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## Digital marketing and Its Consumer Behavior and Purchase

### Via Social Media Platforms

Hafsa Atallah Hussein

Hafsaatallah@mtu.edu.iq

phd.alkasiy@alrasheedcol.edu.iq

Middle Technical University, Baghdad, Iraq  
university collage

Ali Thamer Ali Al-Ibadi

PhD Bilal Jasim Al-Qaysi

a.alibadi12@yahoo.com

Ministry of Higher Education And Scientific Research

Al-Rasheed

### Abstract

Due to the possibility of two-way communication, which is the major innovation that social media has to offer, consumers are in a better position than previously. As a result, individuals started finding better ways to fulfill their needs and wants, which led to a rapid rise in the global user population. This technology has better adapted to the demands and wants of customers while updating its existing apps and introducing new applications with rich features, and has succeeded in integrating into their lives.

Pre-prepared questionnaires were used for this topic, which included a combination of paragraphs on digital marketing and consumer behavior before and after purchase along with demographics. By using Google classroom docs, the geographic bias was avoided by publishing the survey form link online via social media such as Facebook, Twitter, and emails. The questionnaire was applied to a group of (864) respondents, and the most prominent hypotheses were (the level of consumer activity in social media plays an effective role in post-purchase behaviors according to the category). Those facts can be summarized that the common audience pays attention to other websites like Instagram and social networking sites like Facebook. These apps are preferred more than other social media tools. Social media channels are followed instantly, especially from the age group of 14-30 years old. It will be very helpful for corporations to market their products and services through these channels. 25% of the respondents said they shared them on social media. The results show that the consumers share this with other consumers. If they are not satisfied with the relevant service or product, they will talk to a multiple number of consumers about their bad experience with the product via social media platforms. For consumers, 75% of them said that they would post their dissatisfaction on social media platforms. They are in a stronger position to influence each other in pre-purchase, purchase, and post-purchase decisions.

**Keywords:** *digital marketing, consumer behavior, social media*



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## **1. Introduction**

Although the terms "digital marketing" and "online marketing" have been used interchangeably, they are actually distinct. While digital marketing operates primarily on the Internet platform, it is not only limited to it; it also utilizes other offline media, such as SMS and mobile phones, to carry out the marketing function (Charan&Dahiya, 2015:60).

Today, with the increase in the number of mobile device users as well as internet access, there have been changes in the daily habits of individuals. These advances in technology have brought social media tools into our daily lives (Jenyo&Soyoye, 2015:11). Understanding customer behavior is important for any organization's success and survival at all stages of marketing activities. It is crucial to understand why a customer acts a certain way before engaging in marketing efforts. to satisfy the varying and wide-ranging demands of middle-class customers who use them to fulfill their needs. This strengthens their claim that understanding customer preference is made possible by understanding consumer behavior. Any organization's capacity to consistently recognize unmet customer requirements and come up with strategies to address them in a more effective and efficient way than its rivals is essential to its survival and success (Kotni&Divya, 2019:878). Given the significance of consumer behavior, it has been noted that a new trend has been identified to bring about change in consumer behavior due to the development of new network structures for communication between customers and businesses (Muradoglu, 2011:56). Internet access, technology development and web technology advancement, the idea of "social media," daily life, and people's demands have undergone great changes (Khan & Islam, 2017:521).

(Dilham et al., 2018: 681) has argued that the key role of digital marketing in today's business environment is to redefine the standards of communication between marketers and consumers. Digital marketing is associated with all forms of non-personal or wireless communication or



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Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

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communication such as the use of mobile phones, emails, and the Internet to communicate and communicate between customers.

Through this study, the impact of social media marketing on consumer behavior and buying will be examined. The data on social media usage for 2019 in Iraq was examined, and the factors that affect consumer behavior and the impact of social media on consumer behavior were investigated.

The main purpose of this research is to determine the effect of social media marketing on consumer and purchase behavior. Another goal is to identify the social media platforms that companies use to influence the consumer's behavior different from the traditional media.

A survey, which includes (23) items along with demographics, was prepared using Google. An attempt to prevent geographic bias was used by posting the survey form link online via social media such as Facebook, Twitter, and email. The questionnaire was applied to (864) respondents.

## **2. Literature Review:**

### **2.1. Concept of Social Media Platforms**

Social media refers to web-based platforms that enable user interaction with brands and enterprises, information generation and consumption, and real-time or delayed user communication, regardless of the users' physical location. (Hennig-Thurau et al. 2010:311. Kaplan&Haenlein 2010:59)

The act of connecting and conversing with people is referred to as "socialization." Due to technical advancement and the increase of Internet access, the term "socialization " has acquired a new meaning in the current day. Social media was created as an online platform created by the participants without the need for a physical location. People increasingly see social interactions as the main setting for socialization. Users of social media platforms can share links, blogs,



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**Issues 66 ( 2023)**

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photographs, videos, audio files, and other elements that make up social networks. (Eley&Tilley,2009: 64).

The most important sorts of social media platforms include social networks, blogs, opinion platforms, and content sharing platforms. The most popular ways to access different social networking networks these days are via desktop computers, laptops, cellphones, and tablets. Emerging interface technologies like smartwatches are primarily focused on wearable technology. Google Glass and Microsoft's HoloLens are examples of technologies that integrate, melt, and "bend" physical and digital information into a virtual reality experience (Rauschnabel)., Brem &Ivens, 2015:635) These technologies may all be used to achieve a variety of marketing objectives, including relationship marketing, product testing, customer branding, and customer service.

The basic definition of social media is a web-based platform for exchanging information where users produce the content. The users, whether they are people or organizations, may make their own accounts and exchange information and concepts via forums, photos, and videos. Social media is meant to allow individuals to freely express their ideas (Kotler&Armstrong, 2012: 141)..

According to (Hazar,2011:32), Social media is a technology that has a bright future and its own customizing feature. People may use these technologies to interact, have fun, receive information, and socialize right now. Social media platforms may be utilized by marketers in both proactive and reactive ways, according to (Rauschnabel et al. 2013:108). Utilizing social media platforms proactively refers to how businesses utilize them to accomplish business objectives like brand development, CRM, sales, employer branding, or public relations. A key component of proactive social media marketing is giving customers the tools they need to become word-of-mouth ambassadors for a brand.



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**Issues 66 ( 2023)**

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The term "conversation" refers to the two-way communication mechanism that serves as the basis of social media. Additionally, it is accessible to all comments and disagreements published on social media. Additionally, there is a chance to add fresh perspectives to every remark. Just as people require communities in their daily lives, the "social" portion of social media also requires a community. Collaboration is necessary for social media to exist (Caliskan & Mencik, 2015:258).

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## **2.2. Differences of social media from traditional media**

When we think of traditional media tools like TV, newspapers, magazines, movies, etc., they allowed the flow of information on one side. Thus, users remained in the position of viewers, listeners, and readers only. Since the Internet has become a part of human life and the transition to user-based Web 2.0 technology after Web 1.0 technology, social media has brought a new perspective to the increasingly competitive environment and has become an alternative environment to bring business products and services to consumers. When we look at social media, unlike traditional media, news sources are not only organizations, but individuals as well. In this way, audience-oriented advertising targeting is more straightforward and effective. Instant measurements of the target audience can be made, so those strategies can be changed more quickly and beneficially (Solomon, 2011:381).

When examined in terms of cost, a much lower budget is required compared to traditional media. For example, when a printing house wants to share information with the public, you can participate in social media, share information, and communicate with the public. It can reach



millions based on the attractiveness of its content. Companies can also spread their own messages using their own domain. Thus, the biggest difference between social media and traditional media is that they provide two-way communication, and news sources shift from organizations to individuals (Kotler & Armstrong, 2012: 142).

Table 1 explains what Stokes referred to, which shows the differences between traditional and social media in terms of features (Stokes, 2009: 63).

Table 1: Differences between traditional media and social media in terms of features

<b>No.</b>	<b>Social Media</b>	<b>Traditional Media</b>
1	Can be updated immediately	fixed, cannot be changed
2	Unlimited real-time comments	Limited and non-real-time feedback
3	Understanding the measure of popularity	limited and delayed measure
4	All media can be mixed	Limited media mix
5	There are individual publishers	published by the board
6	Sharing and support	Sharing is not supported

Source: (Stokes, 2009:63)

Along with the increasing number of internet users, the power of social media has started to increase day by day. As a result, the traditional media is starting to lose its effectiveness day by day. Controlling media is beginning to shift to individual users more than the institutions. With this change brought about by social media, consumers are now placed in a situation where they are not only exposed to pre-prepared content, but they can also produce their own contents and influence their environments. Now, the control is starting to pass to the consumers instead of only one center. This situation pushed the media to a more democratic process.



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**Issues 66 ( 2023)**

**ISSN: 2616-9185**

Therefore, when this great difference between traditional media and social media is seen in terms of content and direction, the content applied by traditional media began to lose its effect, which is considered as a revolution (Muradoglu, 2011:57).

### **2.3. Features of Social Media:**

Although social media includes the term "media", it is different from traditional media. The biggest difference with social media is that anyone can create a content on social media platforms and contribute by commenting. With its text, video, image, and audio sharing feature, social media provides a wide range of usage opportunities for its users. In this way, individuals are no longer just spectators, listeners, or readers, yet they become people who directly disseminate information. Using social media tools, users have had the opportunity to share their experiences, thoughts, and ideas in all over the world (Yagmurlu, 2011:6). Since social media is a type of online media, it has many advantages (Mayfield, 2006:49), (Bat &Vural, 2010:33):

- Participants: Social media encourages all participants and receives feedback from all concerned participants.
- Openness: Almost all social media tools are open to comments and participants in order to encourage participants to vote, comment, and share information.
- Barriers: Barriers are rarely put for entry or sharing of content.
- Speech: Traditional media is all about broadcasting (participants are only listeners or viewers while the content is being aired). However, social media allows for two-way communication, such as commenting on content for participants.
- Community: Social media allows individuals to share their favorite photos, TV shows, and things they care about, such as political values, quickly and effectively.
- Connectivity: Most social media tools are successful in providing connectivity. Links can be created and shared on other sites and resources.
- Access: Both media technologies allow access to the public.



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**Issues 66 ( 2023)**

**ISSN: 2616-9185**

- Accessibility: Traditional media marketing tools are mostly in the hands of governments and companies. Social media marketing tools are low- or no-cost, so anyone can use.
- Easy to use: Traditional media marketing is usually done by professionals and needs training. There is no such requirement in social media marketing, so anyone can do this.
- Innovation: In social media communication, the time lag in terms of impact and reaction from individuals is very short compared to traditional media.
- Perseverance: Traditional media does not allow change after its creation (e.g., the newspaper advertisement cannot be changed after it is published), but comments shared on social media can be rearranged or changed.

#### **2.4. Concept of Social Media Marketing:**

With the rapid advancement of technology and the expansion of the Internet, today's world has become fast. It has also become global in some way, and the diversity of communication channels in the global network has increased. Therefore, people have started to live with technology where most people have a computer or a portable electronic device that can access the communication channels in this global network. With this rapidly developing new system, Web 2.0 technology and the social media taking place in our lives not only provide individual advantages, such as the ability to interact with users all over the world regardless of the physical environment, but also become a very effective marketing tool for businesses, media marketing social media. Social networking, blogging, hashtags, and content sharing are marketing activities for increasing awareness and recognition that provide the opportunity to take action for a consumer, business, brand or product using social media tools (Gunelius, 2011:10).

Today, social media is one of the important and priority issues for companies. Business managers and consultants use social media platforms such as Facebook and Twitter. They are looking for ways to increase business profitability. Companies also often resort to platforms





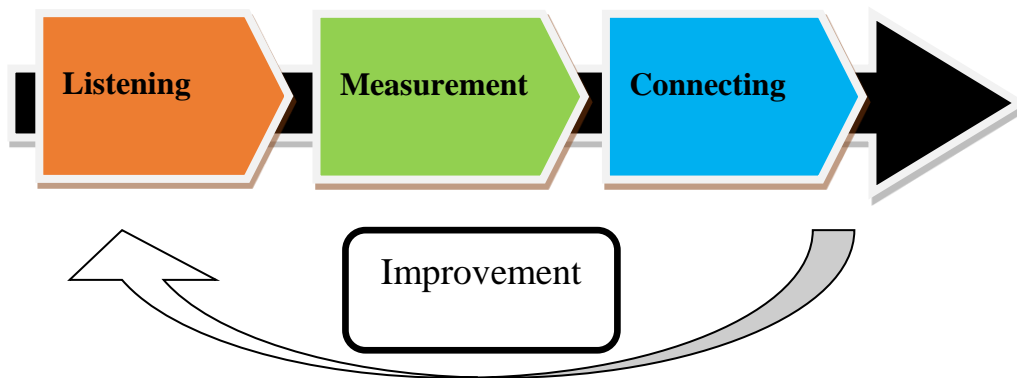
where consumers are active. In short, companies are now using social media platforms while conducting their marketing activities due to their convenience and efficiency (Kaplan & Haenlein, 2010:95).

All outreach efforts of businesses with consumers via social media platforms are social media marketing activities, and social media marketing activities are beneficial over traditional media in many ways, which have caught the attention of companies. Compared to traditional media, communication channels are very diverse and are increasing day by day (Sengul, 2017:72).

### 2.5. Social Media Marketing Process:

Social media marketing involves listening, measuring, communicating, and improving stages (O'Brien&Terschluse, 2009:78).

Figure 1: Marketing Process on Social Media



Source: Terschluse (2009:78)



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Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

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Listening gives the opportunity to learn about the level of customer satisfaction with the product or service, their commitment to the brand, new product development ideas, new opportunities in the market, and following their competitors and their activities. In addition, it enables companies to better understand their customers (Dholakia & Bogazzi, 2001: 167). The greatest advantage of listening to business is the opportunity to find out and examine the causes and effects of the relationships the consumers have forged with their beliefs, ideas, and meanings (Miranda & Yetgin, 2016:109).

Companies listen to group conversations in social settings and match opinions there at the right time. In this way, companies can make their existing services and products more valuable, or they may develop new products and services. That process captures the problems consumers face and solves them faster (Webolizma, 2019:43).

As for measurement, it is the process of measuring and following up social media activities for the pre-established goals of organizations and measuring the performance of these activities. Data collection and measurements in all areas of social media platforms allow learning more about the consumer buying decision and informing companies of what is happening in social media (Ozata, 2013: 22).

Today, consumers face many alternative brands in the buying process. In this process, consumers choose products and services that will benefit the most to the extent that consumers' needs, wants, and expectations are met. Their satisfaction directly affects their brand loyalty. Here, social media can be effective in increasing consumer brand loyalty. Therefore, companies need to be very careful in the activities and activities they undertake for brand loyalty in social networks (Haciefendioğlu,2014:61)

Consumers become customers of the brand that best meets their expectations. When companies do not want to lose their customers in an increasingly competitive environment for their customers, they establish emotional bonds with their brands. Also, they meet the demands



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Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

and expectations of their customers in the best way. While customer's loyalty and commitment to the brand increases, they become supporters of that brand.

The process of improvement arises in the stage of creating active dialogues and establishing long-term relationships with customers in the process of business improvement in social media marketing. Knowing what the consumer wants and how the solution presented to consumers is effective is a very important comment for companies. The goal at this stage is for strengthening the current environment, and realizing and eliminating the mistakes that companies made before. Thus, companies improve themselves and iterate the process by returning to the initial listening stage to reach new users (Dholakia & Bogazzi, 2001: 165).

## **2.6. Advantages of Social Media Marketing**

- With the capacity to connect with all users at once, social media has developed into one of the quickest and most sophisticated communication platforms available today. Social media has emerged as a very powerful option for businesses when it comes to tasks like contacting the target market and raising brand recognition. As a result, businesses have begun to invest in social media sites. The advantages of internet marketing, social media, and digital marketing tools for firms include in addition to traditional media platforms (Korkmaz, 2009: 76):
- Savings in marketing budget: The cost of social media marketing is very low compared to traditional media marketing.
- Save time: There is no time limit for social media marketing; social media platforms are available 24 hours a day. Thus, time is flexible.
- Reaching target audiences: While traditional marketing activities can attract a wider audience, social media marketing can attract a more visible audience. Companies can



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**Issues 66 ( 2023)**

**ISSN: 2616-9185**

- access information about their target audience for the relevant product or service through social media platforms.
- - Competitive advantage: With the majority of customers using social media nowadays, companies may remain ahead of the competition by utilizing social media tools and connecting with these consumers on social media platforms.
  - Sites with active social media accounts are effective in increasing brand awareness by ranking higher in search engines because of the Google algorithm.
  - Controllable and manageable processes: In social media marketing, processes can be controlled, reviewed, and measured. In this way, companies can reach better results by measuring their marketing activities.
  - Through social media, companies get an opportunity for remarketing. In remarketing activities, companies do not aim to reach new customers, but to reach and market consumers who have interacted with the brand before.

## **2.7. Disadvantages of Social Media Marketing:**

When looking at digital marketing from the perspective of business, which is copyright, there are numerous benefits as well as problems for both enterprises and consumers. Other firms can readily copy marketing efforts that have been created and released in the internet environment, including their logos and brand names. (Safko & Brake ,2009:110).

It's critical for the brand to correctly portray itself in social media marketing and for the consumer to comprehend the brand accurately. Customers who are unhappy with the product or service or who receive poor reviews may act more angrily, forcefully, and aggressively while criticizing on the social media sites they use. Rapidly spreading



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**Issues 66 ( 2023)**

**ISSN: 2616-9185**

negative evaluations of the product or service have a negative effect on consumers' purchasing decisions (Kotler, 2000:164).

## **2.8. Digital World Customers:**

The expansion of the internet and the fact that most people have portable electronic devices enabled them to meet the internet whenever they wanted in every moment of their lives. Thus, the Internet has become a part of people's daily life. The fact that Internet is part of daily life has brought about changes in people's lifestyles and habits. That makes human life easier and enable them to save time and allow them to reach their desires more easily. Social media is one of the innovations that the Internet brings to daily life. It is known today that 45% of the world's population uses social media; this rate corresponds to approximately 3.5 billion people.

In today's world, consumers have the ability to send a more individual message to the target audience than advertisements. In today's world, consumers can meet their needs with products and services in the best way. In addition to being welcomed, they care that the product or service appeals to their soul and makes them feel special (Rose et al., 2008: 65).

Consumers born in the 1990s, the buying habits that they acquired due to being born into the internet world or entering the internet at a very young age are different from earlier periods. The purchasing power of these consumers is about \$44 billion. and these consumers constitute 26 percent of the world's population. The most important characteristics of these individuals are that they are in technology since their childhood and can follow technological developments closely. These consumers, who are entangled with technology, can access information quickly and make faster decisions. During the decision to buy a product or service, they find alternatives to the brand and make comparisons in terms of its features. While demonstrating the purchase behavior,



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

they decide independently of their parents. They want to have an emotional connection with the brands, and they want to feel like they belong with that brand. Individuality is more important. Through the interactive connection that the digital world provides, consumers have been able to connect with manufacturers. Thus, brands have been able to make consumers feel special (O'Brien & Terschluse, 2009:79).

With the effective use of platforms, like YouTube, Instagram and Facebook today, ordinary people are able to increase the number of followers and get to know them with the attractiveness of the attractive content they share. Followers feel close to those celebrities they have circulated and listen to their words. They also want to see reality and honesty about the brands (Webolizma, 2019:44).

## **2.9. The Impact of Social Media Marketing on Consumer Behavior**

### **2.9.1. Concept of Consumer Behavior**

Consumption is a part of the continuous and indispensable routine in people's daily lives. The consumer is defined as "a real person who uses, buys, and has the ability to purchase products to satisfy his needs."

In addition, consumer behavior is a very important concept for companies to develop effective marketing strategies and plans, which is mentioned in the literature as follows (Islamoglu, 2008:5).

Choosing the products, services, or experiences of individuals or groups to anticipate and satisfy their needs and desires is important; it is the sum of all the processes pre-purchase, post-purchase, before and after use. Consumer behavior may be broadly understood as a science that investigates buyer behavior and looks at reasons at every stage starting with the consumer's perception of need and continuing through the purchase process and post-purchase evaluation. In this process, which starts when a need arises, the consumer gathers information to suit his wants, makes a choice from among



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

choices, and then assesses his decision. Variable and impacted by both internal and external variables, consumer behavior is complex (Solomon et al., 2011:45).

It is very important for companies to analyze consumer behavior properly, so they can select the right marketing mixture. In this process, the following are important concepts of consumer behavior (Odabası et al., 2012:46):

1- Consumer behavior is human behavior, so all the factors affect human behavior. Every variable also affects consumer behavior; however, this behavior is limited to consumption.

2- Consumer behavior is a practice-oriented approach that includes different disciplines. Consumer behavior studies a process rather than a specific event.

3- What are their desires and expectations? Why and where did they buy it? How and for what purpose do they use the product or service?

Consumer behavior is related to the variables that influence buying behavior and product use. In addition to investigating the purchasing decision process and the reasons for differences in this process, it examines post-purchase behaviors.

## **2.9.2. Characteristics of Consumer Behavior**

2.9.3. The characteristics of consumer behaviors can be listed as follows (Bakirci, 2003:75)

- Consumer behavior is a form of stimulus-induced behavior.
- Consumer behavior is a motivating behavior that appears to achieve a goal.

The goal here is to meet the demands and needs of consumers and find solutions to their problems. On one hand, consumers engage in some behaviors in order to reach solutions that meet these emerging demands and needs. On the other hand, companies



look at the factors and reasons why these behaviors occur in consumers. Consumer behavior includes dynamic processes and the purchase decision that is checked by consumer behavior; it is a process that includes all activities including before, during, and after purchase. The buying process is only one stage of the consumption process and consumer behavior cannot be limited to it alone. Therefore, the decision-making process must be examined, and the causes to be investigated. Examination the decision-making process is very useful in explaining what, how, and why consumers buy (Webolizma, 2019:45).

Consumer behavior is affected by environmental factors. There are changes in consumer behavior due to environmental factors; due to external factors, this change in behavior can also be seen in the form of adaptation. Consumer behavior varies from person to person due to personal differences. In order to understand consumer behavior, it is important to understand the reasons behind differences in the behavior of individuals. Each individual has his own preferences and different purchasing behaviors under the role of the consumer (Odabasi, 2003: 36).

Consumers' purchasing decisions are strongly influenced by cultural, social, personal, and psychological characteristics. Although it is difficult for marketers to control these factors, they should always consider their effects. Socio-cultural influences, beliefs, motives, and many similar actors are effective in purchasing behavior. Table 2 shows the factors that influence consumer behavior. These factors are discussed within the scope of social media marketing (Kotler & Armstrong, 2012: 135).

Table 2: Factors that Affect Consumer Behavior

<b>Psychological</b>	<b>Personal</b>	<b>Social</b>	<b>Cultural</b>
----------------------	-----------------	---------------	-----------------





Motivation	Age stage and consumer life cycle	Reference groups	Individual culture
Perception	Preoccupation	Family	Subculture
Learning	Income level	Role and prestige	Social class
Beliefs and attitude	Personality		

### **3.9.2.1. Cultural Factors:**

Cultural factors are very important to consumer behavior. All these cultural factors impose new roles on individuals and shape those roles. Therefore, marketers must consider the roles that consumers have acquired in their culture, sub-culture, and social class. Cultural factors greatly influence consumer purchasing behavior. Therefore, companies take into account cultural factors when creating their marketing strategies for their target audience. These strategies that to be applied towards the target audience with the attitudes and beliefs of consumers. Cultural factors are divided into three factors, namely culture, subculture, and social class (Kotler & Armstrong, 2012:135).

Culture is defined as all knowledge, morals, art, talents, beliefs, values, traditions, codes, and behaviors that individuals learn and share (Kocel, 2007:23). Culture is not innate and inherited traits. They are the habits and patterns of behavior that individuals acquire later in life. They are the result of behaviors acquired through education that are shared by members of society (Odabasi, 2009: 146).

A sub-culture is formed through a mixture of smaller sub-cultures; a sub-culture can be distinguished from higher societies by the religion or ethnicity. At the same time, members of the society are not equally affected by the law, so some may be more affected by rules of law while others may be less affected; however, in consumer groups,



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**Issues 66 ( 2023)**

**ISSN: 2616-9185**

the social impact of the subculture on group members is significant in terms of influencing the consumer's purchasing decision (Ammi, 2007:120).

Social class is the collection of many groups formed by the classification of individuals with similar characteristics within the framework of certain rules. Social classes are one of the parts that make up a society, and all these parts are very important to society in terms of their characteristics (Pasulki&Waters, 1996:135).

### **3.9.2.2. Social Factors:**

Consumer behavior is also influenced by reference groups, status, and family. Reference groups are one of the social factors that influence the purchasing decision of consumers. Reference groups show the relationship between society and the individual, and some tools in communication channels affect the individuality of a person's life. This influence that affects an individual directs his behavior and mental development. Reference groups are the groups that shape the influence that directs an individual's behavior. These groups are the people who can influence consumers' behavior, attitudes, and values. Consumers are interested in reference groups' opinions and information about a brand. It is important for companies to identify their reference groups correctly. In terms of identifying effective marketing strategies, companies better identify patterns of behavior towards consumers because of the reference groups (Solomon, 2011:383).

With regard to marketing and consumer behavior, the effect of reference groups on individual behavior is often seen in the types of brands and products purchased. The reference groups affect individuals in different ways and levels in terms of their birth and death (Kotler, 2000:165).

### **3.9.2.3. Family**



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

Family is the smallest and basic building block of society. Almost in all societies, individuals are born and raised in a family. The family is effective in forming individuals' attitudes about consumption. Thus, individuals are affected by their family members consciously or unconsciously in the buying process, social status, and occupation. Lifestyle of parents also affect the family based on their consumption habits, and all family members may be inclined to purchase different goods and services according to their demagogic characteristics (Ozalp, 2005:131).

#### **3.9.2.4. Roles and situations**

A role is a set of activities that a person is expected to perform, so each role in society has a place (Kotler, 2000:167). Individuals can belong to many groups such as family, clubs, charities, organizations, and online communities. Individuals have a place in all of these groups. This situation creates their role and niche. When we look at a working mother in different roles, individuals often tend to choose products that fit their role and stature. A boss at work can be a mother, a husband, or a big fan of sporting events (Kotler & Armstrong, 2012:144).

#### **3.9.2.5. Personal Factors**

Personal factors that influence consumer buying behavior are age, life span, occupation, income levels, personality. Self-concept Individuals' demands and needs change depending on the period and age they live in. Products or services they want and need in each age period have different features. Individuals try many brands and products throughout a cycle. The purchasing inclinations of consumers born in the same period and in similar age groups are similar to each other. Thus, companies often use the age factor when segmenting the market. Marketers today accept their children in the consumer class and turn to them as well. Also, they spend a lot of money on direct



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

purchases. Life span is an important factor affecting people's behavior. Each generation carries the effects of its own era. Economics, ideology, social trends, and technology in the period in which people are born influence consumer behavior to some extent. In social media, participants use and follow social media platforms in line with their interests (Webolizma, 2019:44). The fact that individuals of the same age group have similar interests has brought them together on the same platforms from time to time. Therefore, individuals of the same age group interacted with each other in larger groups and influenced each other's behavior (Rose et al., 2008:66).

#### **3.9.2.6. Habits and lifestyles**

People's occupations, consumption habits, and lifestyles influence the goods and services that people buy because they are also related to their interests and occupations (Kotler & Armstrong, 2012: 145). The physical education teacher tends to wear sports-style clothing, while the principal tends to buy more formal clothes. Occupations are also effective in creating people's lifestyles. Lifestyle is said to have an important influence on market segmentation. Business segmentation is not done by considering consumers only. Market segmentation can also be done by gender, income level, education level, number of families, and other demographic characteristics. Business segmentation can also be done by looking at location, geographical features, personality traits, interests, psychological characteristics, thoughts, beliefs and attitudes, purchasing behaviors, societies, and consumer activities (Swenson, 2018:2).

#### **3.9.2.7. Personality and Self-perception**

Personality is the biggest difference and a distinguishing trait, thought, emotion, and behavior. It is the distinguishing traits, such as temperament, disposition, perception,



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

perspective of events, and reactions. Personality traits of an individual lead to personality differences (Howard & Sheth, 2019: 350).

The fact that each individual has different personality characteristics affects their purchasing behavior. Personality is a psychological trait that distinguishes individuals from others—usually expressed by traits, such as sociability, independence, self-confidence, adaptability, irritability, and dominance (Kotler & Armstrong, 2012: 146).

#### **3.9.2.8. Motivation and motivation**

Motivation is about a need; this need arises when there is feeling of lack. On one hand, organisms either take action to satisfy the need or not, i.e., organisms are not sure about taking action to satisfy the need. On the other hand, desires occur as a result of unmet needs and provide formation of alternatives to satisfy the need (Bilge & Göksu , 2010: 138). Motivation is the force that generates and directs conscious or unconscious behaviors. Motives also demonstrate continuity and ensure that motivating needs are met. Motivation is the internal and external stimuli that enable organisms to take action to achieve their goals (Mucuk, 2004: 74).

#### **3.9.2.9. Perception**

Perception is seeing something, an event, or a movement with our sensory organs. It can be understood from the sense of hearing, tasting, smelling and touching; it varies from person to another (Islamoglu,2008:144).

#### **3.9.2.10. learning**

It is permanent changes in behavior. Learning is reinforced through continuous repetition. For example, a product advertisement is repeated many times for a consumer



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

to identify a product. There are three elements in the definition of learning (Ersoy, 2004: 45; Mucuk, 2004: 86):

- Permanent changes in an individual's behavior that occur with learning can be positive as well as negative.
- Learning occurs through repetition or experience. The changes come with growth and maturity.
- All changes that occur with learning must last for a long time
- Learning has an important place in guiding human behavior.

#### **3.9.2.11. Beliefs and attitudes**

Attitudes are people's good or bad reactions to things, environments, and thoughts. Attitudes do not come with birth. It is a behavior that emerges over time with direct experiences and the environment of people, such as friends, relatives, and parents. People cause others to be affected by sharing the attitudes they have acquired with their environment. People have an opportunity to live in a broader environment outside their own. The virtual environments that the participants acquired on social media made them reach wider audiences regardless of location and influenced their attitudes (Bakırcı, 2019:119).

### **3.10. The Impact of Social Media on Consumer Behavior**

The Internet is a mass communication tool with a high level of interaction that cannot be compared with other communication tools. The widespread use of personal computers has led to the emergence of virtual networks and virtual blocks. The Internet has created its own world and introduced a new way of life. People have had to adapt to this lifestyle as a result of globalization. The internet has been the biggest supporter of people under pressure of time and



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

space in all this changing process. With the effect of this modern technology, social media, which is the last point of the media, has given everyone the right to broadcast. This is only subject to the management of a certain audience. These developments in the structure of the Internet were the biggest factor that paving the way for this situation (Bostanci, 2015:49).

Consumer behavior may be broadly understood as a science that investigates buyer behavior and looks at reasons at every stage starting with the consumer's perception of need and continuing through the purchase process and post-purchase evaluation. In this process, which starts when a need arises, the consumer gathers information to suit his wants, makes a choice from among choices, and then assesses his decision. Variable and impacted by both internal and external variables, consumer behavior is complex (Berthon, Plangger & Shapio, 2012: 261).

People can converse digitally via social media. In this digital age, individuals converse with one another as well. Additionally, people may interact and exchange ideas with one another wherever in the world. Social internet, which eliminated barriers and distances, has started to bring many cultures together (Vinerean & Tichindelean, 2018:34).

### **3.11. Consumer Behavior in Social Media**

Because of social media platforms, consumers can get faster and more comprehensive information about a product and/or service before making a purchase. As a result, they can access the feedback made by consumers who have tried that product or service before. Comments made by consumers who have tried the product or service influence the purchasing decision of other consumers. Thus, comments may lead to increasing trust and interest in the brand for the consumer buying decision process as well as abandonment of the purchase decision and switching to alternative brands. Although negative comments made may seem negative to the company, but loyal customers of the brand who defend the brand against such comments can also increase brand loyalty. As a result, a study conducted by Miller n 2010, 70% of consumers noted that they visited social media for information, 49% made a purchase decision, and 60%



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

shared their information about products and services online (Webolizma, 2019:45). Today, consumers find the opportunity to express their demands, satisfaction, and dissatisfaction with products and services because of social media platforms. Thus, consumers who are in a process of deciding whether to purchase a product or service may decide to buy or give up because of comments and experiences of other consumers (Islek, 2012:50).

### **3. Methodology**

#### **3.1. The Problem and Research Question**

Advances in technology have brought social media tools into our lives, especially with the development of Web 2.0 technology. Since then, there have been changes in people's consumption behaviors. It is very important for companies to understand these changes, collect the data needed to segment the market, identify the target audience in the right place, respond quickly and effectively to the audience's desires, and analyze future opportunities. While social media platforms are an alternative to traditional media channels so that businesses can access all of this information, they also offer businesses the opportunity for "faster and two-sided communication" at a lower cost. In this context, the author has looked for answers to the following questions:

- What devices do the public use to access the Internet?
- What social media platforms do the respondents use and the average time they spend on these platforms per week?
- What is the frequency of use of social media platforms by the research participants and the purpose behind that?
- What is the respondents' attitude towards the product and/or service they see on social media?





**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

- How do the respondents express their satisfaction and dissatisfaction with the products and/or services they use on social media?
- How do comments on social media about the product and/or service provided by the research participants affect their decisions prior to purchasing?
- How do the products and/or services mentioned on the social media platforms of the research participants affect them?

### **3.2. Research Importance:**

This study contends that as the number of social media users increases, a new mass is formed in the virtual world and individuals begin to communicate on these platforms. Thus, they may influence each other in their consumption. At this point, the importance of effective use of social media by companies has increased.

### **3.3. The Goal:**

This paper aims to determine the impact of social media platforms on consumer behavior and purchase.

### **3.4. Hypotheses:**

For studying the different effects of marketing of social media on the consumer, three hypotheses have been constructed as the following:

***H1:** The level of consumer activity on social media plays an effective role in pre-purchasing decisions by category.*

***H2:** Consumer activity level on social media plays an effective role in post-purchase behaviors according to category.*

***H3:** Social media platforms have an active role in the consumer buying process.*



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

### **3.5. Research Method:**

The researcher used survey questions prepared by Íslek (2012:45) on topics mentioned in the literature on social media and social media marketing. To prevent geographical bias, the survey form was prepared using Google scholar site, and the survey form link was implemented online via social media platforms such as Facebook, Twitter, and emails. Thus, the target sample was reached in various financial, professional, social, and economic categories from different environments; also, social media platforms were used to measure the impact of social media on marketing and the impact of these channels on consumer purchase and behavior.

### **3.6. Reliability:**

Since the survey included evaluations of participants in order to measure the reliability of the results obtained according to Likert scale method for collecting data, the method for finding the value of Cronbach Alpha was used with this scale in the questionnaire; the value was A for scale (8.5), which is good and reliable.

## **4. Data analysis and Results**

The data obtained were analyzed using SPSS 2.5 software. First, the personal characteristics and preferences of the survey participants were determined; the second part the analysis was performed to test hypotheses.

### **4.1. Personal characteristics and preferences of the participants:**

In this part, the personal information and preferences of the participants were obtained according to the provided answers. In light of this data, by examining the groups to which the

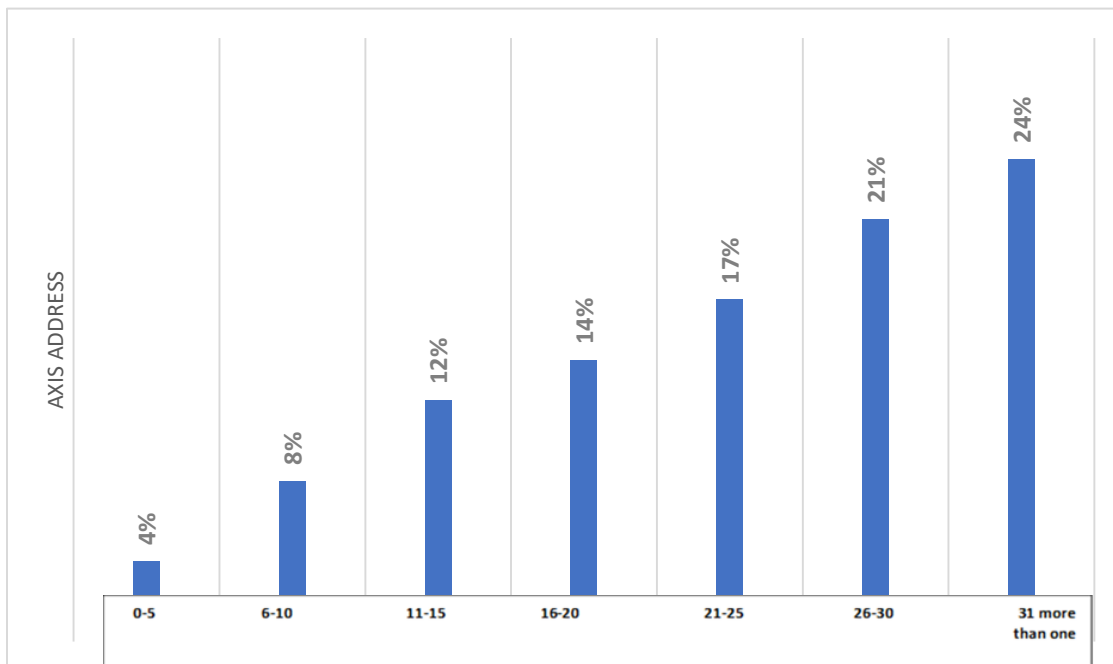


participants belonged, the categories to which the participants belonged and their preferences regarding social media and the Internet were determined.

**4.1.1. Weekly Internet Use:** Figure 2 shows the distribution of the survey participants' weekly use of Internet in hours (how many hours per week do you spend on the Internet on average?).

It was found that 4% of participants use the Internet between 0-5 hours, 8% between 6-10, 12% between 11-15, 14% between 16-20 hours, and 17% between 21-21 hours per week. It is noted that 21% of them spend time on the Internet between 26-30 hours per week, and 24% spend 31 hours or more per week.

Figure (2): Distribution of the weekly internet use of the survey participants (in hours)

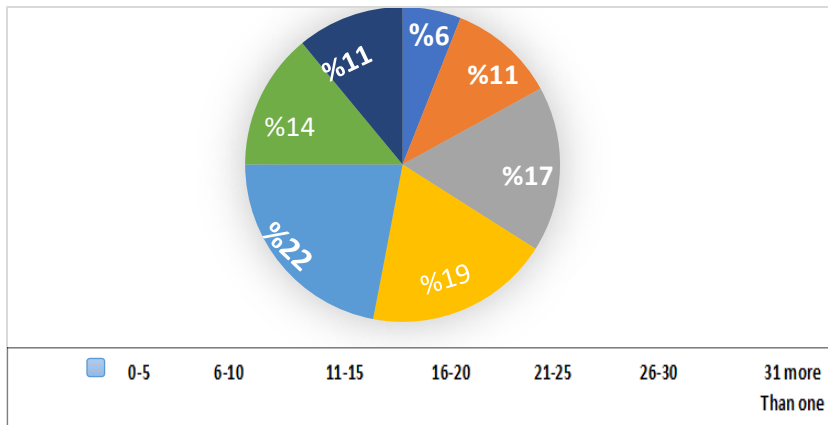




#### 4.1.2. Weekly Social Media Use (How many hours per week do you spend on social media on average?)

The results showed that 6% of the participants spend time on social media between 0-5 hours, 11% between 6-10 hours, 17% between 11-15 hours, 19% between 16-20 hour, and 22% use 21-25 hours on social media per week. 14% of them spend time on the internet between 26-30 hours per week, and 11% spend 31 hours more on social media per week.

Figure (3) Weekly use of social media



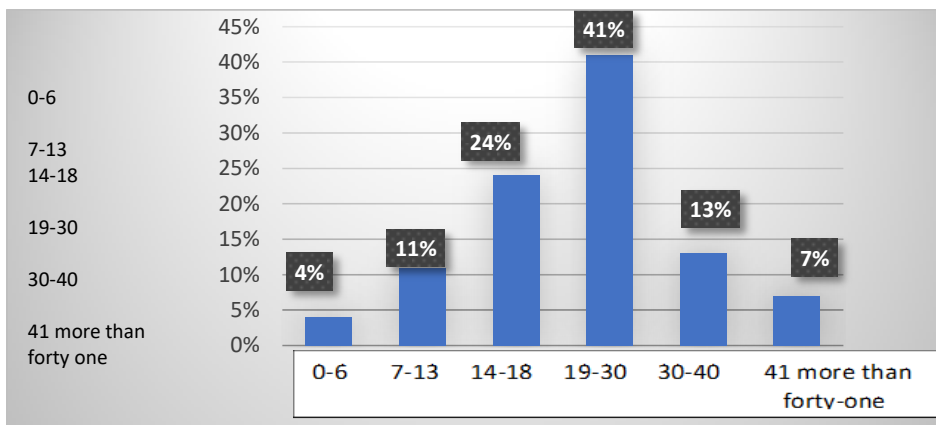
#### 4.1.4. Age (the age distribution of the participants)

Figure (5) shows the age distribution of the survey participants who use social communication are 4% of the age group (0-6), 11% of the age group (7-13), 24% of the



age group (14-18), 41% of age group (19-30), 13% of the age group (30-40), and 41% of the age group (41 and over).

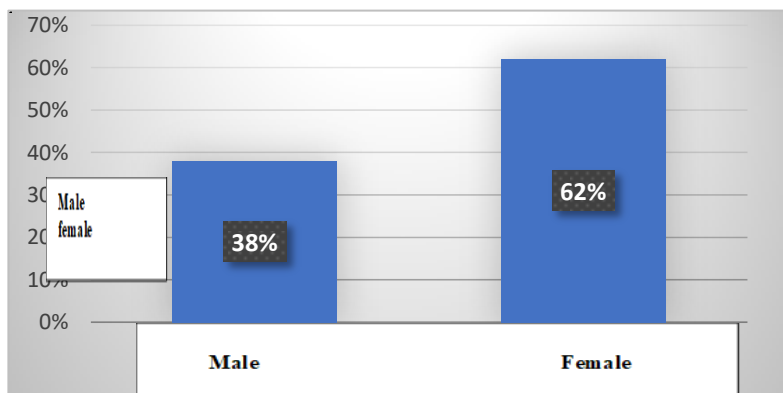
Figure (5) Age distribution of the participants



#### 4.1.5. Gender (distribution of participants according to gender, male/female)

When examining the paragraph, it turns out that 38% of the participants are males and 62% are females.

Figure (6) Distribution of participants by gender

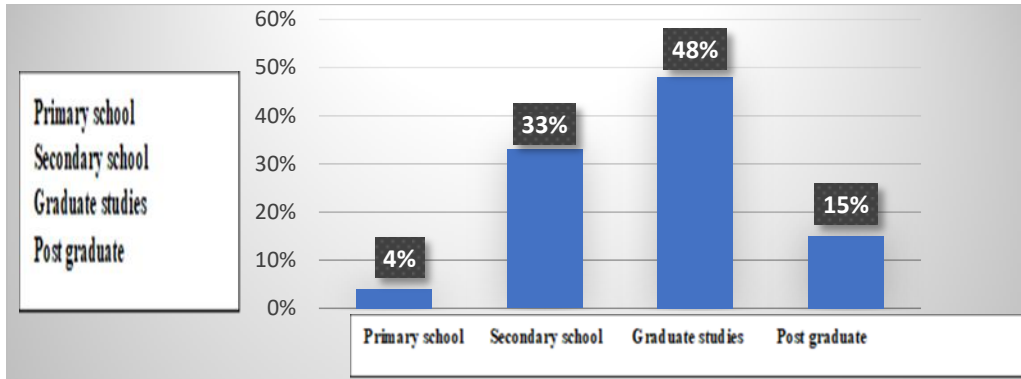




#### 4.1.6. Educational status (distribution of educational status of participants):

When this paragraph is examined, it turns out that 4% of the participants are from primary schools, 15% secondary schools, 48% undergraduates, and 15% graduates.

Figure (7) Distribution of the educational status of the participants



#### 4.2. Analyze the Paragraphs of the Questionnaire:

A questionnaire used Likert scale was filled out by the participants and was distributed; it was based on the mean values and standard deviations of the answers.

##### 4.2.1. Frequent Use of the Social Media Platforms

In Table 3, we can see the distribution and statistical results of the answers provided by participants about the frequency of using social media tools. The choices on the Likert scale were as follows (never, very rarely, sometimes, often, always), and the responses were as the following:

Table (3) Distribution of the Answers of the Participants Using social Media Tools



No.	Item	Responses (%)
1	Articles	23
2	Posts (Twitter)	37
3	Social networks (Facebook & Google Plus)	92
4	Social media ((YouTube & Instagram)	83
5	Google docs	78
6	Internet communities (forums & dictionaries)	12
7	Audio files	39
8	Virtual worlds (Knight Online, WOW, Second Life)	21

Table (3) indicates the response rate for the sample with regard to social access tools. The questionnaire depended on the Likert scale. The response rate for those who use articles reached 23%, while the users of (Twitter) reached 37%. The highest percentage of users on Facebook reached 92%, while users of YouTube and Instagram websites reached 83%.; the percentage of users of Google Docs reached 78%, while the percentage of users (forums, dictionaries) reached 12%. Users of audio files percentage was 39%, and 21% of users of virtual worlds.

#### **4.2.2. Consumer Pre-Purchasing Behavior on Social Media:**

Below are the distribution and statistical results of pre-purchase consumer behavior responses to social media participants. that 85% of consumers search before buying a product on social media about the product, while 78% of consumers trust information on social media about the product; also, 42% say that they trust information on social media about the product by other consumers. For the fourth item, it was found that the percentage of customers who trust the information provided by the seller reached to 35%, while consumers who are interested in the advice of their knowledge about the product reached 69%.



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

that 42% of consumers trust the advertising campaigns carried out by celebrities in social media, while 87% of consumers trust brands, and 39% of consumers trust spam messages sent by companies. To consumers, 89% of consumers believe that social media platforms are a suitable place for consumers to connect with companies/brands.

#### **4.2.3. Consumer Behavior after Purchase on Social Media**

With regard to the distribution and statistical results of consumer behavior responses after purchasing to participants on social media, if 21% of consumers are satisfied with the product they buy, they will share it on social media; 68% answered that if are satisfied with the product they buy, they will share it on the company's social media pages. Also, 25% of electronic consumers stated that when they are satisfied with the product, they will advise others to buy the product on social media pages; twice of this number (i.e., 75%) of users who are not satisfied with the product stated that they would complaint about the company in front of others and would advise others not to buy the same product. Talking badly about their unpleasant experience with the company or product is also another step to be taken by the respondents.

75% of the respondents agreed with the statement (the company/brand whose product I'm satisfied with noticed me on social media increases my satisfaction), while 56% of the respondents agreed with the statement (the company/brand that I wasn't not satisfied with has noticed me on social media, and I was satisfied with the reaction of the company/brand by noticing my dissatisfaction on social media by calling me might make me change my mind). 82% of respondents reported on the (The fact that the company/brand whose product I am dissatisfied with did not notice me on social media and did not contact me increases my frustration).

#### **4.3. Testing Hypothesis:**





**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

The first hypothesis: *The level of consumer activity in social media platforms plays an effective role in pre-purchase decisions.*

Participants were divided into groups based on age, gender, financial income, and educational status. Answers to the hypothesis were searched for by applying the Kruskal Wallis test (for groups of 3 or more) or the Mann Whitney U test (measuring only two groups) to confidence intervals greater than 95% on these groups. The two tests abovementioned are intended to be used because they are non-parametric—i.e., they do not depend on the distribution of the data. In order to understand the test results:

When examining the table (4), no significant difference was found between age groups in decisions made according to the level of activity in social media prior to purchase.

One decision made according to the level of activity in social media before buying between gender categories, “I believe I will access reliable information on social media about the product/service that I will buy.” And “I trust that information if the information on social media about the product/service I will buy is generated by the consumer.” While a significant difference was found for the data, no significant difference was found for other decisions. From half of the pre-purchase decisions between income groups, a significant difference could be seen for at least two occupational groups for some of the pre-purchase decisions.

When the table (4) is examined, it is found that there is no significant difference in the pre-purchase decisions according to the level of education. There is a statistical difference between gender and pre-purchase in 2 out of 10 questions. (I believe I will access reliable information on social media about the product/service I will buy), and “If the information on social media about the product/service I will purchase is generated by the consumer, I trust that information.” When the questions are examined, there is no difference in terms of gender before purchase.



When the category is analyzed according to the monthly income, there is a statistical difference between the monthly income and pre-purchase in 4 questions out of 10 (I pay attention to the advice of users (who have many followers or friends) on social media regarding the product/service I will buy), (Social media platforms are a convenient place for consumers to connect with companies/brands). I believe I will reach reliable information on social media). And (Contacting the company/brand with me on social media influences me positively in terms of purchasing). At least two groups gave different answers to each other.

Table (4) Kruskal Wallis Result and Mann Whitney U Test Results

No.	Item	$\Sigma$ (age)	$\Sigma$ (gender)	$\Sigma$ (income)	$\Sigma$ (education)
1	Before buying a product, I do search in social media about the product/service	0.36	0.3	0.99	0.89
2	I believe I will create trustworthy content on social media about the good or service I intend to purchase.	0.18	0.01	0.02	0.48
3	I believe information posted on social media regarding a product or service I'm about to buy if it was created by a customer.	0.40	0.02	0.22	0.66
4	I believe the information provided if it was created by the seller of the item or service being purchased.	0.36	0.71	0.13	0.7
5	Regarding the product or service I will purchase, I value social media recommendations from individuals I already	0.50	0.12	0.07	0.72



	know.				
6	I value the recommendations of people on social media who have a large following or number of friends on the good or service I want to purchase.	0.87	0.11	0.02	.26
7	I like to purchase goods from businesses and brands that I enjoy and follow on social media channels.	0.34	0.99	0.07	0.15
8	Contacting me by company/brand on social media has a positive effect on my purchase	0.30	0.95	0.06	0.13
9	Platforms like social media make it easy for customers to interact with companies and enterprises.	0.7	0.6	0.009	0.05
10	I participate in campaigns organized by companies on social media	0.9	0.5	0.87	0.05

When the category was analyzed by occupation, it was noted that there was a statistical difference between occupation and pre-purchase in 2 of the 10 questions. (Social media platforms are a convenient place for consumers to connect with companies/brands.) And (I give importance to the advice of users (who have a lot of followers or friends) on social media regarding the product/service to buy.) At least two groups gave answers different to the questions.

When the category is examined by profession, 1 question out of 10 was answered before purchase, and a statistically significant difference was observed (Social media platforms are a



convenient place for consumers to connect with businesses/brands.) At least two groups gave different answers to the question.

As a result, it was found that there is no big difference according to certain categories in the decision-making process before buying. In general, the hypothesis is rejected to show that categories influence pre-purchase decisions, while the hypothesis is partially accepted for categories such as monthly income.

**Hypothesis Two:** *The level of consumer activity in social media plays an effective role in post-purchase behaviors according to the category.*

The second hypothesis was measured in the same way of the first. The results obtained according to the clustering are given below.

Looking at Table (5) no significant difference was found for post-purchase decisions by education level. When the age group was examined, a statistical difference was observed between age and prior purchase in 1–9 questions. (If I am satisfied with the product/service you have purchased, I will share it on company pages on social media.) When examining the question, there is a difference in age before purchase. When the category was analyzed by gender, it was noted that there is no statistical difference between gender and pre-purchase in all questions. When the category is analyzed according to monthly income, there is a statistical difference between monthly income and pre-purchase in 3 questions out of 9. (The fact that a company/brand that I am satisfied with its product/service has noticed me on social media increases my satisfaction). (If I am not satisfied with the product/service I have purchased, I will share it on the company pages on social media), (If I am satisfied with the product/service I have purchased, I will post it on the company’s social media pages; I will share). At least two groups had different answers to the questions. When the category was analyzed according to education level, no statistical difference was observed between education level and pre-purchase status in all questions.



As a result, according to certain categories, significant differences can be found in the post-purchase decision-making process. In general, for the categories are post-purchase, the hypothesis is rejected because most categories influence consumer decisions via social media; also, the hypothesis can be partially accepted for categories such as monthly income. Thus, the hypothesis about (the level of consumer activity in social media platforms plays an active role in post-purchase decisions) is rejected.

Table (5) Kruskal Wallis Result and Mann Whitney U Test Results

No.	Item	$\Sigma$ (age)	$\Sigma$ (gender)	$\Sigma$ (income)	$\Sigma$ (education)
1	I'll publish about the product or service I purchased on social media if I'm pleased with it.	0.32	0.73	0.5	0.50
2	If I'm pleased with the product or service I received, I'll submit a review on the company's social media pages.	0.02	0.24	0.05	0.99
3	At least two groups have considerable differences from one another.	0.08	0.65	0.07	0.4
4	If I'm unhappy with the product or service I purchased, I'll express my discontent on the company's social media pages.	0.10	0.21	0.02	0.42
5	If I'm pleased with the product or service I've purchased, I recommend it to other social	0.17	0.71	0.23	0.94



	media users.				
6	I advise other users on social media not to purchase a good or service if I'm dissatisfied with it.	0.26	0.12	0.59	0.13
7	My happiness is increased by the fact that the business/brand whose good/service I like has seen me on social media.	0.20	0.34	0.02	0.9
8	I might reconsider my opinion if a business or brand that I had a negative experience with approached me after seeing my social media posts.	0.09	0.78	0.28	0.50
9	I might reconsider my opinion if a business or brand that I had a negative experience with approached me after seeing my social media posts.	0.16	0.22	0.49	0.51

**The third hypothesis:** *Social media platforms have an effective role in the consumer purchase process.*

To prove this hypothesis, the questionnaire Likert scale, which measures the impact of social media platforms on the purchase process, was examined. The average responses to the survey appeared as follows:

It is clear from the results in Table (6) that online communities and media sharing sites have a marked effect on the purchasing process, yet other social media platforms have a partial effect on the purchasing process. The fact that the standard deviations of the given answers are close to 1 and that the mean is close to (4), showing that no common opinion can be formed between



individuals. When the survey is analyzed from this point of view, while it plays an important role in the process of purchasing social media tools for one part of the community, it is not so important for another part.

Table (6). The Results of the Measure of the Impact of Social Media Platforms on the Purchase Process

No.	Determine the impact of social media tools on your purchasing process	Mean	SD
1	Blog	1.73	0.82
2	Posts (Twitter)	1.77	0.91
3	Social networks (Facebook & Google Plus)	1.96	0.90
4	Social media ((YouTube & Instagram)	2.39	1.01
5	Wiki (Wikipedia)	1.82	0.92
6	Social coding sites and tags (Reddit, Stumble Upon)	1.44	0.74
7	Internet communities (forums, dictionaries)	2.24	1.06
8	Podcast	1.41	0.72
9	Virtual worlds (Knight Online ,WOW ,Second Life)	1.33	0.68

## 5. Conclusion and Recommendations

People began to more effectively satisfy their wants and desires thanks to the potential for two-way communication, which is the major innovation brought by social media. As a result, the global user population grew quickly. It has more effectively met the demands and wants of customers with its innovative apps and rich features, and it has succeeded in ingratiating itself into their lives.

Also taking place in social media applications that have emerged because of the Internet, this activity can be in the form of advertisement on different applications or companies creating their



**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

own applications. The aim of this research is to analyze specific behaviors directed towards consumer social media in order to understand how the companies carry out their marketing activities through social media. By evaluating what they rely on during the review, three hypotheses were presented and examined. In light of the results, the following conclusions and suggestions about business marketing through social media were reached.

It was determined that 41% of respondents were between the ages of 19-30, 24% were students. The data demonstrates the idea that the survey group was an active shopper, and they use social media effectively in shopping. When the results of this survey are examined, we found that when asked about the frequency with which the virtual world is used, podcasts, social tags, tagging, and blogging were among the social media tools used in the survey. Nearly 70% of the participants did not prefer using these social media tools. Also, 82% of respondents reported that they used social networking sites (e.g., YouTube, Instagram) and 92% used social networks (e.g., Facebook, Google Plus) frequently or permanently.

In this survey the impact of social media marketing was measured. It is very important to determine which channels are frequently used and which are not preferred. It is known that advertisements to be published on social media, that are frequently used by consumers, will have both positive and negative effects on purchase rates. In order to use the positive impact, it is necessary to know how to use these social media tools. When questions about the use of social media sites (YouTube, Instagram) were examined, the rate of uploading content on these sites, commenting on existing content, and communicating with other users were Extremely low. When examining these rates, it should not be overlooked that the probability of users accessing advertising content was very high, and the interaction rates with this content were low.

When consumers gave answers to questions about their use of social networks (i.e., Facebook and Google Plus), it was notices that “I,” “my friends,” and “my groups” follow status updates and share content for brands or company pages.





**Multi-Knowledge Electronic Comprehensive Journal For  
Education And Science Publications( MECSJ )**

**Issues 66 ( 2023)**

**ISSN: 2616-9185**

When examining all the data and hypotheses, it turned out that the majority of participants were in the age groups between 19-30 years, and that the characteristics of the age groups were close to each other. At the same time, it was noticed that the common audience attaches importance to media sharing sites, such as Instagram, and social networking sites, such as Facebook, and preferably. These applications were more than other social media platforms. From this point of view, it was more suitable for products and services whose target audience was in this age group promoting themselves through social networking applications and media sharing and directing their ads to these platforms compared to using any other platform in terms of increasing sales and communication with clients.

Based on the conclusion that social media channels were followed immediately, especially from the 14-18 age group, it would be very beneficial for companies to promote their products and services through these channels. The fact that these platforms could be updated instantly and required low cost, enabling them to reach a wider audience in a short time and getting and evaluating data quickly was very important for companies to determine effective marketing strategies. In addition, companies would be able to reach their target audience more individually because of the faster and more detailed information they receive about consumers through social media channels.

As a result, the low rate of two-way communication of customers was not due to a reason such as not being able to reach the customer, yet it was because the customer saw more brands and products but did not actively share opinions. In the token, when we look at survey results, we can notice that the company communicates with a consumer who is dissatisfied with a product or service has a positive effect on the consumer. Therefore, it is seen that the consumer is open to two-way communication and that businesses need to engage in activities that will provide this two-way communication with consumers, given that today the consumer is oriented towards the product or service. The service that will provide the consumer with the most benefit, this two-way communication with the consumer is of vital importance to companies.



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If we start with the concept of Marketing 4.0, the fact that consumers are turning to brands that make them happy. Also, connect with them is one factor that companies should not ignore when defining their marketing strategies. Due to the fact that social media is a platform that can bring consumers together and businesses together, businesses will be able to respond quickly and effectively to consumers' demands and forge emotional bonds with them.

According to the survey, when examining consumer behavior before buying in social media, 78% of respondents answered the item (I think I will access reliable information on social media about the product I will buy), and the response rate about the item (I prefer to buy products) companies/brands I like and follow-on social media) reached 87%. It is clear that before purchasing products and services, consumers used the social media channel rather than the information they wanted to get about the relevant product and service. That was a large percentage of them who gave importance to the recommendations made on social media about the product or service they would buy most frequently.

Consumers influence each other during the pre-purchase decision-making stage and give importance to users' recommendations regardless of the advertising offered by the company. As a result, we see the impact of oral marketing in the digital environment. At the same time, 87% of consumers always preferred to buy the products of companies/brands they followed most frequently on social media.

When post-purchase consumer behavior was examined, and 25% of respondents said that if they were satisfied with the product they buy they would share it on the company's social media pages again. The results showed that the consumer shared this with other consumers in the event of dissatisfaction with the product with which they were satisfied. Relevancy, they would talk to twice as many about their bad experience with the product via social media platforms. The answer rate reached 75% of the participants who would express their dissatisfaction on social media platforms. They were in a stronger position to influence each other in pre-purchase and post-purchase decisions. Given that consumers share their dissatisfaction more, it is very



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important for companies to turn to these consumers and recognize their dissatisfaction and absorb their negative thoughts. Due to the fact that the consumer is becoming more prominent than before, companies should follow consumer profiles and should not forget that consumers are searching for products or services through social media platforms.

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