem@sakarya.edu.tr   Elektronik Ağ :www.sakarya.edu.tr

Consumer Behavior in the Age of Social Media:
"The Sample of Sakarya University"

Dear Participant,

This questionnaire is carried out for the master thesis titled "Consumer Behavior in the Age of Social Media" at the Social Sciences Institute of Sakarya University. The purpose of this research is to determine the consumer's behaviour during the purchasing process on social media. The information to be obtained from you will be used for scientific purposes. Your participation is greatly appreciated…

Prof. Dr. Aytekin İŞMAN   Hüseyin SERBES

Sakarya University   Sakarya University

Faculty of Communication (Supervisor)   Faculty of Communication

Questionnaire Form

A) Demographic

1) Age

( ) Under 20
( ) 20-25
( ) 26-30
( ) 31-35
( ) 36-40
( ) Above 40

2) Gender

( ) Female
( ) Male

B) Social Network Usage

3) Which of the following social media sites are you using on a daily basis?
(Please select all the platforms you are using)

( ) Facebook
( ) Twitter
( ) Instagram
( ) Linkedin

( ) Pinterest
( ) Tumblr
( ) Google +
( ) YouTube
( ) Other

4) Time (approximately) spent on social media sites per day

( ) 0 hour
( ) 1-3 hours
( ) 4-6 hours
( ) 7-9 hours
( ) 10 hours or more

5) Time (approximately) spent on the mass media (TV, radio, magazine, newspaper and so on) per week

( ) 0 hour
( ) 1-3 hours
( ) 4-6 hours
( ) 7-9 hours
( ) 10 hours or more

6) How do you access social media and networking sites application?
(Check all that apply)

( ) Access via IT gadget
( ) Access via home PC
( ) Access via office PC

7) When you purchase a product on Internet, do you read comments about the product before to purchase?

( ) All the time
( ) Often
( ) Sometimes
( ) Not really often
( ) Never

C) What to do with social media

8) The function of social media
(Check all that apply)

( ) Contacting with others
( ) To gain informative advertising
( ) Refer opinion from experts
( ) Collect opinion about product or services
( ) Purchase goods
( ) Connecting among university friends

9) What do you think the social media facilitate in your "university life"?
(Check all that apply)

( ) As a main platform of e-learning
( ) Knowledge-sharing with friends
( ) Communication
( ) Convenience
( ) Collect information
( ) Entertainment
( ) Others

10) What is the experience that you have through social media?
(Mark only one oval)

( ) Effortless communication
( ) Get a sense of belonging
( ) Socializing
( ) Allows interactivity with other online users
( ) Others

11) What are the reasons to use social media to search for information?
(Check all that apply)

( ) Easy
( ) Reliable
( ) Get distinct solutions
( ) Higher level of trust in responses
( ) Get replies from people with similar interests
( ) Others

D) Attitudes towards social networks (Please select just ONE number on each line)	strongly agree	agree	uncertain/ not applicable	disagree	strongly disagree
12. I am very comfortable on social networks	☐	☐	☐	☐	☐
13. I use social networks a lot	☐	☐	☐	☐	☐
14. Social networks for me are very important	☐	☐	☐	☐	☐
15. I love social networks	☐	☐	☐	☐	☐

E) Advertising on social networks (Please select just ONE number on each line)	strongly agree	agree	uncertain/ not applicable	disagree	strongly disagree
16. I find advertising on social networks intruding	☐	☐	☐	☐	☐
17. I find advertising on social networks irritating	☐	☐	☐	☐	☐
18. I find advertising on social networks reliable	☐	☐	☐	☐	☐
19. I find advertising on social networks useful	☐	☐	☐	☐	☐
20. I find advertising on social networks satisfactory	☐	☐	☐	☐	☐
21. I appreciate advertising in general	☐	☐	☐	☐	☐

F) Communication on social networks *think of a specific brand you know (Please select just ONE number on each line)	strongly agree	agree	uncertain/ not applicable	disagree	strongly disagree
22. On social networks I comment a lot of brand posts	☐	☐	☐	☐	☐
23. On social networks I write a lot of brand posts	☐	☐	☐	☐	☐
24. I talk a lot about the brand on social networks	☐	☐	☐	☐	☐
25. I am very active in the community of the brand	☐	☐	☐	☐	☐
26. I feel gratification in the community of brand	☐	☐	☐	☐	☐
27. I feel empowered in the community of brand	☐	☐	☐	☐	☐
28. I feel safe in the community of brand	☐	☐	☐	☐	☐
29. I feel entertained in the community of brand	☐	☐	☐	☐	☐
30. I feel emotionally bound to the community of brand	☐	☐	☐	☐	☐

G) Understanding Consumer Behaviour (Please select just ONE number on each line)	strongly agree	agree	uncertain/ not applicable	disagree	strongly disagree
31. I have prejudgment before an actual consumption	☐	☐	☐	☐	☐
32. I seek out information that is consistent with initial opinion	☐	☐	☐	☐	☐
33. Information searching is easier through social media comparing to mass media	☐	☐	☐	☐	☐
34. Social media helps us to have self-reliance and more independence	☐	☐	☐	☐	☐
35. Social media make us to be aware about our rights to equitable shares of resources	☐	☐	☐	☐	☐
36. Influence of social media on age groups to try new products/ services/ brands	☐	☐	☐	☐	☐
37. Social media provides effective and powerful platforms for consumers to communicate	☐	☐	☐	☐	☐
38. I am more likely to share my opinions/ comments/ reviews/ to peers or friends via social media	☐	☐	☐	☐	☐

CIRRICULUM VITAE

Hüseyin SERBES was born in İstanbul on 06.10.1984. After completing his high school education in the field of foreign languages at Gebze Neşet Yalçın Super High School, he graduated from Anadolu University English Language Teaching Undergraduate Program (IOLP). Serbes, who has been working as an English teacher in various state high schools since 2009, is also interested in the communication department consisting of numerous disciplines. In that regard, he has written and edited fanzines and journals in multifarious brances of arts, and his articles have also been published in various peer reviewed journals. Serbes is a graduate student at the Department of Communication Design and Media of the Social Sciences Institute at Sakarya University.