T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

THE EFFECT OF VLOGGERS' PERSONAL BRAND IMAGE ON COSMETIC BRAND CHOICE OF TEENAGERS

THESIS

Etibar TALİBLİ

Department of Business

Business Management Program

Thesis Advisor: Assoc. Dr. İlkay KARADUMAN

April, 2019

T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

THE EFFECT OF VLOGGERS' PERSONAL BRAND IMAGE ON
COSMETIC BRAND CHOICE OF TEENAGERS

THESIS

Etibar TALİBLİ

(Y1412.130076)

Department of Business

Business Management Program

Thesis Advisor: Assoc. Dr. İlkay KARADUMAN

April, 2019

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

YÜKSEK LİSANS TEZ ONAY FORMU

Enstitümüz İşletme Anabilim Dalı,İşletme Yönetimi Tezli Yüksek Lisans Programı **Y1412.130076** numaralı öğrencisi ETIBAR TALIBLI'nın**"THE EFFECT OF VLOGGERS PERSONAL BRAND IMAGE ON COSMETIC BRAND CHOICE OF TEENAGERS"** adlı tez çalışması Enstitümüz Yönetim Kurulunun 16.04.2019 tarih ve 2019/08 sayılı kararıyla oluşturulan jüri tarafından oybirliği/oyçokluğu ile Tezli Yüksek Lisans tezi 03/05/2019 tarihinde kabul edilmiştir.

	Unvan	**Adı Soyadı**	**Üniversite**	**İmza**
Danışman	Doç. Dr.	İlkay KARADUMAN	İstanbul Aydın Üniversitesi	
Asıl Üye	Dr. Öğr. Üyesi	Nurgün KOMŞUOĞLU YILMAZ	İstanbul Aydın Üniversitesi	
Asıl Üye	Dr. Öğr. Üyesi	İlge KURT	Nişantası Üniversitesi	
Yedek Üye	Dr. Öğr. Üyesi	Hülya BOYDAŞ HAZAR	İstanbul Aydın Üniversitesi	
Yedek Üye	Dr. Öğr. Üyesi	Erdal ŞEN	Doğuş Üniversitesi	

ONAY

Prof. Dr. Ragıp Kutay KARACA
Enstitü Müdürü

DECLARATION

I inform that, the information given in this thesis presented according to the rules and the ethical conduct. Master's thesis that, I presented as "The Effect of Vloggers' Personal Brand Image on Cosmetic Brand Choice of Teenagers" is written without recourse to contradict the tradition that consists of those shown in the Bibliography, it indicates that it has been used with reference to them, and I declare with pride. (…/…/2019)

Etibar TALİBLİ

FOREWORD

I would like to acknowledge the help of my thesis supervisor Ilkay KARADUMAN in every step of thesis research. I′m thankful to all teachers and friends whose names I did not mentioned here.
I am grateful especially to my father Inshallah Askerov and my mother for moral, believe and for supporting me in my decisions. Thanks for assistance, care and guide in my life

May, 2019   **Etibar TALİBLİ**

TABLE OF CONTENTS

ABBREVIATIONS

IAB   **:** Internal Architecture Board
IT   **:** Information Technologies
WOM   **:** Word of Mouth
WOMMO   **:** Word of Mouth Marketing Organization

LIST OF TABLES

LIST OF FIGURES

VLOGGERLARİN ERGENLERİN KOZMETİK MARKASI SEÇİMLERİNDEKİ KİŞİSEL MARKA SEÇİMLERİNE ETKİSİ

ÖZET

Günümüz dünyasında internet yoluyla pazarlama en etkili pazarlama araçlarından biri haline gelmiştir. Özellikle sosyal medyadaki vlogger'ların internet pazarlamasının dinamiklerini büyük ölçüde etkileyeceği beklenmektedir. Tüm bu etkenler düşünüldüğünde, mevcut çalışmanın amacı kozmetik sektöründeki vlogging üzerine odaklanarak ergen yaş grubundaki internet tüketicilerinin davranışlarını ve bu davranışlara yol açan faktörleri kavramsal bir çerçevede incelemek olarak belirlenmiştir. Vlogging'in vlogger'lara duyulan hayranlık yoluyla kozmetik sektöründeki ürünlerin marka imajını iyileştirmesi beklenmektedir (H1). Benzer şekilde, ergen yaş grubundaki tüketicilerin kendilerini aynı kozmetik ürünleri kullandıkları vlogger'larla özdeşleştirmeleri ve böylece bu ürünlerin marka imajının iyileştirilmesi beklenmektedir (H2). Bu bağlamda ergen yaş grubundaki 94 aktif sosyal medya kullanıcısına bir anket uygulanmıştır. Katılımcılar Türkiye'de kozmetik ürünlerle ilgili paylaşım yapan iki ünlü Instagram vlogger'ı olan Danla Biliç ve Duygu Özaslan'ın kadın takipçileri arasından seçilmiştir. Beklenildiği üzere, her iki hipotez de doğrulanmış, vlogger'lara duyulan hayranlığın kozmetik ürünlerin marka imajını iyileştirdiği tespit edilmiştir. Yine benzer şekilde, ergen yaş grubundaki tüketicilerin kendilerini aynı kozmetik ürünleri kullandıkları vlogger'larla özdeşleştirmelerinin de kozmetik ürünlerin marka imajını iyileştirdiği ortaya konmuştur.

Anahtar Kelimeler: *İnternet pazarlaması, Vlogging, Marka imajı, Özdeşleştirme, Hayranlık*

THE EFFECT OF VLOGGERS' PERSONAL BRAND IMAGE ON COSMETIC BRAND CHOICE OF TEENAGERS

ABSTRACT

In today's world, one of the most effective ways of international marketing has emerged as marketing via the internet. Especially vloggers in social media are expected to affect the dynamics of online marketing. Considering all these developments, the main purpose of the present study is to examine online consumer behaviors of teenagers in a conceptual framework and to identify the factors that affect this behavior positively or negatively, by specifically focusing on vlogging activities in cosmetics sector. Vlogging is expected to improve the brand image of cosmetic brands through admiration towards vloggers (H1). Similarly, teenagers are expected to identify themselves with vloggers that they use the same cosmetic brands with, and the brand image of these brands is expected to increase as a result (H2). A survey is applied to 94 active teenager social media users. The participants are selected among the female followers of popular Instagram vloggers in Turkey, Danla Biliç and Duygu Özaslan. In accordance with the expectations, both H1 and H2 are verified. This means that, the admiration towards the vloggers in social media also improves the brand image of the products that are used and offered by these vloggers, in the eyes of the customers. Similarly, as individuals feel themselves closer to these vloggers, their perceived brand image for the products that these vloggers promote improves.

Keywords: *Online marketing, Vlogging, Brand image, Identification, Admiration*

1. INTRODUCTION

Globalization has brought economic growth and international competition together. In addition to this, when the uncertainty arising from the rapid change of the market is added, the companies operating in the global markets had realized that they have to be market-oriented. Operating in markets that are effective in the world economy to minimize possible losses in both the negative developments are among the main conditions both in becoming a global company.

Economic changes and developments are pushing businesses to reach their goals faster. According to Friedman, (2006) "The World is Flat" means that "the global competitive playing field is being leveled. It is now possible for more people than ever to collaborate and compete in real time with more other people on more different kinds of work from more different corners of the planet and on a more equal footing than at any previous time in the history of the world" (Ahmeti, 2015). In other words, the globalizing world offers the opportunity to be in many different places at the same time. As a result of this reality, businesses have to accept this fact in order to survive in a competitive environment. For this reason, companies need to incorporate international habits into their own markets. Doing business in international markets allows companies to compete in a wider market as well as offer a wider audience of company's products and services. The firms that have gained experience in the international market for a long time are very experienced in serving different cultures.

As a result of the developing technologies, changes in the consumption habits of the consumers have started to take place in the marketing and advertising strategies of the companies. One of the most effective ways of international marketing is marketing via internet. Individuals are now inclined to tackle their needs in an environment where virtual reality is alive and consumer is active through interactive communication tools. Unlike traditional communication tools, consumers can now communicate and interact with their websites, advertisements, advertisers and other users on their own initiative. Online marketing is made up of companies that offer

their products or services on the Internet. This is usually done by publishing ads on other websites or by presenting the ad to a target audience in another way. In internet based applications and web sites, internet advertising is used in the advertisements that are included in online marketing where technologies such as sound, image, animation are used. Internet advertising is different from traditional advertising because it has the capacity to reach more people. In the light of all these, many companies should not be surprised to use it as an internet marketing medium.

In this research, "video blogging", which has increased in recent years, will explore through the strategies for marketing cosmetic products.

1.1 Vlogging as a Marketing Tool

Social media creates an environment that provides direct access to the consumer. The freedom of social media allows marketing to be more original and creative. Marketers can tailor content to the needs of the kit using the determinants of social media platforms. For this reason, it is important for researchers to examine social media platforms individually and to focus on what features make the platform special for marketing and branding. This study focuses on vlogs on YouTube's cosmetic video blogs, a video sharing site that allows users to create and upload videos viewed and shared by hundreds of millions of viewers. Cosmetic vlogs consist of videos where vloggers share ideas about the cosmetic products they use. Success of a YouTube channel is measured by the number of viewers and subscribers. The more subscribers of a Vlogger, the more profits that can be earned. Especially after having a cosmetic vlogger, having thousands of subscriptions and number of impressions, they start to receive gifts and advertising proposals from their cosmetics companies. The increase in marketing of this kind has also led to the emergence of "YouTube Famous". A few of the most famous cosmetic vloggers; Samantha and Nic Chapman's sisters, Pixie, with the channel, makeup artist Lisa Elrdige.

1.2 Cosmetics Industry and Teenagers

The postmodern society in which the old age is removed from the eye and the form, the speed is foreground, a functional body activism, a machine-body myth which is working continuously until it is out of use by changing its parts is spreading. Youth

is an important period in itself, which has biological and psychological and socio-cultural dimensions, which contain the dynamic processes of life cycle.

Today's global processes, technological developments, media and mass media have effects on all institutions and sections of the society as well as undeniable effects on youth. Indeed, young people are easily adapted to these changes. In this respect, while youth is educated on the one hand by their parents and educational system and on the other hand the consumption of mass media, the hedonist ethics of society and postmodernity are constantly being built into their minds. For this reason, youth has both ethical and hedonistic personality structures. This has allowed them to easily adapt to today's marketing understanding (Solomon, 2004).

Especially in less developed countries, as in developed countries, especially since the 1980s, consumption has become more a sign of social status and identity. The fashion products and new ways of life offered by the mass media are the tools that justify this tendency. Young people can easily benefit from products and services delivered to consumers through mass media. In this sense, consumption can become a tool of socialization because it means a process learned from the social, economic and cultural structure of the country (Fonte and Lagouanelle-Simeoni, 2018).

Besides, it is hoped that the standards of life will rise at the moment when young people are coping with these social conditions under the consciousness. This situation is not only limited to young people but also attempts to encourage workers and subclasses to middle class values and life (Odabaşı, 2005). Consumption has an economic dimension as well as social and cultural dimensions. Most researchers emphasize that consumption has become a symbol.

2. LITERATURE REVIEW

In the literature survey, it was seen that internet marketing was the most interesting thing about marketing. So much research has been done about the Internet. In the same way, internet advertising has been a focus on the academic community. From the impact of Internet advertising to the procurement process, from advertising formats to design elements; it has been observed that many researchers have become an important academic interest in the last 20 years. This interest is increasing day by day. Academicians have investigated the effects of internet advertising and evaluated the situation of internet users and developed new perspectives (Gülmez, 2011; Ünal, 2010; Dimitrova, 2013; Kırçova, 2015, Griffith and Chen, 2004).

2.1 Purchasing Behavior

The rapid development of communication technologies in recent years has triggered social, cultural and political changes/transformations. Individuals have the opportunity to communicate with the whole world, not just those close to them. This kind of development of information and communication technologies also changes people's way of life with their lifestyles. Consumption, which is a demonstration of social status, now takes place not only in the physical environment but also in the virtual environment. People are spending more time in virtual environments with the development of social networks than their predecessors (Gülmez, 2011). This offers an opportunity to develop sales opportunities in the electronic environment. This opportunity is becoming a highly accepted strategy in the consumption-oriented world. However, in order to evaluate this opportunity, it is very important that the analysis of consumer behaviors in the virtual environment is done both conceptually and practically.

There are various differences between purchasing behaviors of people in physical environment and purchasing behaviors in virtual environment. For example, according to Kırçova (2008), consumers are more impatient and demanding in the virtual environment.

Secondly, consumers benefit from each other's web experiences thanks to the advantages of online communication, more from the physical environment. Because the positive or negative reactions in the online environment are spreading faster and wider than the responses in the physical environment. One of the most important situations that companies selling on the Internet should pay attention to is the fact that online consumers are more conscious than normal consumers (Kırçova, 2008). In this sense, the web experiences that companies live with the consumers will play a role in shaping their buying behavior. In order to meet the wishes and demands of consumers, companies need to create and develop a web experience. An environment where consumers can easily ask questions online and get answers instantaneously affects purchasing behavior positively. This experience will enhance the virtual shoppers' online shopping behavior environment. The concept of online experience includes traditional marketing components, as well as tools for marketing components that can offer differences in the web environment. The design of created shopping environments can affect people's purchasing feelings, their impulses, and cause re-purchasing behavior to occur or not to occur. At this point, the question of what are the factors that affect online shopping behavior gain importance. If marketers can grasp the factors that affect consumers' online shopping behaviors and if they create surplus value by offering them an appropriate virtual shopping environment, then marketing strategies that can gain new customers and re-buy existing customers can develop. It is not wrong to say that the online shopping volume is a trend that shows a rapid increase in the world. A number of online shopping related data have been obtained. Some of these are written below.

- 81% of shoppers conduct online research before making big purchases (Retailing Today, 2014).
- 44% of people go directly to Amazon to start their product searches, compared to 34% who use search engines like Google, Bing, and Yahoo to search for products (Marketing Land, 2015).
- Mobile commerce makes up 30% of all U.S. ecommerce (Internet Retailer, 2015).

Considering all these developments, the main purpose of the study is to examine the online consumer behaviors in a conceptual framework and to identify the factors that affect this behavior positively or negatively. The factors affecting the online

shopping behavior in the study were determined as the research question. Online retailing, which develops day by day, also affects the attitudes and behaviors of customers. If online shopping malls are able to fully understand how a convenient shopping environment should be for customers to promote online shopping, they will find ways to attract new customers satisfy existing customers and keep them online.

In order to understand online shopping habits better, some concepts need to be clarified first. Consumer; is the actual person who buys marketing components for his or her personal desires, wants and needs or is in the purchasing capacity. A consumer is a person who accepts or rejects an organization's marketing components that are included in a target market.

2.1.1 Consumer purchase behavior

It is always risky to make predictions in a situation where the consumer is involved. Because human being is a creature with variable and various factors. As will be mentioned more in the following sections, there are many concepts that shape buying habits (Table 2.1).

Table 2.1: Consumer behavior model

Environment	Buyer's Black Box	Purchase Decision
• Marketing	• Consumer Characteristics	• Product Choice
• 4 P's	• Buying Decision Process	• Brand Choice
• Other Stimuli	• Consumer Psychology	• Supplier Choice
• Economical		• Amount
• Technological		• Timing Of Purchase
• Social		• Relationship With Supplier
• Cultural		

Source: Kotler and Keller, 2016; Armstrong and Kotler, 2015

However, researchers in marketing have drawn up a scheme in order to get a little more insight into this issue. Businesses and brands endeavours to comprehend the necessities of consumers which requires in depth study of their internal and external environment (Khan, 2006). According to Durmaz, there are questions that need to be asked in order to establish a good marketing tactic.

- How people are prone to buy services and products?
- How do they use these services?

- How do they react to prices?
- Can ads adversely affect consumers?
- If it appeals to consumers who shop by traditional methods, does the interior architecture of the store affect the buying habits?
- How effective are the mechanisms that help to produce a positive

The ability of marketers to respond to these questions during product marketing allows them to make better management decisions response? The consumer is basically the target mass of the marketer. In order to sell the product to this person, it is necessary to make the product of the marketing person a desirable product. Marketers have known with the capability to take consumers purchasing needs in their hands. In order to be successful in this, they need to know the customers well. This, however it is not as easy as thought. Even today, if the needs are developed, the market has developed to the same extent. Each product and every service has an alternative (Durmaz, 2014).

Information Technology's (IT) development and its application in different business fields, has forced traditional marketers and traditional marketing techniques. Competition in products sold online gives the opportunity to develop more of the online marketing. The fact that the products are easier to access through the internet and the dynamism in the market has caused the customers to buy internet shopping. In this section, customers' online buying habits and behaviors will be discussed. The most important way to keep a brand on the market is to determine the target mass well and to meet consumer needs (Beaty and Ferrell, 1998). Consumer behavior influences individual and non-individual factors. Individual factors include needs, motives, perceptions, attitudes, experiences, self-concept and value judgments. Marketing executives apply psychology techniques to understand and measure consumers' emotional reactions to products and services and what they buy with motives. Non-personal factors can be specified as culture, occupation, family, reference groups (Tenekecioğlu, 2003).

People sometimes shop to meet their needs, and sometimes travel around shelves to spare time. Some people like to meet all their needs at shopping centers, while others prefer to shop at certain intervals. Some of the consumers wait for the product to be picked up instantly while others wait for it to come down. Some consumers prefer to shop by traditional methods while others go to the shopping center and search for

products for hours. Purchasing behavior is the decision processes and acts of people involved in buying and using products (Cömert and Durmaz, 2006). As can been, there are various kinds of buying behavior. In order to understand consumer behaviors, it is necessary to get them clear.

Purchasing behavior varies according to the needs of people, groups and organizations. But first of all, buying behavior is important in the sense of human needs. Consumer behavior is defined as the acquisition and exchange processes and the efforts to motivate goods, services and ideas. The task of marketing is to pinpoint the needs and desires of consumers and then improve the goods and services that will please them (Bozkurt, 2005). In order for marketing to be successful, it does not matter just to identify the consumer's wishes, but the reasons for those demands must be uncovered. Only intensive effort can be made to understand the marketing behavior of buyers in detail. Understanding such buyer behavior will allow for mutual advantage of consumers and markets, will promptly and efficiently encourage better equipment to satisfy the needs of market consumers and will create a loyal customer group with positive attitude towards the products of the operator (Cömert and Durmaz, 2006). There are a number of components that affect consumer behavior. These are culture, social factors and personal factors.

2.1.1.1 Cultural factors
Cultural factors have a considerable impression on consumers purchasing behavior. Cultural factors will be examined under three headings. These are; culture, sub-culture and social class.

2.1.1.2 Culture
The word "culture" is a global concept that has the same meaning on every level. It is an intricate piece that includes culture, knowledge, art, morality, customs and customs, as well as the habits and other skills of the individual as a part of the society to which the individual is bound (Cömert and Durmaz, 2006). According to Solomon (2004), culture can be thought of as a society's personality Also, Keesing (1974) had stated that, cultures are systems that serve to relate human communities to ecological environments and social behaviors they learn. He also claimed that cultural change is primarily an adaptation process and natural selection. It is possible to understand the changing attitude of shopping today. It is currently in transition to world marketing.

While online shopping is widely used, shopping with traditional methods is still popular. According to Durmaz (2014), culture is the most important determinant of a person's desires and desires. As the animals move with their instincts, people decide according to the behavior they learn. There are several basic features of the culture.

- Culture is a comprehensive concept.
- Culture is taught by the community that is or has been influenced. It depends on the life of the kisin or does not change.
- Culture occurs within the limits of acceptable behavior. He does not stop this example from clothes. The human being that should not go out naked is taught from childhood. For example, one cannot go out naked-even this behavior has a punishment with laws-but when one go into the sea, dressing up in closed clothes occurs negative reactions at the same time.
- Cultures emerge in continuity. In order for a behavior to be able to come to culture, society must be able to adapt to it easily. For example, America and Europe have undergone rapid cultural change since the Second World War. In the eastern countries, cultural exchange has been less frequent.

2.1.1.3 Subculture

Each culture includes "subcultures" minority values and groups of people. Subcultures include nations, religions, racial groups, minority groups of people in the same geographical region. Sometimes a subculture will form an important and separate market segment. The "youth culture" or "association culture" or "white-haired generation" is much different from the "old" values and purchasing features (Cömert and Durmaz, 2006).

Subcultures are areas where marketers often resort to doing market research. The subculture allows the marketer to understand the natural market. By using elements such as beliefs, values and traditions, the marketer can determine the target mass and reach the consumer more easily (Durmaz, 2014).

Taloo (2008) collects subculture in four main themes;

- Nationality groups: nationalities such as the Polish, Irish, have their own unique tastes and tendencies.
- Religious groups: Three great religious sects are in this concept. For example, Catholics in Christians, Reformist Jews in Jews and shamans in Muslims are

examples of this grouping. They have certain cultural preferences and taboos. Their cultures are shaped around their beliefs.

- Racial Groups: People of the same race have the same cultures. For example, black people have similar cultures and behaviors throughout the world.

- Geographical Groups: Characteristic cultural features are also found in geographically related cultures. For example, in Turkey, Eastern Anatolia and Aegean regions of the country people live in the two ends are diametrically opposed to one another. Both groups have completely different cultures. Even in the nearer areas-for example Central Anatolia and the Black Sea - there are quite a lot of cultural differences.

Differences between cultures, purchasing decisions, affect the products purchased. For example, selling a woman's clothing product sold in Europe to someone living in Arabia is quite difficult. Because there are a number of variables that can be in conflict with the culture.

2.1.1.4 Social class

Every society that shows similarity is the target of marketers. Because the buying behaviors of citizens of similar societies are similar. In this respect, marketing activities according to different classes are made suitable. The social class is the classification of community members according to a hierarchy. Many factors play an important role in this classification. The social class depends on factors such as financial situation, age, education, occupation and living environment (Durmaz 2014).

2.1.1.5 Age

Age is an important factor in consumer behavior. Due to the large differences between age groups, they generally tend towards the age group at a certain interval. In other words; consumers tend to different product groups in every age group (Solomon, 2004). For example, while younger women are more likely to buy make-up materials, the rate of getting make-up supplies is much lower in old age. Age is also a variable that divides consumers into subcultures.

2.1.1.6 Gender

Gender is another important factor affecting the consumer's purchase decision. If the products to be bought by the consumer belong to only one sex, the purchase by both

sex is also very low. For example, a woman cannot expect to get a shaving lotion. There are cultural factors as well as personal reasons for people to make appropriate choices for their genders. For example, buying a woman's products such as women's underwear is welcome according to the social norms. Trying to market this product to the man may not always succeed (Solomon, 2004).

2.1.1.7 Occupation

The occupation of the consumer causes certain materials to be needed. A doctor and a lawyer need different materials due to their profession. In the research conducted, it has been observed that as the level of education of the consumer increases, the products that they need increase (Cömert and Durmaz, 2006). For example, a blue-collar worker will receive plastic boots and application tools that are relevant to the profession. However, a company manager does not need all this. This factor works especially well in advertising. Business class ads are not important for a worker. But a businessman will take care of business class ads. So, in addition to attractive quotes and quality, there must be something in the advertisement that the manager can identify with (Kotler, 2000). When Turkish airways were sponsoring Manchester United, they advertised in commercials using Manchester United's famous footballers. The company, which made great success in the world and increased its brand value, later made a deal with famous player Morgan Freeman.

2.1.1.8 Education

The level of education is another factor that plays an important role in procurement. People with the same education level tend to similar products. For example, in regions with low literacy rates, the rate of selling newspapers and magazines will decrease.

2.1.1.9 Marital status

Whether the consumers are married or single, they will directly affect the buying.

2.1.1.10 Income rate

The level of income shows the income the person has from sources such as salary, rent and interest. The property possessed by the person, the debts he has, and various factors affecting this situation directly affect the buying behavior. Even with credit cards, people buy the products they need within their purchasing power. Because the budget is shaped by the movement between income and expenditure (Bozkurt, 2005).

This leads the consumer to another important factor, product pricing. For example, a borrowed consumer does not return to buying habits before their debts are finished.

The income that the target audience has, and how much of that revenue they can allocate to purchase, are important factors for the marketer. When determining the advertising strategy, these two situations need to be considered. If economic indicators point to a recession, marketers must re-examine their products and revise prices (Kotler, 2000). What is important at this point is that marketers follow market trends.

2.1.1.11 Social factors that affect purchasing behavior

Motivation, personality and emotions are the factors that influence the purchasing decisions of the consumer. In order to better understand the purchasing habits of consumers, these three concepts need to be understood. Hawkins and Mothers Baugh (2010) defined motivation as the "energizing force". "Motivation is a psychological feature that arouses an organism to act towards a desired goal and elicits, controls, and sustains certain goal-directed behaviors. It can be considered a driving force; a psychological one that compels or reinforces an action toward a desired goal." (Yiand, Yuahand and Kuman, 2013). People have various needs. These needs may also be the needs arising from social motivation as well as the need for innate nutrition and accommodation. In other words, it can be said that motivation is the driving force. Researchers have given examples of hunger when defining motivation. People tend to think about nutrition when they are starving. Motivation is the answer to the question that is often asked: What is the reason behind purchasing? Personality, on the other hand, reflects the behaviors exhibited by individuals in different situations. Personality gives the marketer a lot of insight into the customer about what he wants to be involved in. Emotions are things that cannot be controlled and have effects on behavior. These three concepts are in a chained relationship. It seems to be the domain of psychology, but it is also of great importance for those who motivate people and who sell what they are.

Motivation is the cause of one's behavior. There are certain steps in motivation as well as in every situation. These; direction, effort and persistence (Arnold, Robertson and Cooper, 1995). Direction explains what the individual wants to achieve. Effort explains what they do while reaching the goal, persistence reveals whether they make sacrifices while moving on to the goal (Engel, Blackwell and Miniard, 1995).

Figure 2.1: Stages of motivation

Source: Engel, Blackwell and Miniard, 1995

As can be seen from the above, people living in the motivation process can lead to an act or behavior. Over the years, many psychologists have worked in motivation. If it is known what motivates people, it is thought that the psychology of human beings can be solved more easily. Maslow and McGuire's theories are the most recognizable and most useful in marketing. Maslow's "Hierarchy of Needs" theory is an important theory in terms of emphasizing the importance of human needs.

This theory of Maslow has 5 main steps. The first step is physiological needs. During the history of mankind the first need is nourished. Mankind must first relieve hunger and thirst. Second step is security. Another need of a man who feeds his belly is protected from danger (Calder and Staw, 1975). Therefore, it can be observed from the primitive people who lived in the first ages how much the necessity of the marriage is a basic necessity. The next, the third, is Social Need. Feelings like affection, compassion, love belong to this step. Step 4 is the need for Reputation. Mankind wants to achieve, to boast of success. Emotions like reputation and recognition belong to this step. Finally, Maslow positioned the top of the pyramid to the need for "self-realization". Successful definition of a business, such as achieving dreams, this step is also a high-level sentiment (Maslow, 1970).

Figure 2.2: Maslow's hierarchy of needs

In the '70s, Maslow's theory passed the literature as a new way to understand the causes of human behavior. Researchers who link the basic cause of consumer needs to the final step, the desire to achieve self-realization, also reveal Maslow's theory as the reason for the purchase of certain products.

Another theory that is used to understand human motivation is McGuire's Psychological Guiding Theory. McGuire's theory simply defines internal and external motivation. McGuire has divided this motive into 16 different categories. McGuire's theory has been a source for marketers to distinguish consumer motivations. Motivation in this theory is divided into 4 categories using two criteria. The first question is whether motivation is cognitive or sensory.

Another question is whether motivation is growth-oriented (McGuire, 1976). The four categories are separated by different motifs.

- Cognitive
- Affective
- Preservation orientated
- Growth.

Later, they separated themselves based on their purpose. These subcategories look for answers to the following questions;

- "Is the behavior initiated or is a response"

- "Is the behavior internal or external to the environment" (McGuire, 1976).

McGuire's model has third criteria which distills active motives to those that are more passive. These categories are used to distinguish individual outcomes from external factors.

Figure 2.3 shows a diagram with "Cognitive Preservation Motives" on the left connecting to four boxes:
- Need for consistency-Active,internal
- Need for Attribution (active,external) Attribution Theory
- Need to Categorize (passive, internal)
- Need for Objectification (passive, external)
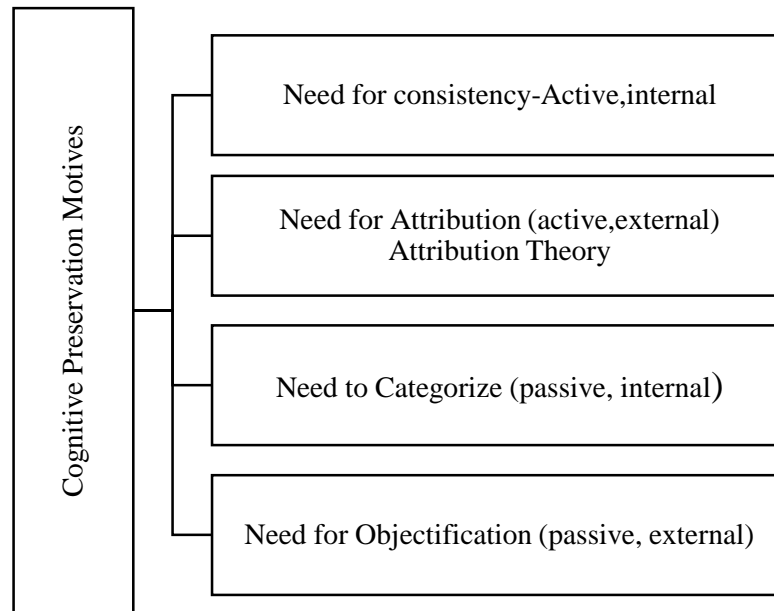
Figure 2.3: Cognitive preservation models

Intrinsic motivation refers to the enjoyment of just taking part in that activity or taking it. In this type of motivation, the individual is aware of his own needs and chooses the behaviors he or she will apply to satisfy them. De Charmas (1968) approached the subject from a different perspective. According to De Charmas, if a person sees the cause of his own behavior in him; he is intrinsically motivated (Calder and Staw, 1975). External motivation comes from reasons such as external awards and pressures. Apart from all these, there is also a concept like not being motivated. This means that whatever the person is, he cannot motivate himself. The means of external laughing are external causes. Someone who is internally motivated does not need to be externally motivated. Nevertheless, it is not a matter of drawing a clear line to these situations. Motivation is a variable (Calder and Staw, 1975). There is conflict when there is more than one guerrilla. The motivation that people use in every aspect of their lives is also an important issue in sales-marketing. Motivational conflicts that people have experienced are explained by researchers in terms of compliance-nonconformity, nonconformity-compliance and nonconformity-nonconformity.

The compliance- compliance conflict is a symbol of situations that do not contradict consumer's preference. In both variants, the consumer is in harmony with the service or product. In this case it is necessary to make a choice. The conflict of nonconformity the opposite of harmony. This is a situation in which people have to choose from situations they would not prefer. The conflict of harmony and harmony is more complicated than before. This conflict arises when a person has to make a choice in events that can experience both positive and negative situations (Calder and Staw, 1975).

Another sub-topic of motivation is perception. Perception is the process of responding to the stimuli around it by interpreting the data carried through the sense organs of mankind. The five senses that are different from each other work in common, bringing them to the senses. Hellrigel (1986) explains the perception, as a person's comprehension ability of the world. Wells and Prensky (1996) describe the perceived individual as the response to the chosen stimuli. Along with perceived stimuli, previous experiences are also important. It would not be wrong to say that it is a subjective situation for perception. Incorporating perception perceptions related to person expectations into the process, they exclude what they are not interested in.

2.1.2 Impulsive purchase

As the market expands, as competition increases, academics and researchers have begun to investigate shopping. Work to understand consumer psychology actually shows how marketing is related to psychology. There are some technical terms for a consumer to adopt a brand. The brand must be accessible to the customer before anything else. In addition, the importance of the customer should be given. It is very important that the customer can perceive the quality. People feel better when they buy quality goods (Cömert and Durmaz, 2006). Customer satisfaction is more important than all these. This only happens when the current customer is loyal to the brand and potential customers are interested in the brand. As an alternative to traditional shopping, e-shopping focuses on how the consumer perceives the brand. Since continuity and loyalty are very important for e-shopping, it is necessary for the customer to serve at the maximum level. The necessity of e-shopping online browsing, researching, trading and post-purchase evaluation reveals a multidimensional quality.

Some studies have tried to determine whether online browsing is related to purchasing (Kaufman-Scarborough and Lindquist). Most research has argued that shopping is seen by people as a means of leisure time assessment. There are four categories of leisure time that are reserved for shopping. These categories are: independence (shopping as a purchase); shopping for leisure time (purchase of goods for use after leisure time); shopping and leisure time (when shops and leisure facilities are established in one place); and shopping as a leisure time (as a shopping experience) begins when characteristics of leisure time occur (George and Yaoyuneyong). For most people shopping is a time-consuming action, even if it is a leisure tool, in the general framework. There are elements that shape this action. The types of purchases are also diversified based on these factors. The most important point about marketing of these variations is impulse buying. Impulsive purchasing, as the name implies, does not buy instantly. This type of purchase is not a planned or fictitious buying activity. Planned buying action requires long-term logical action. Researchers indicate that the most important difference between planned and impulsive purchasing is the speed of comparison in the buying decision process. According to Odabaşı and Barış (2002), impulse buying is mostly purchases on the basis of the sudden emergence of an impulse without any plan.

Impulsive buying is also branching. There are 6 different types that affect decision making like cognition and cognition. Likes, that is, the emergence of feelings and emotions, include situations such as memories and cognitive, that is, the interpretation of data that is thought in the context of reason. Due to the interactions between them, the liking and cognitive situation are considered as boundary points for continuity. As the state of affirmation suppresses cognition, impulsive buying behavior becomes more likely. Affinity components include affirmative purchasing feelings and mood swings that are unbearable for purchasing. Cognitive components are cognitive thinking, impulsive procurement and neglect of the future.

Impulsive buying is the purchase of an individual suddenly, without any thought.

Weinberg and Gottwald explain this as the memory of previous acquisitions. In other words, a preconceived behavior is remembered one by one and it can be determined unplanned. This type of buying, also called impulse buying, unplanned procurement, stimulus response, and instant behavior. First, a consumer decides to buy an item at a certain time and the purchase does not result in the intention before the previous

perceived problem or purchase point was visited. Second, impulsive buying behavior is the response to a given stimulus. The stimulant (dress, jewelry or a candy) may function as a catalyst that causes a consumer to move with impulsiveness. The purchasing environment is a serious factor in providing opportunities for marketing professionals to locate goods and stimulating impulsive purchasing. The third characteristic is that the behavior is instantaneous. The consumer makes an instant decision without fully evaluating the results of the purchase. As a result, the consumer's experience has emotional and cognitive repercussions that can be termed guilt or ignorance in future outcomes. Impulsive buying and passionate buying are often mixed with each other but quite different from each other. Impulsive buying is motivated by an external trigger, such as the products near the cash-register machine. Passionate purchasing is motivated by an internal trigger, such as stress or anxiety; shopping and spending are internal triggers. Passionate buying can turn into a dependency when it is done in stressful situations. This leads to what is termed shopping disorder. The level of passionate buying represents the degree to which consumers are planning and purchasing pre-purchase purchases. In his work Stern (1962), states that impulse buying is being influenced by a range of economic, personality, time, location and even cultural factors. These vary not only during the purchase of the same products of different customers, but also in the purchase of the same products of the same customers under different purchasing situations. These results are a mixture of different types of impulsive buying. According to these, four types of impulsive purchasing can be defined (Stern, 1962).

- Totally Impulsive Purchasing: Totally impulsive buying is the easiest type of impulsive buying. In such purchases, the individual is behaving in a manner other than normal purchasing behavior. In fact, it is a situation that is far from conventional buying or creating innovation. It is possible that housewives will have a relatively small amount of purely impulsive purchasing because they tend to develop strong habits with their budgets before and during shopping visits, where they shop and where they shop.

- Reminder Impulsive Purchase: Consumer has forgotten to write to the shopping list, bought it from the kind he recalls when he saw it on the market. Reminding impulsive purchasing, the consumer knows the product characteristics or has used the product before. It occurs when a

shopper sees a product and when the products in the house are exhausted, diminished or previous purchasing decisions are reminiscent of the product of advertisements or other applications that provide information about the product.

- Impulse Proposals Made on Suggestion: Although there is no information before, it occurs when the shopper sees a product for the first time and revives his/her need for the product. Since the impulsive purchasing proposed does not have the product information to help the purchasing decision differs from the reminder. A need not previously felt is a purchase made by meeting a satisfying product and taking the attraction of the product and other elements. The quality of the product should be evaluated at the point of sale of functionality and product-oriented feel. It is very rational or functional procurement predominantly from emotional distinction without completely impulsive buying.

- Planned Impulsive Procurements: When buyers want to buy a specific product in the store, they come into the attractiveness of other brands, special prices in some products, shopping suggestions in coupons or when promotions and other products are bought. Such situations occur frequently when consumers are browsing shopping centers.

2.1.3 Traditional purchasing behavior

With the increasing consumer and marketing levels of the consumer, the changing consumer market, the development of technology and globalization, a number of changes have come to the understanding. In comparison with this new understanding of marketing coming from Meydan, the understanding that has come from the birth of classical marketing has been described as "traditional marketing". It is a classic understanding that it is not important to hold the pulse of the market in the 1920s, when traditional marketing understanding is based on the "production / product" and "sales" concepts. However, the need for a stronger market, especially after the Great World Crisis and the Second World War, which began in the 1930s, has brought marketing strategies to the forefront and necessitated the emergence of new approaches that will be more effective in the coming years.

It has been seen that the work in the field of marketing has been under the influence of marketing mix and marketing management since the 1960s. In this period,

traditional marketing approach focusing on consumer goods and consumer markets has been reaching the main aim optimum marketing mix (Armutlu, 2006:3). Creating the best mix of product, price, distribution and delivery is the main objective of traditional marketing.

The key element of the core knowledge of change in marketing is that while a business-focused understanding is dominant in traditional marketing, a customer-focused understanding dominates the new marketing approach. Accordingly, there are differences between the two approaches in terms of the way they do business. It is known that, since the traditional marketing aims to maximize profits and profits by selling more people, customer behaviors, features had gained more importance (Griffith and Chen, 2004). The biggest difference between traditional marketing and modern marketing is the customer. Nowadays, the customer has a lot more control over the product than in the past. Traditional marketing is an understanding that the customer is pushed to the second place.

Two alternative approaches to traditional marketing have emerged in the West in the 1970s and specifically in Northern Europe. These are: Nordic School of Services and International Marketing and Purchasing Group (Kaplan and Haenlein, 2010). The common stake in these two schools of thought is the assumption that marketing is an element of management rather than a function, and that managerial marketing is based on building relationships rather than transactions.

Changes in marketing have evolved due to globalization, the development of technology and the increasing level of education and communication of the consumer. In this process, definition of marketing, marketing mix, role and organizational structure of the business have also changed (Hawkins and Mothers Baugh, 2010). In the process of change, relationship marketing has been developed, the focus has been placed on the focus of the customer, the business, the concepts of value generation and value transfer have developed and the market orientation has become essential.

Figure 2.4: Market schedule history

2.1.4 Purchasing behavior looking for variety

With the technical features that allow interaction among Internet users, participants are confronted as a social space where they redefine themselves and are in a social relationship (Ju, 2015). There are four reasons why a computer is used in communication. These are;

- The interactive creation process that the computer provides to the user,
- With the provision of convenience and freedom in the communication of information and the internet,
- The unification of universal communication with the combination of small local networks and the possibility of presenting text-audio-visual items together in this communication,
- Creation of rapport and common information between universal communication and societies and individuals (Punj, 2011).

Firms use social media to communicate with customers through social media or blogs such as YouTube. This is both faster and more innovative. Such media may be created by individuals or by other organizations as they are created by firms. For example, YouTube vlogs usually consist of advertisements created by channel owners in line with the company's wishes. Nonetheless, social media is the unique side that makes customer interaction possible. In a sense, this aspect of social media is an extension of traditional WOM.

21

Information Technology creates disappointment and brand bias in customers when not used correctly. In this direction, companies take some measures.

Speed: The customer likes fast sites in the internet world. The site you click must be running fast.

Simple interface: The customer wants to be able to learn the information they need. If you are going to buy the product, you want it instantly. For this reason, the web page must be easy. It is also important to invest in issues such as online help.

Quick response: The customer asks a question and asks the answer as soon as possible. If e-mail replies must be as fast as possible, the online help section must be a system that is answered instantly.

Alternative communication: The user needs to have alternative communication devices. The website should not only be a phone number but also social media account addresses, such as e-mail. Even small chat rooms where customers can talk to each other can be interesting.

Design consideration: While the web site needs to be graphically sufficient and eye-catching, it must not be complex. Complex formats take away the customer from the real point of view. What it needs to do is to monitor customer movements, compare service levels, turn a site into a learning site, develop a constant e-relationship and develop a stronger and higher loyalty (Odabaşı, 2005).

While the consumers pay attention to all these things, they are following the most logical shopping that may be possible. Therefore, compared to the past, it is very difficult to sell only through the website. Because consumers have a chance to discuss their products and services on different platforms. This has reduced the content of companies' information and the control over its propagation. With this new formation, the market itself is the source of information about products and services. It is based on the experience of the consumer. This has led to the democratization of institutional communication. Power businesses have gone from marketing departments to individuals and communities that produce content on the YouTube channel, create blogs, tweet and share on Facebook. Communication about brands is a matter of whether or not the company has permission. With this change, many companies' today view social media as a new way of reaching individuals, such as marketing, customer service, new product development, or communication

with employees. Offering different content in social media will also provide a social commitment with the customer. There are several ways to measure social loyalty (Smith and Zook, 2011).

2.1.5 Decision types in purchasing behavior

Factors affecting this decision process include social, psychological and personal factors. A person who has a purchasing power and who has a new awareness of his needs, while acting according to the cultural values of the society he was in before making the purchase decision is also under the influence of his own personal and psychological factors (Hawkins and Mother Baugh, 2010). There have been dozens of studies showing that culture-subculture, social class, reference groups and family, role and statutory gives shape to consumer behaviors, which are examined under the heading of social factors, it affects the purchase of a particular brand/product. This is why the filing industry also processes them into their texts. This leads the consumer in the decision-making phase. The consumer is close to the person he sees in the commercial and is inclined to buy the product. For example, a detergent brand advertisement usually shows as a housewife. Because the target group who bought the detergent is the people who do the housework like the advertisement.

However, marketing literature tells us that consumers do not always decide what they see, and sometimes there are invisible factors that influence their decisions (Karkar, 2016). For example, when a consumer wants to buy a car, the consumer answers the question of what to expect in terms of durability, fuel economy and functionality when asked what to expect from a car, in fact the buying decision can be made according to the desire to buy a luxurious and sleek car or to have a brand car to glorify its identity. In this sense, the manufacturer needs to pay attention to where the consumer demands come from. WOM-style marketing techniques work better than advertisements. At this point, it is very important that the people who vouch for the products are who they are (Karkar, 2016).

The purchasing decision process of the consumer is shown in five stages in all marketing books. The process that begins with the recognition of the need ends with satisfaction or dissatisfaction after purchase. However, all of these stages must be considered together with social, psychological and personal factors that affect consumer behavior (Aldrey, 2009).

Awareness of Consumer Need → İdentification of Alternatives → Evaluation of Alternatives → Purchasing Decision → Post-Purchase Evaluation
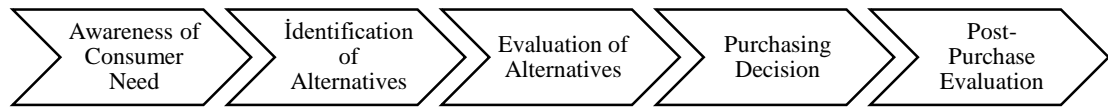
Figure 2.5: Purchase processes

2.1.6 Routine purchasing behavior

Consumption is a routine, permanent and indispensable part of everyday life for people. The consumer is defined as the person who consumes the goods for their own needs, who buys the goods, and who has the purchasing skill (Bozkurt, 2005). Business and marketing science considers the consumer concept mainly as analyzing consumer buying behaviors, developing strategies for it, and conducting activities. The concept of consumer reflects the current approach, including the traditional approach to buying products and services, as well as free services and philosophical influences. Consumer behaviors, which are a subset of personal behaviors, can be defined in many different ways and include all kinds of attitudes, behaviors, interactions and communication activities that consumers typically exhibit before, during and after the purchase (Odabaşı, 2009).

Consumer behavior is an issue that provides important information in a wide range of activities such as conducting marketing activities in accordance with consumer needs, monitoring consumer reactions to sales and marketing activities and analyzing the results, and shaping the activities to be performed during the life of the product in line with customer expectations (Odabaşı, 2009).

2.1.7 Purchasing behavior solving limited problems

Sometimes consumers cannot see big differences between alternatives in some cases. The high need for Kotler (2000) is based on the fact that in reality the purchase is expensive, rare and risky. Accordingly, the consumer will research to find out which one is appropriate, but it will get quite fast. Because brand differences are not considered. There are many buying behaviors. These are important in terms of understanding the market.

2.1.7.1 Purchasing decision process

Normal purchasing behavior is a purchase situation in which there is little or no need for re-learning. The buyer has habits settled on purchasing and buys a brand without

thinking. It does not matter whether the customer is evaluating the guilt or considering different brands. The stimuli direct its direct reception. Like food stuff, for example.

2.1.7.2 Alternative purchasing behavior

In this type of purchasing behavior, consumers may desire to use different products, although they are satisfied with the brand they use, from the product they buy (Kotler, 2000). The company may want its own brand to be preferred. So he wants the consumer to take it just like food stuff. Other businesses that do not want it; discounts, promotions, prizes, lower prices and advertisements that enable the use of their own brands.

2.1.7.3 Steps of the purchasing decision process

Consumers are called consumer decision-making processes as long as consumers follow in turn while purchasing a product or service.

Figure 2.6: Steps of the purchasing decision process

The consumer tries to solve his own problem under the influence of internal and external factors. This problem-solving process is a cognitive process and passes through certain stages. The main bearing of such an approach is the assumption that consumer behavior is a problem-solving behavior and consumers are problem solvers, or decision makers. Consumers' decision-making or problem-solving model

is a useful approach, but in many cases the consumer can shorten this process and skip one or more of the steps behavioral influences, decision-making approaches and levels of interest. In real life it is quite difficult to determine each stage with exact lines (Kotler, 2000).

2.1.8 Emotions after purchasing

Nowadays, shopping has transcended the action of "buying the needed objects" and turned into a psychological necessity. It would not be wrong to link this situation to hedonism. The concept of hedonism that emerged in ancient Greece argues that "the best thing in life is the pleasure of the best. "The Greek philosopher Epicur, the founder of hedonism, has suggested that for the happiness of the people, it is necessary to use pleasures in a regulated way and to avoid unnatural and unnecessary pleasures" Hedonic consumption, on the other hand, means consuming pleasure from the pleasure dimension (Odabaşı, 2009).

In recent years, the reasons driving people to shop have begun to be explored further. The symbolic, hedonic and aesthetic nature of consumption has become more important. Consumption is pleasing through senses. Today, there is a transition to pleasures acquired through such emotions and dreams. Researchers have the idea that pleasure is a fantasy-dependent concept, not engagement (Odabaşı, 2009). If this knowledge goes out, it is possible to say that it is the feeling that the consumer who enjoys the pleasure will enjoy it, not the product but the product.

Today, shopping is divided into two groups. Some people like to shop by experiencing a shopping mall, while others like to shop online. Research conducted by Sarkar (2011) reveals that consumers with high shopping motives are more likely to avoid shopping online. This type of consumer prefers not to be able to touch the product, to experience the drink, to contact the sales person. In other words, according to Sarkar, a hedonic consumer is interested in going directly to the store when shopping online. In this sense, social media shopping sites that want to be successful have emphasized the importance of working towards hedonic consumers. Davis, Lang, and San Diego (2013) investigated whether purchasing hedonists varied by gender. As a result of the work done, they came to the conclusion that men are more intelligent about shopping. In the study, it was revealed that women had more hedonist behavior. Studies on the age have also shown that hedonist shopping behaviors are definitely of relevance to the ages. According to researchers, there is an

inverse ratio between age and purchase request. That is, as the age increases, it is noticed that the desire to purchase has decreased.

Hedonism is very interested in instant buying behavior. The instantaneous purchase is defined as "the difference between the total purchases the consumer has made after completing the purchase and the purchases he has listed with the intention of purchasing before entering the store" (Odabaşı, 2009). Beaty and Ferrel (1998) suggest that there is a relation between spontaneous purchasing and hedonism.

When making purchasing decisions, the consumer first needs the desired product. This is a social factor and can be learned by family and the environment. Identify alternatives for the products you need. This is a psychological factor. Because at this point there is motivation and perception in the circuit. Later on, personal factors such as age and education status are entered. Alternatives are evaluated at this stage. The consumer also examines the relationship between price and performance and finds the most suitable product among the alternatives. So the purchasing decision is effective at this stage. At this stage, a decision is made to buy. Finally, economic factors, ie the budget, enter into force. Those who live after purchasing are also a step that affects and triggers the purchasing habit of the consumer (Odabaşı, 2009). Although emotions come into play in the first stages, they are in fact effective until the last moment. The consumer adds to his experience the process he has lived after purchasing. Therefore, the pleasure it receives becomes an important situation.

2.2 Customer Engagement and Brand Generated Content on Social Media

Today, social media has a great deal of influence on consumption patterns. Markets focus on producing content and using them to attract consumers. The most important part of social media communication is not to invite consumers to an area of pre-made content, but rather to communicate where they interact, wherever they are. Therefore, from this point of view, it shows a more effective communication environment.

Social media has also emerged as an important medium in terms of advertisements; According to the definition published in the "Social Advertisement: Best Practices" report published by the Internet Architecture Board (IAB) in May 2009, on the platform where the user interacts with the user's permission, it is the advertisement form that exposes and shares the advertisement message with the information of the user. Another social media environment is branded platforms. Brands provides the

emotional linkage of the brand by reaching out to the consumers through the community platforms they create (Ashley and Tuten, 2014). Brand associations are formations that are introduced by the brand and offer individual sense of self-awareness and sense of self through commitment to a certain lifestyle. Brand associations are seen as segments of the upper social structure of a brand and play a vital role in the brand's ongoing heritage. Brand associations are the most important elements that enhance customer loyalty. For example, in "The Power of Cult Branding", Harley-Davidson is shown among nine brands that exemplify endless customer loyalty. Harley-Davidson was originally adopted by single men who worked as bodily workers in rural areas, while today's Harley community reflects the mixed profile of America. The engine drivers seem to be cool because they are members of the Harley-Davidson group today, even though they used to be people with a prejudiced approach (Farris and Gregg, 2017).

2.2.1 Drivers for customer engagement for teenagers

It is evident that the social media, which can easily be accessed by individuals of all ages, changed the society structure inevitably. One symptom of change is increasing incentive. People are not trying to be content with their hands, but they are trying to get better. Since marketing is to sell the product to as many people as possible and make them happy, social media is more than serving to market in this regard. The media has become the center of life for human beings (Kaplan and Haenlein, 2010). The reason for this is the desire to adapt to the rapidly developing world. Today, without discrimination of age, gender, religion culture, class or region, everyone is the user of social media in the speed of life. This has allowed social media to become indispensable. While people use social media to share their thoughts and memories, companies use them for advertising and marketing and public relations. For marketing and sales issues, social media is getting more and more important every day (Khan, 2006). One of the groups catching up with the speed of social media is the young people. Social media is especially affecting young people and is influencing and changing socio-cultural values, habits, all attitudes and behaviors against life. This efficiency, which is created in the digital environment using digital technology, has brought institutions and organizations into an indispensable field in both product and service marketing activities. Social media gives young people the opportunity to get in touch with their friends and family while giving them the

opportunity to get to know new people (Kotler, 2000). There are many benefits of social media. One of them is the opportunity to socialize. "In addition can also offer adolescents deeper benefits that extend into their view of self, community and the world, including" (Khan, 2006),

- Opportunities for community engagement through raising money for charity and volunteering for local events, including political and philanthropic events;
- Enhancement of individual and collective creativity through development and sharing of artistic and musical endeavors;
- Growth of ideas from the creation of blogs, podcasts, videos, and gaming sites;
- Expansion of one's online connections through shared interests to include others from more diverse backgrounds (such communication is an important step for all adolescents and affords the opportunity for respect, tolerance and increased discourse about personal and global issues)
- Fostering of one's individual identity and unique social skills (O'Keffee and Pearson, 2011; Adapted from Boyd, 2008).

Young people are online now on channels such as Facebook and twitter. They watch YouTube instead of YouTube. Since this work is related to YouTube, any information given after that will be about YouTube. As young people get to know new people thanks to YouTube, they learn a lot about the channel and can learn new products without ever trying it (O'Reilly, 2005). Social sharing sites and businesses also take their share of this communication and contribute to their recognition and preference. Consumers are therefore more closely defined by businesses, their expectations are easily understood and they are easily able to warm up to the entity's presence. The consumer who responds quickly to requests and expectations can hear the request to share it with his/her environment and at the same time it can become the reference point of the operator (Kotler, 2000).

Social media also offers young people advanced learning techniques (Boyd, 2008). Students also have the opportunity to do homework using social media. For example, YouTube has lecture programs. By monitoring such content on YouTube, students can repeat topics they do not understand as often as they want. Moreover, there is no time and space restriction on the information learned from YouTube.

Social media, especially YouTube people, also serve in health issues. Moreover, people of all ages are easily accessible. This system, which can be viewed instantly from the phone, can be viewed anywhere at any time of day. The only thing that is needed is internet.

Unfortunately, there are disadvantages to using social media. Cyber bullying is one of these risks (Boyd, 2008). Young people are starting to set their personalities especially during adolescence. Many young people are not particularly pleased with their body at that time and are allowed to feel insufficient. In such a period, the attacks made without the identity in the social media prevent the healthy development of young people.

The widespread use of the Internet causes young people with personalities to be exposed to inappropriate messages. In this crucial period where the personality develops, the risk of injuring the youth of such inappropriate and sexual messages is quite high.

Recently, researchers have found a diagnosis called "Facebook Depression". It is also possible to find the same situation on the YouTube media site. Young people live in unbearable condition because they think they can not live or live the lives they watch and see (Kircova, 2005). In this case it is necessary for families to receive expert help and support for their children.

2.2.2 Customer engagement and brand generated video content

Developed by American media expert Henry Jenkins, the concept of "participatory culture" is well suited to explain the change in the media and how YouTube, a video sharing site, operates. Participatory culture is defined as the individual actively taking part in the production, dissemination and interpretation of cultural goods made up of visual and auditory contents such as video, photographs and audio files of today's consumers (Kotler, 2000). Participatory culture is defined as the individual actively taking part in the production, dissemination and interpretation of cultural goods made up of visual and auditory contents such as video, photographs and audio files of today's consumers. So, today, YouTube is a key site where participatory cultural discourse can be observed and where today's strong consumer can move freely (Punj, 2011).

2.2.3 Customer engagement within the cosmetics industry for teenagers

Young consumers who will be employees and innovators of the future represent the future of society. Changes in consumption expenditures, life experience, technological developments, environmental problems and political frameworks have a significant potential impact on young consumers. At the same time, new generation information and communication technologies can dramatically change the purchasing decisions of young consumers (Perrin, 2015). In addition, social media is causing more changes in the lifestyles of young people than they are in other age groups. Today; teenagers like to test new products. Therefore, it is not wrong to say that the first users of new products are young people (Spero and Stone, 2004).

Spero and Stone had stated young adults as "agents" of sociological change that has brought by social media. In some, today teenagers are determining the same aspirations of previous generations such as freedom, secrecy, possession and prestige (Perrin, 2015). Today they are acquiring these circumstances by way of social media channels. In the light of these developments, in recent years, young consumers have it can be said that they are evaluated as a consumer group. As a consumer, it has become increasingly important for young people to investigate behavior among marketers, politicians, sociologists and psychologists and to be able to identify specific factors; purchasing attitudes and models that affect young consumers have become an important component of consumer research. For this reason, brands have executed teenagers their target mass. Young consumers are subject to consumer research for at least four reasons. The first step is to differentiate attitudes, values and attitudes of young people towards consumption skills compared to other generations depending on technological, socio-cultural and economic changes for the last 20 years (Kotler, 2000). For this reason, young people try to create their own personalities in this transition, which is defined as a transitional period between adolescence and adulthood, with behavior patterns, attitudes, values and therefore consumption patterns. Secondly, they can influence others' buying behaviors and decisions. Thirdly, young people act as a factor of change affecting society and culture. Finally, young people have a strong purchasing potential (Grant and Waite, 2003). According tostatista, the statistics portal. In 2017, 1.66 billion people had purchased products online. At the end of this year, the figures are projected to rise to 1.79.
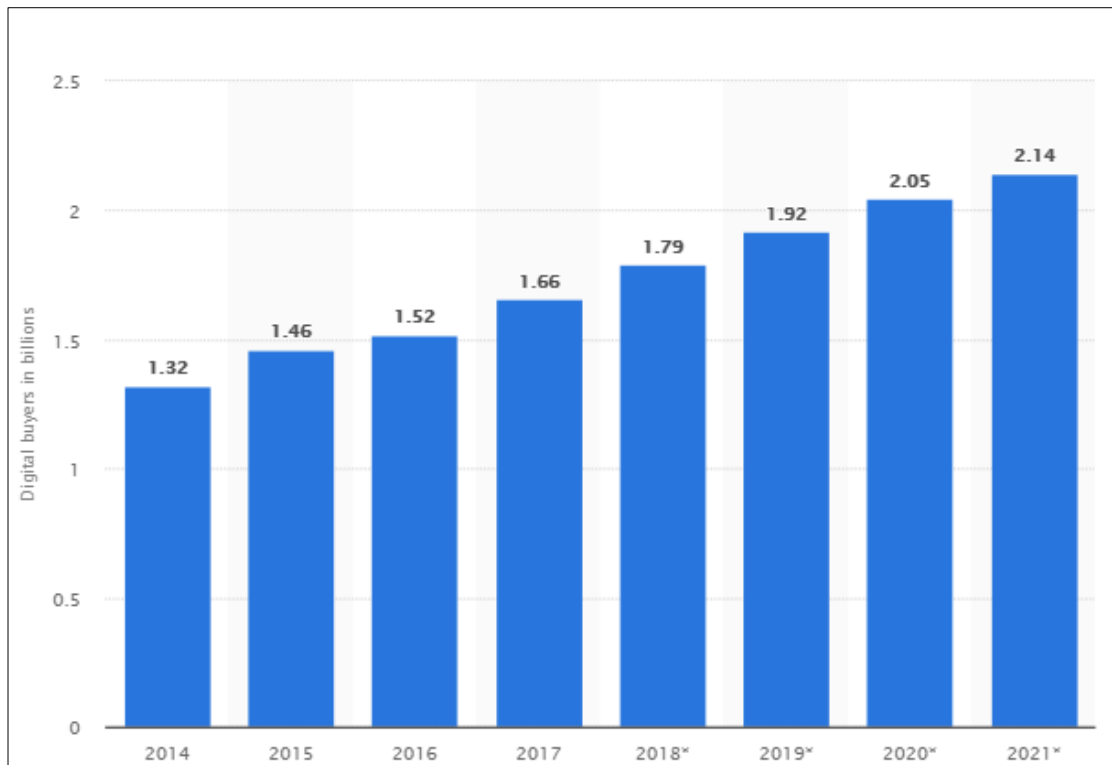
Figure 2.7: Number of digital buyers worldwide from 2014 to 2021 (in billions)

Young people have their own standards and values while purchasing. The way they perceive the world is also shaped by social media. They make totally independent decisions from the previous generation. Igaz Ágnes had stated this situation with this sentence; "They do not call the Russian "the red" any more, for them Michael Jackson always was a white-skinned pop star and the "Ctrl + Alt + Del" formula belongs to the fundamental operations." According to Kovack, there are a number of important features that affect the teen purchaser's decision to buy. These are Kotler, 2000);

- Freedom: The Internet can be accessed without the hassle that is required because it is a non-censored platform (some countries have limitations).
- Self-acknowledgment and self-definition: The period of adolescence is the period in which these persons' personalities reside. So, young people use the internet to discover themselves. Blog authors on the subject of interest take videotapes and become vloggers. They create various avatars using special illustrations. These avatars become images that promote them on the social media. They share their thoughts via twitter and their memories through Facebook.

- Sense of belonging: In contrast to individuality, young people need to belong to a group and to belong to a group. For this reason, they follow enthusiasm with enthusiasm and become involved in the fan clubs of the likes.

- Fashion: Fashion has always been the driving force to buy. Today, fashion has always been an important marketing tool in the rapidly consuming world of consumer society. There are millions of people who are both marketing and helping to market. Young people make up a large part of these people who follow fashion with interest.

- Security: Although young people do not earn money, they value the money they give their money to be a brand they can trust (Kovacs, 2009).

2.3 Word-Of-Mouth (WOM) on Social Media

Globalization has brought a very intense competition environment into the market. In this environment, consumers are exposed to considerable marketing strategy. As is known, many marketing techniques have been developed to sell a product. But the most effective of these is the WOM, which proposes the product that people use each other (Lopez, Hidalgo-Alcázar and Sicilia, 2016). This marketing technique, which is also pleased to operate as much as the consumer uses an organic form as marketing strategy; human. Therefore, compared to other marketing strategies, WOM seems to be a less costly and more effective method.

On the one hand, consumers are hesitant about what they will buy with the increase in the variety of products and the expansion of the market. Various kinds of marketing strategies have begun to work no more than to confuse the consumer's head. For this reason, consumers prefer to listen the product features such as reliability and durability from their relatives, which is the most reliable source for them.

The word of mouth marketing organization (WOMMO) defines the concept of WOM as "providing people with a reason to speak and talk about products or services" There are different definitions of researchers working on the WOM. For example, while Bartan describes this marketing technique as a process in which the consumer makes use of the interaction with the people around him in making the decision, Walker interprets WOM as product introductions of two people without commercial concern (Leonard, 1985:914-926; Walker, 2001:60-75). In a way, this technique is the oldest techniques used in marketing.

The most important factor in WOM is the reliability of the source, that is, the person who recommends the product. People value the ideas of someone they can trust and are inclined to believe. When the person who recommends the product is familiar and reliable, marketing of the product is much easier. Just as every marketing technique is, WOM has some important factors (Perrin, 2015). A product can be defined in terms of the mouth as well as poorly defined. This is also a negativity affecting the sales of the product and even the brand value of the company. They are divided into two groups, positive and negative (Kotler, 2000).

Positive WOM means sharing positive experiences about products, making recommendations to other people, or even not convincing comprising. Positive mouth-to-mouth communication occurs when news of the kind of advice the business desires is passed on to others (Kotler, 2000). Some people like to talk to others about the things they experience. This sharing end result can positively affect the purchasing decisions of the positive oral communication contacts (Marangoz, 2007).

Positive oral communication is another reason to be satisfied. Satisfied consumers are more inclined to engage in positive mouth communication. According to Sundaram, Kaushik and Webster (1998) the reasons that encourage people to use WOM are; altruism and claim to help businesses.

Altruism is a term of psychology and means helping others without expectation. The proposals that people make for the benefit of others than the products they use are about altruism. The only purpose of these persons is to ensure that the service they have received from the work and the life of others will live (Perrin, 2015).

Helping to operate is a little different. A long-time customer of a firm can apply positive WOM through suggestions to reach more people with the mark (Odabaşı, 2009).

Negative WOM, which can also be defined as a complaint, warns the user about not taking this product around when it is not satisfied with the product or brand, from the service that it received (Marangoz, 2007).

If the consumer does not get satisfied with the brand or service they buy or after the aftermarket, the team behaves. These are (Perrin, 2015);

- To complain to the manufacturer
- Never take the product or service again

- Boycotting the brand
- Negative WOM
- To complain to brand consumer groups and social media
- To sue the brand

Silverman (2011) mentioned in his book about the ways of using WOM;

- First, the business needs to choose the target group well. You need to make sure that the target group will use the product.
- Businesses must follow other markets. They need to investigate the predators.
- It is necessary to identify the actual words that the consumers will spread among themselves.
- In terms of successfully managing the communication process, it is necessary for the operator to create and implement a word-of-mouth marketing campaign in a planned manner.

Silverman also mentioned the WOM campaign creation techniques.

- Firstly, businesses need to find proposers. Today, social media has a power of persuasion that can not be denied. The easiest way for businesses to present their products to a social media phenomenon that appeals to the target audience is the WOM technique. The reason for the gift of the product to the social media user is to give the person a reason to communicate with the mouth by mouth.
- The next step is to create a platform where questions can be asked and answered. Instead of creating this kind of platform, the business can also work with a platform that is appropriate for the question and answer situation. Thus, by interfering with the business communication process, consumers have the opportunity to respond to what they want to know or to eliminate negative thoughts.
- Another thing that companies can do to ignite word of mouth marketing is to make discounts to private customers.
- Another step is to create an event that will create gossip and ensure that the company is always on the agenda and talked about.
- It is also wise to ensure that product users and potential consumers communicate with each other

2.3.1 Marketing

A short description of marketing is needed before the definition of the brand and then on to vlogging.

2.3.2 E-Marketing

It is defined as the execution of marketing activities using e-marketing, Internet and information technologies. Chaffey and Smith (2008:13) view e-marketing as the heart of e-business, to improve their understanding of customers by carrying out marketing campaigns using their channels, to add value to goods and services, to increase sales and to improve distribution channels.

2.3.4 Usage of technology in marketing

Internet-based digital media tools are quite dominant today. This led researchers to conduct research on these instruments, on the basis of communication discipline. Every kind of technology succeeds in directing human life. Mankind has also received its share of communications technology. In this era, when social media can be called the age, technology has transformed and changed into social space (O'Reilly, 2005). From this point of view, the blogs that constitute an important part of these tools, especially social media such as Facebook, YouTube, Twitter and Instagram, which are used by large masses, have a different place in today's digital media world (Perrin, 2015).

Blogs are web pages with a stream where the most recent entry is at the top. People braved their ideas in these circles and had the opportunity to share photos and videos. Blogs about everything from travel notes, travel and eating suggestions, to movie reviews to personal hobbies, and blogs about everything that might come to mind, have been globalizing very quickly Besides all these, fashion blogs are also popular. Especially in the cosmetics and fashion sector, because of the wide market and the abundance of product alternatives, people have decided with blogs which products to buy (O'Reilly, 205). Approximately 2 billion new web pages are uploaded each year. This is the conversion of people into emotions, thoughts, concerns, photo and video sharing and experiences (Kotler, 2015). Those who have made rapid progress in this process of change and those who have the pioneering qualities and are able to influence the masses have moved their feet to different dimensions. A blog concept has emerged that is defined as web sites that contribute to the content in any subject

matter that is shared, updated, and which do not require any code knowledge, as well as a variety of content created by many users, both ordinary users and today's professional users (Erben, Balaban and Sarı, 2015).

Many new concepts such as blog writers, blog users and bloggers have begun to take place in everyday use as well as the concept of blogging, which is the result of the development of internet technologies first, followed by the increasing number of social media tools and the interactive nature of content sharing (Kotler, 2000).

The social media tools, which are increasing with the coming of the millennium, are continuing to develop, including the individuals of the same generation. The generation that first met with computers, followed by the internet and social media and finally, with smartphones and tablets, were impressively influenced by these developments. Determining the changes that existed in the needs, expectations, goals and behaviors of the living developments in the 2000 generation and going to the arrangements for them are the requirements of the modernist approach to modern marketing approach (Odabaşı, 2014).

Today, a postmodernist approach is seen in marketing. When the world economy was examined, the means of production and ownership of the agricultural society depended on nature and feudal lords. The industrialization that accompanies the Industrial Revolution has given this sovereignty to capital owners and factories. In capitalism, another step in industrialization; it is observed that the means of production of the societies are a reflection technology. Production is not valuable material or substance, but brain power and knowledge. In the course of this information society, a series of new phenomena and concepts emerged which are shaped by the forms of communication and the forms of production. In other words, what used to be "mass" was now "molecular". People are creating new markets by producing and consuming role. This has led to revisions to the concept of known consumerism. For this reason, the marketing function that is actively involved in meeting people's needs continues silently and often with soft transitions from one concept to another and embracing a new practice almost every day. Modern marketing understanding is based on separating people into similar and different groups in terms of consumption behavior, sending integrated marketing messages that will enable targeted marketing, customer satisfaction and repetition of purchasing (Babacan and Onat, 2002).

Production in information society is knowledge-based. This has also changed the economy. The Internet has become more active now. E-commerce, e-government, e-business. For example, most of the governmental work now begins to be carried out through electronic media. This means that the old one tries to become a new custom. This situation has affected not only the economy but also the snaat, education and communication. All councils are united and influenced by postmodernism. This has also affected sociology and psychology. Societies have entered a tremendous transformation. The biggest change in the postmodern marketing market is the consumer's goal. Rather than relying on a stable consumer base, it was necessary to watch a consumer profile that often changes its mind, weak in brand loyalty, moves on a slippery basis with instant purchases, valuing shopping experience rather than rational thought (Babacan and Onat, 2002).

Individuals in postmodern society, motivation to be an individual or behave differently with their consciousness. Many phenomena that affect themselves are a result character winning behaviors. Postmodern consumer is a consumer who is focused on daily happiness, wants instant satisfaction, does not postpone the satisfaction of its needs and does not sacrifice today for the future. This change had brought "experience marketing".

This marketing technique has led to the concept of online store. This underscores that the website of the store should be up-to-date, smooth and functional. In this way, a virtual community can be created on the site and links to information, news or experience related to the experience can be developed. With the development of technology, sales channels are also diversified (Perrin, 2015). Evolving internet technology has transformed the Internet into an interactive sales catalog.

The gain from internet marketing has enabled more brands and producers to turn to this channel. At the same time internet shopping brings people time. Because of the reasons such as changing living conditions and traffic especially in metropolises, people spend less time shopping. The rise in income level and the expansion of the market have motivated brands to find ways to encourage people to shop. As a result, the consumer can easily access the product by spending little time and effort, and the producer can sell the product. E-marketing also removed time, space and vendor commitment. Increasing marketing activities, shopping safety precautions, widespread

use of the Internet, and rising income level increase the interest in shopping on the Internet (Arslan, 2016).

Emergence of social media that meets the many needs of all individuals today, such as communicating, getting news, getting information, has been possible with the development of Web 2.0 technologies. Today, YouTube is the most popular search engine where vlogs can be found.

2.4 Social Media Marketing

Along with the progress of technology, marketing has also changed. Due to this change, new approaches have emerged and the number of marketing communication tools used has increased. One of the most important examples of this is social media. The emergence of social media has reduced the use of traditional communication tools such as radio, television, newspapers and magazines. In addition, it has not only influenced the social and cultural life of the consumer for decades, it has also become a marketing tool.

A significant portion of internet users from all ages who spend most of their times on İnternet has inevitably led marketing executives to use these platforms in marketing activities such as increasing brand awareness, creating brand loyalty, conducting consumer research, gaining insight into competitors, viral video or corporate campaigns, Social media gives people the chance to make their own publications and spread their ideas (O'Reilly, 2005). Businesses have become aware of the fact that any information, whether positive or negative, must behave differently than ever before in the rapidly spreading internet environment. Because most platforms on the internet are not controllable platforms like traditional media (Kotler, 2000).

One of the most important issues that marketing department employees place in the framework of their promotional activities is to be able to communicate continuously with potential and existing customers. They increase their awareness on this. The fastest and most guaranteed way to achieve this goal is social media, which is popular throughout the day. Social media helps individuals to share any content they want and instantly create a massive volume of readers.

Like all media types, social media has categories such as (O'Reilly, 2005),

- Instagram and Flickr (online photo sharing site),

- Wikipedia (information, reference),
- Facebook and Myspace (social network),
- Twitter (microblog),
- del.icio.us (marking, tagging) World of War Craft (Online game site)
- YouTube (online video site) (Drury, 2008).

These platforms, which are inevitable for the inclusion of individuals, politicians, public and private organizations and civil society organizations, serve many different purposes either positively or negatively. Social media is the latest technological idea that offers high-level sharing as a new type of online media. The social media, which became a blog, then separated into different branches and took on the present. Since 2006, social media, which is becoming increasingly popular among young people and adults, has grown like an avalanche.

Woodall and Colby (2011) analyzed the reasons why social media is so popular today and why it is attractive to the traditional media. First of all, social media is a platform in which users can communicate when they want and when they do not want it. Second, users can use social media to share their experiences with other individuals, and they can expand their networks through social media. The third is that users with similar interests discuss their ideas about how to get together to discuss the issues. Finally, it is a serious criterion for social media users to be seen as experts. So much so that people take social media users' recommendations more seriously than salesperson recommendations.

Today, social media, which has become an important trend, has become an important marketing opportunity that brings businesses directly to customers. Social media allows direct access to consumers for businesses. This means lower costs for businesses.

Social media has had achieved great success in a short time and has a substantial impact on users/consumers. Facebook, founded in 2004, has been shaping more than 175 million active users in the short time from January 2009 until 2010. Kaplan and Haenlein (2010) gave examples from Brazil in order to explain this number more clearly. Growing up in Brazil's 190 million population in a year, Facebook is a good example for understanding the power of social media. YouTube, which is the subject of the work, has much more interesting statistics. Whenever videos are uploaded

every minute and videos uploaded in the same minute are added to the tip, a tremendous 10 hours of video time is generated (Kaplan and Haenlein, 2010). Researchers and psychologists have attributed the need for approval to the rapid adoption of social media by people of all ages. The need for social approval is disclosed by some authors as a request for approval. Jones (1969) described the desire to be approved as a component of rational beliefs as follows. "The quiche thinks it is a violent need to be loved and acknowledged by almost every person it finds important in society. This belief is in essence the need for love and affirmation to be a desirable condition" (Jones, 1969; transferred by Dinç, 1999).

The most important component of social media is trust. According to Koçak (2012), the most basic need on the human body is; trust and satisfaction. If a person lacks confidence and satisfaction, the process of anxiety and anxiety begins. Social media users need to trust the author or content creator to follow the media channel or blog. Social media has a very important place in terms of creating brand value as it provides benefits not only from the material side but also from the spiritual side (attracting potential customers ...). As the way to succeed in any business is safe, companies should be careful to be reliable in social media automatically. This also consolidates brands competition environment.

2.5 Vlogging

As mentioned in previous chapters, social media is a widely used media platform in today's world. People have the freedom to share whatever content they want. Social media has become the primary media tool for most users. People began to make their purchases through social media, and even started to follow news sites through social media accounts.

Companies are working to take advantage of the features of this giant platform. Many ways have been tried as much as the day-to-day effort to protect the interests of the current customer and to attract potential customers. But the most successful of these is social media. The use of social media accounts by celebrities changed the size of social media. The fans around the world are reaching out to the fame through social media (Barton and Lee, 2013).

The invention of the web medium has dragged the world to a very different point. With the development and globalization of the World Wide Web; mankind has had the opportunity to share his ideas with the other side of the world (O'Reilly 2005).

Vlogs are the names given to channels created on the internet. The expansion of these videos, which are available to be taken in every possible way, is video blogging. In this sense, especially blogs are getting more and more important day by day. In question-and-answer section, blogs that allow photo and video sharing, e-mail and instant messaging have turned into a brand new personal communication tool. Personal blogs have evolved from text publishing to more professional areas where photos and videos are shared. This has led to the emergence of video blogs, vlogs. It can also be said that the television and the newspaper, which are the means of getting news in the past, have been replaced by personal blogs and vlogs.

2.5.1 Beauty vlogging

Consumers try to make their assets meaningful by using their purchasing power to shape their lives and to make choices in a market where individuals buy products and services at the same time. The whole of the consumption system is described as an unconscious expression of the consumption process, which has attracting qualities that increase the potential for purchasing and economic development of the existing social structure (Barton and Lee, 2013). In fact, consumption is a system that operates in two ways. In order for human beings to survive, it is necessary to consume certain items, that is, to buy them. On the other hand, there are products called luxury consumption that tend to entertain people and make them feel better. The other side of consumption is luxury consumption.

Recognition of consumers as "living things in a material world" is the discovery of the soul of the consumer society. Our world has become to analyze the behavioral characteristics of objects that are supported by consumption objects and which are possessed or utilized by people. The time spent for consumption has shifted to an object-oriented time apart from routine social relations. It is an important fact that relations with other people are about consumption. Consumption has become established in the socio-cultural area. In this platform, ideas and images have become objects of consumption. All of this has caused people to identify themselves through the objects and images they consume (Perrin, 2015).

In today's modern life, people are trying to be different with their images and their ability to create difference. In this context, having a beautiful face and body is more important than ever (Sarıkaya and Altunışık, 2011).

Looking at the marketing history, it is possible to see that the image of a beautiful woman exists at every stage of advertising. But today's marketing world uses not only beauty but also youth and being healthy as a marketing strategy. On the one hand it is good and on the other hand it is bad. The social media's acceptance of this view to the masses has led to the point of breaking from the reality. In particular, female consumers have entered a fierce struggle with social media images in order to be able to look younger, better and healthier. This has led to more content being produced on the internet. At the same time, women's role in economic life has also increased the interest in the cosmetics sector.

2.6 Hypotheses

Vlogging is expected to improve the brand image of cosmetic brands through admiration towards vloggers (H_1). Similarly, teenagers are expected to identify themselves with vloggers that they use the same cosmetic brands with, and the brand images of these brands are expected to increase as a result (H_2). Hypotheses may be stated as follows.

- H_1: There is a significant positive correlation between admiration towards vloggers and the brand image of the products that these vloggers use.
- H_2: There is a significant positive correlation between feeling oneself close to the vloggers and the brand image of the products.

2.7 Conceptual Framework

In the current study, for Hypothesis 1, the dependent variable is determined as brand image and the independent variable is determined as the admiration towards vloggers (Figure 2.8). For Hypothesis 2, dependent variable is determined as the brand image and the independent variable is determined as closeness with the vloggers (Figure 10). Age, gender, education status and income level are chosen as the covariates.

| Admiration towards vloggers | → | Brand image |
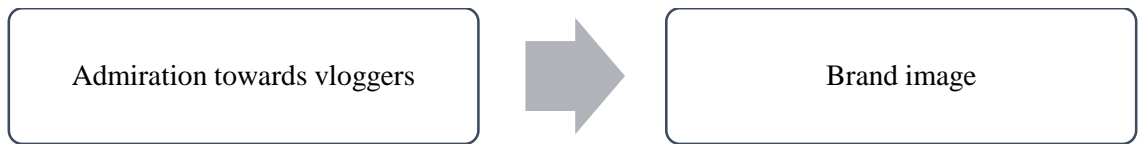
Figure 2.8: Hypothesis 1

| Closeness | → | Brand image |

Figure 2.9: Hypothesis 2

3. METHODOLOGY

3.1 Data

A survey is applied to 385 active social media users. This sample size has been evaluated as appropriate, using G. Power, at .95 powers. Random sampling has been applied. The questions are based on two popular Instagram vloggers in Turkey, Danla Biliç and Duygu Özaslan. Among them, Danla Biliç works with "Flormar" cosmetic brand, while Duygu Özaslan works with "Benefit" cosmetic brand. 385 female individuals aged between 18 and 40, who have an Instagram account are accepted as participants. These participants are included in the pool randomly, without considering whether they follow or like the posts of Danla Biliç and Duygu Özaslan, to be able to investigate the difference between the followers of these vloggers and the ones who do not follow them.

3.2 Procedure

Survey has been sent to the participants from online mediums. It consists of four parts. In the first part, demographic questions including age, income level and education are asked. In the second part questions which measure admiration towards vloggers are asked. These questions may be listed as;

- Do you follow this vlogger?
- Do you like this vlogger?
- Do you admire this vlogger?
- Do you trust this vlogger?

As the next step, an admiration score is calculated for each participant, by taking the average of these four items (Table 3.1).

Table 3.1: Admiration Scale

Admiration Scale (1=Not at all; 7=Certainly yes)

- Do you follow this vlogger?

- Do you like this vlogger?

- Do you admire this vlogger?

- Do you trust this vlogger?

In the third part of the survey, questions which measure brand image are asked. Here, the brand is determined as "Flormar" for the followers of Danla Biliç, while the brand is determined as "Benefit" for Duygu Özaslan. These questions may be listed as;

- Do you regularly buy this brand?
- Do you like this brand?
- Do you admire this brand?
- Do you trust this brand?

Similarly, a brand image score is calculated by taking the average of these four items for each participant (Table 3.2).

Table 3.2: Brand image scale

Brand Image Scale (1=Not at all; 7=Certainly yes)

- Do you regularly buy this brand?

- Do you like this brand?

- Do you admire this brand?

- Do you trust this brand?

Finally, in the fourth part of the survey, questions which measure closeness (i.e., how close do the participants feel themselves towards the vloggers) are asked. These questions may be stated as;

- Do you feel yourself close to this vlogger?
- Would you be friends with this vlogger?
- Do you think you are alike with this vlogger?

A closeness score is calculated for each participant by taking the average of these three items (Table 3.3).

Table 3.3: Closeness scale

Closeness Scale (1=Not at all; 7=Certainly yes)
Do you feel yourself close to this vlogger?
Would you be friends with this vlogger?
Do you think you are alike with this vlogger?

3.3 Analyses

In the scope of the current study, quantitative analyses are conducted. First, reliability scores are calculated for each of the three scales, which are admiration towards vloggers, brand image and closeness. After that, correlations between admiration towards vloggers and brand image (H_1), and the correlation between brand image and closeness (H_2) are calculated.

4. RESULTS

4.1 Descriptive Statistics

In terms of descriptive results, the mean age of the participants is 29.075, and the standard deviation is 6.686.

Table 4.1: Descriptive statistics for age

	Age
Valid	385
Missing	0
Mean	29.075
Std. Deviation	6.686
Minimum	18.000
Maximum	40.000

Frequencies for age may be found below.

Table 4.2: Frequencies for age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18	15	3.896	3.896	3.896
19	15	3.896	3.896	7.792
20	20	5.195	5.195	12.987
21	15	3.896	3.896	16.883
22	20	5.195	5.195	22.078
23	17	4.416	4.416	26.494
24	15	3.896	3.896	30.390
25	15	3.896	3.896	34.286

Table 4.2 (continue): Frequencies for age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
26	22	5.714	5.714	40.000
27	12	3.117	3.117	43.117
28	16	4.156	4.156	47.273
29	17	4.416	4.416	51.688
30	23	5.974	5.974	57.662
31	17	4.416	4.416	62.078
32	13	3.377	3.377	65.455
33	10	2.597	2.597	68.052
34	17	4.416	4.416	72.468
35	13	3.377	3.377	75.844
36	18	4.675	4.675	80.519
37	22	5.714	5.714	86.234
38	19	4.935	4.935	91.169
39	19	4.935	4.935	96.104
40	15	3.896	3.896	100.000
Missing	0	0.000		
Total	385	100.000		

Frequency distribution graph may be found below.
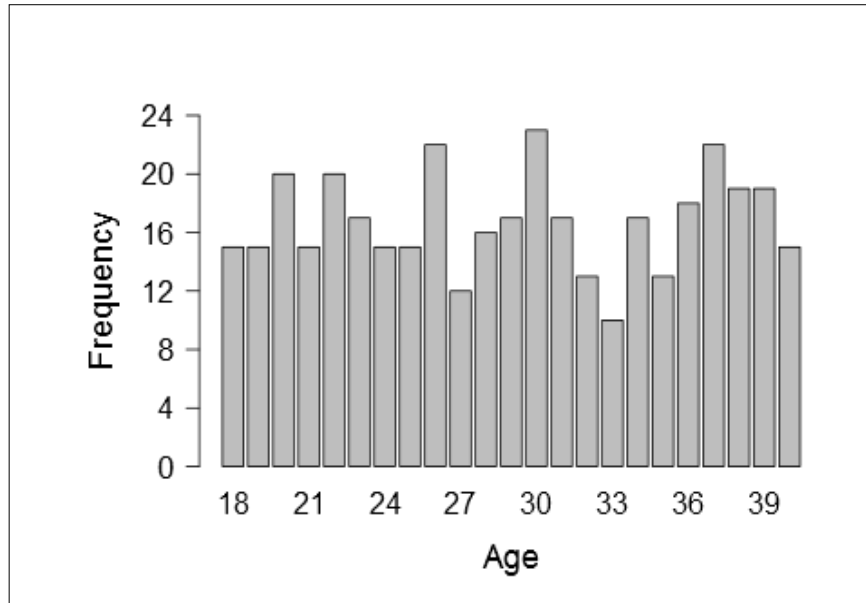
Figure 4.1: Age distribution

In terms of income level, 29% of the participants have an income that is below 1800 TL. 23% of the participants have an income between 1800 and 2500 TL. 21% of the participants have an income level between 2500-4000. 27% of the participants have an income level that is over 4000 TL.

Table 4.3: Descriptive statistics for income

	Income
Valid	385
Missing	0
Mean	2.449
Std. Deviation	1.170
Minimum	1.000
Maximum	4.000

Frequencies for income may be found below.

Table 4.4: Frequencies for income

Income	Frequency	Percent	Valid Percent	Cumulative Percent
1	113	29.351	29.351	29.351
2	88	22.857	22.857	52.208
3	82	21.299	21.299	73.506
4	102	26.494	26.494	100.000
Missing	0	0.000		
Total	385	100.000		

Frequency distribution graph may be found below.
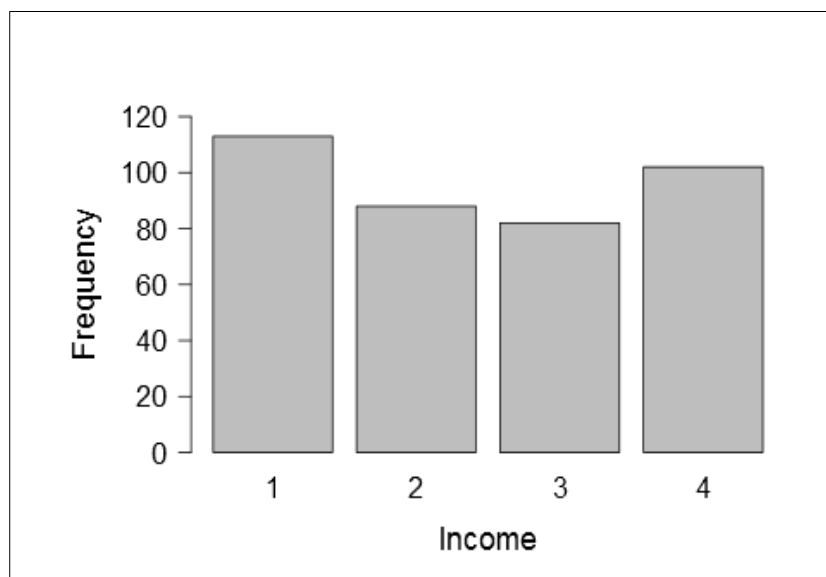
Figure 4.2: Income distribution

Meanwhile, 23% of the participants have an education that is lower than high school level. 27% of the participants have at least a high school degree, while 24% of the participants have an undergraduate degree and 26% of the participants have a graduate degree or higher.

Table 4.5: Descriptive statistics for education

	Education
Valid	385
Missing	0
Mean	2.538
Std. Deviation	1.115
Minimum	1.000
Maximum	4.000

Frequencies for education status may be found below.

Table 4.6: Frequencies for education

Education	Frequency	Percent	Valid Percent	Cumulative Percent
1	89	23.117	23.117	23.117
2	102	26.494	26.494	49.610
3	92	23.896	23.896	73.506
4	102	26.494	26.494	100.000
Missing	0	0.000		
Total	385	100.000		

Frequency distribution graph may be found below.
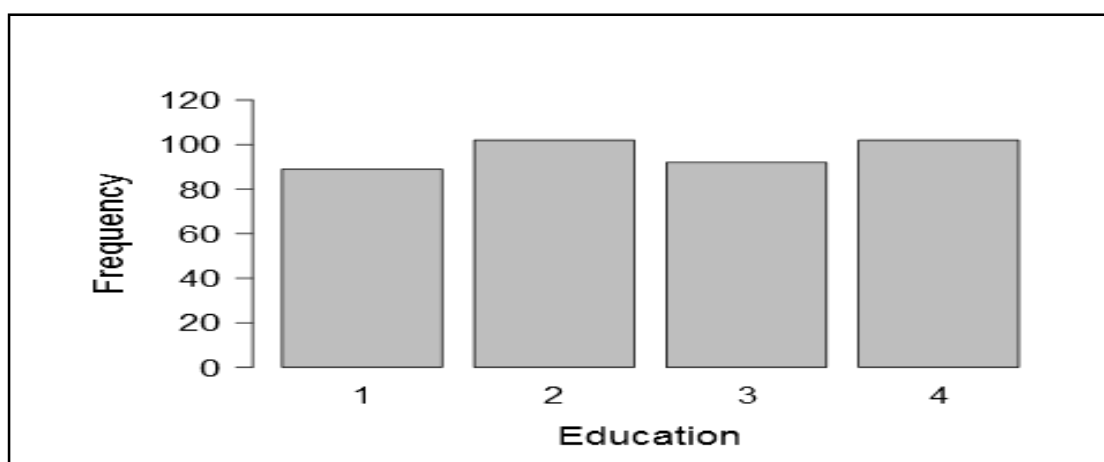
Figure 4.3: Education distribution

When it comes to the marital status, 24% of the participants are married. 25% of the participants are single, while 25% of the participants are divorced and 26% of the participants are widowed.

Table 4.7: Descriptive statistics for marital status

	Marital status
Valid	385
Missing	0
Mean	2.530
Std. Deviation	1.123
Minimum	1.000
Maximum	4.000

Frequency for marital status may be found below.

Table 4.8: Frequencies for marital status

| Marital status	Frequency	Percent	Valid Percent	Cumulative Percent
1	93	24.156	24.156	24.156
2	96	24.935	24.935	49.091
3	95	24.675	24.675	73.766
4	101	26.234	26.234	100.000
Missing	0	0.000		
Total	385	100.000		

Frequency distribution graph may be found below.
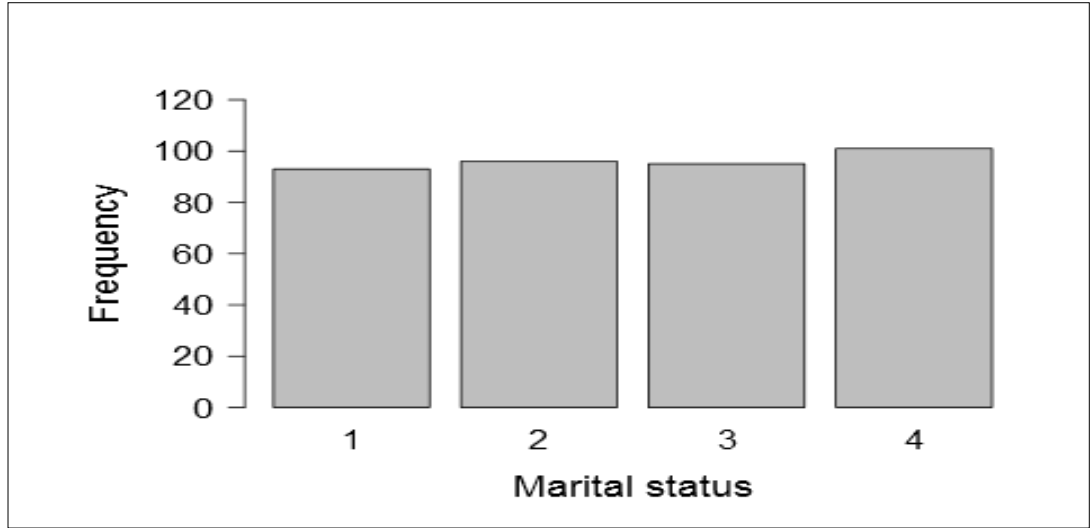
Figure 4.4: Marital status distribution

In terms of the vlogger choice, 49% of the participants are asked questions about Duygu Özaslan, while 51% of the participants are asked questions about Danla Biliç.

Table 4.9: Descriptive statistics for vlogger choice

	Vlogger
Valid	385
Missing	0
Mean	1.512
Std. Deviation	0.501
Minimum	1.000
Maximum	2.000

Frequencies for vlogger choice may be found below.

Table 4.10: Frequencies for vlogger choice

Vlogger	Frequency	Percent	Valid Percent	Cumulative Percent
Duygu Özaslan	188	48.831	48.831	48.831
Danla Biliç	197	51.169	51.169	100.000
Missing	0	0.000		
Total	385	100.000		

Frequency distribution graph may be found below.
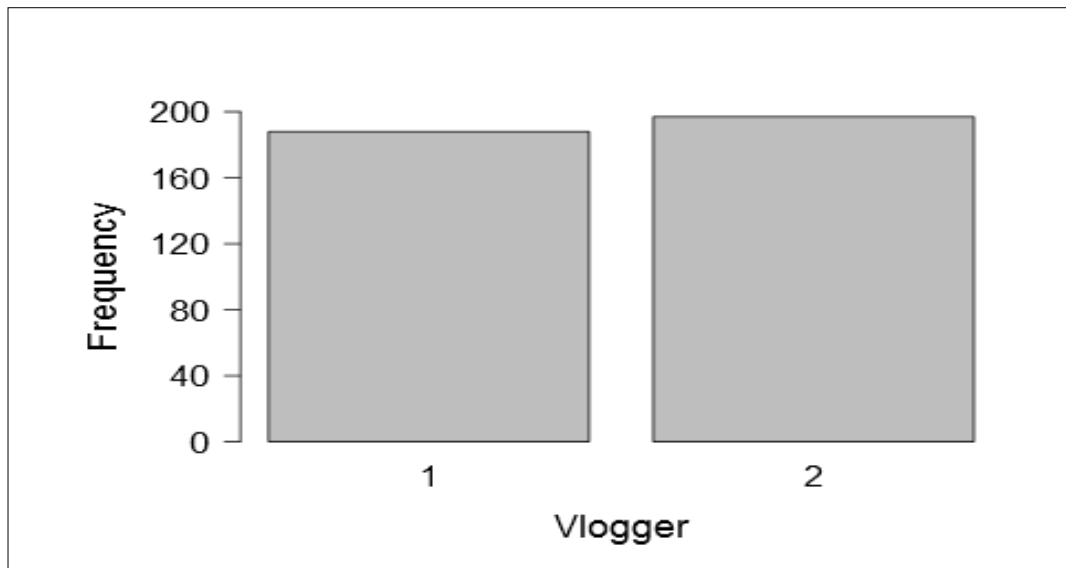
Figure 4.5: Vlogger choice distribution

There is not a significant difference in terms of vlogger admiration for different vloggers.

Table 4.11: Independent samples t-test for vlogger admiration

	t	df	P
Vlogger admiration	-0.234	383.000	0.815

Note. Student's t-test.

Group descriptive for vlogger admiration may be found below.

Table 4.12: Group descriptive for vlogger admiration

	Group	N	Mean	SD	SE
Vlogger admiration	1	188	4.090	1.733	0.126
	2	197	4.132	1.756	0.125

Frequency distribution graph may be found below.
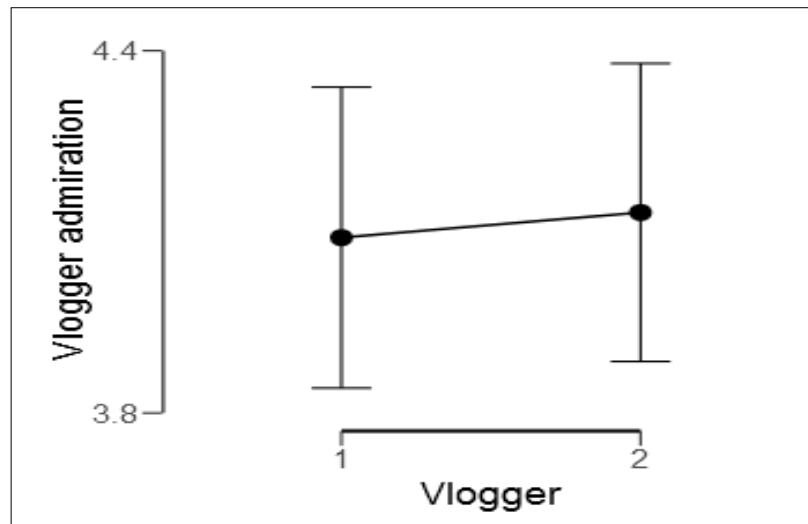
Figure 4.6: Vlogger admiration

There is not a significant difference in terms of brand image for different vloggers.

Table 4.13: Independent samples t-test for brand image

	t	df	p
Brand image	-0.325	383.000	0.746

Note. Student's t-test.

Group descriptive for brand image may be found below.

Table 4.14: Group descriptive for brand image

	Group	N	Mean	SD	SE
Brand image	1	188	4.085	1.888	0.138
	2	197	4.147	1.866	0.133

Frequency distribution graph may be found below.
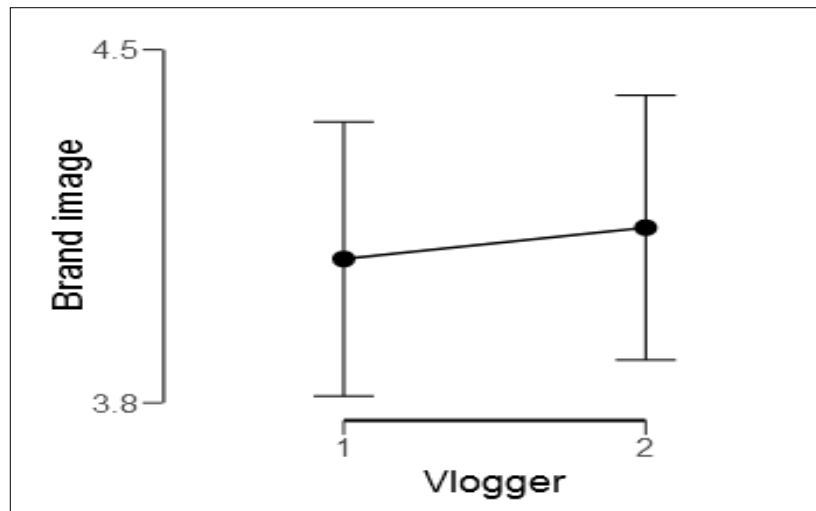
Figure 4.7: Brand image

There is not a significant difference in terms of closeness for different vloggers.

Table 4.15: Independent samples t-test for closeness

	t	df	p
Closeness	-0.020	383.000	0.984

Note. Student's t-test.

Group descriptive for closeness may be found below.

Table 4.16: Group descriptive for closeness

	Group	N	Mean	SD	SE
Closeness	1	188	4.138	1.774	0.129
	2	197	4.142	1.992	0.142

Frequency distribution graph may be found below.
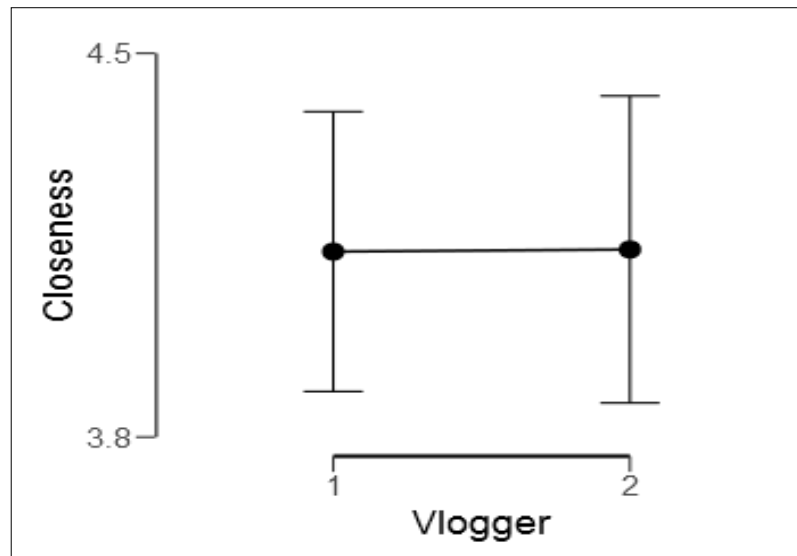
Figure 4.8: Closeness

There doesn't exist a significant correlation between age and vlogger admiration.

Table 4.17: Pearson correlations for age and vlogger admiration

		Age	Vlogger admiration
Age	Pearson's r	—	
	p-value	—	
Vlogger admiration	Pearson's r	-0.011	—
	p-value	0.836	—

Correlation graph may be found below.
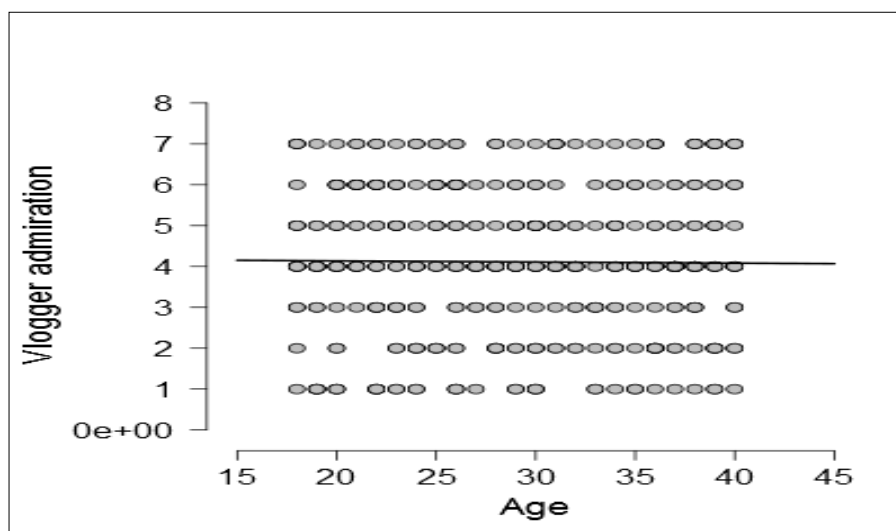
Figure 4.9: Age and vlogger admiration

There is not a significant correlation between age and brand image.

Table 4.18: Pearson correlations for age and brand image

		Age	Brand image
Age	Pearson's r	—	
	p-value	—	
Brand image	Pearson's r	-0.021	—
	p-value	0.674	—

Correlation graph may be found below.
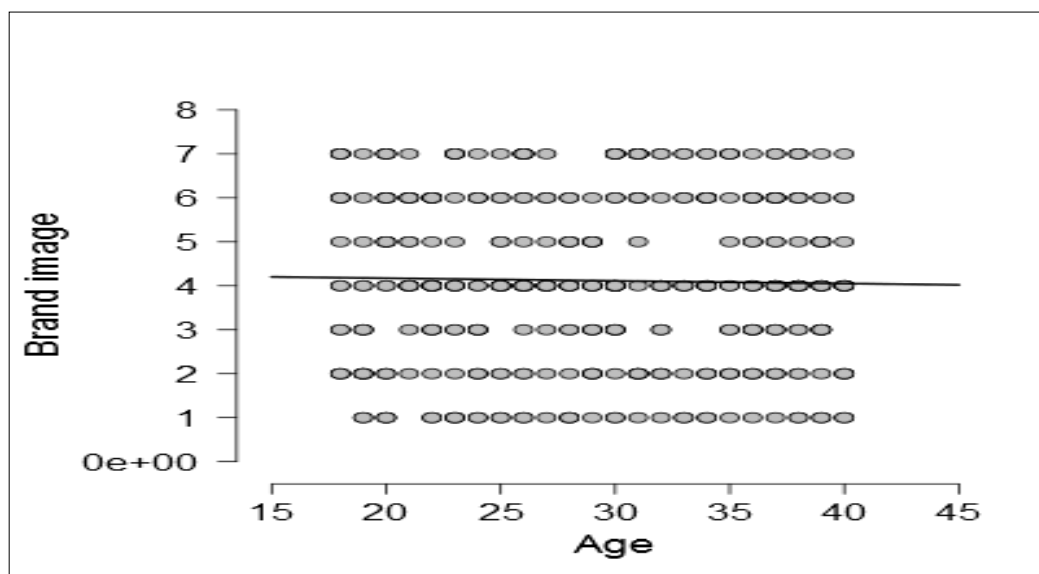
Figure 4.10: Age and brand image

There is not a significant correlation between age and closeness.

Table 4.19: Pearson correlations for age and closeness

		Age	Closeness
Age	Pearson's r	—	
	p-value	—	
Closeness	Pearson's r	-0.053	—
	p-value	0.295	—

Correlation graph may be found below.
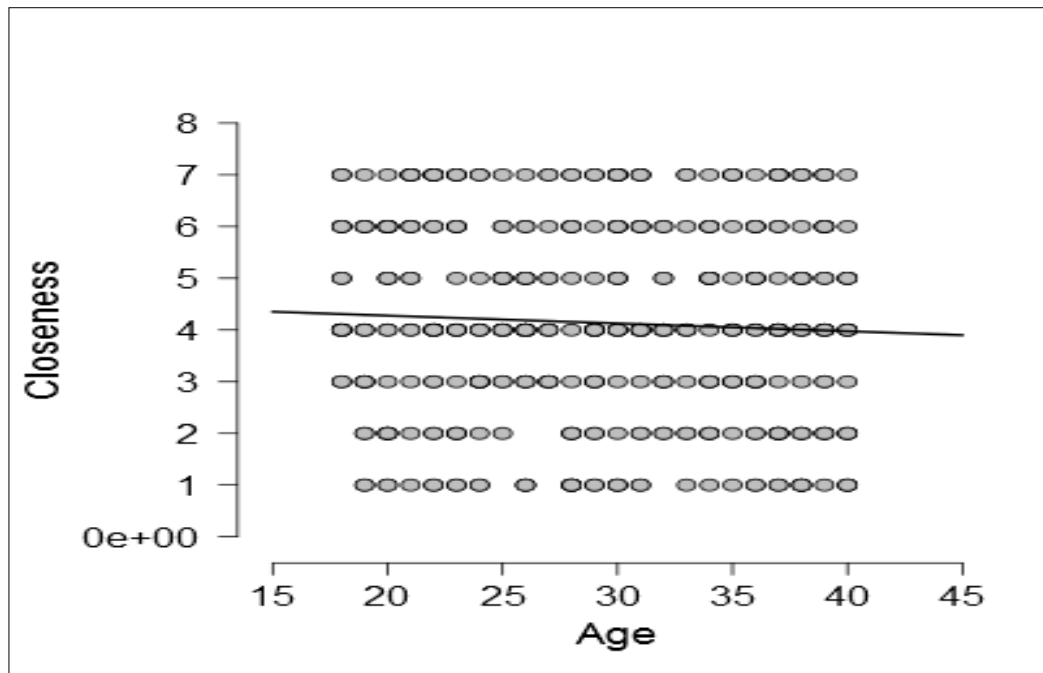
Figure 4.11: Age and closeness

There is not a significant effect of marital status on vlogger admiration.

Table 4.20: ANOVA - Vlogger admiration

Cases	Sum of Squares	df	Mean Square	F	P
Marital status	14.407	3.000	4.802	1.589	0.192
Residual	1151.790	381.000	3.023		

Note. Type III Sum of Squares

Table for equality of variances may be found below.

Table 4.21: Test for equality of variances (Levene's)

F	df1	df2	p
0.284	3.000	381.000	0.837

Illustration of the relationship may be found below.
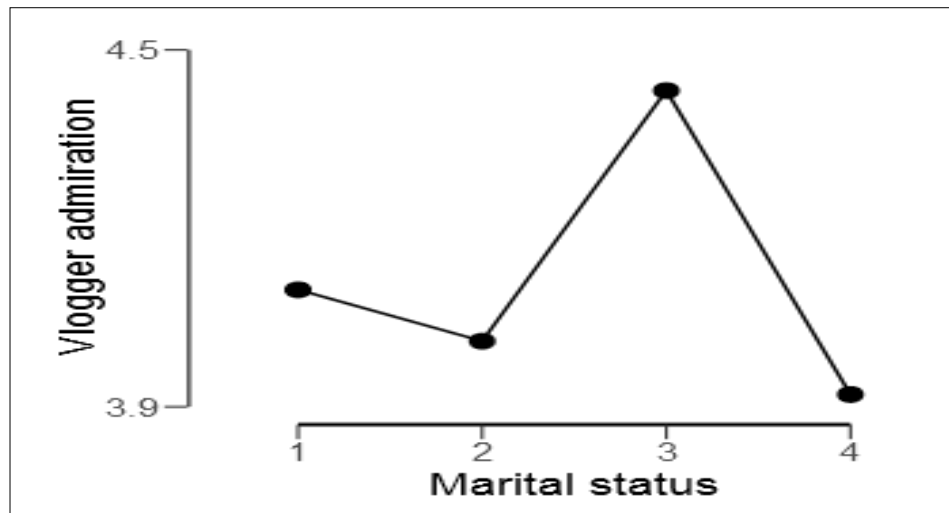
Figure 4.12: Marital status and vlogger admiration

There is not a significant effect of marital status on brand image.

Table 4.22: ANOVA - Brand image

Cases	Sum of Squares	df	Mean Square	F	P
Marital status	7.038	3.000	2.346	0.666	0.574
Residual	1342.702	381.000	3.524		

Note. Type III Sum of Squares

Group comparisons may be found below.

Table 4.23: Post hoc comparisons - Marital status

		Mean Difference	SE	t	p_{tukey}	$p_{scheffe}$
1	2	0.121	0.273	0.443	0.971	0.978
	3	-0.069	0.274	-0.253	0.994	0.996
	4	0.284	0.270	1.051	0.720	0.776
2	3	-0.190	0.272	-0.701	0.897	0.921
	4	0.163	0.268	0.607	0.930	0.947
3	4	0.353	0.268	1.315	0.554	0.631
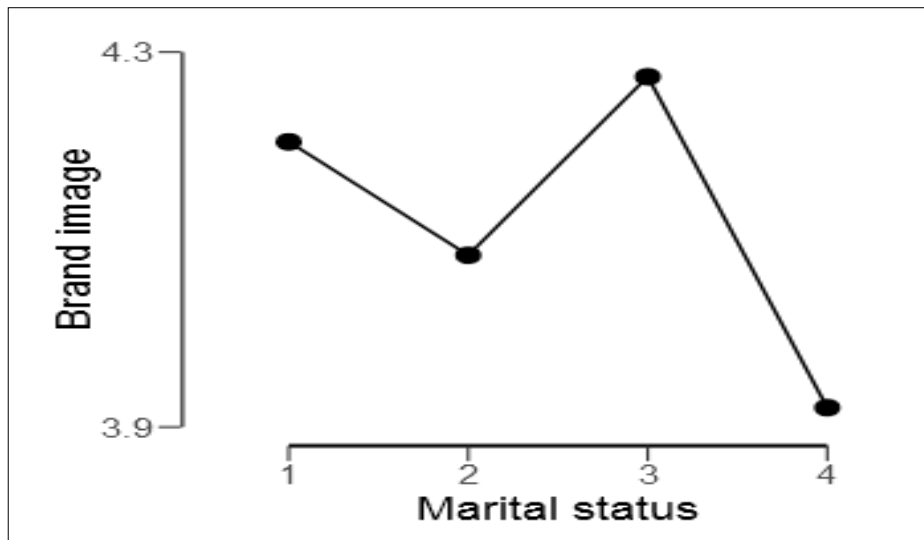
Figure 4.13: Marital status and brand image

There is no significant effect of marital status also on closeness with vloggers.

Table 4.24: ANOVA - Closeness

Cases	Sum of Squares	df	Mean Square	F	p
Marital status	6.548	3.000	2.183	0.612	0.608
Residual	1359.878	381.000	3.569		

Note. Type III Sum of Squares

Group comparisons may be found below.

Table 4.25: Post hoc comparisons - Marital status

		Mean Difference	SE	t	p_{tukey}	$p_{scheffe}$
1	2	0.257	0.275	0.934	0.787	0.832
	3	-0.090	0.276	-0.327	0.988	0.991
	4	0.126	0.272	0.464	0.967	0.975
2	3	-0.347	0.273	-1.269	0.583	0.657
	4	-0.131	0.269	-0.486	0.962	0.972
3	4	0.216	0.270	0.801	0.854	0.887

Relationship between marital status and closeness may better be illustrated by the graph below.
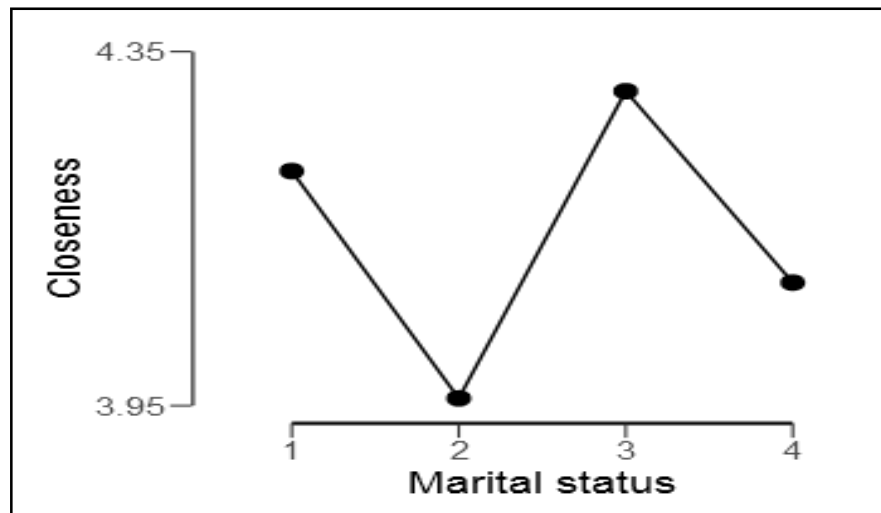
Figure 4.14: Marital status and closeness

There is a significant effect of income level on vlogger admiration ($p<0.05$). Vlogger admiration increases upto a certain income level; however it start to decrease sharply after that certain income level.

Table 4.26: ANOVA - Vlogger admiration

Cases	Sum of Squares	df	Mean Square	F	P
Income	35.397	3.000	11.799	3.975	0.008
Residual	1130.801	381.000	2.968		

Note. Type III Sum of Squares

Table 4.27: Post hoccomparisons - Income

		Mean Difference	SE	t	p_{tukey}	$p_{scheffe}$
1	2	-0.680	0.245	-2.775	0.030	0.054
	3	-0.699	0.250	-2.797	0.027	0.051
	4	-0.209	0.235	-0.886	0.812	0.853
2	3	-0.019	0.264	-0.073	1.000	1.000
	4	0.471	0.251	1.879	0.238	0.318
3	4	0.490	0.256	1.919	0.221	0.299

Group comparisons may be found below.

Vlogger admiration and income relationship may be illustrated by the graph below.
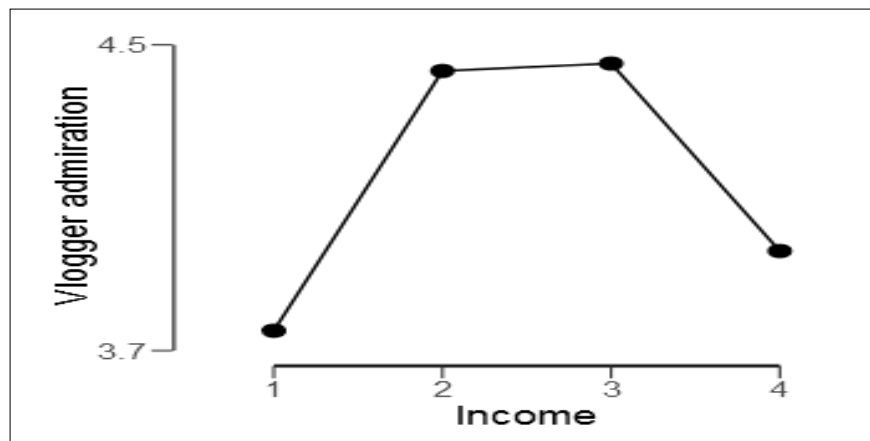
Figure 4.15: Income and vlogger admiration

Meanwhile income level has no significant effect on brand image.

Table 4.28: ANOVA - Brand image

Cases	Sum of Squares	df	Mean Square	F	p
Income	25.771	3.000	8.590	2.472	0.061
Residual	1323.969	381.000	3.475		

Note. Type III Sum of Squares

Group comparisons may be found below.

Table 4.29: Post hoc comparisons - Income

		Mean Difference	SE	t	p_{tukey}	$p_{scheffe}$
1	2	-0.015	0.265	-0.057	1.000	1.000
	3	-0.532	0.270	-1.968	0.202	0.277
	4	0.200	0.255	0.786	0.861	0.892
2	3	-0.517	0.286	-1.808	0.271	0.354
	4	0.215	0.271	0.794	0.857	0.889
3	4	0.732	0.276	2.649	0.042	0.073
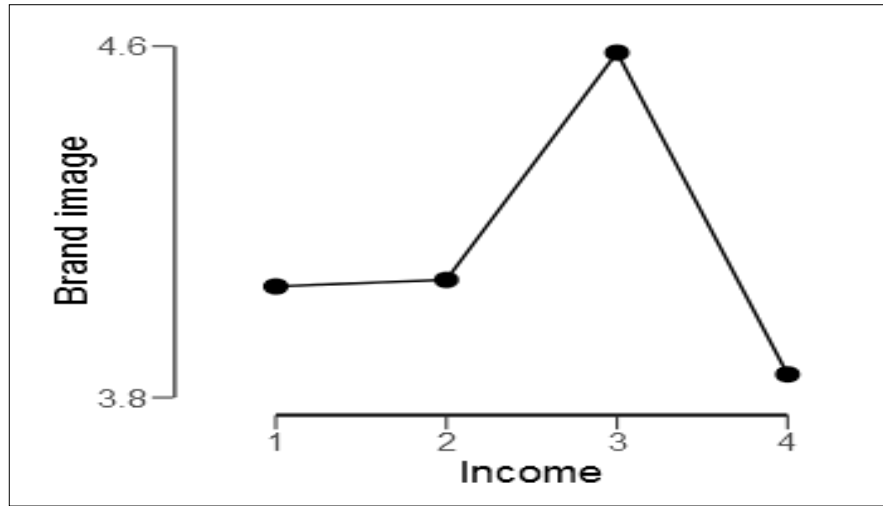
Figure 4.16: Income and brand image

Similarly, income level also has no significant effect on closeness towards vloggers.

Table 4.30: ANOVA - Closeness

Cases	Sum of Squares	df	Mean Square	F	P
Income	17.580	3.000	5.860	1.655	0.176
Residual	1348.846	381.000	3.540		

Note. Type III Sum of Squares

Table 4.31: Post hoc comparisons - Income

		Mean Difference	SE	t	p_{tukey}	$p_{scheffe}$
1	2	-0.328	0.268	-1.227	0.610	0.681
	3	-0.343	0.273	-1.255	0.592	0.665
	4	0.163	0.257	0.634	0.921	0.940
2	3	-0.014	0.289	-0.050	1.000	1.000
	4	0.491	0.274	1.794	0.277	0.361
3	4	0.505	0.279	1.811	0.269	0.352

Income and closeness relationship may be seen below.
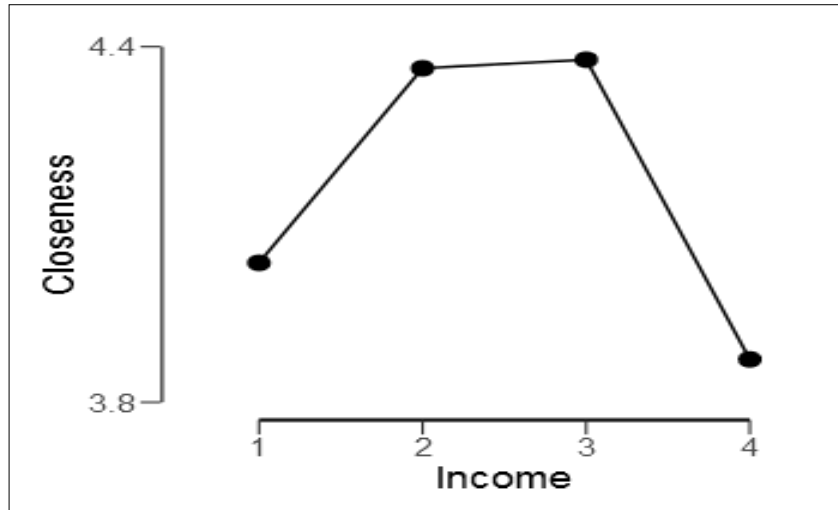
Figure 4.17: Income and closeness

Education level has no significant effect on vlogger admiration.

Table 4.32: ANOVA - Vlogger admiration

Cases	Sum of Squares	df	Mean Square	F	p
Education	1.432	3.000	0.477	0.156	0.926
Residual	1164.766	381.000	3.057		
Note. Type III Sum of Squares					

Group comparisons may be seen below.

Table 4.33: Post hoc comparisons - Education

		Mean Difference	SE	t	p_{tukey}	$p_{scheffe}$
1	2	-0.127	0.254	-0.502	0.959	0.969
	3	0.035	0.260	0.135	0.999	0.999
	4	-0.029	0.254	-0.115	0.999	1.000
2	3	0.162	0.251	0.646	0.917	0.937
	4	0.098	0.245	0.400	0.978	0.984
3	4	-0.064	0.251	-0.256	0.994	0.996

Relationship between vlogger admiration and education may be found below.
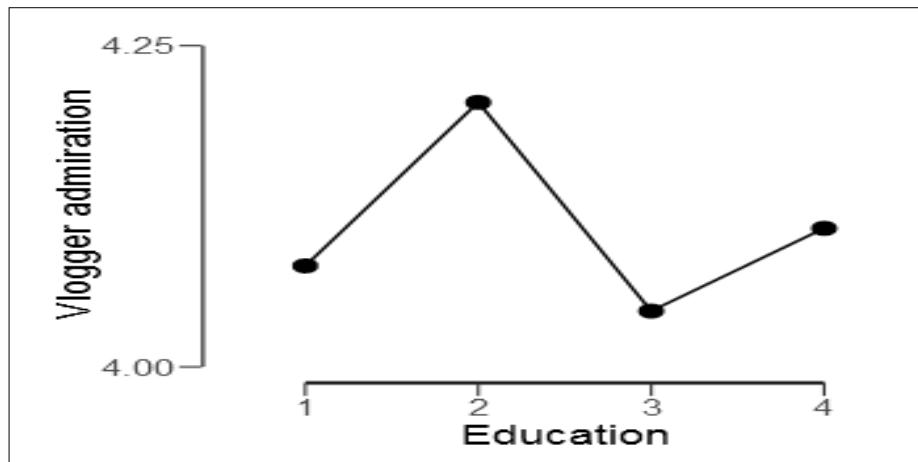
Figure 4.18: Education and vlogger admiration

Education level also has no significant effect on brand image.

Table 4.34: ANOVA - Brand image

Cases	Sum of Squares	df	Mean Square	F	p
Education	3.028	3.000	1.009	0.286	0.836
Residual	1346.712	381.000	3.535		

Note. Type III Sum of Squares

Group comparisons for education may be found below.

Table 4.35: Post hoc comparisons - Education

		Mean Difference	SE	t	p_{tukey}	$p_{scheffe}$
1	2	-0.110	0.273	-0.404	0.978	0.983
	3	0.059	0.280	0.210	0.997	0.998
	4	0.125	0.273	0.458	0.968	0.976
2	3	0.169	0.270	0.625	0.924	0.942
	4	0.235	0.263	0.894	0.808	0.850
3	4	0.066	0.270	0.245	0.995	0.996

Education and brand image relationship is illustrated below.
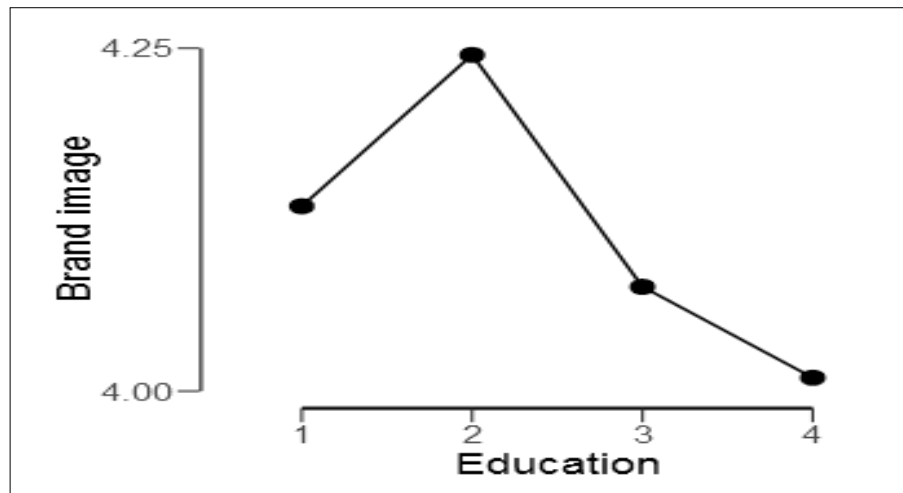
Figure 4.19: Education and brand image

Table 4.36: ANOVA - Closeness

Cases	Sum of Squares	df	Mean Square	F	p
Education	9.391	3.000	3.130	0.879	0.452
Residual	1357.034	381.000	3.562		

Note. Type III Sum of Squares

Finally, education level has no significant effect on closeness towards vloggers.

Group comparisons may be found below.

Table 4.37: Post hoc comparisons - Education

		Mean Difference	SE	t	p_{tukey}	$p_{scheffe}$
1	2	-0.274	0.274	-1.002	0.748	0.800
	3	0.155	0.281	0.551	0.946	0.959
	4	-0.098	0.274	-0.357	0.984	0.988
2	3	0.429	0.271	1.581	0.391	0.476
	4	0.176	0.264	0.668	0.909	0.931
3	4	-0.253	0.271	-0.931	0.788	0.834

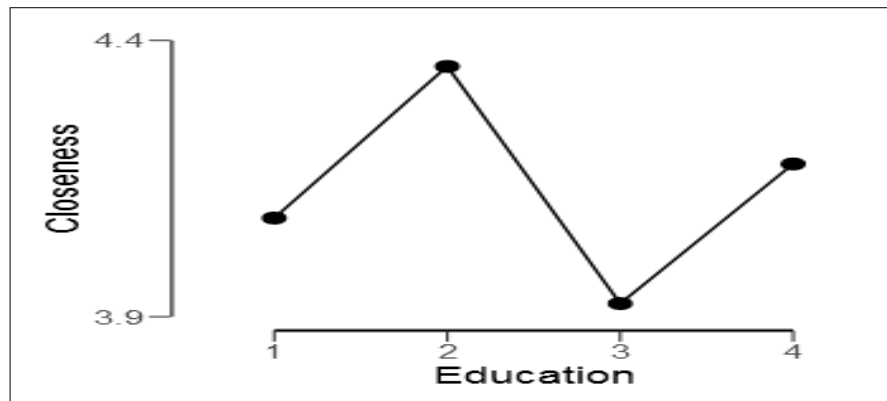Education and closeness relationship is illustrated below.

Figure 4.20: Education and closeness

4.2 Reliability Analyses

The reliability score for the admiration towards vloggers scale may be found below.

Table 4.38: Scale reliability statistics

	Cronbach's α
Scale	**0.929**

Note. Of the observations, 385 were used, 0 were excluded list wise, and 385 were provided.

The reliability score for the brand image scale may be found below.

Table 4.39: Scale reliability statistics

	Cronbach's α
Scale	0.936

Note. Of the observations, 385 were used, 0 were excluded listwise, and 385 were provided.

The reliability score for the closeness scale may be found below.

Table 4.40: Scale reliability statistics

	Cronbach's α
Scale	0.892

Note. Of the observations, 385 were used, 0 were excluded listwise, and 385 were provided.

The Cronbach's alpha scores for all the three scales are above 0.70, which shows that all the scales are reliable.

4.3 Correlation Tests

From the table below, it may be seen that there exists a significant positive correlation between admiration towards vloggers and brand image ($p < .001$). Therefore, H_1 is verified.

Table 4.41: Pearson correlations for vlogger admiration and brand image

			Pearson's r	**P**
Vlogger admiration	-	Brand image	0.638	$< .001$

Brand image and vlogger admiration relationship is illustrated below.
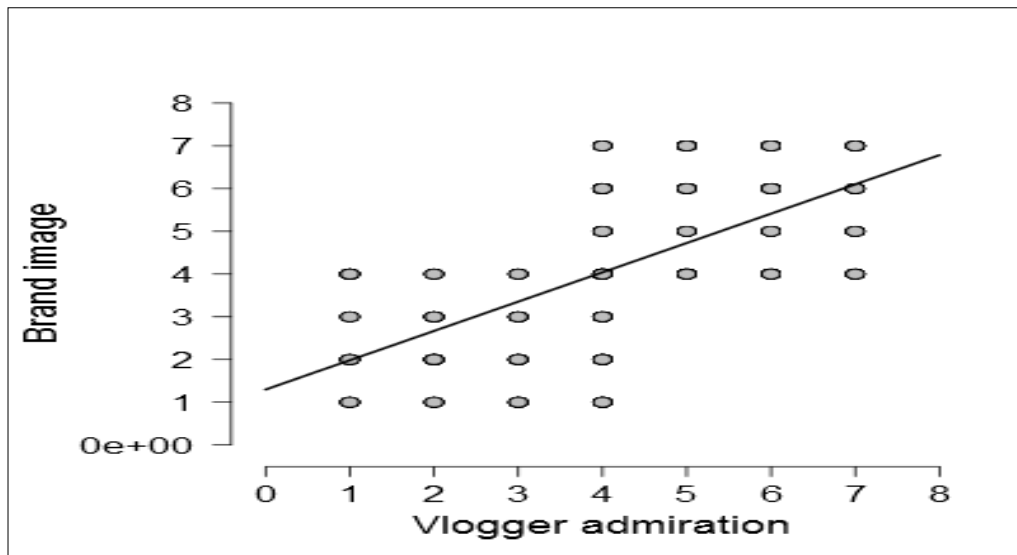
Figure 4.21: Vlogger admiration and brand image

Correlation plots are shown below.
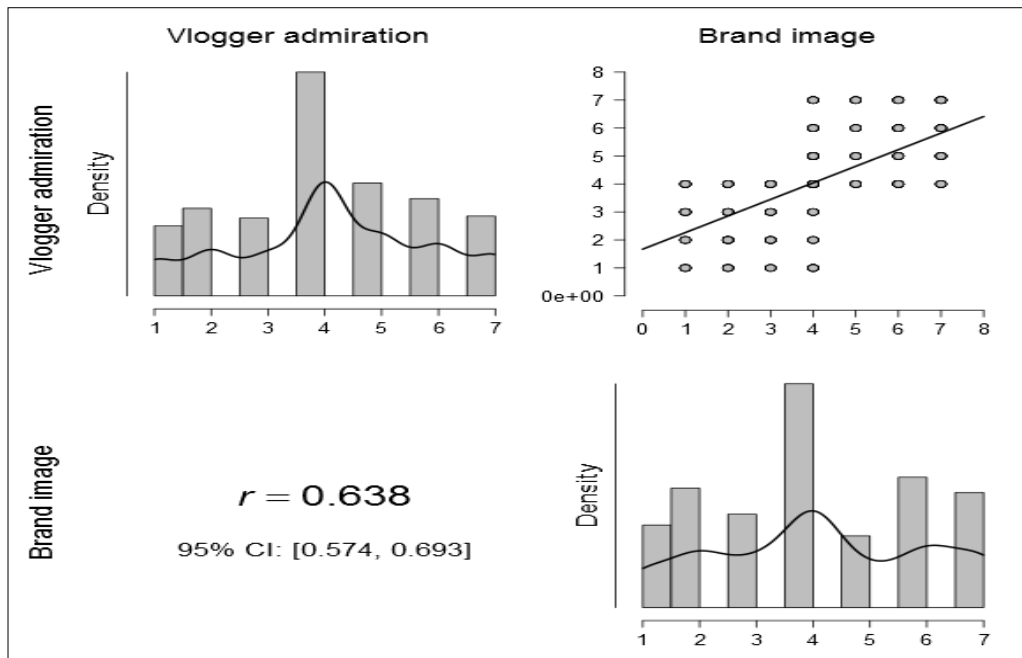
Figure 4.22: Correlation plots for vlogger admiration and brand image

Similarly, from the table below, it may be seen that there is a significant positive correlation between brand image and closeness towards the vloggers (p< .001), so H_2 is also verified.

Table 4.42: Pearson correlation for brand image and closeness

Pearson Correlations	Pearson's	r	P
Brand image	Closeness	0.664	< .001

Closeness and brand image relationship is illustrated below.

Figure 4.23: Brand image and closeness
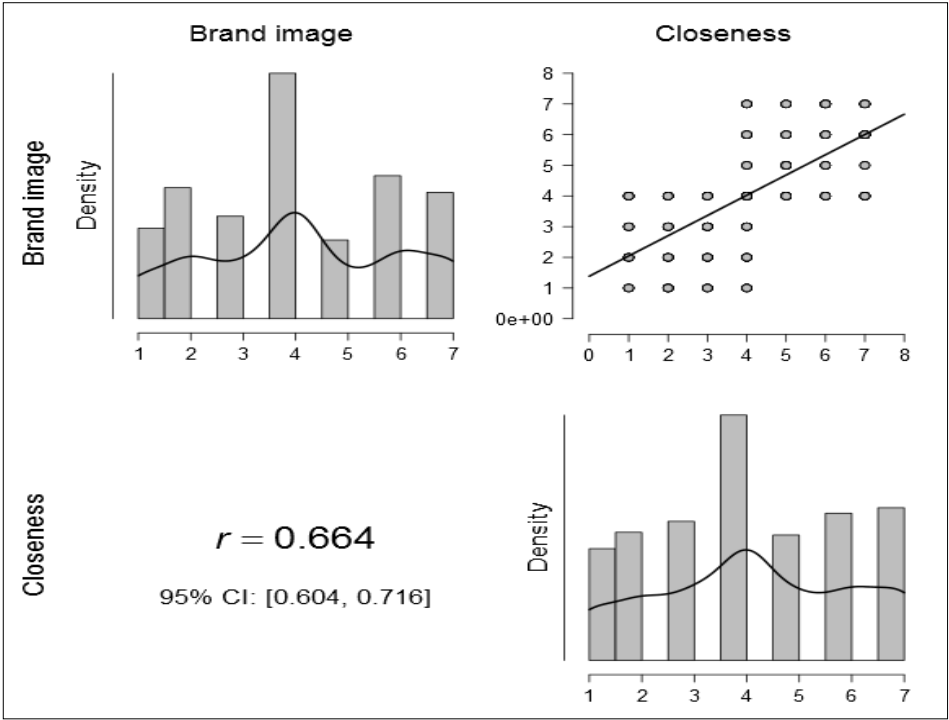
Figure 4.24: Correlation plots for brand image and closeness

5. DISCUSSION AND CONCLUSION

5.1 Conclusion

Here, the hypotheses may be re-visited;

- H_1: There is a significant positive correlation between admiration towards vloggers and the brand image of the products that these vloggers use.
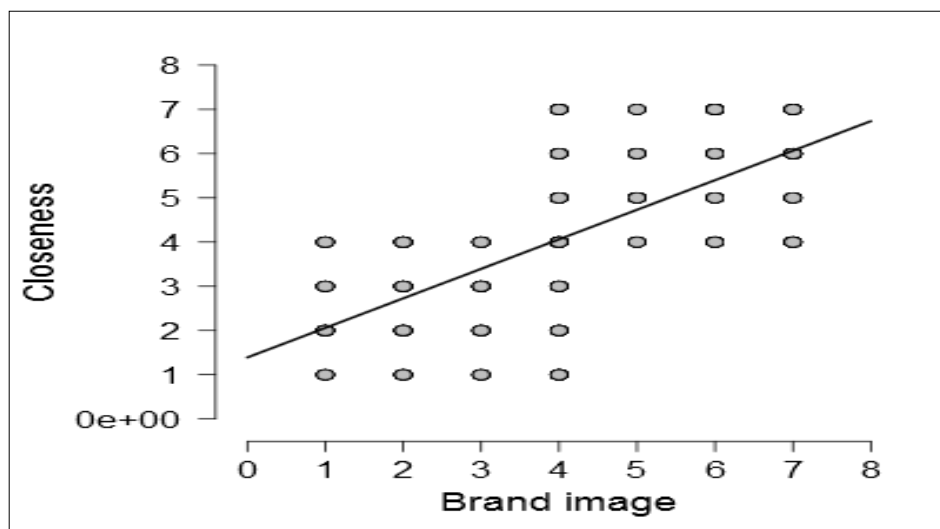- H_2: There is a significant positive correlation between feeling oneself close to the vloggers and the brand image of the products.

In accordance with the expectations, both H_1 and H_2 are verified. This means that, the admiration towards the vloggers in social media also improves the brand image of the products that are used and offered by these vloggers, in the eyes of the customers. Similarly, as individuals feel themselves closer to these vloggers, their perceived brand image for the products that these vloggers promote improves.

| Admiration towards vloggers | → | Brand image |

r= 0.638

p<.001

Figure 5.1: Verifying Hypothesis 1

| Closeness | → | Brand image |

r= 0.664

p<.001

Figure 5.2: Verifying Hypothesis 2

The admiration towards the vloggers in social media also improves the brand image of the products that are used and offered by these vloggers, in the eyes of the customers. This in fact proves the effectiveness of using celebrities to promote certain products. From there, it may be understood that the consumers form an indirect association with the products, over the vloggers who are promoting them. Similarly, as individuals feel themselves closer to these vloggers, their perceived brand image f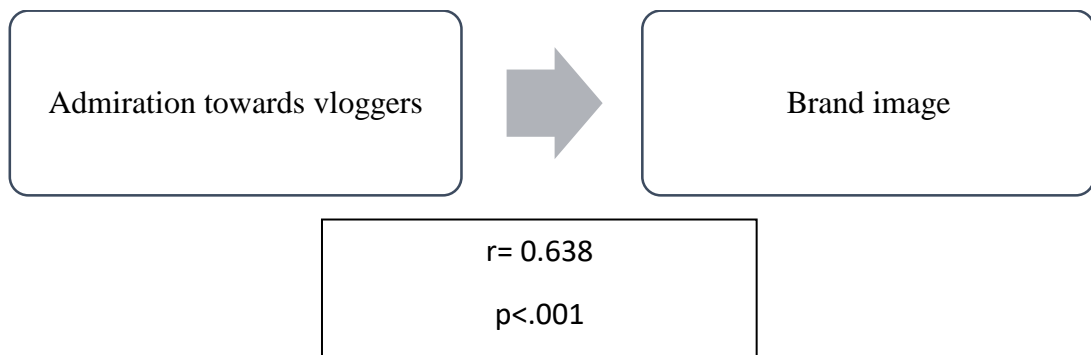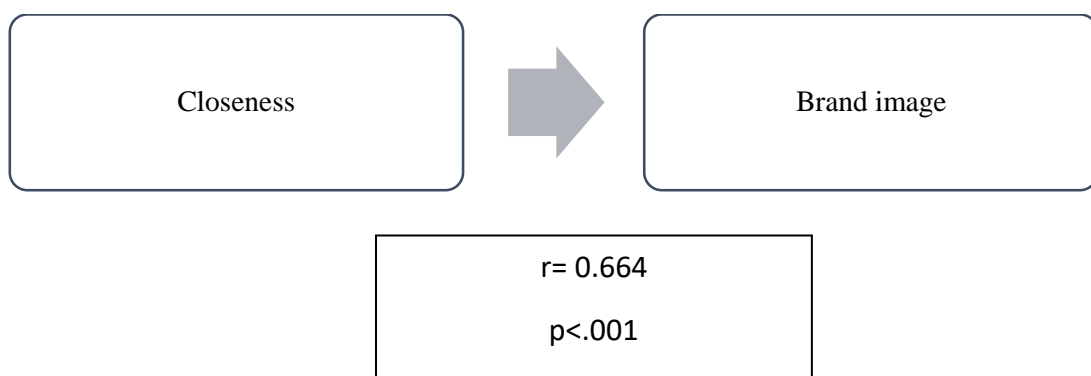or the products that these vloggers promote improves. So, it becomes easier for people to associate themselves with these celebrities and then associating themselves with the products that these celebrities use, rather than directly associating themselves with the products. From there, it may also be inferred that people usually do not buy products for the internals properties of these products or for the sake of the products themselves, but they rather prefer these products for their external properties, which are the meanings and symbols that they associate with the products.

In today's world, one of the most effective ways of international marketing has emerged as marketing via the internet. Especially vloggers in social media are expected to affect the dynamics of online marketing. Considering all these developments, the main purpose of the present study is to examine online consumer behaviors of teenagers in a conceptual framework and to identify the factors that affect this behavior positively or negatively, by specifically focusing on vlogging activities in cosmetics sector. Vlogging is expected to improve the brand image of cosmetic brands through admiration towards vloggers (H_1). Similarly, teenagers are expected to identify themselves with vloggers that they use the same cosmetic brands with, and the brand image of these brands is expected to increase as a result (H_2). A survey is applied to 94 active teenager social media users. The participants are selected among the female followers of popular Instagram vloggers in Turkey, Danla Biliç and Duygu Özaslan. In accordance with the expectations, both H1 and H2 are verified. This means that, the admiration towards the vloggers in social media also improves the brand image of the products that are used and offered by these vloggers, in the eyes of the customers. Similarly, as individuals feel themselves closer to these vloggers, their perceived brand image for the products that these vloggers promote improves.

5.2 Limitations and Recommendations

One of the drawbacks of the current study is that it shows that there exists a correlation between admiration and sense of closeness towards vloggers, and brand image, however it does not imply causation. Hence, in the future studies, it would be a good idea to design a longitudinal study or a study which includes an experimental manipulation, to be able to draw inferences about the causation.

In addition, the results that are obtained from the individuals are based on their self-reports, so these inferences may suffer from self-report biases. For instance, the participants of the survey may have an implicit tendency to say that they like the vloggers and brands that they promote, as a result of the social desirability bias.

Similarly, these results are obtained only from a small population in Turkey, who follow two popular vloggers. To be able to increase the external validity, results should be replicated with different sample groups.

REFERENCES

Ahmeti F. (2015) *Going Global: Global Marketing*, Social and Cultural Environments In Transitional Economies

Aldrey R., Vontela N. R., KukoyiD. T. O., Obi I., Sharma S., and Solleti A. K. (2009). *U.S. Patent Application* No. 11/967,477.

Arslan B. (2016) "Sanal Mağaza Atmosferi Unsurlarının Anlık Satın Almaya Etkisi" *Bitlis Eren Üniversitesi Sosyal Bilimler Enstitüsü Dergisi* 5 (1) June 2016 PP:117-136

Ashley C. and Tuten T. (2014). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology and Marketing*, 32(1), 15–27.

Babacan M. and Onat F. (2002) *"Postmodern Pazarlama Perspektifi"*

Barton D. and Lee C. (2013). *Language online*. Investigating digital texts and practices. Routledge. London and New York.

Beaty S. and Ferrell E.M. (1998), "Impulse buying: Modeling its precursors", *Journal of Retailing*, Summer, 74; 69-191.

Bozkurt İ. (2005). *İletişim Odaklı Pazarlama*, 2. Baskı, İstanbul: MediaCat, s.318

Calder, B.J. and Staw, B.M. (1975). Self-perception of intrinsic and extrinsic motivation. *Journal of Personality and Social Psychology*, 31(4), 599-605.

Chaffey, D., Smith, P.R. and Smith, P.R. (2012). *E-Marketing Excellence: Planning and Optimizing Your Digital Marketing*. Routledge

Cömert Y. ve Durmaz Y. (2006)"Tüketicinin tatmini ile satın alma davranışlarını etkileyen faktörlere bütünleşik yaklaşım ve adıyaman ilinde bir alan çalışması" *Journal of Yasar University* 1 (4), 351-375

Davis R., Lang B. and San Diego, J. (2013). How gender affects the relationship between hedonic shopping motivation and purchase intentions? *Journal of Consumer Behaviour,* 13(1), 18–30.

Dimitrova S. (2015) *"Using blogs as a marketing tool"*

Dinç Yurtal F. (1999). Üniversite Öğrencilerinin Akılcı Olmayan İnançlarının Bazı Değişkenlere Göre İncelenmesi". *(Phd. Thesis)* Gazi University, Ankara.

Durmaz Y. (2014). "TheInfluence of Cultural Factors on Consumer Buying Behaviour and an Application inTurkey" *Global Journal of Management and Business Research,* 14(1) Pp. 36-42

Erben Ş., Balaban E. ve Salı J., (2015). Blog alanda Blog Yazarların Etkileşim Biçimleri ve Görsel Öğelerin Kullanımı, *Global Media Journal TR Edition,* Vol.10, No.5, PP.176-207.

Farris P.W. and Gregg E.A. (2017). Harley-Davidson: Building a Brand through Consumer Engagement. *Darden Business Publishing* Cases, 1-10.

Fonte D. and Lagouanelle S., Claude M. (2018). "Behave like a responsible adult" – Relation between social identity and psychosocial skills at stake in self-management of a chronic disease. *Self and Identity* 17:2, pages 194-210.

Grant I.C. and Waite K. (2003). Following The Yellow Brick Road- Young Adults' Experiences of The Information Super-Highway, *Qualitative Market Research: An International Journal,* 6,1, 48-57.

Griffith D.A. and Chen Q. (2004). The Influence of Virtual Direct Experience (VDE) on On-line Ad Message Effect, *Journal of Advertising,*33 (1), 55-68.

Gülmez, M. (2011). *İnternet Üzerinde Ağızdan Ağıza Pazarlama Uygulama Örnekleri,* 2011 e-Pazarlama Çalıştayı

Hawkins, D. and Mothersbaugh, D. (2010). *Consumer Behaviour. Building Marketing Strategy.* Eleventh Edition. McGraw Hill Irwin.

Ju, X. (2015). Consumers' Variety Seeking: From an Information Perspective. *International Business Research*, 8(3).

Kaplan A.M. ve Hainlein M. (2010)."Users of the world, unite! The challanges andopportunities of Social Media, *Business Horizons*", 53, 59-68.

Karkar, A. (2016). Değer ve güven ağlarının yükselişinde içerik pazarlaması. *International Journal of Social Sciences and Education Research*, 2(1), 274-285.

Keesing, R. (1974). "Theories of Culture" *Annual Review of Anthropologie* Vol 3 pp:73-97

Khan, M. (2006). "Consumer Behaviour and AdvertisingManagement", *New Age International Limited,* New Delhi.

Kırcova, İ. (2005). *İnternette Pazarlama.* İstanbul: Beta Yayınları.

Koçak, M.Ö. (2012). "İlişkisel pazarlama çerçevesinde marka sadakatinin oluşumu ve bir model önerisi". *Ankara Üniversitesi SBF Dergisi*, 67(2), 127–156.

Kotler, P. (2000). "*Pazarlama Yönetimi*", Millenium Baskı, Beta Yayınları, ss. 17-18, İstanbul-Türkiye.

Kotler, P. and Armstrong G. (2005). *Principles of Marketing.* Upper Saddle River, NJ: Pearson/Prentice-Hall, 11th edition.

López, M., Sicilia, M. and Hidalgo-Alcázar, C. (2016). *WOM Marketing in social media.* 149-168.

Marangoz, M. (2007). "*Ağızdan Ağıza İletişimin Müşterilerin Satın Alma Davranışlarına Etkileri: Cep Telefonu Pazarına Yönelik Bir Araştırma*"

O'Reilly, T. (2005). *What is web 2.0? Design patterns and business models for the next generation of software.*

Odabaşı, Y. (2009). *Tüketim Kültürü: Yetinen Toplumdan Tüketen Topluma*, İstanbul, Sistem Yayıncılık.

Perrin, A. (2015). *Social Media Usage: 2005-2015.* Washington, D.C. http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/

Punj, G. (2011). Impulse buying and variety seeking: Similarities and differences. *Journal of Business Research*, 64(7), 745-748.

Sarıkaya N. and Altunışık R. (2011), ''Kişisel Bakım Olgusu ve Kişisel Bakım Ürünlerine Yönelik Tüketici Tutum ve Tercihlerini Etkileyen Faktörler Üzerine Bir Araştırma, *Eskişehir Osmangazi Üniversitesi İİBF Dergisi*, Cilt:6, Sayı:2, Eskişehir, ss:389-413.

Sarkar, A. (2011). "Impact of Utilitarian and Hedonic Shopping Values on Individual's Perceived Benefits and Risks in Online Shopping", *International Management Review*, 7(1); 58-65.

Silverman, G. (2011). "*The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth Paperback*" Paperback-Special Edition

Solomon, M.R. (2004). *Consumer Behavior. Buying, Having and Being*. 6th Edition. New Jersey: PearsonEducation

Spero, I. and Stone, M. (2004). "Agents of change: how young consumers are changing the worldof marketing", *Qualitative Market Research: An International Journal,* 7,.2,153-159.

Tenekecioğlu, B. (2003). "*Genel İşletme*", T.C. Anadolu Üniversitesi Yayını No: 1268 Açık Öğretim Fakültesi

Ünal, S. (2010) Internet Üzerinde İzinli Pazarlama Yaklaşımı, *Öneri Dergisi Yayını* No: 704, Eskişehir- 2003, s. 184.

Yi, J., Yuan, M.F. and Kumah, S. (2013) "The Attitude, motivation influence people's buying Luxury goods: A survey of Chinese in China" *IOSR Journal of Business and Management* (IOSR-JBM) Volume 15, Issue), PP 15-24

Web Sources:

Url – 1 <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html.> Erişim tarihi: 10.03.2019

APPENDICES

APPENDICE A: Survey form
APPENDICE B: Ethics approval

APPENDICE A: SURVEY FORM

This questionnaire is being carried out in Istanbul Aydın University Institute of Social Sciences **"The effect of vloggers' personal brand image on cosmetic brand choise of teenagers"** master's thesis is made for thesis work. The information to be obtained from you will be used purely for scientific purposes. Thank you for your contribution.

Dr. Ilkay Karaduman   Etibar Talibli

Istanbul Aydin University   Istanbul Aydin University

Thesis advisor   Department of Business

Please tick the appropriate answer.

DEMOGRAPHIC QUESTIONS					
1. **Gender**	Male ( )	Female ( )			
2. **Age**	18-25 ( )	26-33 ( )	34-41 ( )	42-49 ( )	50-over ( )
3. **Marital status**	Married ( )	Single ( )	Divorced ( )	Widowed ( )	
4. **Income level**	0-1700 ( )	1700-3000 ( )	3000-5000 ( )	5000-over ( )	
5. **Education status**	Primary school ( )	High school ( )	Undergrade ( )	Master degree or over ( )	

Choose the degree of your ideas about the Vlogger / brand in question
1. **Certainly disagree**
2. **Disagree**
3. **Somewhat disagree**
4. **Neither agree nor disagree**
5. **Somewhat agree**
6. **Agree**
7. **Certainly agree**

	1	2	3	4	5	6	7
8. **I follow the mentioned vlogger on Instagram**							
9. **I like the mentioned vlogger**							
10. **I admire the mentioned vlogger**							
11. **I consider the mentioned vlogger as trustable**							

12. I regularly purchase the mentioned brand							
13. I like the mentioned brand							
14. I admire the mentioned brand							
15. I consider the mentioned brand as trustable							
16. I feel close to the mentioned vlogger							
17. I would be friends with the mentioned vlogger if it was possible							
18. I think I have similarities with the mentioned vlogger							

Bu anket formu İstanbul Aydın Üniversitesi Sosyal Bilimler Enstitüsü'nde yürütülmekte olan **"Vloggerların ergenlerin kozmetik markası seçimlerindeki kişisel marka seçimlerine etkisi"** başlıklı yüksek lisans tez çalışması için yapılmaktadır. Sizlerden edinilecek bilgiler tamamen bilimsel amaçlı kullanılacaktır. Katkılarınızdan dolayı teşekkür ederiz**.**

Dr. Ilkay Karaduman   Etibar Talibli

İstanbul Aydın Üniversitesi   İstanbul Aydın Üniversitesi

Tez Danışmanı   İşletme Bölümü

Lütfen size uygun cevabı işaretleyiniz.

DEMOGRAFİK SORULAR					
1. **Cinsiyetiniz**	Erkek ( )	Kadın ( )			
2. **Yaşınız**	18-25 ( )	26-33 ( )	34-41 ( )	42-49 ( )	50 ve Üstü ( )
3. **Medeni durumunuz**	Evli ( )	Bekar ( )	Boşanmış ( )	Dul ( )	
4. **Gelir durumunuz**	0-1700 ( )	1700-3000 ( )	3000-5000 ( )	5000-üstü ( )	
5. **Eğitim Durumunuz**	İlkokul ( )	Lise ( )	Universite ( )	Yük. Lisans ( )	

Söz konusu Vlogger/marka ile ilgili fikirlerinizin derecesini seçin.

1. **Kesinlikle katılmıyorum**
2. **Katılmıyorum**
3. **Biraz katılmıyorum**
4. **Kararsızım/fikrim yok**
5. **Biraz katılıyorum**
6. **Katılıyorum**
7. **Kesinlikle katılıyorum**

	1	2	3	4	5	6	7
8. **Söz konusu Vlogger`ı İnstagramda takib ediyorum**							
9. **Söz konusu Vlogger`ı beğeniyorum**							
10. **Söz konusu Vlogger`a hayranlık duyuyorum**							

11. Söz konusu Vlogger`ı güvenilir buluyorum							
12. Söz konusu markayı düzenli olarak satın alıyorum							
13. Söz konusu markayı beğeniyorum							
14. Söz konusu markaya hayranlık duyuyorum							
15. Söz konusu markayı güvenilir buluyorum							
16. Kendimi soz konusu vlogger`a yakın hissediyorum							
17. Mümkün olsa söz konusu vlogger`la arkadaş olurum							
18. Söz konusu vlogger`la benzediyimi düşünüyorum							

APPENDICE B: Ethics Approval

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-020
Konu : Etıbar TALIBLI Etik Onayı Hk.

Sayın Etıbar TALIBLI

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 15.01.2019 tarihli ve 2019/01 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

e-imzalıdır
Prof. Dr. Ragıp Kutay KARACA
Müdür

22/04/2019 Enstitü Sekreteri   NESLİHAN KUBAL

RESUME

ETIBAR TALIBLI

Personal Information

Date of birth	**:** 1991.26.10
Adress	**:** Baku/Azerbaijan
Marital status	**:** Single
Phone	**:** +994 55 588 77 75
E-Mail	**:** etibartalibli91@gmail.com

Work Experience

2015-2019   **Storage manager**

Emsa MMC

Education

2015-2019   **Master of Business Administration (in English)**

Istanbul Aydin University

2009-2013   **Accounting**

Sumgait State University

Languages

Azerbaijan-Native

English-Fluent

Turkish-Fluent

Computer Skills

Windows XP/ 7/ 8 Opera, Chrome, Internet Explorer

MS Word, Excel, Power Point, Outlook

SPSS

Driver License

B

Personal Skills

Leadership

Supervising

Planning

Organizing

Motivation

Self-starter

Communicative

Administrative