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THESIS

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İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

YÜKSEK LİSANS TEZ ONAY FORMU

Enstitümüz İşletme İngilizce Anabilim Dalı İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı **Y1612.130106** numaralı öğrencisi Alper ARSLAN'ın **"The Digitalization Impact on Brand Integration Among the Consumer Types of X,Y and Z Generations"** adlı tez çalışması Enstitümüz Yönetim Kurulunun 10.05.2019 tarih ve 2019/10 sayılı kararıyla oluşturulan jüri tarafından oybirliği/oyçokluğu ile Tezli Yüksek Lisans tezi 14.06.2019 tarihinde kabul edilmiştir.

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DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original to this thesis.

Alper ARSLAN

Hayatımın her noktasında yardımını ve desteğini hiçbir zaman esirgemeyen, tez konusu bulma sürecinde en az benim kadar yorulan; Canımın diğer yarısı Kardeşim Alpay'a,

Her daim yaptığım işlerle gurur duyan, bütün varıyla yoğuyla eğitimim için kendini seferber eden ve bugünlere gelmemi sağlayan; Koca Çınar Babam Alp'e,

Dünyanın her neresinde olursam olayım, sevdiğim yemekleri pişirdiğinde benim payımı her daim ayırabilen; Yoğun geçen iş günü sonrasında bütün gece tezimi yazmakla meşgul iken güzel sözleri ve kahve molaları ile beni sürekli motive eden ve en büyük destekçim olan; Sevgili Annem Zuhal'e ithafen…

İyi ki varsınız.

FOREWORD

This thesis is about the Digitalization Impact on Brand Integration through Brand Funnel Model where it examines the impact of digitalization among the generations of X, Y and Z. A well-structured questionnaire used to collect the data and the most interactive digital sector with its consumers of smartphone sector was used in the questionnaire for the focus of the study in where the brand integration was put into question for generations. The thesis was managed to finish within eight months period under the guide of Assistant Professor Burçin KAPLAN.

June, 2019 **Alper ARSLAN**

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ABBREVIATONS

Asst.	: Assistant
Asymp	: Asymptotic
App.	: Application
B2C	: Business to Customers
CEO	: Chief Executive Officer
FMCG	: Fast moving consumer goods
Gen.	: Generation
Gov.	: Government
Pri.	: Private
PhD	: Doctora
Q	: Question
ROI	: Return on Investment
Sig.	: Significance
SEO	: Search Engine Optimization
SES	: Socio Economic Status
SPSS	: Statistical Package for Social Sciences
TV	: Television
WOM	: Word of Mouth
Xers	: Members of the X Generation
Yers	: Members of the Y Generation
Zers	: Members of the Z Generation

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THE DIGITALIZATION IMPACT ON BRAND INTEGRATION AMONG THE CONSUMER TYPES OF X, Y AND Z GENERATIONS

ABSTRACT

Traditional marketing employs the brand funnel metaphor to explain the purchasing process of customers. This method is used to understand the customer's decision-making process and the purpose of the study is to comprehend how does the customers are targeted towards influencing their decision. The brand funnel model is the best tool of understanding this relationship between brands and consumers which has five stages: awareness, consideration, buy, loyalty and engagement. However, with the increase in the impact of digitalization in individual's lives, there is a new reality of hyper-connected digital consumers, which is changing the relationship of consumers with brands and putting the significance and accuracy of the brand funnel into question.

The study measures and analyzes the impact of the digital era together with the traditional media drivers on brand interaction among X, Y and Z Generations which are the most adapted generations to digitalization with the increase of internet usage. Moreover, the study focused on the most digitalized sector, the smart phone industry which is both a tool and an intermediator where it addresses to mass consumption and involves a great competition in durable consumer markets while controlling the factors of generation type, occupation, marital status, education level and socioeconomic stratum.

The data of the study was collected with a questionnaire by dividing the consumers into three clusters as X, Y and Z Generations and at total with 340 respondents. The study tried to see which media driver had the most impact in decision making for consumers and how important the digitalization impact for brand integration through internet. And how the internet affected the relationships between the stages of the brand funnel together with the traditional methods of word of mouth, social media impact and social media influencer's effect on consumer's decision-making process are tested in the study. Also, it has been analyzed the relationship between the purchase of a specific brand and remembering that brand's commercial in purchasing decision.

Keywords: *Digitalization; Purchasing Decisions; Consumer Behaviors; Brand Integration; Internet Era; Generation X, Y and Z; Smartphone Industry; Digital Generation; Social Media*

X, Y VE Z JENERASYONLARINDAKİ DİJİTALLEŞME ETKİSİNİN MARKA ENTEGRASYONU ÜZERİNE ETKİSİ

ÖZET

Marka huni metaforu, geleneksel pazarlamada müşteri satın alma yöntemini açıklamak için kullanılmaktadır. Bu metodun amacı, müşterilerin karar alma süreçlerinin hangi aşamalardan geçtiğini ve bu aşamalarda müşterinin daha iyi nasıl etkilenebileceğini araştırmaktır. Müşteriler ve markalar arasındaki ilişkiyi anlayabilmek için en iyi yöntem marka huni modelidir. Modelin beş farklı aşaması vardır; Farkındalık, Değerlendirme, Satın alma, Markaya Sadakat ve Markayla Bütünleşme… Ancak yaşamımızdaki dijitalleşme etkisinin artmasıyla birlikte, tüketicilerin markalarla olan ilişkisini değiştiren, marka hunisinin önemini ve doğruluğunu sorgulayan yeni bir dijital tüketici gerçeği ortaya çıkmıştır.

Bu çalışmada, internet kullanımının artmasıyla birlikte X, Y ve Z jenerasyonlarından hangisinin dijitalleşmeye en çok uyum sağladığıyla birlikte dijital çağın ve klasik medya iletişim araçlarının marka etkisi üzerindeki etkileşimi ölçülmüş ve analiz edilmiştir. Dahası, kitle tüketimine hitap eden ve dayanıklı tüketim piyasalarında çok büyük bir rekabet içeren, dijitalleşmeye hem aracı hem de araç olan akıllı telefon sektörüne odaklanılmıştır. Çalışma, tüketiciler için en etkili medya aracını bulmaya çalışırken aynı zamanda jenerasyon tipi, meslek, evlilik durumu, eğitim seviyesi, ikamet edilen il ve sosyoekonomik durum faktörlerini de kontrol edilmiştir.

Araştırmanın verileri, tüketicileri X, Y ve Z Jenerasyonları olmak üzere üç gruba bölerek ve toplamda 340 katılımcı üzerinden anket yöntemi ile toplanmıştır. Bu çalışmada, kitle iletişim araçlarından hangisinin tüketicide en fazla etkiye sahip olduğuna karar verilirken, dijitalleşmenin internet üzerindeki marka entegrasyonunun ne kadar önemli olduğu gösterilmeye çalışılmıştır. İnternet ile marka hunisi aşamaları arasındaki ilişkilerin nasıl etkilendiği ve bununla birlikte geleneksel ağızdan ağıza pazarlama yöntemleri, sosyal medya ve sosyal medya fenomenlerinin, tüketicilerin karar verme mekanizmaları üzerindeki etkileri de test edilmiştir. Ayrıca belirli bir markaya ait bir reklamın izlenmesiyle, o markanın satın alınması arasındaki ilişki de irdelenmiştir.

Anahtar Kelimeler: *Dijitalleşme; Satın-Alma Kararları; Tüketici Davranışları; Marka Entegrasyonu; Internet Çağı; Jenerasyon X, Y ve Z; Akıllı Telefon Endüstrisi; Dijital Nesil; Sosyal Medya*

1. INTRODUCTION

Pierre Nanterme (2016) who is the CEO of Accenture says, "*Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000*." As Mr. Nanterme indicated the uprising importance of digitalization, considering the all sectors, the digitalization has the biggest importance of today and tomorrow. It will have even more importance in future where it makes the thesis topic to be more crucial. Additionally, people are more digitalized than ever, and they are becoming more and more digitalized each year.

1.1 Background of the Problem

The internet era made the most significant change in one's lives if we take into consideration of all human history. The digitalization changed even the basic needs of humans, created thousands of new sectors, made it possible for millions of people to be in an interaction from thousands of miles away. Internet made so much significance in one's life that there are even some new diseases exist now because of the digitalization which is known as nomophobia(no-mobile-phone-phobia), that is a fear of being far away individual's smartphone. A study found that nearly 53 percent of mobile phone users in Britain tend to be anxious when they "lose their mobile phone, run out of battery or credit, or have no network coverage." (Elmore, 2014)

The traditional methods are no longer working or at least are not efficient as it used to be for marketing activities. Human needs and attitudes have changed so does the marketers are looking for new ways to interact with their customers and gain their loyalty. By this, the marketers aim to improve their understanding of how such interactions help sprout new customer relationships, while preserving brand loyalty in others, because they are well beware of basic marketing paradigm has shifted its focus from a mere exchange of goods and services, to building relationships on top of providing those goods and services. (Vargo, 2014)

The internet is the key tool to make this happen where most of the people are now online. The introduction of several new channels and the media strategies that followed has made this transition possible in where the customer and company interaction become a norm as B2C had an uprising importance with the new technology's becoming widespread. This is also due to the considerable cost differences between traditional marketing channels and electronic media. (Reinartz, 2005) Regarding of these, now the individuals can shop through directly from producers without needing any intermediator. Low cost and enhanced interactivity enable enterprises to effectively communicate with their customers via digital media. (Peppers, 1993)

Digital media allows the customers to have a better interact with information and participate by offering their opinions and starting trends, besides obtaining help and support from brand owners (Prahalad, 2004) . The world's most valuable company is Amazon Inc. in where the company is just focused on selling and delivering various of goods over the digital platform of internet where the internet users, suppliers and producers can sell or buy any goods on their own by using Amazon's website. The company established in 1994 and become the world's most valuable company in 2019. This shows the crucial importance of Internet where the norms and trends change together with the flow of capital and cash. The company employs about 230,000 employees and has more than $150 billion in assets at the given moment and their annual turnover amounts to approximately $200 billion. (Monica, 2019) This shows the importance of digital interactivity also enables customers to engage with brands in more meaningful ways that is the digitalism has changed the way potential customers interact with brands. Internet has introduced new technologies that have upended traditional marketing tactics. In today's digital world, customers connect with brands in multiple ways introduced by new media channels that are either throughout social media tools or e-commercial websites itself. This level of interaction is beyond the control of both product manufacturer and retailer and enables customers to compare a wide range of similar products, allowing them to decide about their final purchase. That is now even possible for anyone to be an entrepreneur from customer easily. (Court, 2019)

The digital era has an outstanding impact in individual's daily life. Social platforms are accepted by all generations, yet the digitalization has different impacts in each generation. The digitalization and internet usage are extremely high in Z generations; a bit less in Y Generation and in X Generation that is even lesser. Since the years pass by and the technology improves, the internet has taken more a vital role in our lives, so does the generations are forced to use internet more. Therefore, the marketing campaigns started to use the digital tools over internet more than ever. Even TV channels are no longer prefers to be in offline and started to move their platform to online, such Netflix. That gives a signal to future as we all should forget the past; this new era with internet is going to change everything for all, so we should be prepared to that.

A century ago, companies such FMCG were using traditional methods in their sales and relationship strategies for their potential customers. Especially, the brand funnel model was used to create awareness, consideration, purchase, loyalty and engagement. The model is accurate, yet in order to have it efficiently the communication has to be increased that was possible with the incensement the engagement with customers. This engagement is now so easy thanks to digitalization.

Every single day, billions of people use internet whether for entertainment purpose or some others; business are conducted via it, people are socializing over it and so does the many others. Since the importance of internet gets that high it became easy for marketers to engage with their potential customers as a point of sale with e-commerce or online advertisement. All these changes helped the companies the vital importance of online platforms and now most of the companies are investing their capital to digitalization. They are quite beware of after targeting their potential customers, with an accurate online marketing strategy, the sales can increase more than ever, thanks to mass media.

The reason of choosing the topic of the thesis of “The digitalization impact on brand integration among the customers types of X, Y and Z” was for explaining why internet era affects mostly X, Y and Z generations where it is the main focus of the marketing campaigns anymore and how the marketing strategies are forming.

1.2 Purpose and the Importance of the Study

The purpose of the study lies on the digitalization impact where the consumers started to become digital consumers by shifting away from old traditional consumer character. Traditional funnel models were popular until the digitalization became widespread. That led the consumers fall into the segments of pre-internet age and internet age. In time, the social networks with their new digital platforms took essential roles in individual's daily life which led the creation of smart consumers in where the traditional mass media tended to lose its influence over society and shifted to digitalism. (Balan, 2014) For such an aim, the impact of social networks on brand engagement and buying decisions was evaluated as well as their impact on the different stages of the brand funnel model, recommendations and WOM advertising, through the questionnaire that includes the five stages of the brand funnel model which are awareness, consideration, purchase, loyalty and advocation. This model is more related how the questionnaire is set to understand the customer behaviors among different type of generations.

In Turkey, companies and the government projected to invest around 3 billion USD on media in 2017.Advertising investments have grown by 6.3% on average and are projected to show an annual sustained growth of 7-10% between in 2018. (İçözü, 2018) This brings the importance of internet and the internet platform's cruciality to today's world. Smartphones are one of the biggest tools of digitalism; so, the smartphones are used to evaluate the digitalization effect in among generations in the study. That is for all the generation's common usage was the smart phones in a digital spectrum. In person's daily life, cell phones which had its development to smartphones are mostly used items and people invest quite good amount money to them where they make even a long market investigation before purchasing. There are variety of brands with lots of special features to each phone. So, the brand integration will be measured over smart phone sector for these purposes.

The study focuses on two major questions. The first question is: "Is there a significant difference between X, Y and Z Generation's interactions with the traditional and non-traditional communication tools of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials for their brand perception?". The internet as a non-traditional media driver and the traditional media drivers of magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials are essential parts of today's life for communication purposes between the consumers and the brands.

The study aims to see how these media drivers are important to X, Y and Z consumers and how often do members of X, Y and Z generation are exposed to these media drivers. In order to investigate this research two specific hypotheses were developed to see the brand integration in different media drivers:

- H_1: There is a significant difference between X, Y and Z Generation's exposure to media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials.
- H_2: There is a significant difference between X, Y and Z Generation's valuing the media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials.

The second research question is: "Is there a significant difference between X, Y and Z Generation's decision-making process in their purchasing decisions?". The difference among the generations of X, Y and Z are obvious as the literature advices, yet the study tries to see if they are influenced by different media drivers at the same level or not was put into investigation. Following hypothesis is focused to see the effectiveness of commercials for the members of X, Y and Z Generations:

- H_3: There is a significant difference between X, Y and Z Generation's purchase of a specific brand and remembering that brand's commercial in their purchasing decisions.

And it is aimed to understand the difference between X, Y and Z Generations for their decision-making process. So, the following hypotheses are focused to non-traditional communication tool of internet factor's influence in purchasing decisions:

- H_4: There is an association between X, Y and Z Generation's being influenced by Social Media in their purchasing decisions.
- H_5: There is an association between X, Y and Z Generation's being influenced by Social Media Influencers in their purchasing decisions.

The last following hypothesis is focused to traditional communication tool of word of mouth factor's influence in purchasing decisions:

- H_6: There is an association between X, Y and Z Generation's being influenced by a word of mouth (viral marketing) in their purchasing decisions.

An empiric research of brand integration among X, Y and Z Generation over brand funnel model was put into investigation to see the digitalization impact over brands in the second chapter of the study.

1.3 Method and Technique

A quantitative correlational technique is employed in the study where the SPSS 22.00 package software program is used for the statistical approach which provides the opportunity of testing the hypothesis to be examined and make the comparison among generations for the questionnaire data. The following techniques are used in the analyses part of the study by using SPSS:

- Frequencies, Descriptives and Crosstabs for conducting Descriptive Statistics
- Levene Test for checking the Homogeneity of Variances
- Kolmogorov-Smirnov for checking the Normal Distribution
- Chi Square Test for comparing means which have the categorical data
- One-way ANOVA Test for comparing means which have the parametric data
- Kruskal Wallis Test for comparing means which have the non-parametric data
- The Tukey's HSD for identifying the significance among groups which have the homogenous variance as a post-hoc test
- Games-Howell Test for identifying the significance among groups which doesn't have the homogenous variance as a post-hoc test
- Cronbach's Alpha Test for Reliability Test

The complete survey structure has been included in Appendix A. The survey was designed based on the questions used by Aaker (1991) and Keller (2008) which has been used in a doctoral thesis' survey of Rios (2017). The questionnaire includes international questions which were constructed to see the media affinity on Colombian consumers. The Survey is used for Turkish consumers by aiming only one sector out of ten from the Rios's scale. The survey data was analyzed to test the probabilities of transition by smart phone industry for generation type cluster. The data obtained to assess the relationships defined in the McKinsey funnel to see the generation's tendency. Additionally, the brand funnel model has been tested through a curve to see the relationship among the stages in brand funnel.

For the data collection, the random sampling method, convenience sampling, was used with a questionnaire that has been conducted on internet for a specific time period. The implemented design consisted of a correlational study, using data gathered over online platform (Google forms) in Turkey. The questionnaire has been conducted between the dates of 30.01.2019 and 10.02.2019 that has reached to 340 respondents.

1.4 Construction of the Hypotheses Through Questionnaire

For building the hypotheses, this research used the international questions that have been applied historically in other studies for variable questions as for in general related to birth year, gender, education, marital status, occupation and income. Rios (2017) used a media affinity survey to understand the generation's decision-making process in his doctoral thesis. This study is only focused to smartphone sector for testing brand integration in generation's cluster in where the doctoral thesis was including ten different sectors of durable goods. The same questionnaire was used in this study for all questions and in following, it was explained how the questions were constructed to study the research questions.

The main variable of the study which generates the generation cluster which was asked in the 1st question as "In which interval your birth year is?". Besides the main variable sampling frame of the study measured some side variables to have a better understanding of X, Y and Z Generations consuming habits through their generational characteristics. It was asked in the 2nd question for the sampling frame's gender cluster as "What is your gender?"; It was asked in the 32nd question for the sampling frame's marital status cluster as "What is marital status?"; It was asked in the 33rd question for the sampling frame's educational cluster status as "What is education level?"; It was asked in the 35th question for the sampling frame's income range as "In which interval does your net income per month?"; And finally it was asked in the 36th question for the sampling frame's resident city as "Where do you reside in?". The first hypothesis of "H_1: There is a significant difference between X, Y and Z Generation's exposure to media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials." is set to analyze the brand integration for media driver's awareness creation was constructed in 5th question. The frequency of individuals being exposed to media drivers gives how efficient of these communication tools to use for marketing activities. Table 1.1 shows how the fifth question of "How often do you use or being exposed by below communication tools?" was asked to respondents of the questionnaire in the survey. 5th question's answer was assigned to numbers to perform numerical analysis on them. The list of answers was constructed to get a classification score of five-star scale as they are indicated in each cell. Starting from "very rare" to "very often", the answers were matched from 1 to 5 in numeric order to see the frequency of the choices for how much the respondents of the questionnaire are exposed to media drivers.

Table 1.1: Construction of media driver's awareness creation question

	Very Rare	**Rare**	**Sometimes**	**Often**	**Very Often**
Internet	1	2	3	4	5
Magazine	1	2	3	4	5
Newspaper	1	2	3	4	5
Local Newspaper	1	2	3	4	5
TV-Country Press	1	2	3	4	5
TV – Private Press	1	2	3	4	5
TV – Cable Press	1	2	3	4	5
Radio	1	2	3	4	5
Outdoor Commercials	1	2	3	4	5

The second hypothesis of "H_2: There is a significant difference between X, Y and Z Generation's valuing the media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials." was set to analyze the brand integration for media driver's importance was constructed in 6th question. The importance for communication tools for consumers determines how much value do they give for those media drivers which takes their interest most. This gives the advantage of choosing the right communication tool for marketers for their marketing activities. Table 1.2 shows how the sixth question of "How important is below communication tools for you?" was asked to respondents of the questionnaire in the survey. 6th question's answers were assigned to numbers to perform numerical analysis on them.

The list of answers was constructed to get a classification score of five-star scale as they are indicated in each cell. Starting from “very low” to “very high”, the answers were matched from 1 to 5 in numeric order to see the frequency of the choices for how much the respondents of the questionnaire gives an importance to each media drivers.

Table 1.2: Construction of media driver’s importance question

	Very Low	Low	Medium	High	Very High
Internet	1	2	3	4	5
Magazine	1	2	3	4	5
Newspaper	1	2	3	4	5
Local Newspaper	1	2	3	4	5
TV- Country Press	1	2	3	4	5
TV – Private Press	1	2	3	4	5
TV – Cable Press	1	2	3	4	5
Radio	1	2	3	4	5
Outdoor Commercials	1	2	3	4	5

The internet’s importance for brand integration was the primarily interest of the study which is generated for digitalism impact on brand integration through funnel model. For this the descriptive statistics wanted to be checked for the purpose of how much the generations use the internet for their brand perception. So, it is constructed in 3rd question as ““How many hours do you use internet in a daily base?” to see the Internet usage as a communication tool for generations as it can be seen from Table 1.2. The answers of which gives the opportunity of seeing internet for digital effectiveness. In order to see the internet Usage Preference, it was asked in the 4th question as “What is your internet usage preference?”. As the last descriptive question was asked in 31st question as “If you have seen a commercial of a smartphone on internet in which platform did you see it?” to see how much vital role the internet has in individual’s life.

In order to understand what the generations respond to different external factor was put into question and third hypothesis of “H_3: There is a significant difference between X, Y and Z Generation’s purchase of a specific brand and remembering that brand’s commercial in their purchasing decisions.” was aimed to see the consuming tendency of the X, Y and Z Generations through brand perception for seeing the decision-making process among the generations. It was asked in 30th question that how much the respondents of questionnaire impressed by the commercial of the last smartphone that they use in where they were asked to rate from 1 to 5. This rating gives the advantage of getting a classification score of five-star scale for numeric analysis.

Fourth hypothesis of "H4: There is an association between X, Y and Z Generation's being influenced by Social Media in their purchasing decisions." was aimed to the internet as a media driver for seeing social media effect on decision making for each generation group that influenced by digitalism. It was asked in 19th question that "If there is a commercial in individual's social media would it effect their purchasing decision?" with the answer of "Yes" or "No".

Fifth hypothesis of "H5: There is an association between X, Y and Z Generation's being influenced by Social Media Influencers in their purchasing decisions." was aimed to the internet as a media driver for seeing social media influencers effect on decision making for each generation group that influenced by digitalism. It was asked in 27th question that "If a social media influencer advice you to buy a specific brand that he or she had an amazing experience; would you buy that brand even you have not seen it commercial before?" with the answer of "Yes" or "No".

The sixth hypothesis of "H6: There is an association between X, Y and Z Generation's being influenced by a word of mouth (viral marketing) in their purchasing decisions." was aimed to see the word of mouth effect on decision making process for each generation group that influenced by digitalism. It was asked in 24th question as Would you consider buying a brand that a family member or a friend of yours highly recommends even if you have not seen its commercial?" which has the answers of "Yes" and "No" to see the word of mouth effect in purchasing decisions of smartphone consumers.

The smartphone sector was used to see the brand integration through brand funnel model among generations. For this purpose, the questionnaire included descriptive questions that was modified for smartphone sector. Criteria of purchasing for smartphone consumers asked to answer based on what they make their decision to buy a smartphone with the 16th question primarily as "What is the first criteria of purchasing a smartphone for you?" that has been put into analyses. Also, the payment Method Choices of Smartphone Purchases among generation together with

Location Choices of Smartphone Purchases are another detailed question of the study. The respondent of the questionnaire was asked how they make their purchase's payment regarding the smartphone sector in the 21^{st} question as "What is your primarily payment method for smartphone purchases?" and where they make their purchase regarding the smartphone sector in the 25^{th} question as "What is your primarily location choice of smartphone purchases?"

The model was created parting from data gathered through the Turkish Media Consumer Affinity Survey (see Appendix A). Brand funnel model has five certain stages and below construction is made through the survey to conduct a brand funnel curve. Below questions were asked to get the data to construct brand funnel curve. The smartphone brands are used to set the construction on the brand funnel curve in where the list of options for smartphone brands were chosen based on their market share and availability in Turkish market. Thus, the variables to be measured were built for the following constructs represented in the model for the five stages of the brand funnel model with their construction questions are matched as:

Awareness Construction:	Q7: Which smartphone(s) have you heard before?
Consideration Construction:	Q8: Which smartphone(s) have you considered to buy?
Purchase Construction:	Q9: Which smartphone(s) did you buy before?
Loyalty Construction:	Q14: Which smartphone(s) would you re-prefer?
Advocation Construction:	Q15: Which smartphone(s) would you re-purchase?

1.5 Limitations and Delimitations

The questionnaire was conducted for a sample of 340 Turkish consumers from different age groups in 3 generations: X, Y and Z Generations. The purpose of this segmentation is to test the different media driver's effect on each generation such post-millennials (born 1996-2000, also called generation Z), millennials (born between 1981 and 1995, also called generation Y) and pre-millennials (born among 1964- 1980, also called generation X). Older generations did not put into study, because assumption of digitalism effect covers critically only these three generations which is in the sample already. Yet all alive generations put into study's research and explained. So, the study can be diverged by including other generations.

The category which was chosen to assess the consumer behavior of X, Y and Z consumers are limited to industry of smart phones for their brand perception and evaluation. An assumption of the research is that every consumer responds in the same way to advertising media that aims to generate remembrance, consideration, purchase intention, and brand adoption as the first option at the exact moment of purchase and to establish loyalty and engagement to this brand. Classical marketing instruments such price, place, promotion has neglected in the study and only the product itself has put into question whether consumers are interested with it or not. Also, the supportive actions of sales such distribution, franchising, exhibition, competition factor are considered as constant variables. (Rios, 2017) Finally, the emphasis of the study is just the smartphone industry in where the study can be diverged for other industries as well.

This study was focused on the results that are extracted from a questionnaire used to measure and digitalized media consumption habits among Turkish consumers. The survey was conducted online for 340 participants at total. The survey was also designed to consider the following theories: hierarchy of effects (brand funnel models), consumer culture theories and uses and gratifications theories within the claustrum of the marital status, education level, occupation, socioeconomic level, generation by born year and media drivers. So, the media drivers are limited and can be diversified to other media drivers together with limited sample that can either be extended to a larger sample.

2. GENERATIONAL MARKETING

The most important aspect for marketers is to define their target audience and determine which path will be used to deliver the best effective marketing campaign. Generational marketing is the most common way of segmenting the audience in which they are naturally segmented into clusters chronologically based on their preferences and attitudes. The generation represent group of people with similar age which shares identical years of experience through social and cultural norms. Each generation share unique values and attitudes which sets the real difference among generations. Making assumptions and finding similarities between generations provide having a general conclusion for a group of generations together to develop a general marketing plan that would cover those generation's members together to give a single marketing insight which will cover all. (Matecreate Corporation, 2019)

2.1 Multi-Generational Marketing

One of the best marketing approaches is generational segmentation which divides the generations into clusters via marketing communication. Since the marketers will look for efficiency, they will try to reach out all generations with a single shot. Mostly, marketers aim to get in touch all the audience with a single advertisement or an event. Thanks to multi-generational marketing that is the practice of appealing to the unique needs of individuals within more than one specific generational group. (Morris, 1982)

Many companies are currently taking the advantage of multi-generational marketing and trying to understand how to gain the attention of the buyers whom are a member of different generations in diverse position. It would include each generation whom has unique expectations, experiences, lifestyles, values and demographics where the marketers will aim to influence their buying behaviors with limited marketing moves. Multi-generational marketing is referring to the unique needs of individuals within more than one specific generational group, thereon the marketers need to respond the multigenerational marketing's trends where branding their needs by adjusting the marketing mixes and strategies. In each generation, there are some events that affect the generation's members tragically where it can be related to generational history such economics, scientific progress, politics, technology or social shocks such as assassinations and terrorist attacks has a dramatic impact on each generation. (Williams K. , 2009) This means of the marketers must recognize the alive generations and be careful about generation's sore points. Otherwise, the marketing campaign could be a failure. The primary focus of this paper is to describe how to create various marketing strategies appropriate to each generation's characteristics and behaviors, particularly in terms of segmentation, products and services, and communication. Taking care of these sore points of the generations again will give a crucial understanding for marketers to be more alerted to smart customers and responsive to their customers' needs and behaviors. (Petrosky, 2010)

Multi-generational marketing basically works with following principle; Each product has a life stage that each promotional message has a limited time due to targeting multi-generational groups to influence their generational values which will trigger their consumption behavior and eventually end up with purchase in turn. The purpose of the creating ageless multi-generational brands gives a crucial advantage for brands to be one of the top brands where they can shape the world fashions and trends. (Walker, 2003)

2.1.1 How to apply Multi-Generational Marketing and its Benefits

For the first task of applying the multi-generational marketing is to understand the backgrounds, morals, values, characteristics, institutions, lifestyle preferences, and priorities of each generation. As appropriate, adjust fundraising, communication, and marketing strategies accordingly will help recognizing the different behavior of generations and use unique and targeted marketing approaches based on this uniqueness. (Stone, 2001)

Generation-shaping assists to see how social and economic events impact each group of people that lives in a close time span. This segmentation provides a crucial importance for determining this group's tendencies and preferences in common and make it possible for a marketer to conduct a marketing strategy easily to deliver the same message to through all generations. This is not only for marketing purposes but also cultural need of today's world. And of course, understanding the segment, means making it possible to conduct an efficient and accurate plan for marketers. Since each generation means a specific age range of people came together in a unique common characteristic, creating an ageless society becomes easier. This make it possible to define them within their interest and conducting cost saving researches and marketing plans. (Editors, 2002)

Responding to trends of multi-generational marketing and conducting marketing mixes and strategies accordingly is a must for marketers. That is the reason of a marketer must be aware of the majority of generations and aim them in particular for their needs in common. Since each generation has their unique characteristics and attitudes, finding the common relationships and same tendencies among generations is crucial for a marketer. Improving an implementation of multi-generational marketing and building relationships with each specific generation represented in each targeted audience or a community is the key of marketer's success. (Rosenburg, 2008)

2.2 Generations

Mankind defined as to be a social entity who has the basic need of living together with the other humans. People who lives in the same period of time, generally, has some specific characteristics. This is caused by living together and influencing each other. Years brought them together as we can define them in a segmentation. Scientists moving from this point put forward the term "generation" in order to define individuals and their characteristics and carried out studies over this term. (Berkup, 2014)

Each segment explains why the generation's members have the tendency of same perspective, same attitude and same characteristics with minor differences in common. Considering the generation's members were born in close years, lived the same cultural, social and economic conditions in the same environment. Within the scope of studies; a generation is defined as "a cohort of people born within a similar span of time (15 years at the upper end) who share a comparable age and life stage and who were shaped by a particular span of time (events, trends and developments) (Lister, 2018).

Even though it is not precisely defined, it is quite often to find data in literature that below intervals defined within following ranges about the six different generation types are shaped. There are six generations that are alive today where will be defined and discussed in upcoming sections about their characteristics and current marketing insights. The Table 2.1 represents the alive generations with their current ages and born year range.

Table 2.1: Active generations by 2018

	Year Range	**Starting Age**	**Finishing Age**
The Greatest Generation	1901–1924	95	117
The Silent Generation	1924-1945	73	94
The Boomers	1946-1964	55	72
X Generation	1964-1980	38	54
Y Generation-Millennials	1981-1995	23	37
Z Generation- Post Millennials	1996-Today	0	22

The alive generations are shown at Table 2.1 based on their age intervals. As it seen the data from TUIK, the generation distribution of ages can be seen from Table 2.2 for Turkish Population that covers 81,864,223 inhabitants by the end of 2018 where each generation's members are mentioned based on their gender as well.

Table 2.2: Turkish active generation's age intervals

	Age interval	Total	Male	Female
	0-4	6 544 781	3 357 981	3 186 800
	5-9	6 336 787	3 253 192	3 083 595
Z Generation	10-14	6 322 223	3 244 584	3 077 639
	15-19	6 402 806	3 288 016	3 114 790
	20-22	3 914 308	1 999 846	1 914 461
	23-24	2 609 538	1 333 230	1 276 308
Y Generation	25-29	6 256 609	3 176 593	3 080 016
	30-34	6 319 097	3 197 285	3 121 812
	35-37	3 938 010	1 985 900	1 952 110
	38-39	2 625 340	1 323 934	1 301 406
X Generation	40-44	5 836 212	2 947 638	2 888 574
	45-49	5 302 832	2 665 168	2 637 665
	50-54	4 693 555	2 367 229	2 326 325
	55-59	4 163 996	2 072 110	2 091 886
The Boomers	60-64	3 437 773	1 687 722	1 750 051
	65-69	2 604 978	1 242 584	1 362 395
	70-72	1 109 946	499 147	610 799
	73-74	739 964	332 764	407 200
	70-74	1 849 910	831 911	1 017 999
The Silent Generation	75-79	1 257 817	537 620	720 197
	80-84	790 992	317 440	473 552
	85-89	484 644	181 949	302 695
	90-94	146 412	41 254	105 158
The Greatest Generation	95-99	23 611	5 249	18 362
	100+	4 990	638	4 352

Resource: http://www.tuik.gov.tr/HbGetir.do?id=30567&tb_id=2

The study focuses on the generations of X, Y and Z Generation in where the total range starts from 1964 with X Generation, through a full cycle of Y Generation and still continues with Z generation. These three generations cover all the important technologic developments and are raised by them. Thereon, all the marketing campaigns are now aiming to charm exclusively this X, Y and Z generations since these three generations are in the center of business life and taking vital roles in them where they are the main consumers anymore that has a touch with the technology. But before we go deeply investigating the X, Y and Z Generations, to understand better of these three generations, we will go back a little bit earlier and start from previous generations where it will cover the years after 19th century. In following, the generations will be discussed in general about their descriptions, characteristics, lifestyles and attitudes.

2.2.1 The Greatest Generation (1901 – 1924)

The greatest generation's members are the oldest alive generation of today. They experienced many wars during their times such World War II in where they are called sons of war. Since they experienced huge economic and food scarcity such in Great Depression or in war times, they learned how to stay strong with the help of teamwork to overcome these hard times. The members of greatest generation as the great-grandparents that lived and still lives without any modern tool. In the lack of technologic developments of their time, there were not even a refrigerator or air conditioner; they had neither radio and nor a TV. The greatest generation's members are the last remaining witnesses of the life without technology where the most of them are passed away by considering of being in the year of 2019. (Kagan, 2018)

Since the Greatest Generation's members face with aging, the most important concern of them is being nursed where they are either in retirement homes or being nursed by their children. The Turkish average life expectancy is 75 for men and 80 for women and most of them are suffering many sicknesses whom are gotten at the very end of their life expectancy. (Sputnik Corporation, 2018) Becoming old, generally, lead them to have a memory and cognitive performance problems and that leads for marketing campaigns to lose its importance. Naturally, digital instruments are not understood by this generation's members. There is no need of not having any marketing insight for this generation anymore, since the generation's members are just focused their survival needs, not focused the luxury at all.

2.2.2 The Silent Generation (1924 - 1945)

The silent generation's members are traditionalists where they got stuck at the previous generation's living perspective due to be a close victim of the ongoing war. It was the time of pre-feminism that is wife would stay at home and nursing the kids, cooking or doing housework and the men pledging their loyalty to a financial security by working. The children who grew up during this time worked very hard and kept quiet that is commonly understood by children should be seen and not heard which gives the meaning of their generation name. (Fourhooks Corporation, 2015)

The members of this generation tended to stay in their safe zone where they avoid of trying new things and only count on used technologies. That is the reason of they are called traditionalist. This generation members are simply afraid of changes and prefers to keep what they have on their hand. The basic five marketing tools as seeing, smelling, touching, hearing and tasting are highly affect their choices. Most of them are following community norms, yet they have a fear of being dependent on others in which gives the digital marketing tactics to be not efficient where the traditional methods such word of mouth and shop bargaining still hold its importance for them. This generation's members are focused on what they need and then they purchase, that's the reason of marketers is not being able to reach them out via marketing activities where they represent a minor sample of the population anymore that are coming at the end of their carriers and the ones are still working holds the important management positions whether in governmental channels or in public sector. In shorth, the silent generation members are the last group that could not adapted to digital era with its upcoming trends. (Eisner, 2005)

2.2.3 The Boomers (1946 - 1964)

Harry Wallop defines the boomers as: "*Those born in the years after World War II where this was the generation that fought the cold war and smashed down the Berlin Wall. These are the men and women who tuned in, got high, dropped out, dodged the draft, swung in the Sixties and became hippies in the Seventies.*" (The Telegraph Corporation, 2019)

The members of the boomers are either are retired or about to retire today. It is quite enough for these group members to leaves and listens to voicemails about digitalization for the first half of the boomers as baby-boomers. Yet the rest, especially the younger members of this generation has a tendency of representing a behavioral type of X Generation. They are the ones who tries to keep up the new era with old-school of smartphones and gather with their family members, relatives and peers in social networks. (Billingsley, 2011)

With the first TV generation and of course with radio, they met with first steps of the digitalism. They are the first tolerant generation to technology. The first step of the digitalization has been made at the end of late boomers and continued to grow up and fertilized in the Generation of X. Younger members of this generation adopted easily for the technologic developments of their time and have taught the rest of the Boomers for them how to use this technology. Yet it was not entirely understood by older members where a study indicates: In 2014, 65% of adults aged 50-64 used social networking sites, with the vast majority engaging with Facebook to revive “dormant” relationships. Yet, The Boomers are the most likely to misunderstand the Facebook marketing and therefore they misguide the marketers by their non-rational feedbacks. As they are part of a traditional world; they prefer to talk with a real people. The boomers still have considerably high value of the market today in where they even spare quite big amount of their budget to technology including smartphones as well. (Kayton, 2018)

The sum of X, Y and Z generation covers almost 80% of all population in where they are the generations that are truly embraced the digitalism. Table 2.3 indicates the distribution of Turkish generations. Looking at these three generations in details provides a better understanding of how their consuming habits formed by the digitalization together with their age intervals and generation’s percentages compared to Turkish total population.

Table 2.3: Turkish generation's distribution for the year of 2018

	Age Interval	Percentage	Population
All Alive Generations	0-100+	100,00%	81 867 223
Z Generation	0-22	36,06%	29 520 905
Y Generation	23-37	23,36%	19 123 254
X Generation	38-54	22,55%	18 457 939
The Boomers	55-72	13,82%	11 316 693
The Silent Generation	73-94	6,44%	5 269 739
The Greatest Generation	95-100+	0,03%	28 601

Resource: http://www.tuik.gov.tr/HbGetir.do?id=30567&tb_id=2

2.2.4 X Generation (1964-1980)

Generation X members are the one that had to adopt the world’s changes at most, because during their adulthood there were an economic crisis overall where they were raised by working parents that made them to take a greater responsibility for taking care of themselves and tended to be less traditional than previous generations in regarding. Members of this generation have an active role in today’s business life wherein the most of them are in management position of current business life and leading the generations of Y and Z. Most of the Generations X members are married and they are parenting to the generations of Y and Z. This made them familiar with today's upcoming technology and trends where Generation X experienced the beginning of computer age together with internet spread-out in where they also pioneered video games and experienced the first times of the digitalization. Informatics age is crucial for the members of X Generation and they are bewaring of technology's upcoming importance in today's world.

Generation X members are busy with dealing with their children, paying mortgages and tuition, and working a lot, yet it turns out that they're also on online more than 80% of this generation reports that they are on Facebook, MySpace and Twitter, in Turkish case mostly Facebook users are in frontiers. (Lister, 2018) This generation is our true hybrid when it comes to marketing. They grew up without the online shopping experience, so they still enjoy a trip in-store, but have fully embraced online shopping as well. (Author, 2017)

E-mail marketing may seem an old-school communication tool compared to newest tools of digitalism, yet it is still used by the Generation X members frequently for a communicative purpose. Since this segment have an active role in business which gives them the opportunity to be targeted via e-mail marketing regarding their compulsory e-mail usage for work oriented purpose. Besides of the work, this generation access their e-mail via their smartphones or tablets and receives the updates simultaneously. Naturally, they positively react to e-mail marketing tactics. Whenever a brand is at an upsurge, the members of X Generation organically, prefers that product which is in a high demand. They rely on the other's choices and recommendations. The members of the X Generation are traditional, and they have less trust to new things, considering the adoption of new trend's and fashion's acceptance. Generation X members are using so frequently social media that the marketers can easily lead them. Thanks to Facebook's targeting options, the marketers can send advertisements to new moms for anniversaries, birthdays, and more. Some companies, like Petco, offer to send disposable items to your house at regular intervals with is a great way to never forget to stock up on kitty litter or dog food. Babies R Us and Toys R Us have a great email program that will send pregnant moms updates month-to-month, and then after birth with age-appropriate toys. This is a great way to establish a customer loyalty to make their busy lives a bit easier. (Lister, 2018)

The members of Generation X have a low-price sensitivity in where they want the products and the messages to be designed ultimately for them to be used in their way of doing things such a specific purpose. They see the technology as changing their world and techno literacy is highly valued. They are somehow are not always easily to reached in terms of communication. Generation X females are a strong follower of Television and magazines, yet the traditional network TV is not able to attract this generation's males. Yet, the Internet is continually luring these customers and increasing its importance in each year for both males and females of this generation. Also, the members of Generation X are skeptical about modern advertising in where it is not found completely trustful for a purchase aimed transactions. Besides, they are lured by the commercials that are frank and uses straightforward facts and honesty is the key term to make a sale for this generation. Generation X is affected by word-of-mouth recommendations as they think communally and often make decisions together where society matters. The communication tools of Internet, word-of-mouth recommendations, frank advertisements and e-mail marketing works for this generation. Besides, peer gatherings and social events are also working efficiently for this generation. (Williams K. , 2009)

2.2.5 Y Generation-Millennials (1981-1995)

The millennials as the children of globalization have accessed the development and easiness of technology. That is why this generation gives a crucial attention to networking rather than physical boundaries which gives the opportunity to call themselves as global citizen of tomorrow. As they were born into a technological, electronic, and wireless society, the global boundaries are becoming more transparent via travel, migration and especially the internet. The more they grow up in a fast-paced chancing digitalized world, the better adapted of this generation's members themselves in this fast changed and became a part of digital world. (Williams K. , 2009) The members of Y generation started to fulfil the empty spot that they took over from out-numbering Baby Boomers' workforce where the importance of this of this generation rises and becomes the core of marketing target. (Eisner, 2005)

Generation Y is the first generation that they beware of technology is a given, not a right and it is considered a part of life unlike the previous generation vision as the internet is a luxury. Their time made this generation to experience switching from manual to digital as they know how the both principles work. They are the core users of internet as they use often e-mails, social apps, cell phones and texting apps to communicate together. Over 90% of the 18-29-year-old group is online which makes this generation to be alerted increasingly by online events. (Tran, 2018) This generations do almost everything with their smartphone which starts from text messaging to web browsing. They created a new era for jobs rather than traditional job titles as they tended to be a blogger, producer or social advisor by using YouTube, Facebook, Instagram and Twitter platforms. Social networking is a key distinction for this generation as they closed the manual era and created new digital world. As a point of interest, about one-quarter of today's teens check Facebook more than 10 times per day. Content means everything for this generation where the moving content from platform to platform with no restrictions is a must. (Dickey, 2007)

Millennials are becoming an economic force of tomorrow where they are the largest generation of entrepreneurs. One of the interesting facts about Generation Y members that is according a research of Brookings Institute in 2004, 64% of millennials would rather make $40,000 a year at a job they love than $100,000 a year at a job they think is boring that is way different attitude than previous generations. (Hais, 2014) Additionally, Millennial's buying power increases day by day and this takes the attention of smart marketers that are creating new channels to hook this generation. Millennials goes for a physical shopping in another name in-store shopping lesser than other generations, yet when they do they spend larger amounts of money for this purpose. Generation Y tends to online shopping at most. A survey says around 40% of male millennials admitted that they would buy everything online if they could. Fewer females said the same thing (33%), but overall, this is a group of people that has always been comfortable with online shopping. (Emarketer Corporation, 2015)

The Generation Y members take the recommendations from their friends and their family and are getting motivated for a shopping purpose in where the viral marketing absolutely works for them. Millennials do not respond to traditional marketing tactics and they are the first generation that marketers had to look other ways to hook this generation and the generations in following. This led a change in reshaping the way that goods and services are being marketed. It is reported that 68% of them won't take a critical decision unless they consult to their close environment which includes even a choice of a restaurant. (Williams K. C., 2010) Digitalization allows this generation's members to give their decision via online platforms as they tend to use internet or apps for investigating the location for a restaurant or events etc. This generation decides where to eat based on Instagram pictures, chooses hair stylists from Facebook and has their groceries delivered to their door via online shopping for almost everything. Even now, with an only voice command system, such Alexa developed by Amazon assists individuals to deal their groceries to be done automatically. (Barton, 2014)

The first marketing insight of Y Generation that is they focus on innovation. Millennials love the big ideas as such Apple; after Steve Jobs, the creator of Apple smartphones and Mac computers, changed the shape of a traditional computers. This generation likes to set a new trend and follow this passion in where the trends which becomes popular instantly charms them as the trendy coffee shops or restaurants that shines through Instagram what becomes popular through social media, Millennials wants to take a bite of it. Being able to market for millennials require a unique way of innovation for communication purpose in where they have to see, listen and hear the true voice of the influencers. (Patel, 2016)

For millennials, adding incentives to marketer's marketing plan would beef up brand's sales campaigns. Creating coupons and conducting loyalty programs are a crucial consideration for millennial's purchasing intention. According to Yahoo, 63% of millennials would be more likely to "check-in" to a business on social channels if it meant they'd receive a coupon or discount; 20% off is enough of an incentive to prompt 50% of respondents to visit a retail location. (Kasomi, 2017) As this is a great opportunity to get sales leads for aimed business for marketers. Loyalty programs are key stones of millennials as they are a great way of advertising the campaigns. Researches show that 77% of millennials already do or are willing to participate in rewards and loyalty programs and 73% of smartphone users are interested in using their mobile devices to interact with brands' loyalty programs. Among the stores already doing this and seeing success are most of the banks or the Starbucks, the most famous American pop culture coffee shop. (Patel, 2019)

It may sound weird yet, USA millennials obviously tends to listen radio where the advertising over radio may seem like an old-school marketing trick, a study shows that 93% of millennials report listening to the radio for a total of around 11 hours per week. In fact, more millennials globally listen the radio than Generation X members or Baby Boomers, and podcasts are becoming just as popular as Netflix shows. (Neilsen, 2018)

Creating creative media communications seems the most effective way to communicate with Generation Y and onwards in where this generations broke down the taboos and they led the creation of a new era of marketing in what caused for this generation members to be not responding to traditional marketing hype. Advertisement targeting for this generation must be placed in appropriate magazines and on appropriate Internet sites or such on TV or radio programs and of course in video games as advergaming. The Y Generation created such new platforms that changed the meaning of marketing as in such channels which created a new way of an interaction over a video game as advertisement in a game, advergaming. Even the traditional media had to create a new format to take the attention of this generation as MTV. Not only online communication channels but also offline communication channels such word-of-mouth stood its importance for reaching Generation Y. Word-of-mouth advertising that is the most effective communication way for Xers is also accepted by Y Generation. In addition, marketers need to make their campaigns more suitable and more local delivering a message Generation Y can relate to that is more important to identify triggers for them and only then using these triggers in the advertisement would work-out. Marketers need to use appropriate music, language and images. Using such a language with paintings or visual pictures creates an action that takes their attention and makes them take a photo and post it on Instagram. (Williams K. , 2009)

As a sum up, Y Generation is at the control of their own that creates its unique content, influencers, and passions. They changed the understanding of communication tools and puts a significant important with internet to digital age and their innovation can only be improvable by a far more digitalized generation that is Generation Z.

2.2.6 Z Generation- Post Millennials (1996-Today)

The last generation was born after 1996 that represents the 20th century's newborns where the scientists expects that this generation will continue until 2020. Generation Z, by a different name Tweens, is the newest generation to be fully defined where the only first members of this generation are early adolescents and teens. Having the members of this generation oldest 23 years old makes this generation to not have a general conclusion and attitudes to be unknown. They are the most technologic generation that they born in a digitalization in where the first members of this generation started slowly to take a role in business life as either interns or juniors. The members of Generation Z are raised with high technology in an informatic age and they have never lived without the Internet. That is the reason they would like to keep their integration level with informatic age so close that even they are not holding much capital. The members of this generation are planned, structured, and self-controlled children that they even save their pocket money and spends these to have an updated version of their technologic tools on self uses despite of their early ages. Since this generation is going to cover future's massive consume, marketers want to understand this generation and lead them with their marketing tactics. It is important for marketers to increasingly target this segment where they look for the members of Z Generation's early loyalty. (Williams K. , 2009)

Knowing the sore points of the Z Generation will give a crucial advantage for marketers to conduct their strategy to enhance the ideas of the tweens and give them unique advantage of being influence them. The high levels of competence with technology gives the Tweens to be a new spot in marketing as they are the new marketing savvy. With regard to products and services for Generation Z, Tweens have \$43.000 in spending power and influence an additional \$600.000 of family spending. In following year this generation will ultimately cover most of the consumption and be a consumer leader by the generation. For the members of Generation Z gives value to music, fashion, cosmetics, and video games as they are indispensable tools of their peer acceptance and fitting in. Despite of the Generation Z's early age, they create new trends as new haircuts and choices of their wardrobe in a trendy style and even they are now influence more than 70 percent of family food choices, with kid influence on items bought for them in the 80-90% range. This gives a crucial signal for marketers to trigger Generation Z members to alter the purchase habits of the parent generation of Yers and Xers. Generation Z surprisingly is a determiner even in vehicle purchasing decision. Almost half of the parents of Generation Z mention that they take into consideration of their children while they are choosing a new car. That gives for car manufacturers to give an attention of "kidfluence" and now they started to target marketing messages especially for six to fourteen years old range. Astonishingly, children are able to recognize brands from the age of about 18 months which makes them a marketing target after their eighteen months. (Hais, 2014) For Tweens, the next generation of social networking sites makes it possible to build online communities that are more of a secret close group of close friends to set the trends and follow the new fashions. (Labi, 2008)

Having a working parent for Generation Z forced this generation members to spend more time on a screen of whether tablet, TV or smartphone. The television is a crucial determiner for this generation members to interact with big brand while they watch TV or the online advertisements while they spend time on internet by watching cartoons or etc. A research showed that 72 percent of the 6-8-year-olds and 56 percent of 9-11-year-olds ask their parents to buy the things that they see in television commercials and that means are able to influence of parent Generation X and Y's purchasing habits. (Nielsen Corporation, 2019)

Technology use is considerably high in Generation Z comparing other generations of its time and even it will likely to increase its importance in future. That gives the handicapped of being easily influenced by the digital media while having more power that comes with technology for a smart internet user. Generation Z member have multitasking capabilities wherein they are intellectual by their age and certainly spends most of their time on internet. Interestingly, 8-18 years-old in the U.S. spend one quarter of their media time using multiple media. That is now enough for this generation members to be online only in one single social platform but also using others to be bombarded more of information from all sides. For example, 24% of 12-18 years-old use another media most of the time while watching TV. Besides of being a multitask, they also have love investigate, in their terms as stalk things and find the best for option for them in where they are the one who spends hours researching online for a family vacation but is too cool to be seen with his family at fancy places for Instagram purposes. Technology provides them to get more access to customized educational materials and they are able to educate themselves with online materials. (Cohen, 2007)

All in all, Generation Z is still unknown for marketers in where they are becoming young adults that makes them to create their own path and unique concepts in digitalization manner. Even companies are now hiring independent social media influencers to set and lead the Z generation's members on their own. Because other generations fail to understand their unique way of grasping marketing insights. Thereon this generation will be leading itself for further purposes with great hopes.

3. BRAND INTEGRATION AND DIGITALIZATION

3.1 Digitalization

Digitalization, by 2019, is the key aspect of today's world where the individuals cannot stand a black-out for internet or electricity more than an hour. With the technologic developments such smart houses, the individuals are no longer needing to worry about their shopping list, the temperature of the house or any other issue; they can simply deal with all automatically or set by remote via their smart phones. Trends have shifted, and economies were adapted to technology in time. It used to be the manufacturer companies holds the ten about being richest among world rank, yet now it is not the producers, but the service providers and technology setters holds the top ranks. Amazon by 2019 is the biggest company where they are at number one position of the world where they established at 1996. The company now developed a new device named Alexa which is a key solution for many induvial needs. (Edge Foundation, 2010)

3.1.1 Digitalization Impact

Digitalization flourished with the help of internet and nowadays it is an irreplaceable part of individual's lives. It created millions of new sectors that worth billions and billions of dollars. It changed the meaning of needs and desires.

The world's first web page has been put back online as part of a Cern project to preserve the World Wide Web's heritage in 1989 and thereon the first advert for the World Wide Web was published in 1993 which describe the technology as an easy but powerful global information system. In the same year the world wide web was put into public domain that meant by giving the technology for public usage for free. From that date till now, the free web we know today was created that is not owned by anybody. (Shubber, 2013)

The internet led the digitalization widespread with an immense speed where each year it made outnumbered growth than previous year. The startup for internet made in 1989 and it has incredible growth by each year. (Press, 2016) In the year of the thesis is written by 2019, the penetration of internet is 57% worldwide, as it can be seen from Figure 3.1. It means that every 57 people out of 100 uses internet. Turkish population's internet usage is 72% which is higher than world's average. As Figure 3.2 indicates, the internet users gain was 367 million in comparison of having 84 million people to world's population from January 2018 to January 2019.

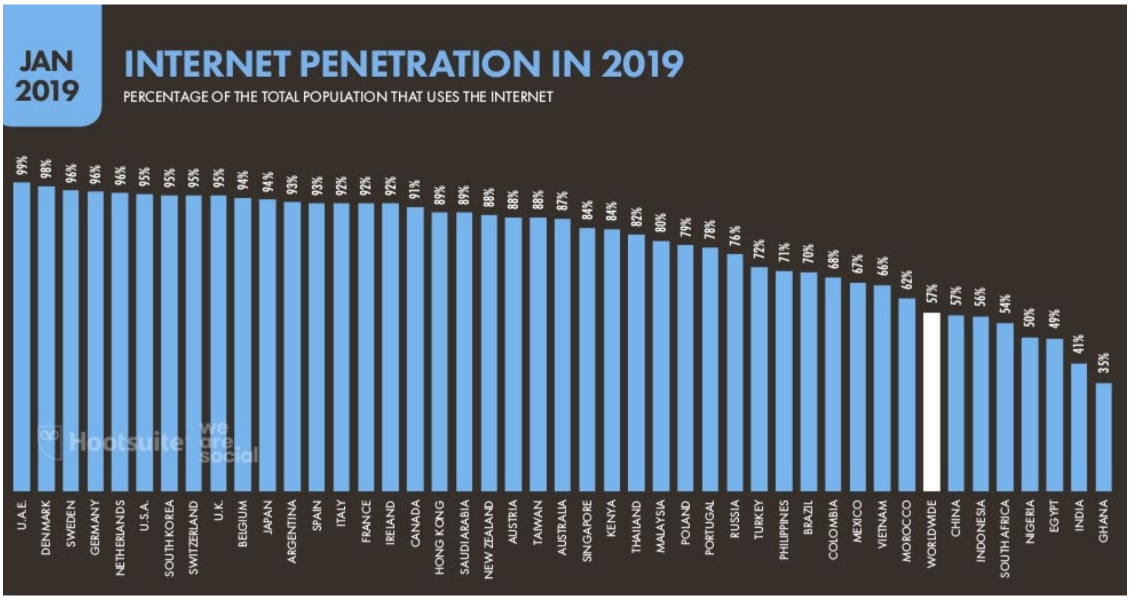


Figure 3.1: Internet penetration report by January 2019

Resource: https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates (Access date: 01/03/2019)

Annual growth of the digitalization is illustrated in Figure 3.2. Each year the internet gets more popularity among people and spread-out of new technologic developments such new social platforms, new apps and popularity of smartphone industry gets higher each day. As the figure shows, total population of the world has increased only 1.1% regarding previous year but in comparison to that the unique mobile users increased 2.0%. The internet users in common for all platforms has increased 9.1 % which makes a new internet user with 367 million of people. Active social media user represented an almost same rate of increase such in case of internet users. So, it can be interpreted that the new internet users start their first internet journey with social media. This gives the importance of social media in internet usage for marketing purposes.

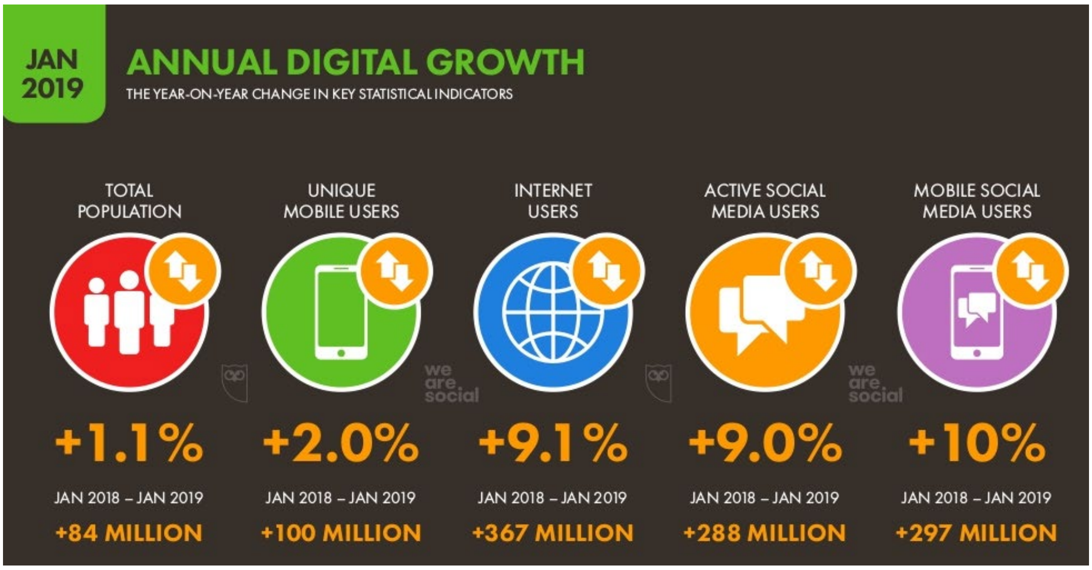


Figure 3.2: Annual growth of digitalization by January 2019

Resource: https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates (Access date: 01/03/2019)

3.1.1.1 Smartphones

Smartphones have become an important part of life where they are an intermediator to many more platforms and other technologic developments. They took the role of computers from individual's lives where the smartphones are more portable. Nonetheless of the long history regarding the phones, the first mobile phone was created by Motorola on April 3rd, 1973 and it has taken a long journey until it reaches to end users. The first smart phone which is the ancestor of today's modern smart phone was released to public in 1994 with limited features compared to ones that we're using now by IBM. It only had a small monochrome LCD screen and a one-hour battery life and included the features of touch screen, e-mail, fax, notes, calendar, applications and other widgets that would become widespread decades later with trillions of dollars a new sector. (Andrew, 2018)

Considering the smartphones have only been existed for 25 years now, it had an incredible penetration to take over mobile connectivity. Figure 3.3 indicates by the year of 2019 that mobile connections associated with smartphones around 5.453 billion in where the smartphone connections took the 67 percentage of total connections. Traditional old-school phones hold around 30 percentage in where the number of 2.444 billion of people still uses it.

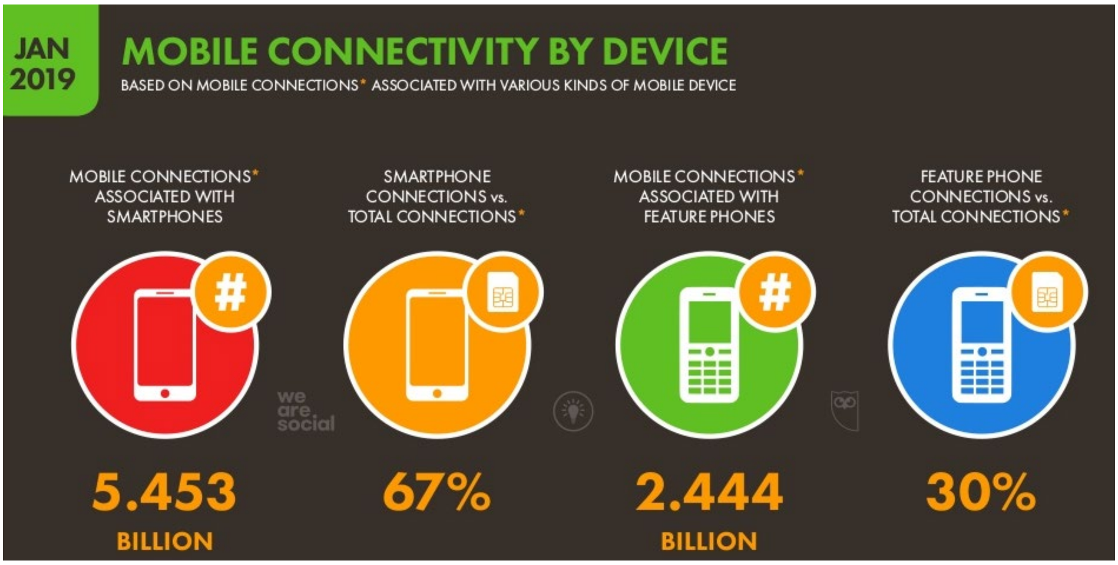


Figure 3.3: Mobile connectivity by device by January 2019

Resource: https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates (Access date: 01/03/2019)

Individuals never give up checking their smartphones, even if they are at work, at school or on the road. However, every country displays different usage patterns. Statistics show that in Europe, people look at their smartphones 48 times a day. In Turkey, this number rises to 78 according to research by Deloitte. 78 times a day means that Turkish people check their phones every 13 minutes. All that means is smart phones are indispensable part of our lives where it connects us to digital world. Considering the total amount of import from 2007-2017 was 142,4 million peace of smartphone that equal 24 billion US Dollars; This shows how big is the industry. The most important result of the research is related with mobile access of e-commerce websites. In 2015, 32% of smartphone users were using their mobile phones to glance at shopping websites. Today, the proportion has risen to 46%. This shows that mobile access has gained much importance from the perspective of e-commerce. Mobile advertising has also been increasing its share among the other digital advertising media. The Turkish public, with its attachment to smartphones, points to a big potential in terms of mobile advertising. That explains why the smart phone industry have chosen to conduct the questionnaire that was the best logical tool that is affected by digitalization and a tool that connects individuals to digital platforms. (Deloitte Corporation, 2018)

The Figure 3.4 displays a forecast of the smartphone user penetration rate in Turkey from 2015 to 2022. In 2022, the share of monthly active smartphone users is projected to reach 71.01 percent of the total population. This would be an increase of almost 27 percent from 44.08 percent in 2016. Yet in the year of 2019, the time when the study's questionnaire filled, the smartphone users cover almost 62% of the Turkish population. Nevertheless, the penetration of smartphone usage will continuously increase in future together with the mobile platforms.

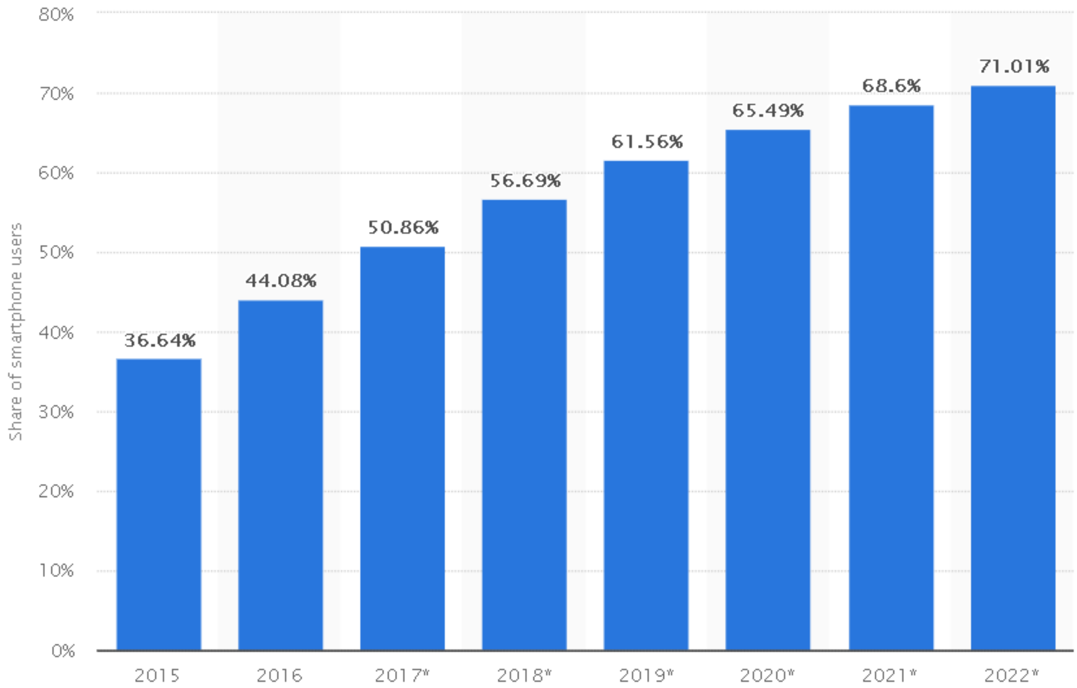


Figure 3.4: Forecast of the smartphone user penetration rate in Turkey from 2015 to 2022

Resource: https://www.statista.com/statistics/568281/predicted-smartphone-user-penetration-rate-in-turkey (Access date: 01/03/2019)

Mobile worldwide vendor market shares can be seen below by considering the last 12 months based on the data of February 2019. The brands where they start from biggest to smallest as Samsung's worldwide share is 31,82%; Apple's worldwide share is 22,85%; Xiaomi's worldwide share is 7,88%; Huawei's worldwide share is 7,87%; Oppo's worldwide share is 4,49% and rest of the brands has 4,43% at total in the Figure 3.5.

Figure 3.5: Mobile vendor market share worldwide by 2019

Resource: http://gs.statcounter.com/vendor-market-share/mobile (Access date: 01/03/2019)

More detailed version of Figure 3.5 can be seen at Figure 3.6 which gives the data between February 2018 and January 2019. The histogram of worldwide vendor market shares among smartphone brands followed mentioned diagrams.

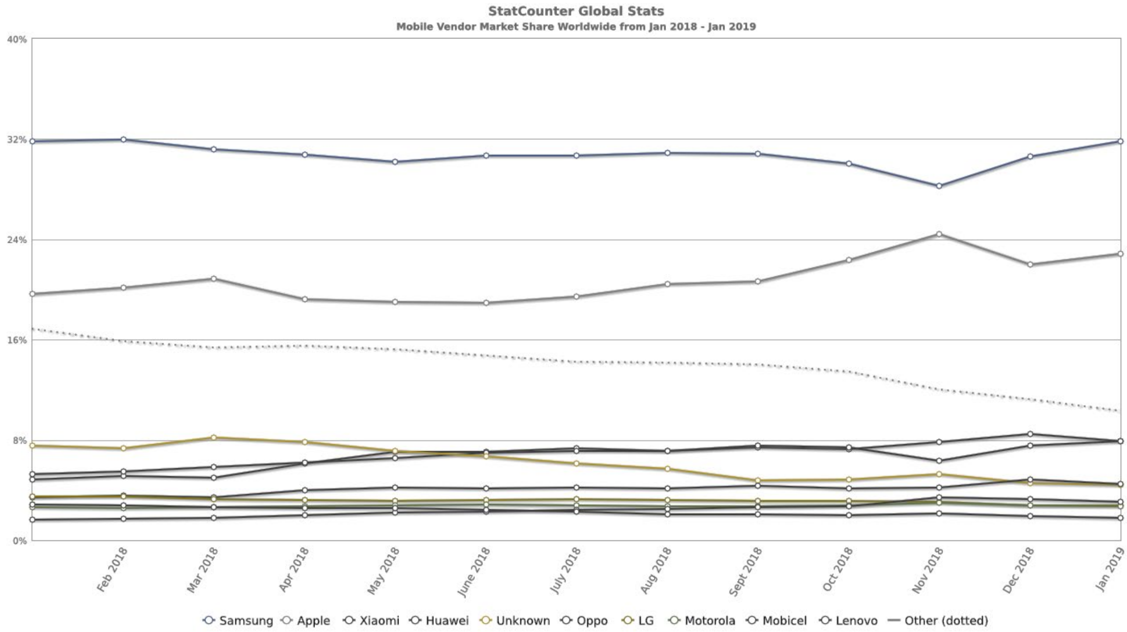


Figure 3.6: Mobile Vendor Market Share Worldwide from Jan2018 to Jan2019

Resource: http://gs.statcounter.com/vendor-market-share/mobile/worldwide (Access date: 02/03/2019)

Figure 3.7 indicates that the mobile Turkish vendor market shares are considered the last 12 months based on the data released on February 2019. The brands where they start from biggest to smallest as Samsung's Turkish market share is 55,42%; Apple's Turkish market share is 17,1%; Huawei's Turkish market share is 7,44%; General Mobile's Turkish market share is 5,31%; LG's Turkish market share is 4,9% and Lenovo's Turkish market share is 1,41%. As Figure 3.14 indicates, the remaining brands took the share of 8.42% which are HTC, Sony Ericson, Casper and others. This data represents the Turkish smartphone consumers overall preferences which would came out in the questionnaire.

Figure 3.7: Mobile vendor market share in Turkey by January 2019

Resource: http://gs.statcounter.com/vendor-market-share/mobile/turkey (Access date: 01/03/2019)

3.1.1.2 Social Media

Social media, by definition, is understood as the different forms of online communication used by people to create networks, communities, and collectives to share information, ideas, messages, and other content, such as videos. The emerge of social media took place after the personal computers widespread in 90s that started with blogging. In time with the development of the technology and digitalization tools it changed its concept and became more visual. Recent mean of social media has a wide range of usage, such as messaging apps like WhatsApp and Viber, profile-based platforms such as Facebook and LinkedIn, video portals such as YouTube, and also email clients such as Gmail. Today, social media is an integral part of the lives of people around the world. (Keith, 2016) As Figure 3.8 indicates there has been tremendous increase in mobile social media usage over time.

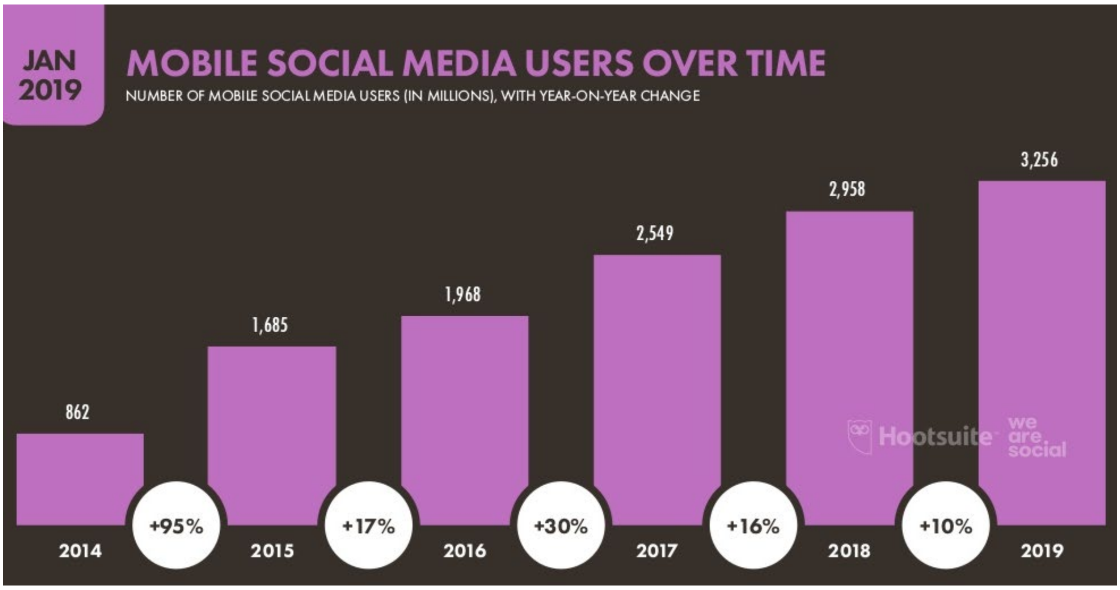


Figure 3.8: Mobile social media users over time by January 2019

Resource: https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates (Access date: 01/03/2019)

Technological developments easiness the individual's life. Digitalism is at a touch away in where smartphone's assistance. Mobile social media users increase each year regarding the increase with smartphone's number among people. Number of mobile social media user's increase is shown at Figure 3.8 year by year. In 2019, 3.256 million of people access their social media accounts thorough their smartphones which indicates the crucial importance of this thesis again.

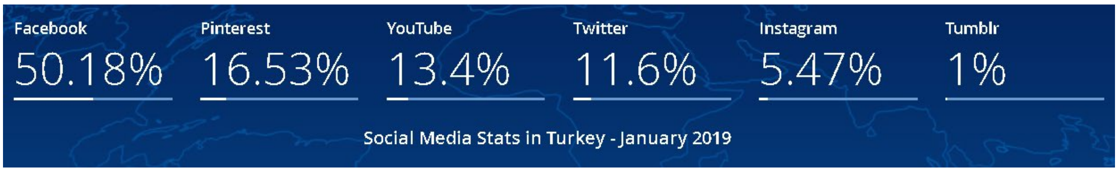


Figure 3.9: Social media usage statistics in Turkey by 2019

Resource: http://gs.statcounter.com/social-media-stats/all/turkey (Access date: 01/03/2019)

As it seen from Figure 3.9, Turkish Social Media user's trends by year 2019 as mentioned in, the marketers can take advantage of mentioned platforms to establish a digital marketing campaign where the Facebook now is supreme market leader among its rivals. The owner and the creator of Facebook together with other platforms such Instagram and WhatsApp, the Marc Zuckerberg is one of the richest and the most influential person in the world. Turkish social media usage shows the same tendency together with worldwide preference. A wider portrait of how social platform's market share shifts can be seen from Figure 3.10.

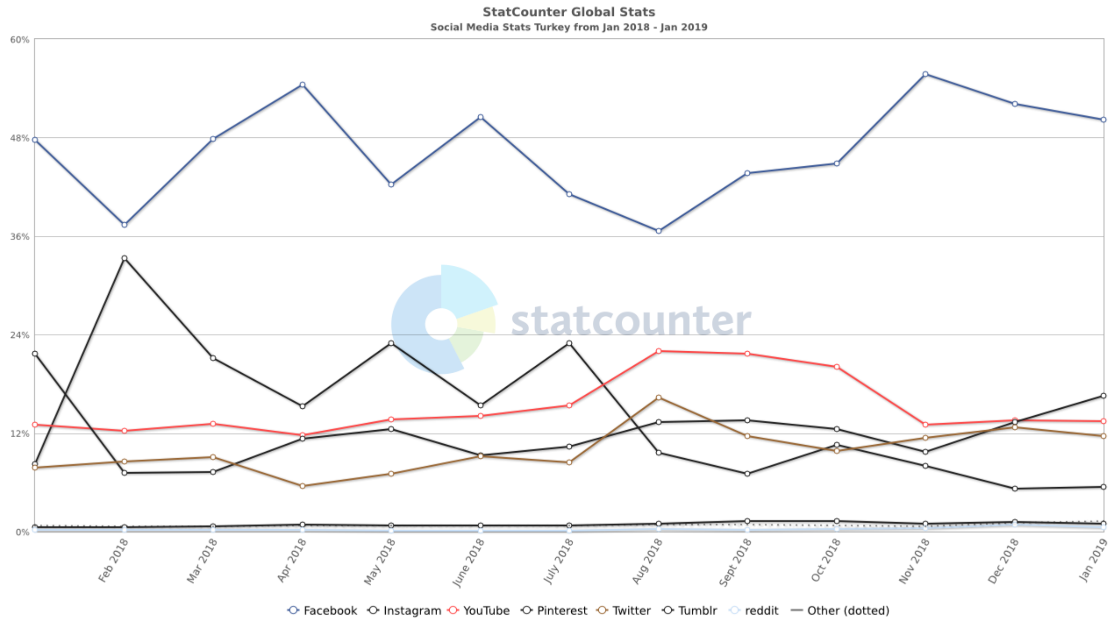


Figure 3.10: Social media statistics in Turkey from Jan2018 to Jan2019

Resource: http://gs.statcounter.com/social-media-stats/all/turkey (Access date: 02/03/2019)

3.2 Brand Integration through Brand Funnel Model

Marketing's ultimate goal is to reach consumers and to make sales of their product and to sell it again and again. In order to do that, by years, many theories have been developed and many models have been created. Selling a product has a certain process that there are many different models with minor differences. Yet, in short, all of them work with the same basic algorithm throughout a metaphor called a funnel. A brand funnel is simply a number of potential brands for a purchase intention. A good marketer could eliminate those brands and leads or directs the potential customers to a specific brand with a superior marketing strategy. (Court D. , 2009)

According to the funnel analogy, a customer methodically narrows down their initial preferences while evaluating their options before deciding on their final choice. Even after the customers made a purchase, the same evaluation takes place in their loyalty stage to repurchase the same brand again based on their satisfactoriness. Marketers promote the product during every phase of the funnel process to urge the customer to make a repurchase. Figure 3.11 shows the path of how a consumer eliminates the options to make a purchase of a specific good.

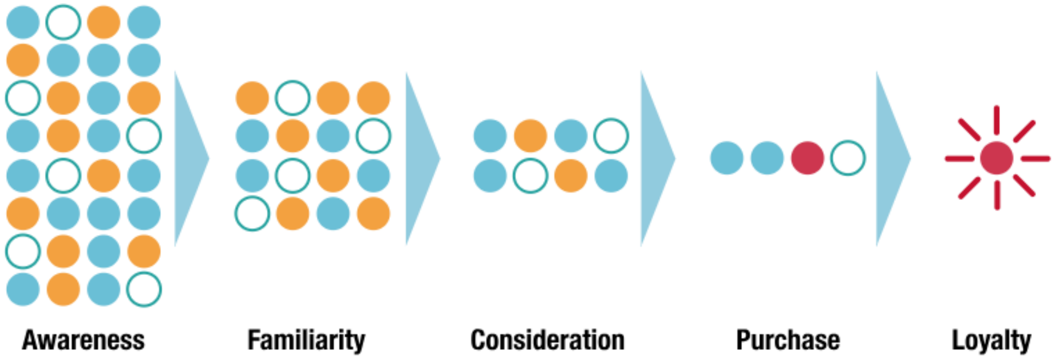


Figure 3.11: Traditional funnel metaphor

Resource: "The Customer Decision Journey" by David Court al., June 2009. Retrieved from https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey (Access date: 02.02.2019)

The traditional funnel metaphor fails to capture all the touch points and key buying factors resulting from the explosion of product choices and digital channels, coupled with the emergence of an increasingly discerning, well-informed consumer. A more sophisticated approach is required to help marketers navigate this environment which is less linear and more complicated than the funnel suggests. (Rios, 2017) As mentioned there are many funnels by different name that works for the same goal is to make a sale. It's aimed to have a higher level of relationship and interaction in every stage of a funnel. Marketers are still looking for new ways to interact with a consumer and take their interest, thereon a sale, repeat, loyalty and advocation in shorth regarding their own brand.

A Customer Purchase Funnel, by definition, is simply a tool for visualizing where the prospects of a marketer are in the process for giving the customer a purchase decision. This funnel is wide at the top because prospects with all level of engagement entered and eventually the most engaged ones are channeled to the bottom of the funnel to be turned into sales and repeat customers as it seen in Figure 3.12.

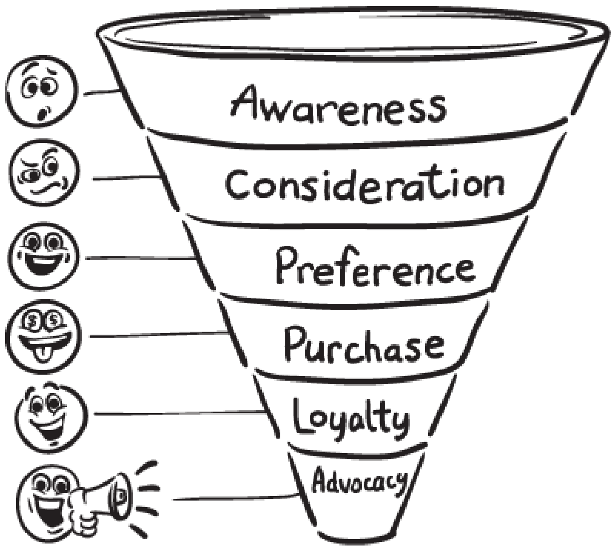


Figure 3.12: Customer purchase funnel

Resource: https://crenshawcomm.com/prs-role-customer-journey (Access date: 02.04.2019)

The original brand funnel resulted from a sales process, it's evolved to become a pivotal input to a company's strategy. A combination of brands makes the consumer to be in a decision process and choosing the best regarding their needs. In the perspective of a marketer, the main goal is to make sales. A marketer needs a 'start to finish' plan in order to ensure effective use of resources to have a better result, such imagining a buyer's journey is an integral part of planning an effective marketing strategy. (Court D. , 2009)

A classic brand funnel would measure awareness, familiar, consider, purchase, repeat and loyal. It tells the marketer where they are currently, it provides hints as to where they can go next from a step to another step. Consumer's shopping is based on their choices and set by a circle where it starts with awareness, consideration, search, buying and then being satisfied. A satisfied customer would not out themselves to be in a risk by buying a different and tend to repeat their purchase which will end up being loyal to company's brand. With the increase of repurchasing and integration themselves whether horizontal purchase tendency, the loyal customer becomes a fan of the brand and makes the SEO activities unconsciously. The way of the brand funnel is shown below as how consumer shop and that leads a brand funnel itself. (Trybe Corporation, 2018)

The companies are for the consumer's needs; once they work for this aim, they wish to increase their sales to have more profit and all these activities will surround the consumers in each brand funnel stage. Any increasement with any stage will help the companies' brand to have more advantage compared to their competitors. That's why in time, the brand funnel model has developed and shaped. The consumer journey as in Figure 3.13 includes the consumer's activities where it staged in the brand funnel by the researchers and the marketers. That will be linked the brand funnel curve in following.

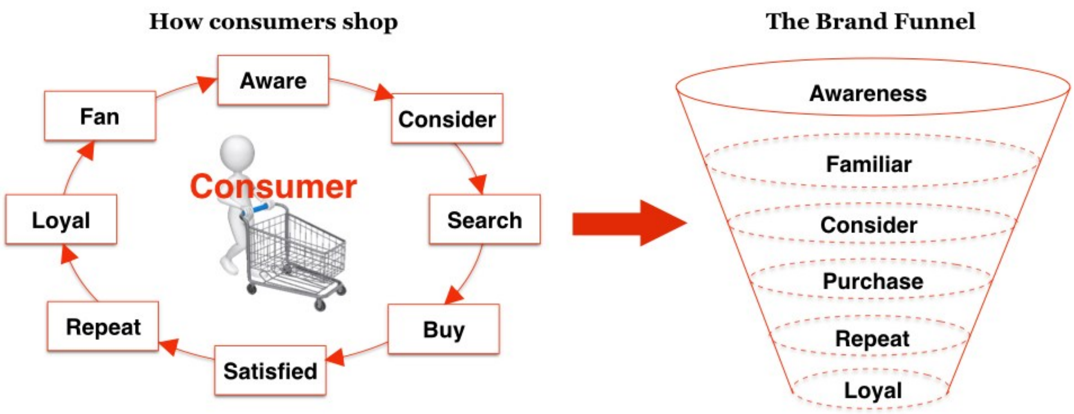


Figure 3.13: Customer journey through brand funnel

Resource: https://beloved-brands.com/tag/brand-funnel (Access date: 05.02.2019)

A brand should understand the details of their Brand Funnel knowing what the model may have gaps which will lead to the brand's strength or weakness. A classic brand funnel should measure awareness, familiar, consider, purchase, repeat and loyal. At the very least, considering a sample where it includes 100 participants. Only 93 of them are aware of the brand, but least 87 of them are familiar to your products. While 82 of them are considering the brand and only 63 purchases it with an optimistic scenario. If these customers are satisfied with the product/service, they will repeat their purchase assuming 16 of them to do so; but only 2 of them became a fan of the product. The brand funnel will represent a funnel as a shape where it will start from 100 to ends up with just 2 correspondences in such example.

The brand funnel data gives the information of which curve does the brand represent. The data of brand funnel passes through the stages of awareness, consideration, purchase, loyalty and advocation. That's how the curve of the brand shaped where the brand's tactics can be evaluated over. Since each step of the brand curve give the marketer a key signal about what strategy to follow and which phase to penetrate in, the brand funnel is a key tool for marketing communication usage. (Sproutsocial Corporation, 2019)

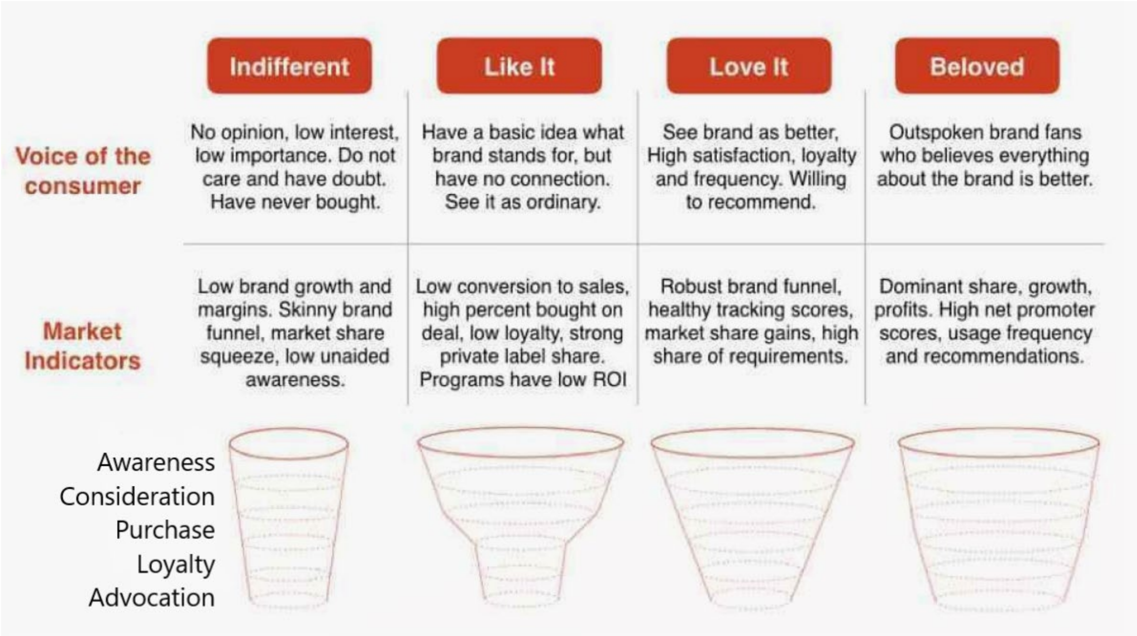


Figure 3.14: The brand funnel curve distribution

Resource: https://beloved-brands.com/tag/brand-funnel/ (Access date: 05.02.2019)

The brand funnel data gives the marketers a chance to determine what kind of shape does the brand funnel curve has. The curve can be in shapes of above where the literature gives an opportunity to interpret the shape. (Robertson, 2013) Assuming the awareness as at the peak and later the consideration, the literature gives us the interpretation as below, thereon the marketers can see where the bottlenecks are and choose a strategy to turn the brand's weaknesses to its strengths. For the analyses part, the data of the brand funnel curve must be thought as 90 degrees rotated to right to interpret the findings as shown in Figure 3.14.

All brands start at the unknown stage, before they are launched. It means that there is no such a curve that can be represented since there is no data. In time with the accumulation of the awareness by the public, later the other stages that developed by the sales. The company starts to get a relevant data. The second stage where the brands at the Indifferent stage act like commodity products without any connection to consumers, they have little awareness. Consumers see them as basic products and have no real opinion about these brands. Indifferent brands have skinny funnels throughout. The plan of a marketer for indifferent brands should fuel awareness and consideration to kick-start the funnel. The more awareness you have, the more consideration which will end up with purchase the company will have. For Like It brands, the brand funnels are solid at the top but quickly narrow at the purchase stage. These companies should determine a strategy where they have the most potential to turn the consideration to purchase, so they should focus on that. These brands need tools to close potential leaks and trigger consumers at the purchase moment. Love It stage brands have a fairly robust funnel but may have a smaller leak at loyalty. The plan should continue to feed the love and turn routine into loyal. Thereon the continue of the brand with reselling will increase and the company will have a regular loyal customer segment which will help the company to developed themselves with the need and the comments of the loyal customers. The ideal shape is the last one as beloved one. The most beloved brands have to robust the brand funnels. These brands should continuously track their funnel and attack weakness before exploited by competitors to make sure they do it right. The companies have to increase the interaction with their customers and create its unique fan group of brand followers. Consumer strategy has to work to tighten the bond with consumers and establish a core group of brand lovers. Where the brand sits on the brand funnel curve can impact the strategic focus for the brand. Brands at the purchase stage have carved out a rational point of difference in the consumers mind helping to generate solid aided awareness but they are yet to translate that product success into a consumer routine. Brands that reach the loyalty stage are very successful brands with strong awareness, market share and repeat purchase. They have generated an emotional bond with a select target that has led to a growing base of brand fans. Finally, at the advocacy stage, the brand becomes iconic and highly regarded by consumers. Consumers become brand lovers that is similar feelings to what we see with fans of sports teams or celebrities. They are outspoken, possessive and will defend the brand at any point. (Garretson, 2008)

As Figure 3.15 indicates brand funnel model is like a journey for customers in where they start with awareness of the brand thereon they start to question the brand whether on purchasing with comparing its competitors; thereon a purchase with the brand is made where the conversation is done, yet for a smart brand just the purchase is never enough and using this contact as an opportunity of making the customer a loyal one by tightening the bond with their brand lowers. Thereon the individuals became a fan of the brand by making it a part of their life in where they became an advocate customer of the brand itself.

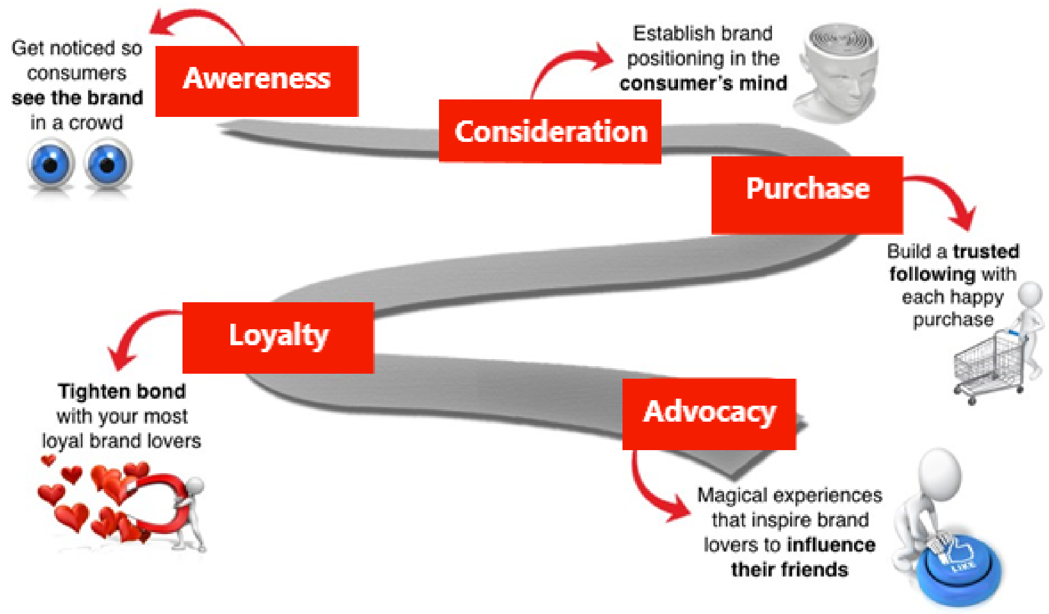


Figure 3.15: Customer brand funnel journey

Resource: https://beloved-brands.com/tag/brand-funnel/ (Access date: 05.02.2019)

A brand funnel is a consumer-centric framework for illustrating the theoretical journey of customers in where the brand loyalty is taking towards an engagement with the brand. In shorth the brand funnel takes places in five stages as following instrumentation.

3.2.1 Awareness

Awareness is where the potential customer hears about the brand. It measures whether the product is remembered or not without any help. The question was defined in terms of whether the person had heard of the examined product brands.

At the top of marketing funnel there is awareness. During this stage, prospects that are strangers to the brand and company learn who you are. A marketer must focus on establishing himself as a thought leader within the industry. This is the opportunity to start building a trust relationship with prospects. Since prospects in this stage of the funnel don't know the value of the product nor the brand yet, the customers won't be engaged by product specific content or sales materials. Instead, the marketer should demonstrate the value of the product/brand through all available channels to make it more known. It's crucial in this stage to not aiming direct sales and giving all details to possible customer that would make them be irritated of your brand. Based on the consumer perspective, the have no opinion about the brand and have a low interest, yet they are beware of their needs. Low interest ends up with do not caring the marketing activities and having a doubt with it. As the market indicator shows, the brand funnel has the highest number of possible customers, yet lowest unaided awareness that ends up with low growth and shrinking margins within the market. (White, n.d.)

3.2.2 Consideration (Evaluation)

Consideration is where the potential customer that develops a deeper relationship with the brand and seeks more information about it. It was measured choice intention, being used to determine the likelihood of buying a product of a specific brand. Once a potential customer graduates from the awareness stage of the marketing funnel, they enter the consideration stage. In the consideration stage, the possible customer is willing to consider your company and products where they are interested in learning more about you. Consideration phase is where the customer builds a deeper relationship with the brand and making a deeper research with buying intention that makes the brand or the company to be nurturing the possible customers with contextual and targeted content. Addressing the possible customer's needs and leading directions to their problems will give you an advantage of them to be more likely be in next phase, purchasing. (Trybe Corporation, 2018)

Based on the consumer perspective, the consideration phase having a basic idea what brand stands for, but no connection. The customers see the brand as ordinary, not different than others specifically. As the market indicator shows, low conversion to sales, yet with the efficient marketing campaigns and strong private labeling the potential can turn into sales.

3.2.3 Purchase (Conversation)

Purchase is the moment when the prospect now becomes a customer trialing a product of the brand. It measures the actual consumer choice; it was based on a record of past purchases. Once the possible customer knows the value of the brand or the product directly, they are ready to decide to purchase. At this point of the brand funnel, the marketers can start to talk about why their products or services are better than their competitors and assist the individuals to make their final decision by focusing on the benefits of your product/service rather than explaining its features.

Purchases in another definition conversation is the ultimate purpose of companies, brands and all relevant activities of marketing. Marketers aim to make sales to gain profits and that sale process done when the purchase is made by the consumer. That makes the purchase to be the most important step of the brand funnel model. All the other steps of the model is aimed to link to purchase stage.

3.2.4 Loyalty

Loyalty is where the customer likes the brand or product and decides to purchase the brand again. It measures the construct of preference. After the consumer has bought the same brand of a specific product type more than once, it is the probability of the consumer choosing the same product next time he or she buys the same product brand. It also measured the probability of considering a different brand and returning to the consideration state. Once the possible customer becomes a direct customer, the marketers should enjoy, yet not stop turning the customer to their loyal customer that is via repurchasing the service or the product for a repeated time. It's the phase that your customers become loyal to your brand/company and buying just your brand in case of needing the same. Many companies are releasing their updated version's each year to tempt more customers and remain the loyalty of the loyal customers by selling a better one! With that the loyal customers do not forget about your brand and even makes the company richer even if they do not really need the product. Planning and conducting a developed customer loyalty is the key sign of being top brands. (Dixon, 2019)

Based on the consumer perspective, in the loyalty phase, the customers see the brand as better; the higher satisfaction they get, the more loyal they become. Simply, they start to love the brand and they share willingness to recommend the brand to others.

As the market indicator shows boosting brand funnel will provide health tracking scores and more market share to gain where the company can enter new categories thanks to this.

3.2.5 Engagement (Advocation)

Advocacy is where the customer only purchases that specific brand and being the brand's strong follower in where the brand is integrated with customer's personal life. It measures the level of engagement with the brand, when consumers do not change brand preference. The last phase of the brand funnel, advocacy, in another name the engagement happens when the customer become something more than just a customer where they become a fan of your brand. This stage is one improved version of loyal customers. These types of customers are not only purchasing your brand, but also a fan of your brand where they strictly follow your new updated versions and are willing to pay whatever it costs. In shorth, your brand becomes something more of just a brand and simply they love your brand where they tell their friends and share their experiences with your brand whether on social media or with their environment. (Russell, 2019)

Based on the consumer perspective, outspoken fans of the brand who believes everything about the brand (product, experience, service) is better gets higher. The more fan the company gets, the higher SEO they get. As the market indicator shows the company gets dominant shares where the company makes high growth within their capital and profits in general.

Especially, most of the millennials and the post-millennials finds it so cool have fancy brand's products and are likely to show off with them. Sharing these unique experiences as a first user founds commonly in new generation's members. In that case, most obvious example for this is Apple. People buy every year almost the same product just for an updated version whether it is useful or not to them. Having a new version, especially in quickest time as possible after the new release is a respect sign from the others for the new generation's members. That proves the marketers of Apple's achievement and success.

3.3 Brand Funnel Curve Analyses for Smartphone Brands

This section directly focuses on brand funnel curve analyses for each brand. The brand funnel curves are designed based on the data of the questionnaire. The strengths and weaknesses of the brands are discussed over the brand curve's stages in where the brand integration is evaluated for each brand with following the stages of; Awareness, Consideration, Purchase, Loyalty and Advocation. The brand funnel curves assist the marketers to determine the bottleneck and weaknesses with the brand funnel model that gives the opportunity to position the brand. With that, the weaknesses can be turned to company's strengths. Brand funnel curves are the easiest way of seeing marketing activities' results as whether a success or a failure.

3.3.1 Samsung's Brand Curve

The Samsung brand has the most share in whether Turkish market and worldwide market and Samsung has 55.42% of Turkish market share as the Figure 3.7 advices. It is expected from Samsung brand to have a beloved brand funnel curve to have such a sales success. As data suggest from Figure 3.16, the respondents in all stages of brand funnel had chosen the Samsung brand at most. The awareness of the brand is at the top and the consideration compared to awareness is lower, yet the consideration stage is really close to purchase stage of the brand. This could be interpreted by the Samsung brand is aimed to considered for directly purchase oriented. Overall the shape of the Samsung brand curve for each generation is in the category of beloved brand funnel curve that it represents almost a straight line as beloved brands. Respondents of the questionnaire mentions their purchases more than any other stage in brand funnel model shows the sales success of Samsung when the brand comes to mind. As literature advices Samsung has beloved brand curve and its characteristics. They have the most share with a huge sales success. The traditional generation of X, then Y and eventually Z generation prefers the Samsung brand. Having the consideration and purchase stages close to each other in the manner of respondent's choice of the stages, interpreted by means of the potential consumers of Samsung are more interested in purchase rather than having a general idea with the brand. And the advocation is lower than loyalty that can be interpreted to Samsung users are satisfied yet not fully. Considering Samsung success, they have the half of the market which is also experienced with the result of the study.

Since the distribution of the brand funnel curve resembles the beloved brand funnel curve, the outcome of Samsung is doing good as they already have the half of the market, yet there is a leak for the customers that are in loyalty stage as it seen. Samsung must feed their customers somehow to take their loyalty back; as it may result a not having same success in following year, so Samsung marketers should be aware of that and should be precautious where being a market leader requires to be more careful than the others to remain a sales success continues.

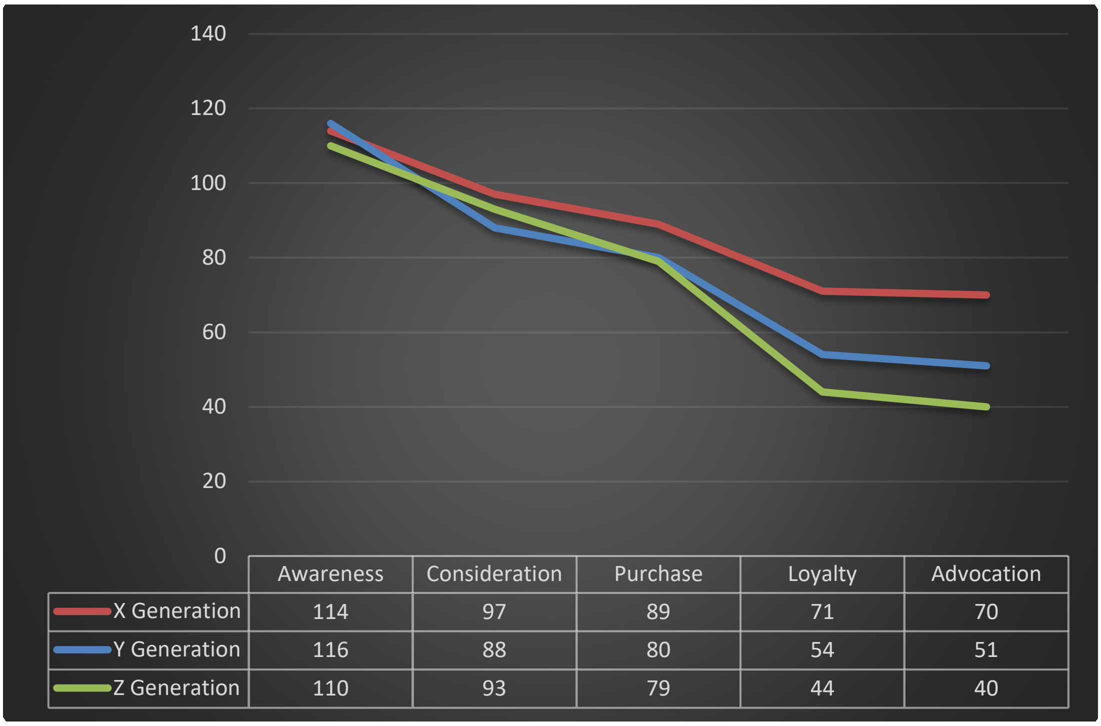


Figure 3.16: Samsung's brand funnel curve

3.3.2 Apple's Brand Curve

Apple is one the most popular smartphone among the new generation based on the market data where in the questionnaire shows that usage of Apple is most at Z, Y and at the end with X Generations. Even if the younger generation are not able to purchase with their own earnings, they are somehow own it. Taking look at the loyalty and the advocation stage of the curves, it is seen that even the individuals those who haven't purchased the Apple products, mentioned they are already a fan of the brand where the image of the brand represents a strong premium product vision for the users.

Apple uses their marketing insight at top and take the awareness as their strength where the awareness of the brand known by all of the participant of the survey as it was same in Samsung. The reason of the purchase is low can be result of having the premium product with an expensive price. The shape of the Apple brand curves for each generation is in the category of beloved brand funnel curve that it represents almost a straight line as beloved brands. As literature mentions those who has beloved brand curves has the market indicators of dominant share, growth and profits. As Figure 3.7 provides the information of Apple has the second rank in Turkish market share as 17.1% that is already a popular brand with dominant share. That has the outspoken brand fans who believes everything about the brand is better than others. Apple brand should determine a strategy where they have the most potential to turn the awareness to consideration thereon consideration to purchase stage and they need tools to close potential leaks and trigger consumers at the purchase moment based on the Apple marketer's strategy to get better in the market. And also, they should continuously track their funnel and attack weakness before exploited by competitors to make sure they do it still right.

Apple users as it seen in Figure 3.17 has the most attention from young generations. Generation Z at its most respondents that follows by Generation Y has the higher number of respondent's prefer in all stages of the brand funnel. Generation X in comparison to Generation Y and Z has the least attention in all stages of the brand funnel. Apple brand should increase their interaction with X users to have a higher sale in the generation of X that had the most capital. Yet, from the perspective of a long-term investment to Generation Z, will brought a sale success in future for sure and this might be the main reason of conducting current strategy of Apple as the Generation Z covers the 36,06% of all alive generations in the year of 2018.

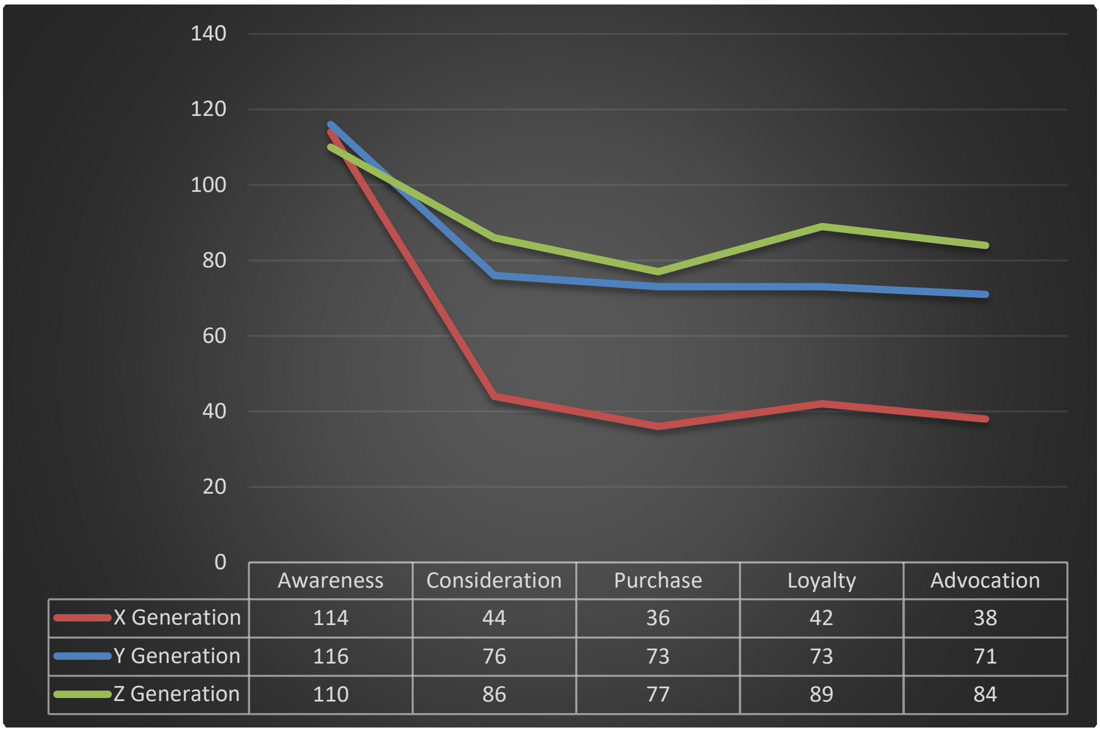


Figure 3.17: Apple's brand funnel curve

3.3.3 Huawei's Brand Curve Analysis

The Chinese electronics giant Huawei has surpassed the Apple's sales in the first quarter of 2019 in worldwide market and made their point to become a strong rival in smartphone sector. Despite of being a young company compared to existing companies in the market, they penetrated to each country's market as Turkish market and showed their sales success. (Eadidicco, 2019) As Figure 3.18 shows, the awareness of the brand is not at the peak yet quite enough in comparison to Apple and Samsung. The consideration level is low that can be explained that individuals do not fully trust the brand to purchase considering the purchases are low in following stage or might be the result of being a new brand in the eyes of consumers. The brand funnel resembles in between the like it and love it brand funnel curve as the consumers. As the brand has 7.44% Turkish market share. With the recent news about the Huawei's sale success in world stats, the vision of Huawei's being of new Apple of tomorrow, people consider to be loyal even if they haven't bought yet by loyalty and advocacy questions. The awareness stage is at most by Z generation, yet purchase stage is at the X Generation's peak can be explained as intention of buying is high for post millennials yet they are not able to afford it but the case for Xers is intention and buying power is high that end up with real purchase. Huawei's marketers should have programs to up rise their ROI and re-boost their funnel to gain more market share and track their brand funnel model to be alerted to sales leaks. In order to Huawei Brand to be more successful, they should work on the leaks of the brand funnel model and especially focus the purchase stage.

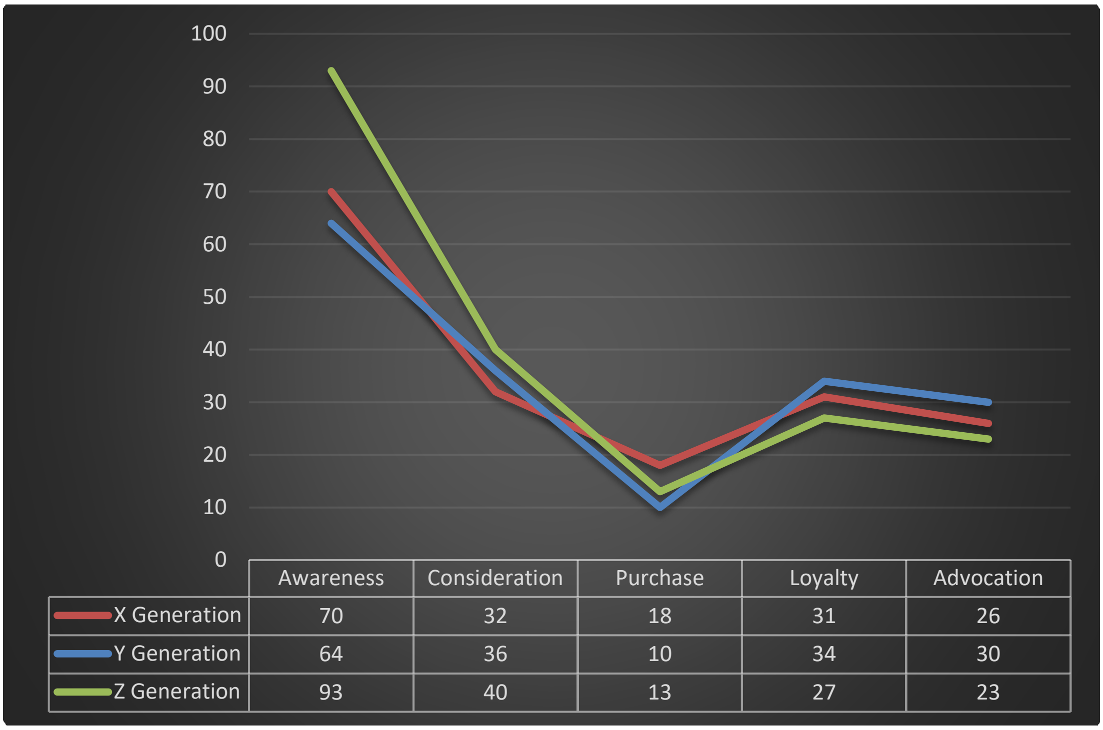
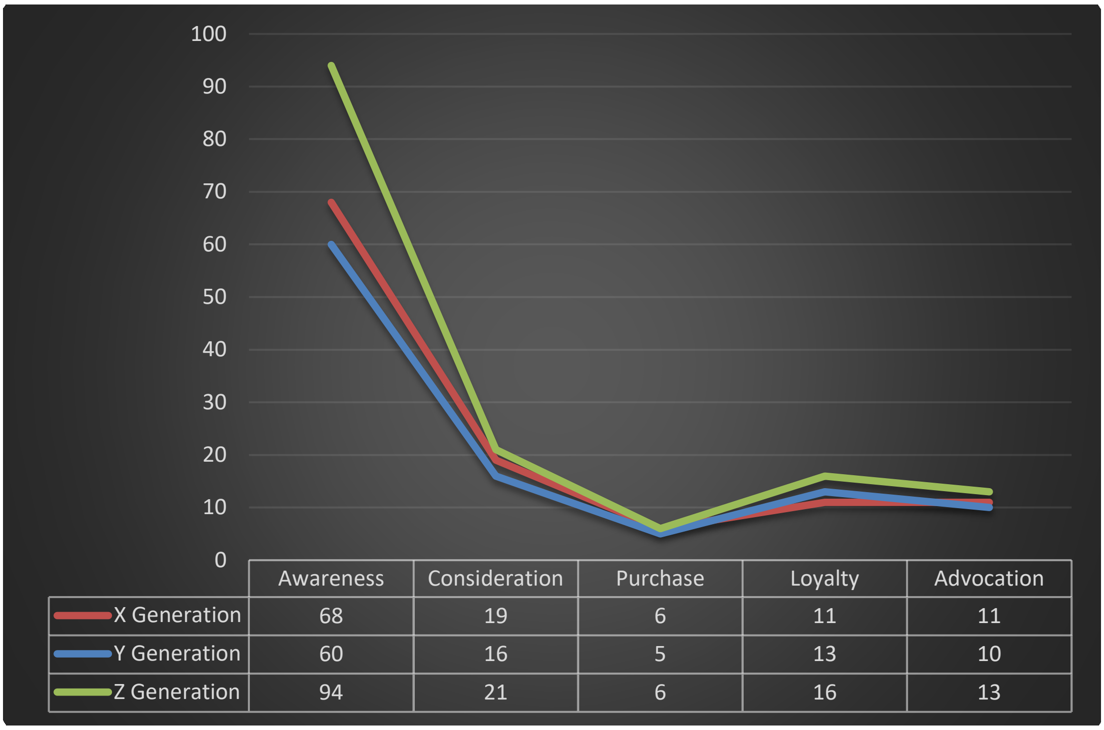


Figure 3.18: Huawei's brand funnel curve

3.3.4 Xiaomi's Brand Curve Analysis

Xiaomi is originally a Chinese brand where it comes after Huawei in worldwide vendor market with its sales and brand knowledge means. The prestige of the brand known by global market in where Xiaomi's sale success comes before Huawei with a minor difference as 0.001% as Figure 3.6 suggest. Yet the Xiaomi brand is not fully accepted to Turkish market as a meaning of purchase as it can be seen from Figure 3.7. Yet the awareness is quite sufficient as Huawei brand, at least for younger generations. The brand funnel curves for each generation for Xiaomi brand are shown in Figure 3.19. The brand awareness is considerably low but at the peak for Z Generation means they have a positive awareness for this brand. Consideration and loyalty are almost in same level thereon a minor decrease exist in advocation for the consumers. It means that people who thinks to buy this brand thinks that they will strongly be loyal to Xiaomi brand even if they just think to buy it. That means people are beware of brand to purchase on thoughts. The brand funnel curve does not represent a specific fixed model as the loyalty and advocation a lot more than purchase stage. The brand funnel model of Xiaomi brand follows the same tendency with Huawei brand so does the Xiaomi Brand's marketers should be alerted to their brand funnel model and should focus to increase their sales by alerting the potential sale leaks. Increasing the conversation stage of brand funnel should be the ultimate goal of Xiaomi's marketers.

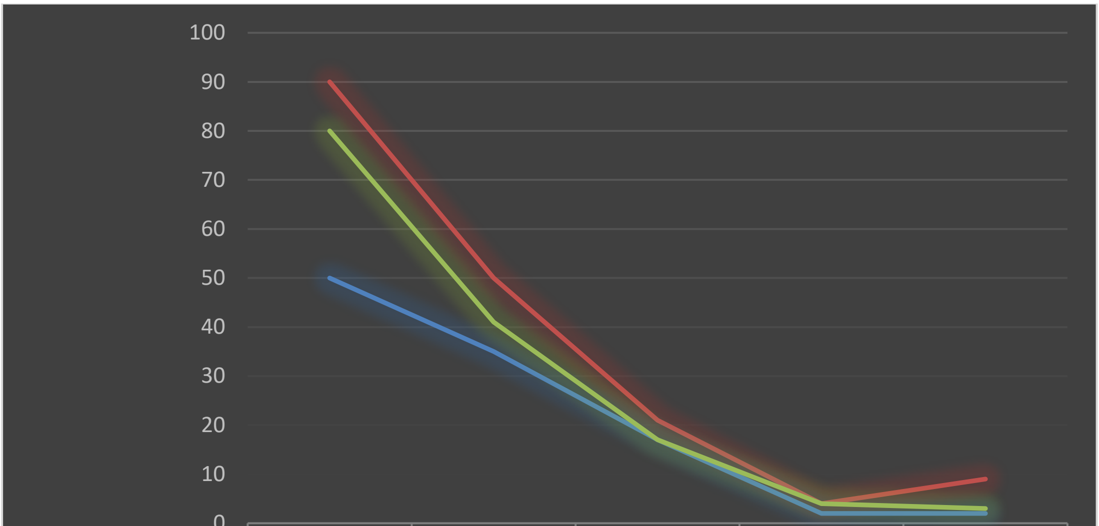


	Awareness	Consideration	Purchase	Loyalty	Advocation
X Generation	68	19	6	11	11
Y Generation	60	16	5	13	10
Z Generation	94	21	6	16	13

Figure 3.19: Xiaomi's brand funnel curve

3.3.5 LG's Brand Curve Analysis

LG is originally a South Korean multinational electronics company that has a variety of items in consumer electronics besides than the smartphones. As it seen from the brand funnel curves it represents a distribution in between indifferent and like it brand funnel curve. The consumers that participated to questionnaire most likely purchased the LG brand in past and have less interest to brand at present in comparison to past. Awareness of X Generation for LG brand is at the peak together with consideration and purchase is higher than other generations. That is a supportive cause of LG's past sale success. The awareness for Z generation is also high yet below X and a way higher than Y Generation. Considerable they have the same tendency of consideration thereon a purchase in the same order. Yet loyalty and advocation for this brand is low. Means that the company should focus on creating a loyal customer in where will bring the fan customer within. Considering the Turkish market share where they have around 4.9 %, they have good influence on the sample. Yet the brand funnel curve represents a like it brand funnel curve that means there is a low conversation to sales and low loyalty, thereon low advocation. The LG brand should increase their interaction with consumers to have a detailed idea in consumer's mind what the brand stands for and the company should make the brand extraordinary in the mind of consumers.



	Awareness	Consideration	Purchase	Loyalty	Advocation
X Generation	90	50	21	4	9
Y Generation	50	35	17	2	2
Z Generation	80	41	17	4	3

Figure 3.20: LG's brand funnel curve

3.3.6 Nokia's Brand curve analysis

Nokia is one of the oldest brands in mobile phone sector where it was the market leader before and during the time of smartphone. Yet, recently it lost its market leadership and a weak brand comparing its history. (Lee, 2013) It still tries to penetrate the market, yet Nokia is not successful with that and gets the customers that knows them from their past. As it seen from the Nokia's brand funnel curves it has almost no consideration for purchase or loyalty and advocation with a standard deviation besides X Generation that knows them! Whatever the purchase comes from which is an exceptional situation causes from the past and actually it has almost indifferent brand funnel model distribution which makes Nokia is an unremarkable brand. The brand should focus on an exceptional innovation and should uses its past success awareness to create a consideration in their potential customers that purchased the brand before. Otherwise this awareness will mean nothing than just a general knowledge about smart phones. As it seen all the curves represent almost the same model distribution but almost in all dramatically Generation X is at the peak after Y and then Z where the chorological years pass by the generation's order that makes the plausible explanation for this situation.

Figure 3.21: Nokia's brand funnel curve

3.3.7 General Mobile's brand curve analysis

General Mobile company is founded in U.S.A. yet is a Turkish company originally where they innovated their first smartphone with the corporation of Google as Android operating system in 2005. (General Mobile Corporation, n.d.) In following years, it had a huge sales success due to having an affordable price with good standards of features and caused by being a Turkish brand. (Sırt, 2016) This is the reason of General mobile is considerable a local brand which has the 4th rank in sales in Turkish market yet has no rank or even a success in worldwide rank. Based on the brand funnel model it took especially the attention of Gen X then Y and Z because of being an affordable smartphone regarding its price and quality for fitting the typical characteristics of Gen X made its success. Yet the brand funnel curve shows the distributions as like it brand where the brand funnels are solid at the top but quickly narrow at the purchase stage. General Mobile should determine a strategy where they have the most potential with awareness; so, they should increase the customer's consideration to purchase, thereon the purchases will be done smoothly as the model shows customers are ready. The brand should focus on creating loyal and advocate customers to provide fan customers that will make the SEO marketing activities for them.

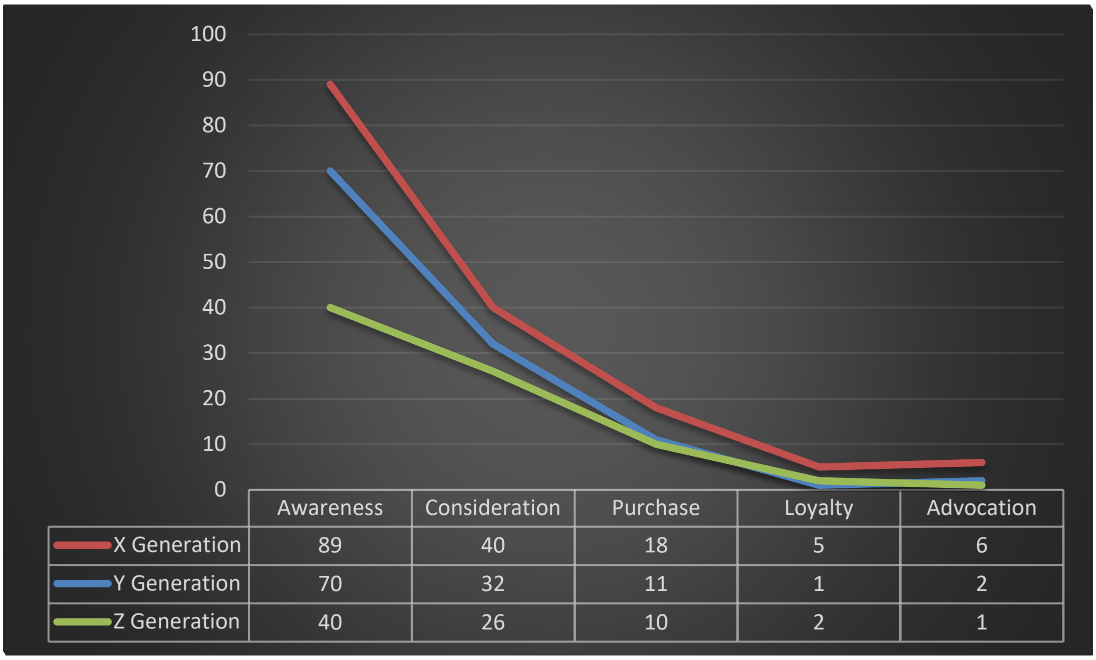


Figure 3.22: General Mobile's brand funnel curve

3.3.8 Sony's brand curve analysis

Sony Mobile is a multinational telecommunication company founded 2001 as a joint venture between Sony, a successful Japanese consumer electronics company, and Ericson, an old successful Swedish telecommunication company. (Essays, 2018) This joint venture had their peak in 2007 where they held a nine percent global market share where they exclusively created Android powered smartphones under Xperia sub-brand name. Recently these two brands are had their success due to their old success caused by Sony and Ericson in Turkish market as well where the older generation is more familiar to these brands. The brand funnel curve represents a distribution of like it. That means they have a fair awareness in public yet most on Gen Y, then Gen X and finally Gen Z. Their consideration of purchase is remarkably high considering the previous brands. So, the company should focus on the key point that triggers their potential customers to trigger their purchasing decision. Also, loyalty with advocation is considerably low compared to sales the company made. The Sony mobile should be aware of having a loyal and advocate customer will be in their advantage to company's growth.

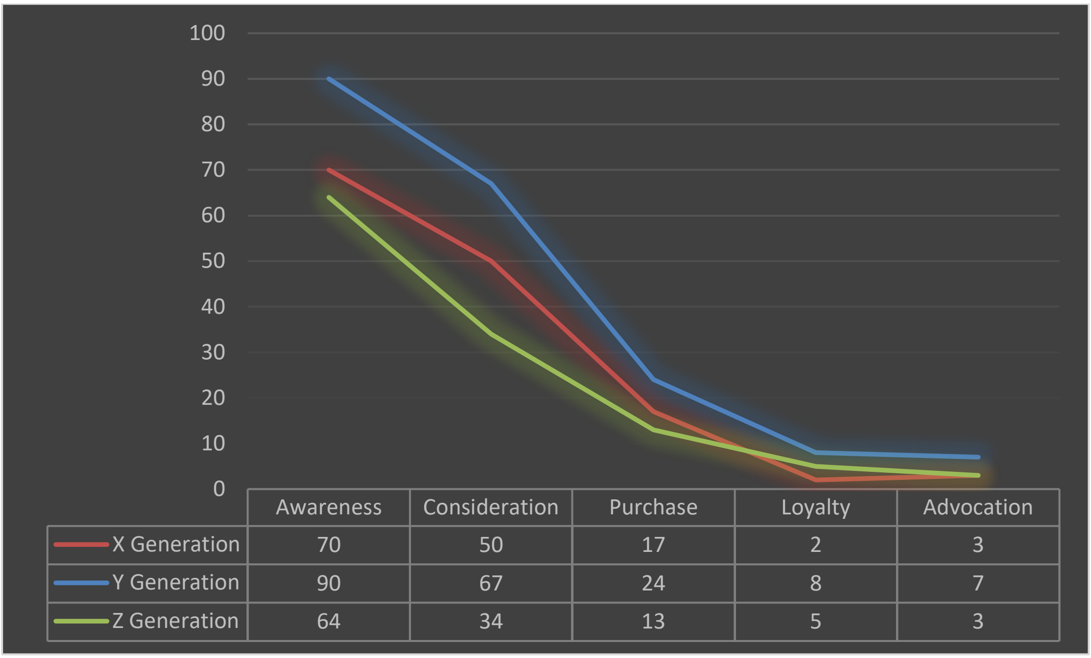


Figure 3.23: Sony's brand funnel curve

The rest of the items that has been chosen by some of the questionnaire's participant had not considerable enough data to represent a brand funnel curve, thereon the brands of Honor, Meizu, Vestel, Oppo, Oneplus, Reader, HTC, ASUS Lenovo and Casper brands were excluded from the research. Even the Turkish brands such Vestel and Casper, did not have a remarkable data from the survey and had to excluded from the research. Besides of those, the brand of Lenovo which held the 1.41 % of the Turkish market share; did not find a place in the research for brand curve analysis.

4. ANALYSES OF THE STUDY

This section goes for deeper investigation of the data which obtained from the questionnaire. To have a better understanding of the questionnaire results, the primarily examination is made to sampling frame as in the first part of the section, later the reliability of the study is measured. Once the background of the study has settled, the hypotheses are put into investigation and the final section mentions about the research that has been conducted over smartphone sector. Hypotheses of the study are listed in following before going further with analyses as:

Table 4.1: Statement of the hypotheses

Number of the Hypothesis	Statement
1	There is a significant difference between X, Y and Z Generation's exposure to media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials.
2	There is a significant difference between X, Y and Z Generation's valuing the media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials.
3	There is a significant difference between X, Y and Z Generation's purchase of a specific brand and remembering that brand's commercial in purchasing decisions.
4	There is an association between X, Y and Z Generation's being influenced by Social Media in their purchasing decisions.
5	There is an association between X, Y and Z Generation's being influenced by Social Media Influencers in their purchasing decisions.
6	There is an association between X, Y and Z Generation's being influenced by a word of mouth (viral marketing) in their purchasing decisions.

4.1 Sampling Frame

The sample frame of the study is combined of 340 respondents of the questionnaire. Moderating and mediating variables include generation, gender, marital status, education level, occupation and socioeconomic statuses. The questionnaire was conducted to obtain the indicators needed to test the hypothesis and conduct a brand funnel models to measure brand integration among generations.

The generation cluster is the main variables of the study and all the analyzes are made based on the respondent's generation. It was shown in Table 4.1 that three generations have almost the same number of members in the sampling frame to conduct further analyses as the X Generation with 33,5%; Y Generation with 34,1% and Z Generation with 32,4%. The Gender cluster is defined as follows which was the 1st question in the questionnaire as the main variable:

X: Generation X that was born between 1964 – 1980
Y: Millennials that was born between 1981 – 1995
Z: Post Millennials that was born between 1996 – 2005

Table 4.2: Descriptive statistics of the generation variable

	Frequency	Percent	Valid Percent	Cumulative Percent
X Generation	*114*	*33,5*	*33,5*	*33,5*
Y Generation	*116*	*34,1*	*34,1*	*67,6*
Z Generation	*110*	*32,4*	*32,4*	*100,0*
Total	*340*	*100,0*	*100,0*	

The sample was randomly chosen, yet the gender variable distributed homogenously among male and female respondents. 2nd question of the questionnaire was put into analyze of frequency in SPSS software and gave the descriptive statistics as it shown in Table 4.2. The male percentage of the sample is 49,4 % and female percentage is 50,3%. And only 0,3 % of the sample preferred to not mention their gender in the questionnaire.

Table 4.3: Descriptive statistics of the gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Doesn't want to mention	*1*	*0,3*	*0,3*	*0,3*
Male	*168*	*49,4*	*49,4*	*49,7*
Female	*171*	*50,3*	*50,3*	*100,0*
Total	*340*	*100,0*	*100,0*	

The gender variable of the sample was put into crosstab with generations clusters in order to see the gender distribution of each generation. Figure 4.1 provides the gender distribution among each generation with their percentages as: X Generation has 56% of female and 44% of male respondents; Y Generation has 51% of female, 48% of male and only 1% of a people who doesn't want to mention his/her gender; Z Generation 41% of female and 59% of male.

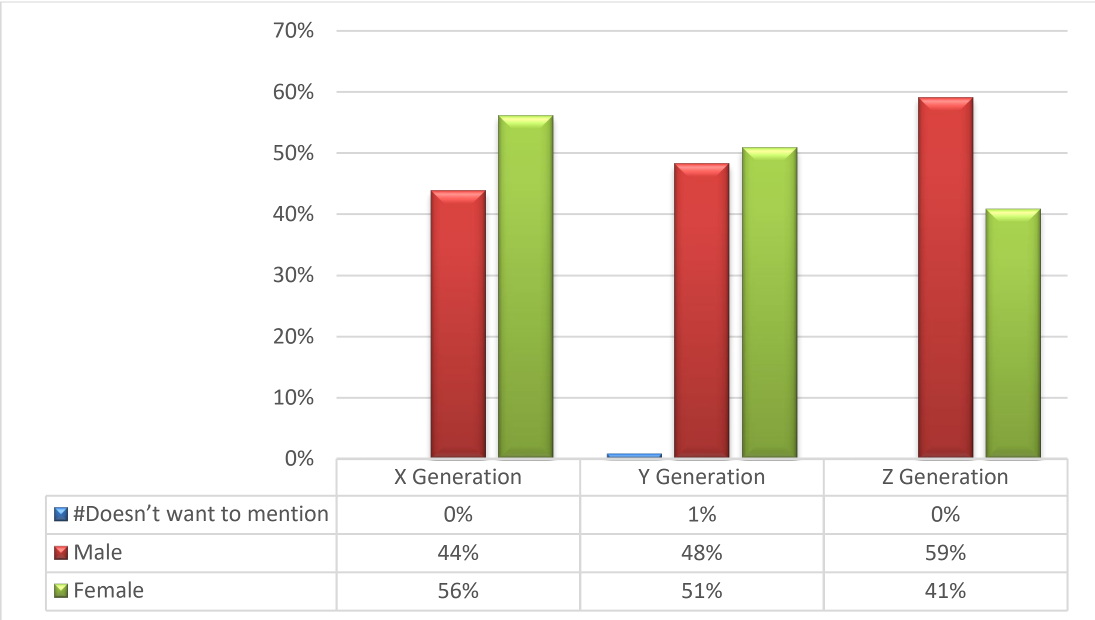


Figure 4.1: Gender cluster of the sampling frame

The marital status of the sample frame is analyzed in following to have a better understanding of the characteristics of each generation. 32nd question of the questionnaire was put into analyze of frequency in SPSS software and gave the descriptive statistics as it shown in Table 4.3 for all the sample frame. Assuming the Z generation as the youngest where the age differs from 14 to 23; most of them are unlikely to be married together with Y Generation is still considered as career chaser as tend to delay the marriage; it is considered as logical output that being single has around 60% of the sample frame. As in following being married has accumulated with 37,9%. And the least rate is with being divorced or being widow with 2,6 of the sample.

Table 4.4: Descriptive statistics of the marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Divorced/Widow	*9*	*2,6*	*2,6*	*2,6*
Married	*129*	*37,9*	*37,9*	*40,6*
Single	*202*	*59,4*	*59,4*	*100,0*
Total	*340*	*100,0*	*100,0*	

Marital status of each generation is shown in Figure 4.2. Generation X in where the youngest of this generation is 38 years old and the oldest 54 years old, it was expected for this generation members to be married since being a traditionalist generation and caring family values were some of this generation's characteristics. Study shows that X generation of the sample frame has the lowest percentage as 4% as single; they have the percentage of 7% as divorced and the majority lies as 89% of them are married among the X Generation for their marital status. Generation Y member's age range differs between 23 and 37. It was expected to be a transition generation which tends to move from single to married in where 24% of them are married compared to ones that are still single as 75% even there are 1% as divorced/widow. Generation Z as the youngest generation in where their age differs from birth to 22 years old yet for the sample frame it was only included starting from 14 years old to 22 years old. As they are the youngest and most free-lancer generation it was expected for them to be single and even the study shows that all of the respondents are single with 100%.

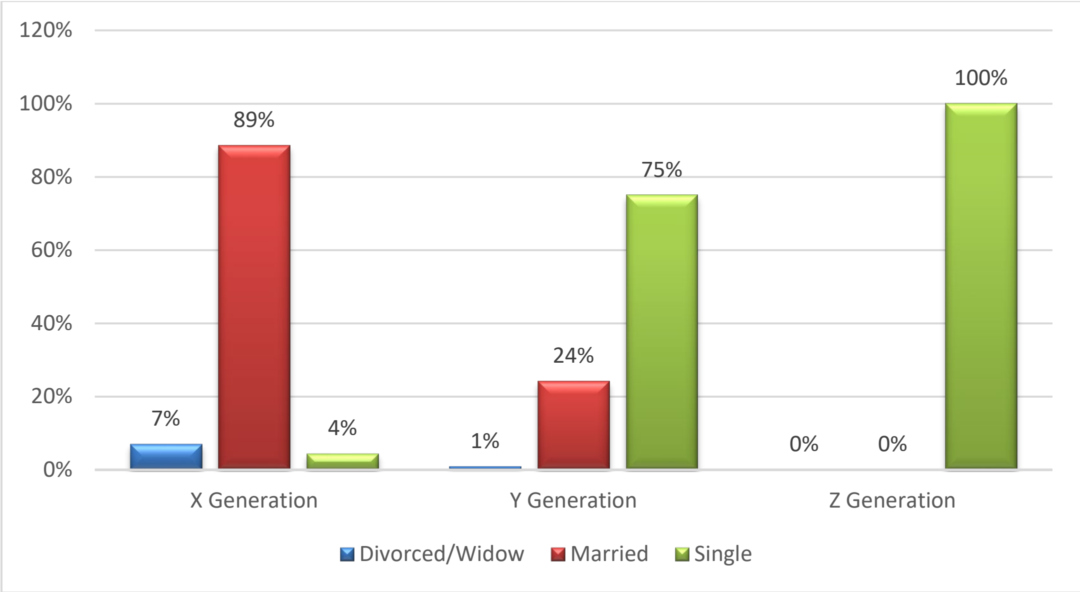


Figure 4.2: Marital status in generation cluster

The Education Level of the sample frame is analyzed to determine the intellectual level of the generations to understand their decision-making process better; The Education Level variable of the respondents is represented in the Table 4.4 which was asked in the 33rd question in the questionnaire. The highest correspondence of studying or being alumni from a university has the top percentage with 57,1% in where the same with high school in following with 25,6 percentage. It follows in Master with 12,4% and PhD with 2,6 percentage. The least comes most likely with X Generation as middle school as only 1,5% and Primary school with 0,9 percentage.

Table 4.5: Descriptive statistics of the education level

	Frequency	Percent	Valid Percent	Cumulative Percent
Middle School	5	1,5	1,5	1,5
PhD	9	2,6	2,6	4,1
Primary School	3	,9	,9	5,0
High School	87	25,6	25,6	30,6
University	194	57,1	57,1	87,6
Master	42	12,4	12,4	100,0
Total	340	100,0	100,0	

Education level of the respondents regarding their generations are indicated in Figure 4.3. The X Generation has the majority with % 45 as university; the following education is high school with 32%. The master is with 14%; PhD with 3%; secondary school with 4% and the primary school with 2%. The Generation X is with almost done with studying expect the academicians in where their mostly concern is dealing with their family and preserving living standards. Millennials as Generation Y cares about the education in where most of Yer's life perspective is lifetime learning. This is the reason that Generation Y members were expected to have the highest education level among three generations considering their ages compared to Z Generation and tendency to X Generation. The members of Y Generation have the highest education level of 62% with university; the closest education level of Master has 22%. Considering above University level as having a high level of education means that generation Y hold the highest education level among the other three generations as 87% of them are highly educated (Included university, master and PhD). The high school lies with 10% the lower education than that with just 2%. Generation Z in where they have the maximum age of 22 are still student in progress. The respondents most likely mentioned their education level while they are still studying. Considering the university student are in average age of 18 to 22 while the questionnaire focused the Z Generation's age between 14 and 22; it is expected from most of the respondent's education to be university level. The study validates the assumption as 65% of them mentioned as the education level of university; The following education level is high school in where the age of high schoolers differs between 14 and 18 as the percentage of them naturally lies in 35% and the rest is just 1% with secondary school.

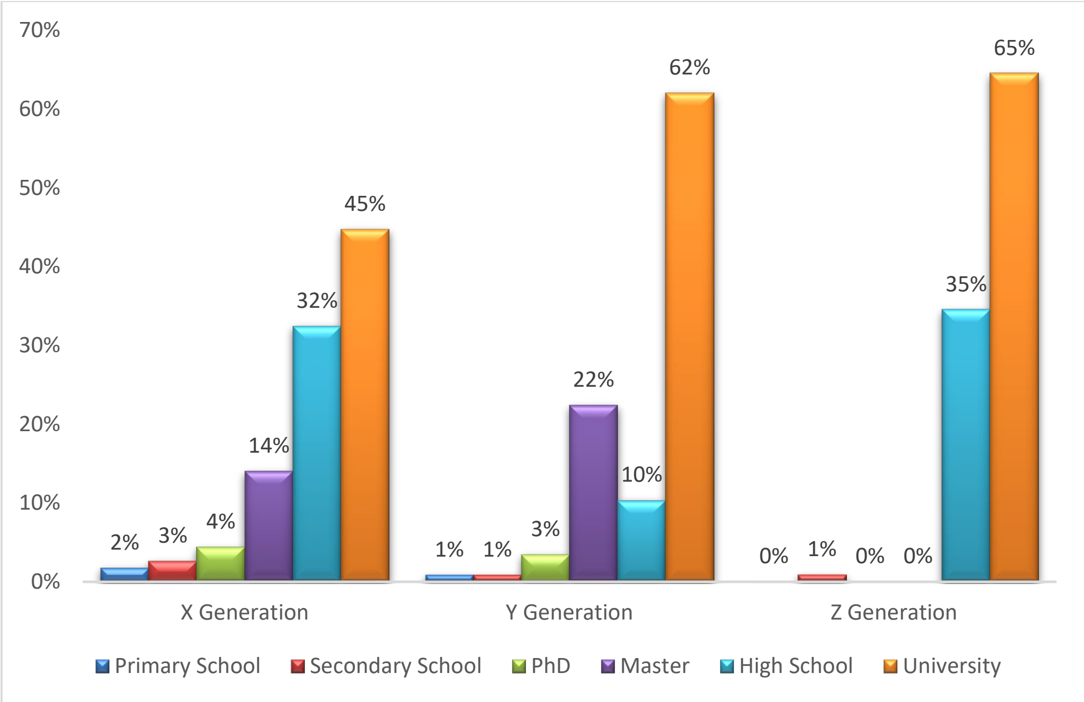


Figure 4.3: Education level in generation cluster

The Occupation of the respondents is shown in Table 4.5 which was asked in the 34th question in the questionnaire. Most of the respondents of the questionnaire are full time workers with 41,5% as the following are students as 32,9 %. It follows with being retired as 15,3 % and part-time workers as 3,2% and unemployed as 3,2% and housewife as 3,2%. 5 of the respondents with 1,5 percentage has indicated that they do not want to convey this information. The least percentage is with temporarily workers as only 0,9%.

Table 4.6: Descriptive statistics of the occupation level

	Frequency	Percent	Valid Percent	Cumulative Percent
#Doesn't want to mention	*5*	*1,5*	*1,5*	*1,5*
Temporarily workers	*3*	*,9*	*,9*	*2,4*
Retired	*52*	*15,3*	*15,3*	*17,6*
Housewife	*5*	*1,5*	*1,5*	*19,1*
Unemployed	*11*	*3,2*	*3,2*	*22,4*
Students	*112*	*32,9*	*32,9*	*55,3*
Full-time workers	*141*	*41,5*	*41,5*	*96,8*
Part-time workers	*11*	*3,2*	*3,2*	*100,0*
Total	*340*	*100,0*	*100,0*	

Figure 4.4 gives more details about each generation's characteristic occupations. Generation X in where the youngest of this generation is 38 years old and the oldest 54 years old, it was expected for this generation members to be whether full time worker or retired. Study shows that X generation's sample frame has the percentage as 46% as retired; in following 42% of them are full time workers and the rest distributed in 12%. Generation Y member's age range differs between 23 and 37. It was expected to be whether full time workers and still to be student considering their age interval. They are again a transition generation in which they are becoming workers from being student. Most of them as 73% are full time workers; in following 13% of them are still student and the rest distributed in 14%. Generation Z as the youngest generation as the maximum age is 22. Considering their age and living in the rural cities, it was expected from them to be a student. The study shows that 88% of them are studying; the closest in following the full-time workers as lies in 7% and the rest lies in 5%.

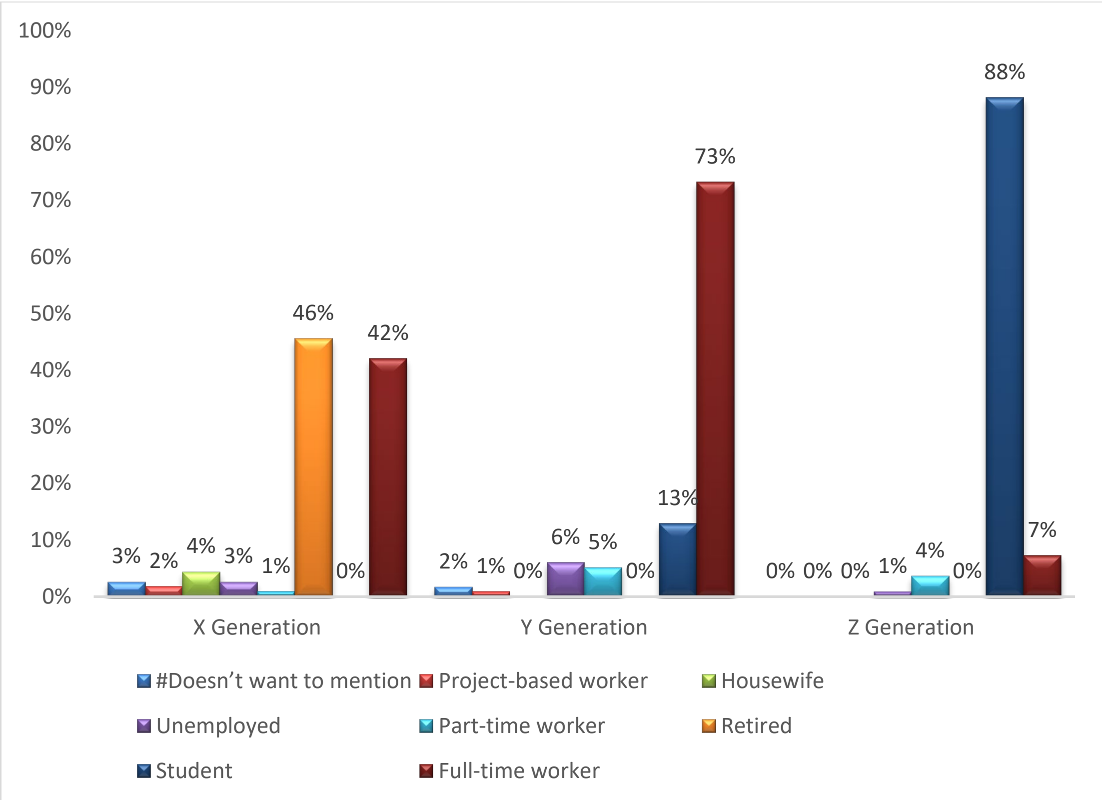


Figure 4.4: Occupation level in generation cluster

Socioeconomic statuses let the individuals to have certain standards. Those standards are the key factors in purchasing decisions. Higher socioeconomic statutes provide to have a more budget in spending. Therefore, it was asked in the 35th question of the questionnaire of the socioeconomic status of the respondents. Table 4.6 allows the interpreting the results of income levels of sampling frame. Income ranges of the sampling frame has only 3% of the respondents who does not want to convey this information. People who have more than 10.000 TL income as an extrememly high social economic status has 6 % of the sampling frame which is the least income interval among the respondents considering the fact that Y and Z Generations are at the beginning of their work life or have not started to work yet. Having the income level of 2.000 - 3.000 TL had 13% of the sample frame which represent the Medium-low level of SES; Having the income of 5.000 - 10.000 TL had 14% of the sample frame as High SES; Having the income of 3.000 - 4.000 TL had 14% of the sample frame as Medium SES; Having the income of 4.000 - 5.000 TL had 15 % of the sample frame as Medium-high SES; Having the income of 1.000 - 2.000 TL had 16 % of the sample frame as Low SES. The highest percentage of Extremely low SES had 19 % which is less than 1.000 liras in where most of them caused by the Z Generation what are still studying whether in highschool or collage. In the day that analysis are made the govermental loan is 500 liras for bachelor students (CnnTurk Corporation, 2018).

Table 4.7: Descriptive statistics of the income level

	Income Range								
	#Doesn't want to mention	1.000 - 2.000 TL	Less than 1.000 TL	More than 10.000 TL	2.000 - 3.000 TL	3.000 - 4.000 TL	4.000 - 5.000 TL	5.000 - 10.000 TL	Total
X Generation	*3*	*8*	*4*	*12*	*15*	*18*	*24*	*30*	*114*
Y Generation	*3*	*11*	*12*	*6*	*24*	*24*	*24*	*12*	*116*
Z Generation	*4*	*37*	*48*	*1*	*5*	*7*	*2*	*6*	*110*
Total	*10*	*56*	*64*	*19*	*44*	*49*	*50*	*48*	*340*
Total Percentages	*3%*	*16%*	*19%*	*6%*	*13%*	*14%*	*15%*	*14%*	*100%*

Income level of the respondents in regard to their generations are indicated in Table 4.7. The income level is expected to be higher in matured age considering of having a concrete skill of proficiency with any job, having more years in service and naturally the experience of work. This brings the income level to be higher as the oldest generation of the study as X Generation, then Y Generation and finally the Z Generation. The members of the X Generation's highest interval lie with 27% as the income interval of 5.000 and 10.000 TL; the following with the income interval of 4.000 and 5.000 TL as 21%; later the interval range of 3.000 to 4.000 TL has the 16% and having 10.000 TL and above has 11%. By the 2019, the national minimum wage for Turkish full-time workers is around 2.000 TL. (Sabah, 2018) As a sum up, the X Generation indicated that 97% of them earn higher than the national minimum wage with rest as 3% those who does not convey this information and the ones that earn less than 1.000 TL as 4%. The Y Generation compared to X Generation tended to be newly employed and are the ones are beginning in their career. The respondents of the questionnaire who are the members of Y Generation mentioned that the highest percentage of 63 divided into three income clusters equally as 21% with those who has the income 2.000 to 3.000 TL and 3.000 to 4.000 TL and 4.000 to 5.000 TL. Having the income level of more than 10.000 TL and having less than 1.000 TL surprisingly have the same percentage of 10 and the rest with 1.000 to 2.000 TL with 9% and those who does not want to mention about this is with 3%. Generation Z as the youngest generation of all three generation whose are still studying and just few of them are in their early careers mentioned that 44% with the highest percentage has the income of 1.000TL and less; the following is with 1.000 TL to 2.000 TL with 34%. The other income intervals differ in 22% as it seen from the Figure 4.5.

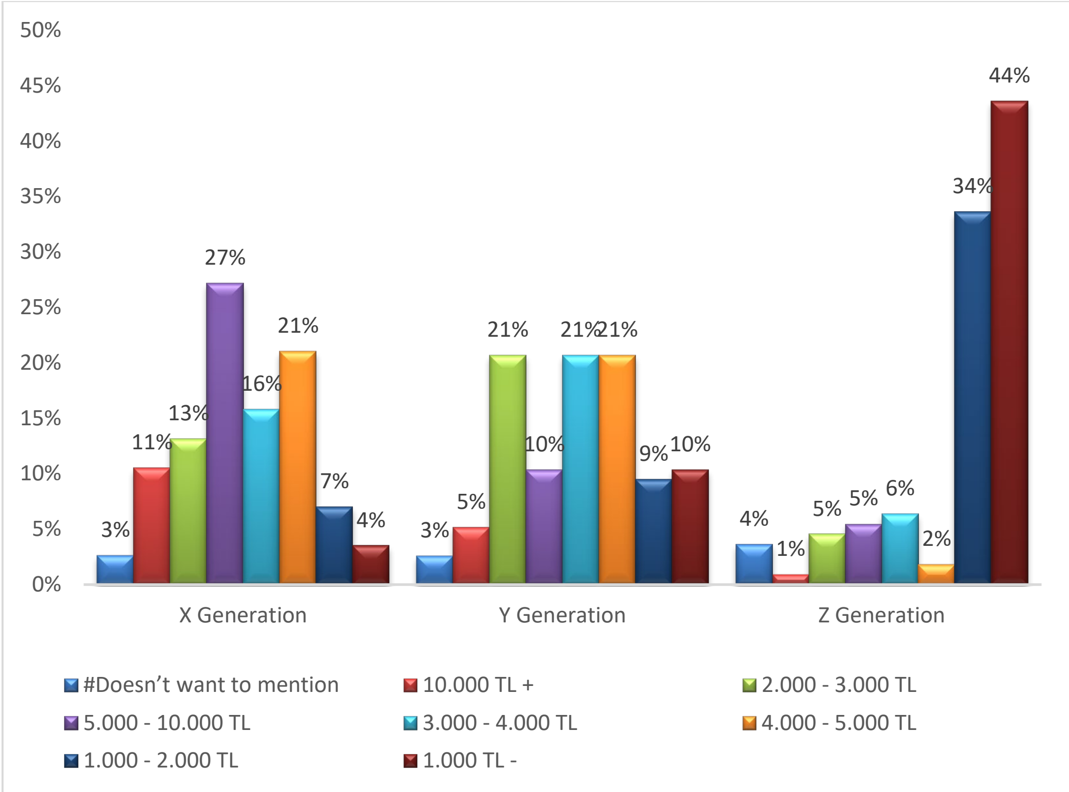


Figure 4.5: Income level in generation cluster

The study focused on the Turkish consumers in order to make the study more efficient where the factors of culture, buying power, economic forces, political and society norms are excluded. Respondents of the questionnaire was selected among people who lives and lived in Turkey. Turkey has 81 different cities and also abroad section added for the consumers who lived a while ago in Turkey.

4.2 Reliability Analysis of the Study

High quality research results necessitate a condition of to be proven in a reliability analysis. The reliability analysis of the study, hereby, tested to determine whether the instrument used in the study reliable. Reliability Test of Alpha Method is used by SPSS software to prove the data is reliable. The reliability test instrument is done via Cronbach's Alpha determiner in where below comparison of it can be interpreted as:

- If Cronbach's Alpha is bigger than 0,90 means the results has very high reliability.
- If Cronbach's Alpha is between 0,70 and 0,90 means the results has high reliability.

- If Cronbach's Alpha is between 0,50 and 0,70 means the results has a medium reliability.
- If Cronbach's Alpha is less than 0,50 means the results has low reliability.

All the data that used for the analyzes in the study put into reliability analysis for 22 different sections of the questionnaire result which includes:

1. The data of the first hypothesis of how often the respondents are exposed to media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials.
2. The data of the second hypothesis of how often the respondents gave an interest of following media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials.
3. The data of the third hypothesis of how strong the respondents remembers the last smartphone brand's commercial that purchased
4. The data of the fourth hypothesis of the Social Media Effect on Purchase Decisions of the Respondents
5. The data of the fifth hypothesis of the Social Media Influencer's Effect on Purchase Decisions of the Respondents
6. The data of the first hypothesis of WOM Effect on Purchase Decisions of the Respondents

The reliability analysis is tested over Cronbach's Alpha Test as it shown the result in Table 4.8.

Table 4.8: Reliability analysis of questionnaire data

Cronbach's Alpha	N of Items
,823*	*22*

The Cronbach's Alpha is 0,823 which means the questionnaire results are highly reliable.

4.3 Brand Integration in Different Media Drivers

The companies and the marketers use advertisement to have an awareness in consumer's eyes, and this is how they are considered to be followed by customers for purchase aims. The advertisements, by another definition commercials of brands, took place by using different communication tools; The internet as a non-traditional media driver and the traditional media drivers of magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials are essential parts of today's life for communication purposes between the consumers and the brands. The study aims to see how these media drivers are important to X, Y and Z consumers and how often do members of X, Y and Z generation are being exposed to these media drivers. The brand integration is made in these platforms to reach the consumers.

4.3.1 Brand Integration for Media Driver's Awareness Creation in Generations

The first hypothesis of "H_1: There is a significant difference between X, Y and Z Generation's exposure to media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials." is set to analyze the brand integration for media driver's awareness creation was constructed in 5th question to see how the brand perception is made in generations for different media drivers.

In order to test mentioned hypothesis, Analysis of Variance test (one-way ANOVA) is chosen as an appropriate statistical test which is a parametric test. Parametric tests require to have a normally distribution and a homogeneity of variances as an assumption. First assumption of having a normally distribution will be checked with Kolmogorov-Smirnov Test and the second assumption of having a homogeneity of variance will be tested with Levene Test. If these assumptions are not provided, then the non-parametric test must be conducted. In that case, Kruskal Wallis Test will be used to analyze the mentioned hypothesis. Before conducting a mean comparison of media drivers' frequencies, first the normality of the data must be checked. Kolmogrov-Smirnov test's null hypothesis includes that the data is normally distributed, and the alternative hypothesis mentions that the data is not normally distributed which are tested based on the critical p-value of 0,05.

Table 4.9: Normality test of media drivers' frequencies

	Kolmogorov-Smirnov		
	Statistic	df	Sig.
Importance of Internet	,348	340	***,000***
Importance of Magazine	,223	340	***,000***
Importance of Newspaper	,187	340	***,000***
Importance of Local Newspaper	,332	340	***,000***
Importance of Gov. TV Channels	,274	340	***,000***
Importance of Pri. TV Channels	,174	340	***,000***
Importance of Cab. TV Channels	,216	340	***,000***
Importance of Radio	,209	340	***,000***
Importance of Billboards	,209	340	***,000***

Based on the Table 4.9, as it seen all the Kolmogorov-Smirnov significance values of *0,000** are lower than the critical value of 0,05 that means of can reject the alternative hypothesis and conclude that the data comes from a normal distribution. In following, second assumption of having a homogeneity of variance must be tested as well; The test of homogeneity of variances are tested with Levene Statistics with the significance level of 0,05. Based on the Levene Statistics, if the significance of test result is bigger than the p value of 0,05 means that the data has the homogeneity of variance.

Table 4.10: Homogeneity test for the variances of media driver's frequencies

	Levene Statistic	df1	df2	Sig.
Internet Usage Frequency	*1,447*	*2*	*337*	***,237****
Magazine Usage Frequency	*,373*	*2*	*337*	***,689****
Newspaper Usage Frequency	*6,747*	*2*	*337*	*,001*
Local Newspaper Usage Frequency	*,533*	*2*	*337*	***,587****
Gov. TV Channels Usage Frequency	*,948*	*2*	*337*	***,388****
Pri. TV Channels Usage Frequency	*,731*	*2*	*337*	***,482****
Cab. TV Channels Usage Frequency	*3,042*	*2*	*337*	*,049*
Radio Usage Frequency	*,237*	*2*	*337*	***,789****
Billboards Usage Frequency	*9,093*	*2*	*337*	*,000*

Table 4.10 indicates that the homogeneity of variances is provided for the frequencies of internet, magazine, local newspaper, Gov. TV channels, Private TV Channels and Radio which have a higher sig. than critical p value of 0,05. Since the homogeneities of newspaper, Cab. TV Channels and billboards means outdoor commercials are not met with 0,05 significance level, these are excluded from further

analysis of ANOVA and will be analyzed in the nonparametric test of Kruskal Wallis.

Analysis of Variance test (one-way ANOVA) is conducted for those which had the normality and homogeneity of variance assumption proven for the media drivers of internet, magazine, local newspaper, Gov. TV Channels, Pri. TV Channels and Radio. Mentioned media driver's usage frequency's significance values were bigger than p value of 0.05 for the homogeneity of variance. Further analysis of one-way ANOVA is made in Table 4.11 for those which provided the parametric test assumptions.

Table 4.11: ANOVA results of media driver's frequencies

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Internet Usage Frequency	*Between Groups*	*28,258*	*2*	*14,129*	*21,149*	***,000****
	Within Groups	*225,139*	*337*	*,668*		
	Total	*253,397*	*339*			
Magazine Usage Frequency	*Between Groups*	*5,680*	*2*	*2,840*	*2,721*	*,067*
	Within Groups	*351,717*	*337*	*1,044*		
	Total	*357,397*	*339*			
Local Newspaper Usage Frequency	*Between Groups*	*,602*	*2*	*,301*	*,340*	*,712*
	Within Groups	*298,395*	*337*	*,885*		
	Total	*298,997*	*339*			
Gov. TV Channels Usage Frequency	*Between Groups*	*1,144*	*2*	*,572*	*,445*	*,641*
	Within Groups	*432,668*	*337*	*1,284*		
	Total	*433,812*	*339*			
Pri. TV Channels Usage Frequency	*Between Groups*	*1,630*	*2*	*,815*	*,542*	*,582*
	Within Groups	*506,944*	*337*	*1,504*		
	Total	*508,574*	*339*			
Radio Usage Frequency	*Between Groups*	*4,843*	*2*	*2,421*	*1,730*	*,179*
	Within Groups	*471,731*	*337*	*1,400*		
	Total	*476,574*	*339*			

The awareness of Internet Usage Frequency has 0,000 significance in ANOVA which is lower than significance level of 0,05. H_1 cannot be rejected means: There is a significant difference between people's exposure to media driver of internet for the brand awareness. Since the internet as a media driver which is the digitalization tool of our study that indicates a difference despite of the traditional media drivers of magazine, local newspaper, Gov. TV Channels, Pri. TV Channels and Radio.

One-way ANOVA test indicated which media driver is significant, yet it didn't address which generation created the difference exactly. This is the reason of conducting a post-hoc test is a must to see where the differences lie; The Tukey's HSD (Honest Significant Difference) test is used to find out which specific groups' means (compared with each other) are different. Assumption of this test to necessitate the data have the normally distributed and homogeneity of variance. For those which doesn't provide the assumption of having a homogeneity of variances are tested with Games-Howell Test instead of Tukey's HSD.

Table 4.12: Tukey HSD test for internet

(I) Generation	(J) Generation	Mean Difference (I-J)	Std. Error	Sig.
Z Generation	Y Generation	,0143	,1088	***,991***
	X Generation	,6179*	,1092	***,000***
Y Generation	Z Generation	-,0143	,1088	***,991***
	X Generation	,6036*	,1078	***,000***
X Generation	Z Generation	-,6179*	,1092	***,000***
	Y Generation	-,6036*	,1078	***,000***

As it seen from Table 4.12, Tukey HSD test is proven that there no significant difference between the groups of Y Generation and Z Generation as the significant value of *0,991* is higher than 0,05 critical p value. Generation X creates the real difference among the generations for internet usage frequency.

Since the homogeneities of newspaper, Cab. TV Channels and outdoor commercials are not met with parametric test assumptions of one-way ANOVA, non-parametric test of Kruskal Wallis was used and shown the analyze' result in Table 4.13 in which the Kruskal Wallis test does not necessitate to have neither normally distribution nor homogeneity of variance.

Table 4.13: Kruskal Wallis test for the usage frequency of newspaper, billboards and cable TV channels

	Newspaper Usage Frequency	Outdoor Commercials Usage Frequency	Cable TV Channels Usage Frequency
Chi-Square	*9,882*	*13,121*	*,230*
df	*2*	*2*	*2*
Asymp. Sig.	***,007****	***,001****	*,891*

The awareness of Newspaper Usage Frequency and the Billboards Usage Frequency have 0,007 and 0,001 significance in ANOVA which is lower than significance alpha level of 0,05. H_1 cannot be rejected means: There is a significant difference between people's exposure to media driver of newspaper and outdoor commercials for the brand awareness together with the internet.

Table 4.14: Games-Howell test for newspaper and outdoor commercials

Dependent Variable	(I) Generation	(J) Generation	Mean Difference (I-J)	Std. Error	Sig.
Newspaper Usage Frequency	Z Generation	Y Generation	-,1491	,1419	***,546***
		X Generation	-,5134*	,1521	***,003***
	Y Generation	Z Generation	,1491	,1419	***,546***
		X Generation	-,3643	,1582	***,057***
	X Generation	Z Generation	,5134*	,1521	***,003***
		Y Generation	,3643	,1582	***,057***
Outdoor Commercial Frequency	Z Generation	Y Generation	,0403	,1677	***,969***
		X Generation	,5419*	,1542	***,002***
	Y Generation	Z Generation	-,0403	,1677	***,969***
		X Generation	,5017*	,1495	***,003***
	X Generation	Z Generation	-,5419*	,1542	***,002***
		Y Generation	-,5017*	,1495	***,003***

As it seen from Table 4.14, Games-Howell test is proven that there no significant difference between the groups of Y Generation and Z Generation as the significant value of newspaper usage frequency sig. value of *0,546* is higher than critical p value of 0,05. Means that that these two generations reactions to newspaper exposure is almost same; yet X Generation creates the most difference among these group especially in comparison with Z Generation as the sig. value is *0,03*; yet Y Generation thoughts are closer to X Generation as their sig. is *0,057.* As for being exposed to outdoor commercials has no significant difference between the groups of Y Generation and Z Generation again as the sig. of outdoor commercial's usage frequency is *0,969* that is higher than critical p value of 0,05. X Generation creates the real difference among all generations for being exposed to outdoor commercials too.

4.3.2 Brand Integration for Media Driver's Importance in Generations

The second hypothesis of "H2: There is a significant difference between X, Y and Z Generation's valuing the media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercial." is set to analyze the brand integration for media driver's importance for generations was constructed in 6th question to see how the brand perception is made in generations for different media drivers.

In order to test mentioned hypothesis, Analysis of Variance test (one-way ANOVA) is chosen as an appropriate statistical test which is a parametric test. Parametric tests require to have a normally distribution and a homogeneity of variances as an assumption. First assumption of having a normally distribution will be checked with Kolmogorov-Smirnov Test and the second assumption of having a homogeneity of variance will be tested with Levene Test. If these assumptions are not provided, then the non-parametric test must be conducted. In that case, Kruskal Wallis Test will be used to analyze the mentioned hypothesis. Before conducting a mean comparison of media drivers' frequencies, first the normality of the data must be checked. Kolmogorov-Smirnov test's null hypothesis includes that the data is normally distributed, and the alternative hypothesis mentions that the data is not normally distributed which are tested based on the critical p-value of 0,05.

Table 4.15: Normality test of media drivers' importance

	Kolmogorov-Smirnov		
	Statistic	df	Sig.
Importance of Internet	,351	340	**,000**
Importance of Magazine	,244	340	**,000**
Importance of Newspaper	,205	340	**,000**
Importance of Local Newspaper	,196	340	**,000**
Importance of Gov. TV Channels	,189	340	**,000**
Importance of Pri. TV Channels	,190	340	**,000**
Importance of Cab. TV Channels	,180	340	**,000**
Importance of Radio	,204	340	**,000**
Importance of Billboards	,173	340	**,000**

Based on the Table 4.15, as it seen all the Kolmogorov-Smirnov significance values of *0,000** are lower than the critical value of 0,05 that means of can reject the alternative hypothesis and conclude that the data comes from a normal distribution.

In following, second assumption of having a homogeneity of variance must be tested as well; The test of homogeneity of variances are tested with Levene Statistics with the significance level of 0,05. Based on the Levene Statistics, if the significance of test result is bigger than the p value of 0,05 means that the data has the homogeneity of variance.

Table 4.16: Test of homogeneity of variances media driver's importance

	Levene Statistic	df1	df2	Sig.
Importance of Internet	*8,614*	*2*	*337*	*,000*
Importance of Magazine	*,739*	*2*	*337*	***,478***
Importance of Newspaper	*3,646*	*2*	*337*	*,027*
Importance of Local Newspaper	*,038*	*2*	*337*	***,963***
Importance of Gov. TV Channels	*3,373*	*2*	*337*	*,035*
Importance of Pri. TV Channels	*1,788*	*2*	*337*	***,169***
Importance of Cab. TV Channels	*,006*	*2*	*337*	***,994***
Importance of Radio	*1,079*	*2*	*337*	***,341***
Importance of Billboards	*,501*	*2*	*337*	***,606***

The homogeneity of the variances is tested with Levene statistics for the rated importance of different media drivers for the questionnaire's data and it can be seen from Table 4.16, the traditional media drivers of Magazine, Local Newspaper, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercial' sig. are higher than the critical p value of 0,05 which means they have the homogeneity of variance.

Table 4.17: ANOVA results of media driver's importance

		Sum of Squares	Df	Mean Square	F	Sig.
Importance of Magazine	Between Groups	*,942*	*2*	*,471*	*,455*	*,635*
	Within Groups	*348,835*	*337*	*1,035*		
	Total	*349,776*	*339*			
Importance of Local Newspaper	Between Groups	*6,692*	*2*	*3,346*	*2,655*	*,072*
	Within Groups	*424,752*	*337*	*1,260*		
	Total	*431,444*	*339*			
Importance of Pri. TV Channels	Between Groups	*11,733*	*2*	*5,867*	*4,582*	***,011****
	Within Groups	*431,443*	*337*	*1,280*		
	Total	*443,176*	*339*			
Importance of Cab. TV Channels	Between Groups	*1,265*	*2*	*,632*	*,481*	*,618*
	Within Groups	*442,791*	*337*	*1,314*		
	Total	*444,056*	*339*			
Importance of Radio	Between Groups	*17,551*	*2*	*8,775*	*6,339*	***,002****
	Within Groups	*466,496*	*337*	*1,384*		
	Total	*484,047*	*339*			
Importance of Outdoor Commercials	Between Groups	*,373*	*2*	*,186*	*,133*	*,876*
	Within Groups	*472,483*	*337*	*1,402*		
	Total	*472,856*	*339*			

Based on the Table 4.17, there is a significant difference on Radio's and Private TV channel's importance, because their significances are lower than p value of 0,05. The rest of the items such magazine, local newspaper, cable TV channels and outdoor commercials do not create any importance for the generations of X, Y and Z.

One-way ANOVA test indicated which media driver is significant, yet it didn't address which generation created the difference exactly. This is the reason of conducting a post-hoc test is a must to see where the differences lie; The Tukey's HSD (Honest Significant Difference) test is used to find out which specific groups' means (compared with each other) are different. Assumption of this test to necessitate the data have the normally distributed and homogeneity of variance. For those which doesn't provide the assumption of having a homogeneity of variances are tested with Games-Howell Test instead of Tukey's HSD.

Table 4.18: Tukey HSD test for private TV channels and radio

Dependent Variable	(I) Generation	(J) Generation	Mean Difference (I-J)	Std. Error	Sig.
Importance of Pri. TV Channels	Z Generation	Y Generation	0,2741	0,1506	0,164
		X Generation	-0,1737	0,1512	0,485
	Y Generation	Z Generation	-0,2741	0,1506	0,164
		X Generation	-,4478*	0,1492	0,008
	X Generation	Z Generation	0,1737	0,1512	0,485
		Y Generation	,4478*	0,1492	0,008
Importance of Radio	Z Generation	Y Generation	-0,2549	0,1566	0,235
		X Generation	-,5589*	0,1572	0,001
	Y Generation	Z Generation	0,2549	0,1566	0,235
		X Generation	-0,304	0,1552	0,124
	X Generation	Z Generation	,5589*	0,1572	0,001
		Y Generation	0,304	0,1552	0,124

As it seen from Table 4.18, Tukey HSD test is proven that there a significant difference between the groups of X Generation and Y Generation as the significant value of *0,008* is lower than 0,05 critical p value in valuing the Private TV Channels. The rest of the pairs do not show any significant difference among themselves. When valuing the radio media driver was put into investigation among generations, it came out that there is no difference between the groups of Z Generation and Y Generation as the significant value of *0,235* is higher than 0,05 critical p value. Again, there is no difference between the groups of X Generation and Y Generation as the significant value of *0,124* is higher than 0,05 critical p value. Yet there is a significant difference between X Generation and Z Generation as the sig. of *0,001* is lower than critical p value of 0,05 which gives the conclusion of in an order with X Generation makes the difference on thoughts later Y Generation. Yet the Generation Z has the opposite thoughts of Generations X and Y for giving an importance to radio media driver.

The homogeneity of the variances is not provided for the importance of internet, importance of Gov. TV channels and importance of newspaper. This is the reason of not being able to conduct parametric test of one-way ANOVA. Thereon, the nonparametric test of Kruskal Wallis Test is used for mean comparison.

Table 4.19: Kruskal Wallis test for the importance of internet, newspaper and gov. TV channels

	Importance of Internet	Importance of Gov. TV Channels	Importance of Newspaper
Chi-Square	*33,454*	*,371*	*7,718*
df	*2*	*2*	*2*
Asymp. Sig.	***,000****	*,831*	***,021****

As it seen from Table 4.19, when grouping variable of generation was put into Kruskal Wallis Test, the importance of internet and the importance of newspaper's significance are lower than significance level of 0,05. H2 cannot be rejected means, there is a significant difference between the importance of internet and newspaper for the generations of X, Y and Z. The internet and the newspaper as a media driver create an importance for mentioned generations instead of the Gov. TV Channels. In brief, there is a significant difference between the importance of the media drivers of Internet, Newspaper, Radio and Private TV Channels for X, Y and Z Generation's members.

The internet and the newspaper which have not the homogeneity of the variances yet had the significant difference among different media drivers for the members of X, Y and Z Generations, are analyzed in following to figure out which generation created the difference among pairs.

Table 4.20: Games-Howell Test for internet and newspaper

Dependent Variable	(I) Generation	(J) Generation	Mean Difference (I-J)	Std. Error	Sig.
Importance of Internet	Z Generation	Y Generation	0,0851	0,0942	***0,639***
		X Generation	0,5928	0,116	***0,000***
	Y Generation	Z Generation	-0,0851	0,0942	***0,639***
		X Generation	0,5077	0,1116	***0,000***
	X Generation	Z Generation	-0,5928	0,116	***0,000***
		Y Generation	-0,5077	0,1116	***0,000***
Importance of Newspaper	Z Generation	Y Generation	-0,2005	0,1445	***0,349***
		X Generation	-0,4284	0,1561	***0,018***
	Y Generation	Z Generation	0,2005	0,1445	***0,349***
		X Generation	-0,2279	0,1501	***0,284***
	X Generation	Z Generation	0,4284	0,1561	***0,018***
		Y Generation	0,2279	0,1501	***0,284***

As it seen from Table 4.20, Games-Howell test is proven that there no significant difference between the groups of Y Generation and Z Generation as the importance of internet's Games-Howell Test Result of *0,639* that is higher than critical p value of 0,05. All the rest of the pairs have *0,000* sig. that is less than critical p value of 0,05 which means there is a significant difference between the pairs. That leads the result of Generation X have the extremely strong influence on valuing the internet. As for valuing the newspaper as a media driver, there is no significant difference between the pairs of Z and Y Generations that had the sig. of *0,349* and the same result between the pairs of X and Y Generations that had the sig. of *0,284*.
As previous investigations had proven that the importance of the internet and being exposed to internet for brand awareness are crucially important for X, Y and Z Generation's members, as a new communication tool with a digitalization tool of a media driver, the internet is well efficient. Since the study is more interested in digitalization tools, following parts would go deeper investigation for internet's efficiency among generations of X, Y and Z.

Regarding the internet usage, it was asked in 3rd question that how many hours does the respondents of questionnaire use internet on a daily base. The SPSS result shows that:

Table 4.21: Crosstabulation of daily internet usage among generations

		Daily Internet Usage				Total
		Less than 1 hour	1-2 hour	3-4 hour	More than 4 hours	
Generation	X Generation	*6*	*54*	*26*	*28*	*114*
	Y Generation	*1*	*25*	*37*	*53*	*116*
	Z Generation	*0*	*13*	*36*	*61*	*110*
Total		*7*	*92*	*99*	*142*	*340*

As it seen from below Figure 4.6 and Table 4.21; Y and Z Generations have spent time on internet more than 4 hours, only X Generation members indicated that most of them spent 1-2 hour in a daily base on internet. In a chorological order, the internet daily usage decreases by age in where six of the Xers have indicated they use less than 1 hour in daily base compared to only one Generation Y member spend less than 1 hour and none of Generation Z spend less than one hour on internet. Again, the most usage on internet with Z Generation as 61 respondents mentioned they use more than 4 hours in a daily base.

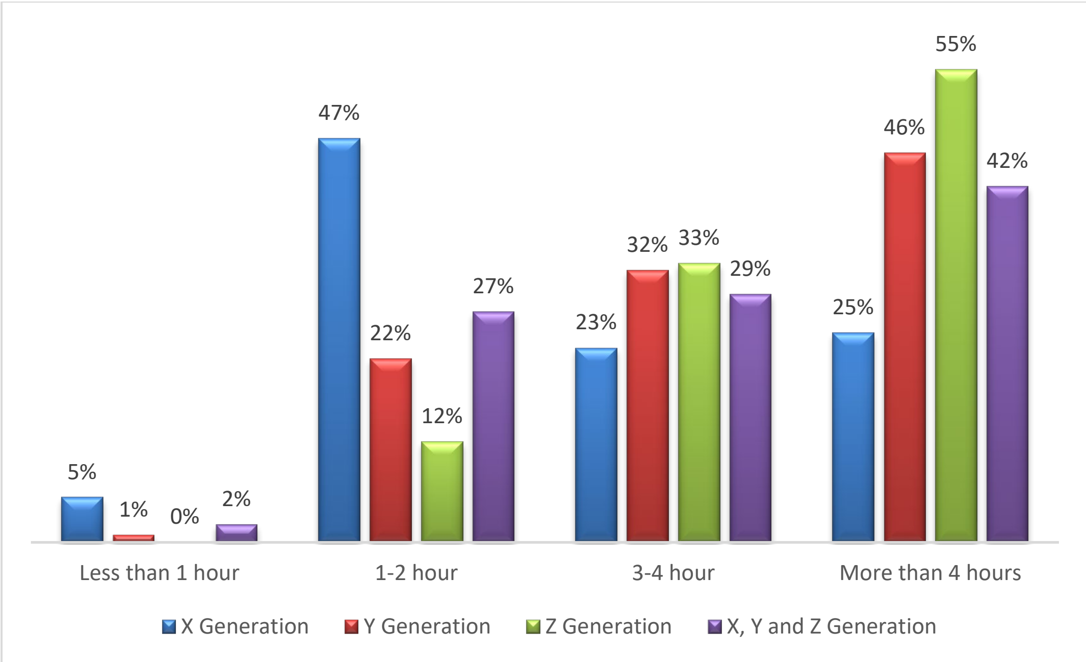


Figure 4.6: Daily internet usage based on generations

It was asked in 31st question that if do the respondents of questionnaire have seen a commercial of a smartphone on internet in which platform did they see it? Regarding the digital advertisement seen on where by generations:

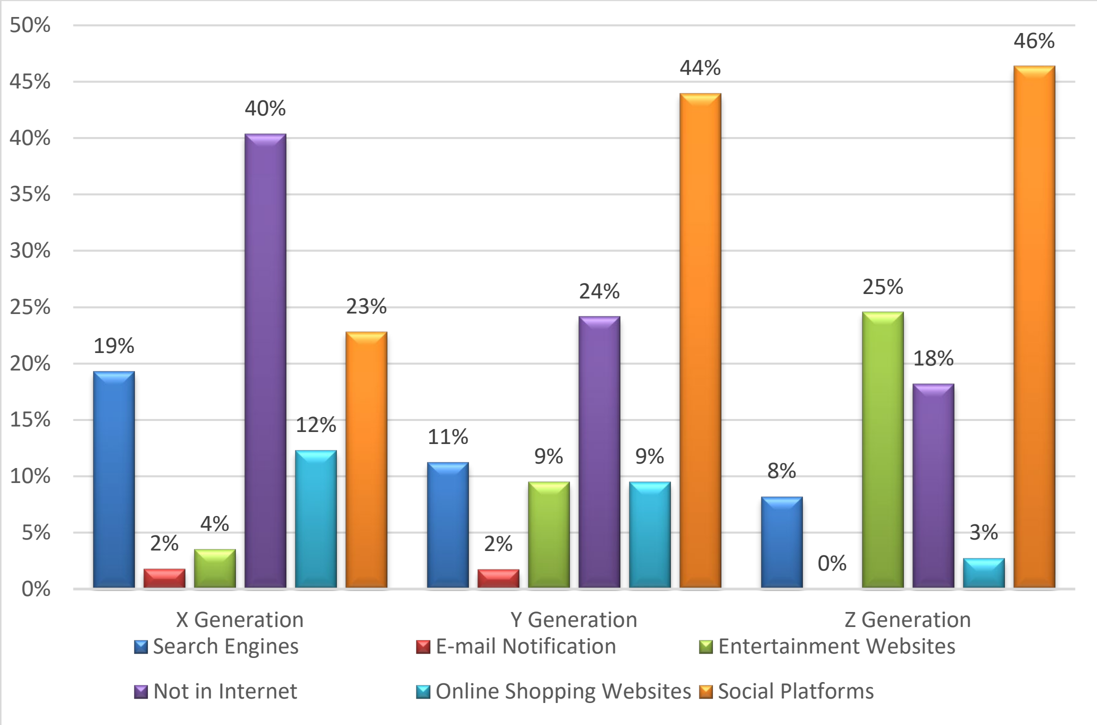


Figure 4.7: The digital advertisement seen on where in internet by generations

As the Figure 4.7 indicates, there are a variety of choices by generations. The first generation that become digitalized as X Generation mentioned that 40 percentage of them have not seen the advertisement on internet. Because, X Generation is a more of a traditional and the only one generation that is the most distant to internet among X, Y and Z combination is not a surprising result. X Generation thereon mentioned they seen the digital advertisement on internet as 23% on social platforms, 19% in social engines, 12% in online shopping websites, 4% on entertainment websites and only 2% received an e-mail notification of the commercial itself. Secondly, Y Generation mentioned that 44% of them have seen the digital advertisement on internet, then 24% said they didn't see it on internet, 11% in search engines, %9 in online shopping websites and entertainment websites, and only 2% of them has received an e-mail notification in regarding. Finally, Z Generation which is the most digital generation of all mentioned 46% of them have seen the digital advertisement on internet in social platforms, 25% of them have seen it on entertainment websites and surprisingly 18% of them have not seen any digital commercial regarding their last purchase that followed by 8% in search engines, 3% in online shopping websites and none of them via e-mail notification.

It was asked in 4th question that what do the respondents of questionnaire's internet usage preference. The Bar Graph of Figure 4.8 indicates the result in following:

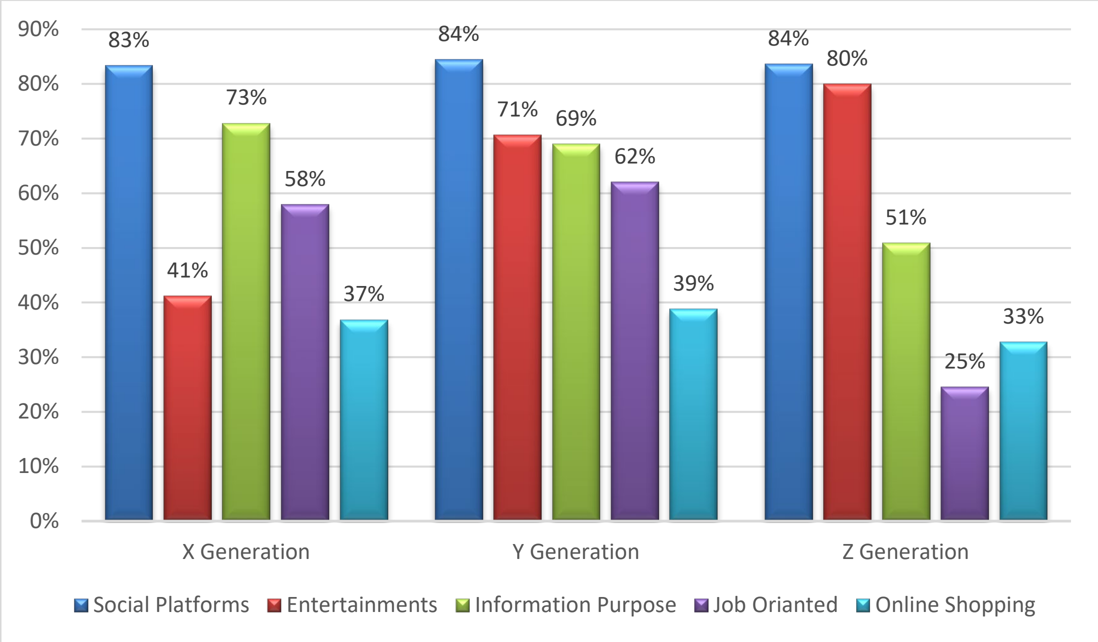


Figure 4.8: Bar graph of internet usage preference among generations

As indicated social platforms are used around %83-84 percentage in all generations which gives the indication of all generations use social platforms as the main purpose of their internet usage for the Turkish case. Based on Social Media Statistics of January 2019; the most used social platforms as mentioned in Turkey are Facebook, Twitter and Instagram (Figure 3.9). It gives the marketers an opportunity of using these platforms gives a high possibility to engage with their potential customers. Targeting X, Y and Z generations with a digital advertisement in social platforms such Facebook, Instagram or Twitter will end up by reaching around %84 of Turkish population. Considering the lower possibility with a higher cost of traditional marketing methods, social media marketing is the key to marketer's success.

The entertainment purpose of internet usage falls the lowest on X Generation considering as 41% in where the logical interpretation of Generation X members is fully focused on their work and children raising due to their age. That makes the generation members to have a more limited time than the other generations and spending less time than other generations in where Y Generation has 71% and Z Generation has 80% of internet usage preference with entertainment purpose. The reason of Z Generation has the highest percentage of entertainment purpose with internet usage causes they have more free time and being the most digitalized generation of all. Based on Social Media Statistics of January 2019; the most used entertainment platforms are Pinterest, YouTube and Tumbler as mentioned in Figure 3.9. The main difference of the indication of social platforms and the entertainment platform is social platforms are mainly aimed to have a more individual interaction in where the entertainment platforms focused on content itself.

Information purpose has the highest percentage with Generation X in where they value the information most whether in knowledge form or as an interest. The information-based website as Wikipedia which is the new form of encyclopedia, X Generation's most used items during their schooling time and obviously still takes the generation's interest most. Besides than the information-based websites such Wikipedia, the online newspaper websites that gives the opportunity to read the newspaper in digital platforms. This is the main reason of Xers has most percentage as 71% with internet usage purpose with information purpose platforms. In following, the Y Generation follows Xers as 69% in where they represent the transition generation from analog to digital. Z Generation has the lowest percentage of information purpose internet usage as 51% in where they are more of younger generation than others. This is the primitive reason of their interest is more with entertainment than academic or knowledge-based interests.

The last but not least, the online shopping has the lowest interest of internet preference in all generations compared to others. Y Generation that the most digitalized generation which has a purchase power became the generation that they used most the online shopping with 39%. In following, Generation X has 37% with the internet preference of online shopping in where they have the most purchase power among all generations yet becoming still a traditional generation makes them fall behind of Y Generation. The most digitalized generation with least purchasing power as Generation Z has 33 percentage of online shopping purpose with internet usage.

4.4 Decision Making Analyses

The difference among the generations of X, Y and Z are obvious as the literature advices, yet the study tries to see if they are influenced by different media drivers at the same level or not was put into investigation for their decision-making process.

4.4.1 Being Impressed by Commercials in Purchasing Decision

The third hypothesis of the study aims to check if there is a significant difference between X, Y and Z Generation's purchase of a specific brand and remembering that brand's commercial in purchasing decisions. The relationship defines the differences between the generation's being impressed by the commercial of the last smartphone purchase that they made. So, it was asked in 30th question that how much the respondents of questionnaire impressed by the commercial of the last smartphone that you use, and they were asked to rate from 1 to 5. Before conducting an analysis of variance test, the homogeneity of variances must be tested:

Table 4.22: Test of variance homogeneity for being impressed by commercials

Levene Statistic	df1	df2	Sig.
,856	*2*	*337*	***,426****

As Table 4.22 indicates, based on the Levene Statistics, the significance of test result *0,426* is bigger than the p value of 0,05 means that the data has the homogeneity of variance.

Table 4.23: Test of normality for being impressed by commercials

	Kolmogorov-Smirnov[a]			**Shapiro-Wilk**		
	Statistic	df	Sig.	Statistic	df	Sig.
Being impressed by commercials	,173	340	***,000***	,885	340	,000

As it seen from Table 4.23, the Kolmogorov-Smirnov Test's result of *0,000* is less than the critical p value of 0,05 which means that the data is normally distributed. Since the data provides the assumptions of conducting parametric test following hypothesis can be tested through one-way ANOVA test. The hypothesis of "H3: There is a significant difference between X, Y and Z Generation's purchase of a specific brand and remembering that brand's commercial in purchasing decisions." has been put into one-way ANOVA test as it shown in Table 4.24.

Table 4.24: ANOVA table of ranked data

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	*43,142*	*2*	*21,571*	*12,344*	***,000****
Within Groups	*588,914*	*337*	*1,748*		
Total	*632,056*	*339*			

As the Table 4.24 gives the result of one-way AVOVA variance comparison significance is *0,000* is less than 0,05 in where the hypothesis H3 cannot be rejected. That gives the conclusion of there is a significant difference between X, Y and Z Generation's purchase of a specific brand and remembering that brand's commercial in purchasing decisions. Yet, in order to see which generation pair create the real difference, the further post hoc analysis is made:

Table 4.25: Tukey HSD for being impressed by commercials

(I) Generation	(J) Generation	Mean Difference (I-J)	Std. Error	Sig.
Z Generation	Y Generation	,207	,176	***,467***
	X Generation	,839	,177	***,000***
Y Generation	Z Generation	-,207	,176	***,467***
	X Generation	,632	,174	***,001***
X Generation	Z Generation	-,839	,177	***,000***
	Y Generation	-,632	,174	***,001***

As Table 4.25 indicates, Tukey HSD test is proven that there no significant difference between the groups of Y Generation and Z Generation as the significant value of *0,467* which is higher than 0,05 critical p value. Generation X creates the real difference among the generations for being impressed by the commercials.

4.4.2 Social Media Effect in Purchasing Decision

The fourth hypothesis of the study aims to check if there is an association between X, Y and Z Generation's being influenced by a social media in their purchasing decisions. So, it was asked in 19th question that if there is a commercial in your social media would it effect the individual's purchasing decision. Since the data lies into categorical variable with the answer of the question as whether "Yes" or "No", Chi-Square Test is used in SPSS for measuring the generation's thought's differences on this topic. If the tested significance level is higher than the Pearson Chi-Square significance level of 0,05, the conclusion of H4 is rejected can be used as the analysis result on testing the Chi-Square on the categorical data.

The Generation variable that combines of X, Y and Z generation put into crosstabs section in SPSS to see the descriptive statistics result of the hypothesis via Chi-Square Test. The reason of using descriptive statistics of the question's answer is to have a better understanding of what lies tendency the generation has. As indicated in Table 4.26, there were no missing variable and 340 respondent's answer as Yes or No was put into question in correspondence to their generations.

Table 4.26: Crosstabulation of generations' being influenced by social media.

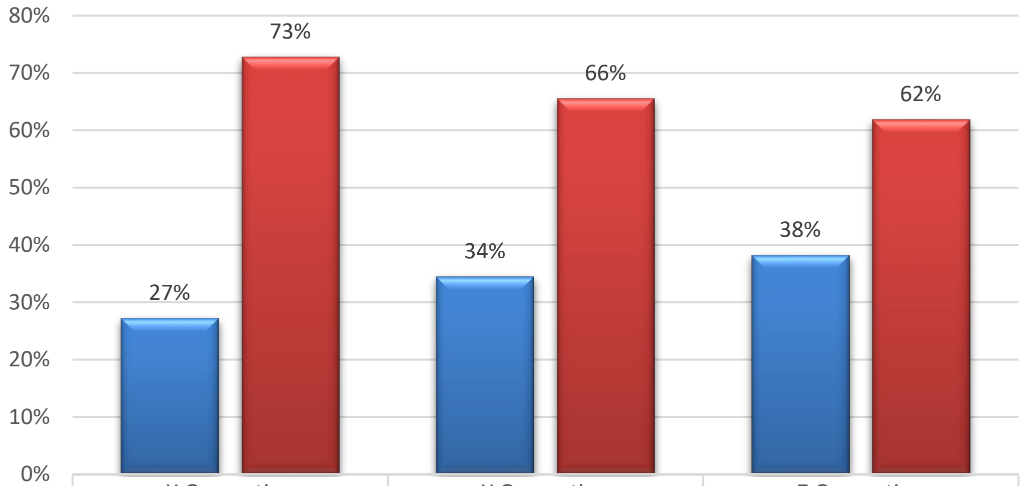
		Social Media Effect on Purchase Decision		Total
		No	Yes	
Generation	X Generation	*83*	*31*	*114*
	Y Generation	*76*	*40*	*116*
	Z Generation	*68*	*42*	*110*
Total		*227*	*113*	*340*

Table 4.26 shows that the generations in sum has more negative thoughts on being influenced by social media in their purchasing decisions with 227 "No" answer which is almost doubling the "Yes" answers.

Table 4.27: Chi-Square test for social media effect on purchase decisions

	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	*3,170[a]*	*2*	***,205****
Likelihood Ratio	*3,208*	*2*	*,201*
N of Valid Cases	*340*		

As it seen from Table 4.27 with the result of Pearson Chi-Square' significance as *0,205** which is bigger than the chosen significance level ($\alpha = 0.05$); the H4 is rejected. Rather, we conclude that there is no enough evidence to suggest that there is an association between generation's being influenced by social media for their purchasing decision. Figure 4.9 and Table 4.26 shows that in all generations "No" answer is almost doubled the "Yes" answer. Yet in an order in following the Generation Z, Y and X; there is a slightly positive tendency of being influenced by a digital tool which is social media effect in purchasing decision can be seen through "Yes" answer. Not surprisingly, X Generation mentioned that they disagree with this statement as 73%, later 66% with Y Generation and eventually Z Generation with lowest percentage of 62%. It can be concluded that all generations of the study think that seeing a commercial in social media does not affect their purchasing decision.



	X Generation	Y Generation	Z Generation
yes	27%	34%	38%
no	73%	66%	62%

Figure 4.9: Generation's being influenced by social media in purchasing decision

4.4.3 Social Media Influencer's Effect in Purchasing Decision

The fifth hypothesis of the study aims to check if there is an association between X, Y and Z Generation's being influenced by social media influencers in their purchasing decisions. So, it was asked in 27th question that if social media influencer's purchasing recommendations affect the individual's purchasing decision. Since the data lies into categorical variable with the answer of the question as whether "Yes" or "No", Chi-Square Test is used in SPSS for measuring the generation's thought's differences on this topic. If the tested significance level is higher than the Pearson Chi-Square significance level of 0,05, the conclusion of H_5 is rejected can be used as the analysis result on testing the Chi-Square on the categorical data.

The Generation variable that combines of X, Y and Z generation put into crosstabs section in SPSS to see the descriptive statistics result of the hypothesis via Chi-Square Test. The reason of using descriptive statistics of the question's answer is to have a better understanding of what lies tendency the generation has. As indicated in

Table 4.28, there were no missing variable and 340 respondent's answer as Yes or No was put into question in correspondence to their generations.

Table 4.28: Crosstabulation of generations' being influenced by social media influencer

		Social Media Influencer's Effect on Purchase Decision		Total
		No	Yes	
	X Generation	*107*	*7*	*114*
Generation	Y Generation	*101*	*15*	*116*
	Z Generation	*100*	*10*	*110*
Total		*308*	*32*	*340*

Table 4.28 shows that the generations in sum has strong negative thoughts on being influenced by social media influencers in their purchasing decisions with 308 "No" answer which a way is ahead of "Yes" answers.

Table 4.29: Chi-Square test of social media influencer effect

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	*3,129*[a]	*2*	***,209****
Likelihood Ratio	*3,152*	*2*	*,207*
N of Valid Cases	*340*		

As it seen from Table 4.29 with the result of Person Chi-Square' significance as *0,209** which is bigger than the chosen significance level of $\alpha = 0.05$; the H5 is rejected. Rather, we conclude that there is not enough evidence to suggest an association between generations of X, Y and Z for being influenced by social media influencers in their purchasing decisions. Figure 4.10 and Table 4.29 shows that in all generations "No" answer was a way ahead of "Yes" answer in where they all have the same tendency in common. That means almost all generation has the same thoughts of the social media influencers are not effective in influencing the individuals purchasing decision. There is a small tendency of being closer to social media influencers among all generation that is Y Generation thinks that they can be influenced by social media influencer in their purchasing decision with 13% which is the maximum of all percentages in generations.

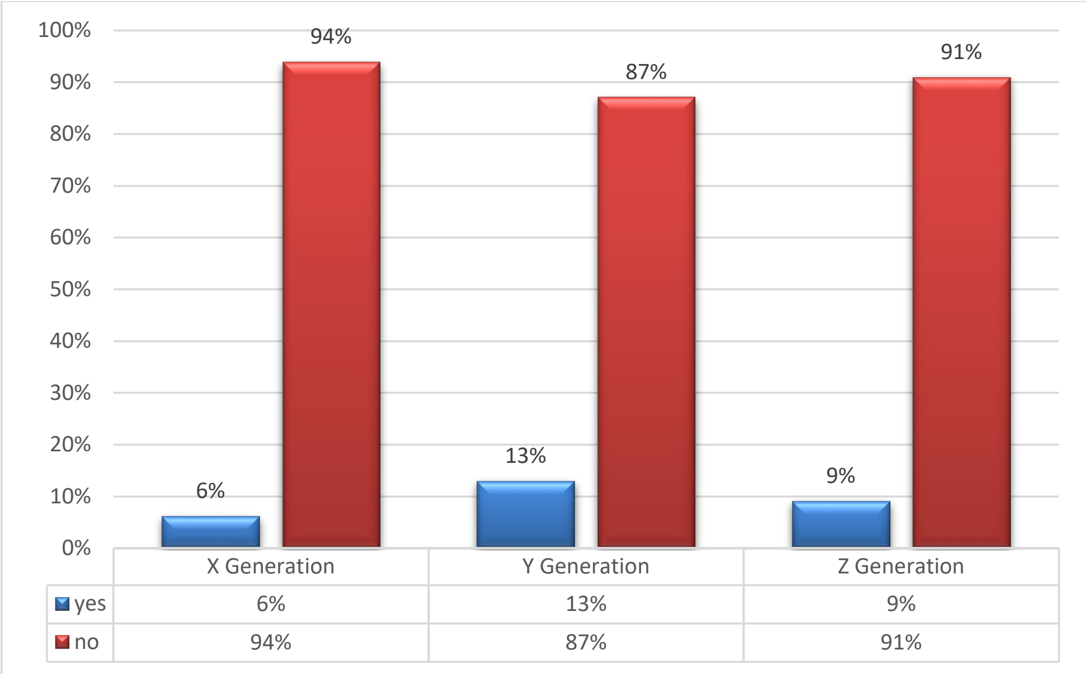


Figure 4.10: Bar chart of being influenced by social media influencers in purchasing decision

4.4.4 Word of Mouth Effect in Purchasing Decision

The sixth hypothesis of the study aims to check if there is an association between X, Y and Z Generation's being influenced by a word of mouth (viral marketing) in their purchasing decisions. So, it was asked in 24th question that if individuals consider buying a brand that they heard via viral marketing. Since the data lies into categorical variable with the answer of the question as whether "Yes" or "No", Chi-Square Test is used in SPSS for measuring the generation's thought's differences on this topic. If the tested significance level is higher than the Pearson Chi-Square significance level of 0,05, the conclusion of H_6 is rejected can be used as the analysis result on testing the Chi-Square on the categorical data.

The Generation variable that combines of X, Y and Z generation put into crosstabs section in SPSS to see the descriptive statistics result of the hypothesis via Chi-Square Test. The reason of using descriptive statistics of the question's answer is to have a better understanding of what lies tendency the generation has. As indicated in Table 4.30, there were no missing variable and 340 respondent's answer as Yes or No was put into question in correspondence to their generations.

Table 4.30: Crosstabulation of recommended purchase among generations

		Recommended Purchase Decisions		Total
		No	Yes	
Generation	X Generation	*45*	*69*	*110*
	Y Generation	*49*	*67*	*116*
	Z Generation	*53*	*57*	*114*
Total		*147*	*193*	*193*

Table 4.30 shows that the generations in sum has negative thoughts on being influenced by word of mouth (viral marketing) in their purchasing decisions with 147 "No" answer which is less than 193 "Yes" answers.

Table 4.31: Chi-Square tests of recommended purchase on purchase decisions

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	*1,801*[a]	*2*	***,406****
Likelihood Ratio	*1,798*	*2*	*,407*
N of Valid Cases	*340*		

As it seen from Table 4.31 with the result of Person Chi-Square' significance as *0,406** which is bigger than the chosen significance level of $\alpha = 0.05$; the H6 is rejected. Rather, we conclude that there is not enough evidence to suggest that there is an association between X, Y and Z Generation's being influenced by a word of mouth (viral marketing) in their purchasing decisions. Figure 4.11 and Table 4.30 shows that in all generations "Yes" answer is more than "No" answer in where they all have the same tendency in common. That means almost all generation has the same thoughts of the word of mouth (viral marketing) are effective in influencing the individuals purchasing decision. Being impressed by word of mouth has the highest percentage as it was expected in the most traditional generation of X with 61% in where this generation trusts newer generation's thoughts on this as mentioned in the study. Y Generation thinks that they are influenced by word of mouth (viral marketing with 58% and Z Generation with only %52.

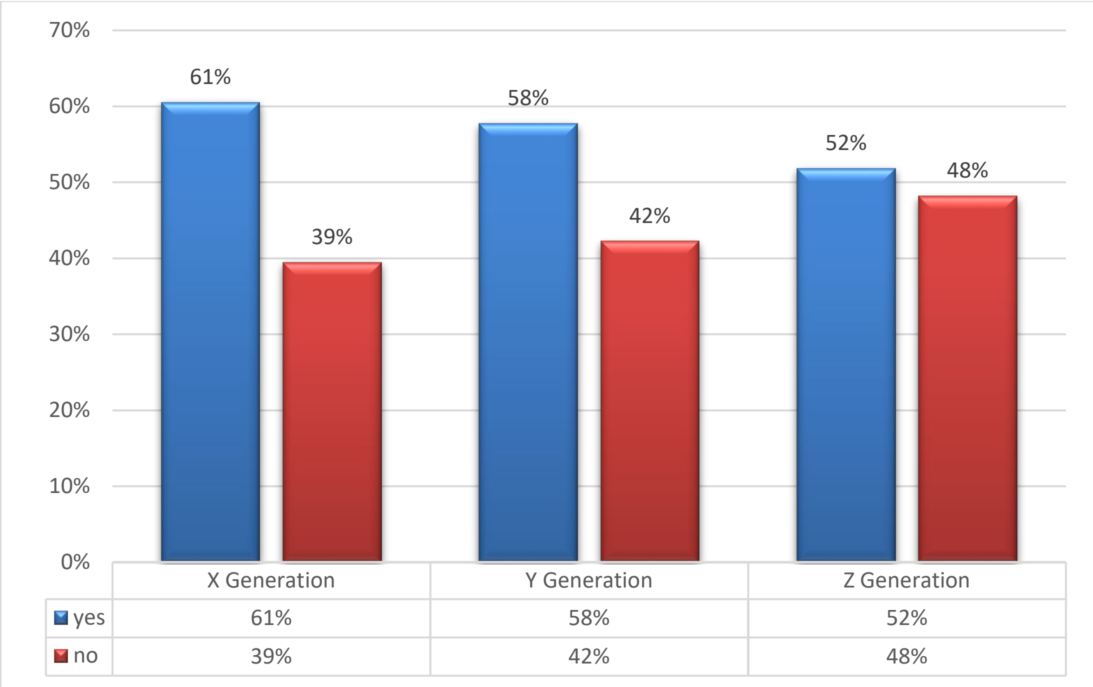


Figure 4.11: Bar chart of viral marketing in purchasing decision among generations

4.5 Smartphone Sector Investigation

Smartphone sector was put into investigation and lead the result of having a general idea which criteria the individuals look for making their purchases.

4.5.1 Smartphone Purchasing Criteria

It was asked in 16th questions that what is the primarily purchasing criteria for the respondents of questionnaire. Figure 4.12 indicates that the product quality has the highest percentage in all generations in where X Generation has 65% and Y Generation has 71% and Z Generation has 74%. The price is following criteria that has 17% with X Generation, 11% with Y Generation and 9% with Z Generation. Purchasing criteria of a brand has 2% with X Generation, 1% with Y Generation and 4% with Z Generation. Traditional method of viral marketing as recommendation from a family member or a friend is apparently still important for the Turkish sample frame in where X Generation has 11% and Y Generation has 10% and Z Generation has 11%. Others falls into 5% with X Generation, 7% with Y Generation and 3% with Z Generation.

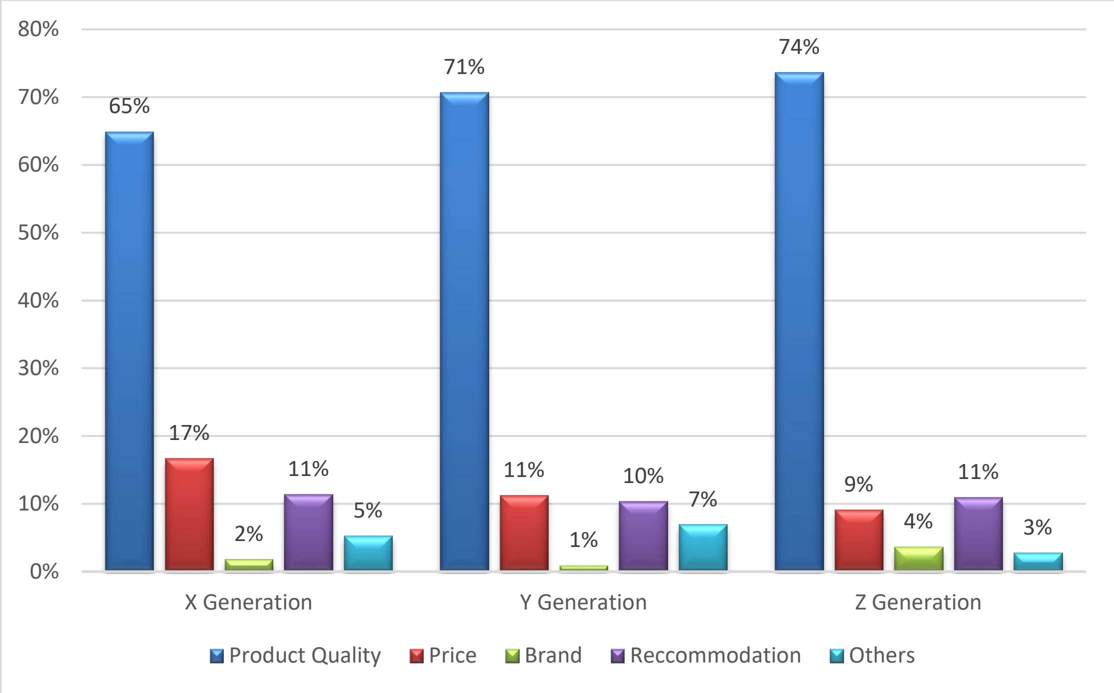


Figure 4.12: Bar chart of generation's smartphone purchasing criteria

4.5.2 Smartphone Payment Method Choice

It was asked in 20th question to respondents of questionnaire in which payment method did they use for their smartphone purchases together with the options of cash, debit card, credit card with and without the installment, consumer loan and the others. Figure 4.13 indicates how much percentage does the generations cover to their payment choices. Payment method of cash is mostly given by Y Generation as 38% and Z Generation as 30% and X Generation as 17%. Payment method of debit card which the other method of a cash in where the money is deposit in the bank account. Debit card is used by X Generation as 11% and Y Generation as 4% and Z Generation as 6%. Credit card is used for smartphone purchases as with installment lies in 21% of the X Generation; 12% of Y Generation and 8% of Z Generation. Credit card without installment is the most popular payment method in all generations that followed by X Generation as 46% and Y Generation and 42% of Z Generation as 48%. Consumer loan is less preferred by all generations as indicated in the same percentage as 3%. The other choice is chosen by 3% of X Generation and Y Generation and 1% of Z Generation as 5%.

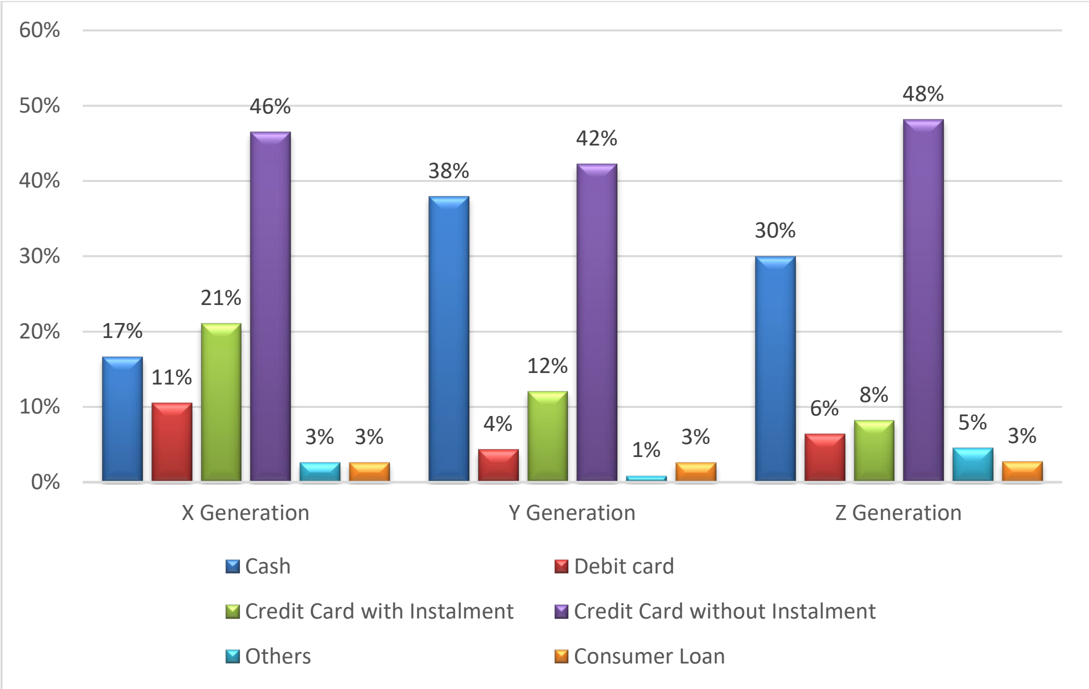


Figure 4.13: Bar chart of payment method for smartphone purchases by generations

4.5.3 Smartphone Purchasing Location Choices

It was asked in 25th what is the primarily location choice of purchases for the respondents of questionnaire. Figure 4.16 indicates that all generations show same tendency of same primarily preference in their location choice to purchase a smartphone with minor differences where it is discussed with its details in following.

Technology shops are focused of selling primarily technologic products with upper segment. Most common technologic shops are operating service's shop such as Vodafone Centers which is one of the biggest operating service, brand's own technologic stores as Apple-Store which is one of the biggest smart shop technology store and technologic retails centers such as Mediamarkt, one of the most popular worldwide technology shops. These locations are open to individual's product trials which makes the technology shops to be charmed by the customers. All generations in common have chosen this segment for their primarily location for smartphone purchases. It is at most with Z Generation as 77%, then Y Generation with 72% and finally 65% with X Generation.

Oversea purchases mean the purchase is done outside of home-country. That is commonly made for the purpose of having the product earlier than the product launch in another county or to have a cheaper product because of the other country's home currency depreciation. In the sample frame of Turkish customers have indicated that mostly Y Generation with 5%, later Z Generation with 4% and finally X Generation with 3% chooses oversea as a location of smartphone purchase.

Street shops are traditional stores as it used to be common before the technologic retail shops for the purpose of selling the products by having them from the wholesalers. They are the shops are distributed up to owner choice as a location. Yet they have a larger form of traditional shopping malls as set a purpose of being technological product heaven whether in retail or wholesaler form. In the sample frame of Turkish customers have indicated that mostly Y Generation with 7%, later X and Z Generation with 4% chooses street shops as a location of smartphone purchase. Yet traditional shopping malls for smartphone purchases took none of Y Generation's attention and only took 1% of X Generation and surprisingly 3% of Z Generation at total.

Retail chains are a larger form of business that operates as a retail outlet will typically buy goods directly from manufacturers or wholesale suppliers at a volume discount and will then mark them up in price for sale to end consumers. They are typically having many stores available to public such as Carrefour which is a worldwide retail shop. In smartphone purchases, retail chains are not the most popular locations yet X Generation prefers with 2%, later Y Generation prefers with 1% and not surprisingly Z Generation does not even prefer that non-fancy method.

Online shopping is an action of buying the goods or services over the internet in where the digital era put this option available to public. The trend of online shopping is going to increase in future with the help of technologic developments get more available to all. As it seen from figure 4.14, retail e-commerce worldwide sales' tremendous increase from 2014 to 2021 is forecasted in where the year of 2019 is going to have the total amount of 3.453.000.000.000 USD. This shows the real significance of the digital era and its tools.

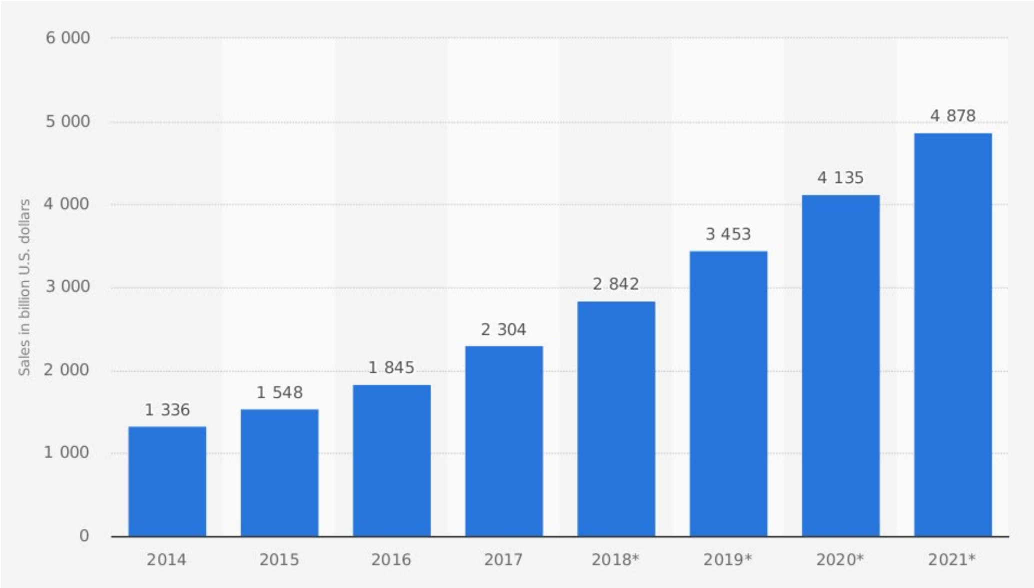


Figure 4.14: Forecast of retail e-commerce sales worldwide from 2014 to 2021

Resource: https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales (Access date: 04.02.2019)

E-commerce is gaining more importance compared to traditional sale methods. Each year it is gaining more share from global sales. Figure 4.15 indicates that the share of e-commerce from total global retail sales has a significant increase in each year and taking a more vital role compared to previous years. In the year of research study is made, 2019, the share of e-commerce represents 13,7% of all the global retail sales.

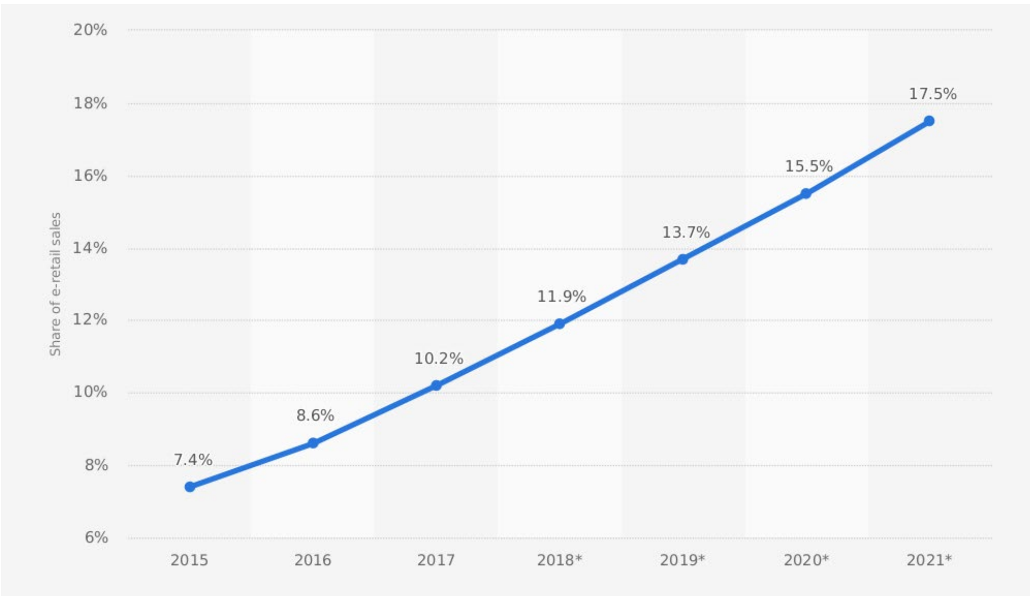


Figure 4.15: E-commerce share of total global retail sales from 2015 to 2021

Resource: https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide (Access date: 04.02.2019)

Online shopping took a fair portion of smartphone purchases in where the generation's results are scattered around of the year 2019's e-retail share as 13,7%. X Generation preferred 19% of online shopping among other choices in where Y Generation as 16% and finally Z Generation with 10%. The final indication of generation's result represents a close result of worldwide data shows the accuracy of the sample frame. Individuals mentioned as "Others" in their smartphone location choice as X Generation with 7% and Z Generation with 3% and finally 0% with Y Generation.

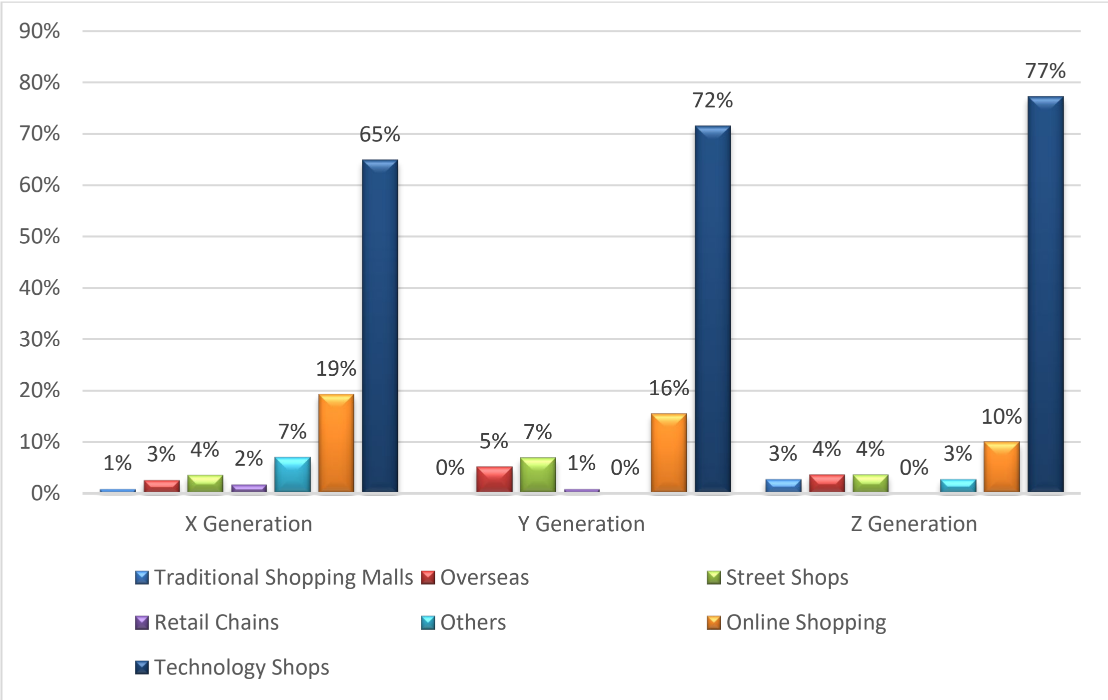


Figure 4.16: Bar chart of generation's location choices for smartphone purchases

Technology shops are needed by the costumers to experience the product itself, yet online shopping has an inclined tendency to be chosen for purchased aim transactions as Figure 4.14 and Figure 4.15 indicates the uprising e-commerce growth in each year.

5. CONCLUSION

In order to conclude the study, the list of hypotheses which has the individual result is given in following:

Table 5.1: Tables of hypothesis' results

Hypothesis	Result
1	There is a significant difference between X, Y and Z Generation's exposure to media drivers of Internet, Newspaper and Outdoor Commercials.
2	There is a significant difference between X, Y and Z Generation's valuing the media drivers of Internet, Newspaper, Private TV Channels and Radio.
3	There is a significant difference between X, Y and Z Generation's purchase of a specific brand and remembering that brand's commercial in their purchasing decision.
4	There is no enough evidence to suggest that there is an association between X, Y and Z Generation's being influenced by Social Media in their purchasing decisions.
5	There is no enough evidence to suggest that there is an association between X, Y and Z Generation's being influenced by Social Media Influencers in their purchasing decisions.
6	There is no enough evidence to suggest that there is an association between X, Y and Z Generation's being influenced by a word of mouth (viral marketing) in their purchasing decisions.

5.1 Conclusion

Social platforms are essential for any member of the society and it is dynamic by nature. Starting from 90s, the internet started to be used as the most powerful communication tool of all entire human history. Without creating marketing campaigns, the brands have neither a place nor a future in the market, because nowadays consumers are smarter than ever. They require a specific care where just the product or the service is not a satisfactory tool to charm them. Unlike the conventional marketing 1.0 and 2.0 which is the basic form of marketing are not enhancing the customers anymore. The marketing 4.0 is at the new trend where the business interaction is at a completely new level that has empowered consumers to dictate content, nature and extent of marketing exchanges. According to Garretson (2008) "Consumers increasingly use digital media not just to research products and services, but to engage the companies they buy from, as well as other consumers who may have valuable insights." Means of a valuable insight is determined by the customer itself thereon it brought the importance to the fore where the digitalization is the easiest way to get into interaction with the customers.

According to Hanna (2011) rapid developments occurring within the digital marketing spectrum have redefined marketing strategies and social media. As the more widespread of the social media, the easiest it becomes to target the audience. Thus, traditional methods cost more than digital media platforms. The best advantage of having internet that it brought social media to individual's life and the create new ways of interaction where the social networking sites gives the opportunity of consumer are being into interaction. The more comments they make and the more photos they share, the smarter customers the society gets. Finding information online made it easy to reach and that lead the importance of portable devices for accessing these online platforms upraise the value of a trustful information. Smit (2010) brought up that a core reason why "bottom-up marketing" takes places is because "billions of people create trillions of connections through social media each day". Over the course of time, these connections transform into relationships that lead to the creation of a huge social network of consumers where they can dictate their product choices to marketers. According to Metcalfe's law, the value of a social network increases as the square of the number of its users increase means its connections. It gives a meaningful explanation for the rapid growth of the internet. Clue Train Manifesto, which provided one of the earliest insights into the newly developed social media ecosystem, revealed that these markets are not about promotional messages but rather conversations among individuals (Levine, 2000). These conversations consist of product discussions, which are constantly being marketed to other individuals present in a specific social circle. It is vital to express opinion, such is the nature of these dynamic social media platforms and silence is not an option. In short, digital marketing is about engaging customers through conversations and blends the ingredients of traditional and contemporary marketing techniques (Hanna, 2011)

With the development of digital media and social platforms, people started to prefer staying inside of the walls in their safe zone while they are online. Social media has changed the way of communication via online-sociability. The subsequent effect of these communities is electronic word-of-mouth, which is far more influential than offline word-of mouth.

Digital platforms have different impact on each generation about brand integration. The generations of X, Y and Z examined in sample frame as a single cluster of 340 respondents in total. Yet the typical behaviors of each generation are different than each other so does their age groups with its characteristics. The study concludes traditional methods together with digital tools. Young adults and teens are usually thought of as an elusive market sector where it represents the Y and Z generations. X Generation considerably are a more traditionalist generation which is less digital compared and basic to millennials, yet half of the Xers are still counted as the young adults means that these three generations can be considered as all in one. This is primarily because marketers consider this demographic to be one segment instead of several small segments. They represent a diverse demographics because they incorporate the traits from several segments and have a unique content of consumption tendencies. These demographic groups seek a good quality product that is accessible, trending and at a fair price point where a brand should have its functional aspects and value. The more the product has an image of quality with the functional aspects, it becomes easier to product to be confirmed by these generations.

5.2 Conclusion of the Study

Businesses communicate with customers in variety of ways and the best way to reach the consumers is with commercials that are done via communication tools. A successful communication with consumers increases the interaction between the brands and the consumers. This led companies to have a brand integration in their audience which is the best way of reaching them. These communication tools include the traditional and non-traditional media drivers which are basically magazine, newspaper, television, radio, outdoor commercials and the internet.

The study was measuring if there was a significant difference between X, Y and Z Generation's exposure to media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials. This was essential to determine how frequent are the mentioned generations are exposed to these media drivers for a well targeted commercial purpose from a business perspective to create a brand integration in them. Based on the analyses made on the question, it came out the result that there is a significant difference between the X, Y and Z Generation member's exposure to internet, newspaper and outdoor commercials. This means of the other traditional communication tools of magazine, local newspaper, all kind of TV Channels and Radio are not important to create a significant brand awareness for the members of X, Y and Z Generation. Internet as a digitalism tool had put its importance, surprisingly, together with the traditional media drivers of newspaper and outdoor commercials. When the marketers aim to take the attention of these generations, it would be better to use internet, newspaper and outdoor commercials for brand integration purposes.

The study proved that there was a significant difference between X, Y and Z Generation's exposure to media drivers of Internet, Newspaper and Outdoor Commercials. Yet, it was not well addressed which generation was the exact reason of having this significant difference. This was the reason of conducting post hoc analyses, so the following outcomes were revealed:

- Being exposed to media driver of internet had significant difference among X, Y and Z Generation. It was seen that there was no difference between Y and Z Generations to their attitudes of exposure to internet as they are the fully digitalized generations. Yet, X Generation in contrary creates the real significance among the generations for their attitude to being exposed to internet.
- Being exposed to media driver of newspaper had significant difference among X, Y and Z Generation. Again, the same result of previous investigation came out and X Generation made the real difference based on the analyses. Yet, surprisingly Y Generation tend to show the same tendency of being in the thoughts with Generation X. That was caused of Z

Generation's being a fully digital generation and not giving an attention to written communication tools.

- Being exposed to media driver of outdoor commercials had significant difference among X, Y and Z Generation. When being exposed to outdoor commercials as billboard was evaluated among generations, it was seen that only X Generation had the different thoughts rather than Generation Y and Z.

The study was evaluating if there was a significant difference between X, Y and Z Generation's valuing the media drivers of internet, magazine, newspaper, local newspaper, Government TV Channels, Private TV Channels, Cable TV Channels, Radio and Outdoor Commercials. It was crucial to know how the mentioned generations value the media drivers that they would retrieved the information from. It came out from the result of the analyses that there is a significant difference between X, Y and Z Generation's valuing the media drivers of Internet, Newspaper, Private TV Channels and Radio. The other traditional media drivers of Magazine, local newspaper, Gov. TV Channels, Cable TV Channels and Outdoor Commercials are inefficient for brand integration in the eyes of X, Y and Z Generation in where these tools are not taking enough attention from X, Y and Z Generations that worth considering. Marketers should avoid trusting the campaigns that they would conducted over Magazine, local newspaper, Gov. TV Channels, Cable TV Channels and Outdoor Commercials. Yet instead, the internet as a digital tool and traditional tools of newspaper, radio and private TV Channels worth creating marketing campaigns for X, Y and Z Generations which will take the attention of these generations.

The study proved that there was a significant difference between X, Y and Z Generation's valuing the media drivers of Internet, Newspaper, Private TV Channels and Radio. Yet, it was not well addressed which generation was the exact reason of having this significant difference. This was the reason of conducting post hoc analyses, so the following outcomes were revealed:

- Tukey HSD test is proven that there is a significant difference between the groups of X Generation and Y Generation for valuing the Private TV Channels. The rest of the pairs did not show any significant difference among themselves.

- When valuing the radio media driver was put into investigation among generations, it came out that there is no difference between the groups of Z Generation and Y Generation. Again, there is no difference between the groups of X Generation and Y Generation. Yet there is a significant difference between X Generation and Z Generation which gives the conclusion of in an order with X Generation makes the difference on thoughts later Y Generation. Yet the Generation Z has the opposite thoughts of Generations X and Y for giving an importance to radio media driver.
- Games-Howell test is proven that there no significant difference between the groups of Y Generation and Z Generation as the importance of internet. All the rest of the pairs have a significant difference between themselves. That leads the result of Generation X have the extremely strong influence on valuing the internet in negative direction while the younger generation value the internet most.
- As for valuing the newspaper as a media driver, there is no significant difference between the pairs of Z and Y Generations that they are the younger generations that have less care of printed media. Yet surprisingly, the same result between the pairs of X and Y Generations occurred as well. Again, the Z Generation gives the least valuing to newspaper.

When the awareness creation for brand integration and the importance the generation gives to media drivers are put into together, only the internet as a digital communication tool and newspaper as a traditional tool becomes the most efficient communication tool for a brand creation. Marketers are more likely to reach their aims of commercial success over these platforms. Plus, using the digital communication tool gives the marketers an advantage of creating brand integration over internet which gives cost and effectiveness advantage.

The study had proven that younger generations, Y and Z Generation, have mostly the same characteristics for having a close tendency to digitalism as literature advices and X Generation is more traditional compared to them. As the internet is more likely to be used in higher percentage for younger generations; Using the internet more than four hours a day is 55% in Z Generation, 46% in Y Generation and only 25% in X Generation. This shows that using campaigns over internet will more likely to be reached to younger generations. Again, the same study has proven that dramatically X Generation using the internet one or two hour a day is at %47 in X Generation in comparison to 22% in Yers and only 12% in Zers. The study suggest that each generation has different tendency through brand integration. The smartphone brands which are considered highly popular tend to have a higher awareness, thereon consideration of buying, purchase, loyalty and advocation. It was found that most popular smartphone brands are preferred most in young generations even if they cannot afford.

It was put into investigation whether there was a significant difference between X, Y and Z Generation's purchase of a specific brand and remembering that brand's commercial in purchasing decisions or not. The relationship defines the differences between the generation's being impressed by the commercial of the last smartphone purchase that they made. It came out the result of there is a significant difference between generation's being impressed by the commercial of the last smartphone purchase that they made. This gives a crucial significance of effective commercial campaign's importance to make create a more consideration of intention of purchase, thereon an increased number of purchases from a brand perspective.

The digital platforms are available via internet surely. The more popularity the internet gets, the more importance the social media got. Thereon an effective digital campaign for brand integration throughout social media becomes more crucial. The study shows that there is no enough evidence to suggest that there is an association between X, Y and Z Generation's being influenced by Social Media in their purchasing decisions. The generations of X, Y and Z, all in common, indicated that they are not influenced by commercials that they have seen on social media significantly. So, the crucially of creating social media campaigns for brand integration fails for X, Y and Z generations in where the marketers should give more attention to brand integration campaigns that they conduct over social media. Yet, when it was asked to generations in where they saw the digital advertisement in internet, Y and Z generations declared that they have seen on social platforms at most and only the X Generation as a more traditional generation compared to younger generations mentioned that they have not seen it on internet. The statistics shows the uprising importance of digital platforms throughout years.

The increase in social platforms brought trends and new people to individual's life. The celebrities tend to be altered while the tendency of the social media increased and that lead to new faces on digital platforms to be known as social media influencers. Those are the ones that are active users of social media and updating posts regularly which takes the intention of social media users. The more follower of a social media influencer has the more power of influencing is gotten. Surprisingly, the social media influencer's media campaign to influence the generation's purchasing decisions was a failure in all generations overwhelmingly with "No" answer of being influenced by them. The study fails to declare enough evidence to suggest an association between generations of X, Y and Z for being influenced by social media influencers in their purchasing decisions. The individuals strongly think that social media influencers are unable to attract them for triggering their purchasing decisions.

Surprisingly, the study has proven that there is no enough evidence to suggest that there is an association between X, Y and Z Generation's being influenced by a word of mouth (viral marketing) in their purchasing decisions. Besides all of them think in same manner that they are easily influenced by word of mouth marketing activities that they receive from their family members or pals. Word of mouth activity as in viral marketing is challenging with digitalism despite of being still a traditional commutation tool. Yet, contrary to literature the word of mouth activities are now formed to online word of mouth activities by shifting away from offline version.

The smartphone sector was put into question in where it was measuring the brand integration among generations. So, the sector investigation was made in regarding. When it was asked to the respondents whether what were their purchasing criteria for a brand preference and it was seen that all the generations have mentioned the product quality is essential most. As the payment method choice of the generations was asked it was mentioned that all the generation's primarily payment method choice was credit card without any installment. When the smartphone location for a possible purchase was asked to generations, all the generations again showed the same tendency of choosing the same location of technology shops. Having all the same primarily choice answers from the generation of X, Y and Z has put into question of a cultural effect in where the generations tend to have the same tendency of the same choices. That might be created by being exposed to being exposed to same hypo-commercials or the close bond of having the same tendency rather than the difference which was expected. It is concluded in the study that the brands which had quite good market share in Turkish market came out also in the respondent's preferences. The brands of Samsung, Apple, Huawei, General Mobile and LG had the market shares of following of 55.42%, 17.1%, 7.44%, 5.31% and 4.9. Those brands that had the total share of 90.17% of all Turkish Vendor Market came out in the results that has the preference in the respondents of the study that had enough data to have a brand funnel curve.

E-commerce is gaining more importance compared to traditional sales methods. Each year it is gaining more share from global sales in where the trend of online shopping is going to increase in future with the help of technologic developments get more available to all. 2019's retail e-commerce worldwide sales around the amount of 3.453.000.000.000 USD which has 13,7% of e-commerce share from the total global retail sales. It is projected to have 4.135.000.000.000 USD e-commerce worldwide sales which will cover 15,5% of global retail sales in 2020. The consumption goes wider together with the increase of internet's share in the retail pie. Least but not least, the internet will have more importance in future.

5.3 Recommendations

The scope of the study is limited to traditional media drivers of TV, Radio, Newspaper, Magazine, Outdoor Commercials and digital media driver of internet. The scope of the media drivers can be extended to other media drivers or the study can go deeper investigations to evaluate the impact of the digital instruments in comparison with the methods that are used to making sale in which whatever affects the purchasing decision.

Since the cultural norms and the expectation of the countryman are differs to each nation, so it can be gone deeper or more with the different spectrum of the cultural norms which are clearly targeted for the nation's core values.

Each year the importance of the digitalization increases which will lead the brand integration bonds with digital spectrum will tightened up more. So, it is expected to be more of a digital media driver's brand integration will increase with the consumers. It can be applied a time series analysis over a yearly data that will be provided to each generation over a year time repeatedly. This will provide a clear indication if the past generations are whether adopting to digital era or not.

In this study only, the smartphone sector was put into question to evaluate the brand integration of X, Y and Z Generation. The number of the sectors can be increased to have a more effective results and the number of the generations can be increased and put into a question with a wider study. Since the cultural norms effect the study's results in where the study was conducted only to Turkish customers, the nations can be increased and then a comparison between nations can be done to see the difference among different nation's generations.

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APPENDIX

Appendix A: TURKISH MEDIA AFFINITY QuestIonnaıre

Aşağıda dolduracağınız "Türkiye Medya Yakınlık Anketi" Marka Huni Modelinin 5 farklı adımını içermektedir. Yanıtlayacağınız soruların hepsi birbirinden FARKLI ve modelin bağımsız birer adımını içerir durumdadır.

"Marka Entegrasyonun X, Y ve Z Jenerasyonları Üzerindeki Dijitalleşme Etkisi"

1. Doğum tarihiniz hangi aralıktadır?
   - 1964 – 1980 arası (X Kuşağı)
   - 1981 – 1995 arası (Y Kuşağı)
   - 1996 – 2005 arası (Z Kuşağı)

2. Cinsiyetiniz nedir?
   - Kadın
   - Erkek
   - Belirtmek istemiyorum

3. Günde kaç saat internet kullanırsınız?
   - 1 saatten az
   - 1-2 saat
   - 3-4 saat
   - 4 saatten fazla

4. İnternet kullanım tercihlerinizi lütfen aşağıdan işaretleyiniz:
   - o Sosyal Ağlar (Facebook, Instagram, Twitter vs.)
   - o Eğlence (Youtube, Film/Dizi İzlemek, Müzik Dinlemek vs)
   - o Bilgi amaçlı (Haber/Gazete Okumak, Araştırma Yapmak vs.)
   - o İş/Şahsi Gereklilik Amaçlı (E-posta, Banka İşlemleri vs.)
   - o Online Alışveriş yapmak

5. Aşağıdaki iletişim araçlarını ne sıklıkla kullanırsınız/maruz kalırsınız?

	Very Rare	Rare	Sometimes	Often	Very Often
Internet	1	2	3	4	5
Magazine	1	2	3	4	5
Newspaper	1	2	3	4	5
Local Newspaper	1	2	3	4	5
TV-Country Press	1	2	3	4	5
TV – Private Press	1	2	3	4	5
TV – Cable Press	1	2	3	4	5
Radio	1	2	3	4	5
Outdoor Commercials	1	2	3	4	5

6. Aşağıdaki iletişim türleri sizin için ne kadar önemlidir?

	Very Low	Low	Medium	High	Very High
Internet	1	2	3	4	5
Magazine	1	2	3	4	5
Newspaper	1	2	3	4	5
Local Newspaper	1	2	3	4	5
TV-Country Press	1	2	3	4	5
TV – Private Press	1	2	3	4	5
TV – Cable Press	1	2	3	4	5
Radio	1	2	3	4	5
Outdoor Commercials	1	2	3	4	5

Aşağıdaki soruları Akıllı Telefon kategorisine istinaden doldurunuz.

7. Aşağıdaki Akıllı Telefon markalarından hangisini/hangilerini duydunuz veya biliyorsunuz?
   - Apple
   - Samsung
   - Huawei
   - Xiaomi
   - Honor
   - LG
   - Meizu
   - Asus
   - Vestel
   - Nokia
   - General Mobile
   - Lenovo

- Sony
- Casper
- HTC
- Oppo
- Oneplus
- Reeder
- Diğer

8. Aşağıdaki Akıllı Telefon markalarından hangisini/hangilerini tanıyorsunuz veya satın almayı düşündünüz?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus
    - Vestel
    - Nokia
    - General Mobile
    - Lenovo
    - Sony
    - Casper
    - HTC
    - Oppo
    - Oneplus
    - Reeder
    - Diğer

9. Aşağıdaki Akıllı Telefon markalarından hangisini/hangilerini daha önce SATIN ALDINIZ?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus
    - Vestel
    - Nokia
    - General Mobile

- Lenovo
- Sony
- Casper
- HTC
- Oppo
- Oneplus
- Reeder
- Diğer

10. En son satın aldığınız akıllı telefon markası neydi?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus
    - Vestel
    - Nokia
    - General Mobile
    - Lenovo
    - Sony
    - Casper
    - HTC
    - Oppo
    - Oneplus
    - Reeder
    - Diğer

11. Bildiğiniz ve TÜKETTİĞİNİZ markalara odaklanmış olursanız, şu anda bir akıllı telefon almaya KARAR verirseniz, aşağıdaki markalardan 1. tercihiniz hangisi olurdu?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus
    - Vestel
    - Nokia

- General Mobile
- Lenovo
- Sony
- Casper
- HTC
- Oppo
- Oneplus
- Reeder
- Diğer

12. Bildiğiniz ve TÜKETTİĞİNİZ markalara odaklanmış olursanız, şu anda bir akıllı telefon almaya KARAR verirseniz, aşağıdaki markalardan 2. tercihiniz hangisi olurdu?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus
    - Vestel
    - Nokia
    - General Mobile
    - Lenovo
    - Sony
    - Casper
    - HTC
    - Oppo
    - Oneplus
    - Reeder
    - Diğer

13. Bildiğiniz ve TÜKETTİĞİNİZ markalara odaklanmış olursanız, şu anda bir akıllı telefon almaya KARAR verirseniz, aşağıdaki markalardan 3. tercihiniz hangisi olurdu?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus

- Vestel
- Nokia
- General Mobile
- Lenovo
- Sony
- Casper
- HTC
- Oppo
- Oneplus
- Reeder
- Diğer

14. TEKRAR TERCİH EDECEĞİNİZ akıllı telefon markası aşağıdakilerden hangisi veya hangileridir?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus
    - Vestel
    - Nokia
    - General Mobile
    - Lenovo
    - Sony
    - Casper
    - HTC
    - Oppo
    - Oneplus
    - Reeder
    - Diğer

15. TEKRAR SATIN ALACAĞINIZ akıllı telefon markası aşağıdakilerden hangisi veya hangileridir?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus

- Vestel
- Nokia
- General Mobile
- Lenovo
- Sony
- Casper
- HTC
- Oppo
- Oneplus
- Reeder
- Diğer

16. Akıllı Telefon satın alırken sizin için en önemli 1. kriter aşağıdan hangileridir?
    - Marka
    - Marka Prestiji
    - Ürün Kalitesi
    - Ürün Çeşitliliği
    - Fiyat
    - Promosyonlar
    - Ürünün erişilebilirliği
    - Vitrindeki Sergisi
    - Satıcının Tavsiyesi
    - Ödeme Olanakları
    - Arkadaş/Aile Tavsiyesi olması
    - Sosyal Bilinirlik
    - Diğer

17. Akıllı Telefon satın alırken sizin için en önemli 2. kriter aşağıdan hangileridir?
    - Marka
    - Marka Prestiji
    - Ürün Kalitesi
    - Ürün Çeşitliliği
    - Fiyat
    - Promosyonlar
    - Ürünün erişilebilirliği
    - Vitrindeki Sergisi
    - Satıcının Tavsiyesi
    - Ödeme Olanakları
    - Arkadaş/Aile Tavsiyesi olması
    - Sosyal Bilinirlik
    - Diğer

18. Akıllı Telefon satın alırken sizin için en önemli 3. kriter aşağıdan hangileridir?
    - Marka
    - Marka Prestiji
    - Ürün Kalitesi
    - Ürün Çeşitliliği
    - Fiyat
    - Promosyonlar
    - Ürünün erişilebilirliği
    - Vitrindeki Sergisi
    - Satıcının Tavsiyesi
    - Ödeme Olanakları
    - Arkadaş/Aile Tavsiyesi olması
    - Sosyal Bilinirlik
    - Diğer

19. Sosyal ağınızda tercih ettiğiniz marka için reklam varsa, satınalma kararınızı etkiler mi?
    - Evet
    - Hayır

20. Normalde Akıllı telefon alımlarınızı öncül olarak nasıl ödersiniz?
    - Nakit
    - Banka Kartı
    - Kredi Kartı (Tek Çekim)
    - Kredi Kartı (Taksit)
    - Banka Kredisi (İhtiyaç kredisi, Fibabank vs)
    - Senet
    - Çek
    - Online ödeme sistemleri (BKM Express, Ininal, Ipay vs.)
    - Diğer

21. Normalde Akıllı telefon alımlarınızı alternatif olarak nasıl ödersiniz?
    - Nakit
    - Banka Kartı
    - Kredi Kartı (Tek Çekim)
    - Kredi Kartı (Taksit)
    - Banka Kredisi (İhtiyaç kredisi, Fibabank vs)
    - Senet
    - Çek
    - Online ödeme sistemleri (BKM Express, Ininal, Ipay vs.)

- Diğer

22. Kullandığınız markaları arkadaşlarınıza veya ailenize bahseder misiniz?
    - Evet
    - Hayır

23. Bir marka satın aldığınızda ve beğendiğinizde, denemek için arkadaşlarınıza ve ailenize tavsiye eder misiniz?
    - Evet
    - Hayır

24. Arkadaş / Aile grubunuz, mükemmel bir deneyime yaşadıkları bir markayı satın almanızı önerirse, reklamını hiç görmemiş olsanız dahi almayı düşünür müsünüz?
    - Evet
    - Hayır

25. Normalde Akıllı Telefon ürün alımlarınızı öncül nereden yaparsınız?
    - Teknoloji Mağazaları (Vatan, Mediamarkt vs)
    - Zincir Mağazalar(Migros, Bim, Carreofur vs)
    - Sokak Mağazaları (Telefoncular vs)
    - Alışveriş Hanları (Doğubank vs)
    - Online Alışveriş (E-ticaret siteleri)
    - Yurtdışı
    - Diğer

26. Normalde Akıllı Telefon ürün alımlarınızı alternatif olarak nereden yaparsınız?
    - Teknoloji Mağazaları (Vatan, Mediamarkt vs)
    - Zincir Mağazalar(Migros, Bim, Carreofur vs)
    - Sokak Mağazaları (Telefoncular vs)
    - Alışveriş Hanları (Doğubank vs)
    - Online Alışveriş (E-ticaret siteleri)
    - Yurtdışı
    - Diğer

27. Takip ettiğiniz bir Sosyal Medya Fenomeni, mükemmel bir deneyime sahip olduğu bir markayı satın almanızı önerirse, reklamını hiç görmemiş olsanız dahi almayı düşünür müsünüz?
    - Evet
    - Hayır

28. Hangi Akıllı Telefon markasının veya markalarının reklamını hatırlıyorsunuz?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus
    - Vestel
    - Nokia
    - General Mobile
    - Lenovo
    - Sony
    - Casper
    - HTC
    - Oppo
    - Oneplus
    - Reeder
    - Diğer

29. DENEYİMLEDİĞİNİZ Akıllı telefonlardan hangisinin/hangilerinin reklamlarını hatırlıyorsunuz?
    - Apple
    - Samsung
    - Huawei
    - Xiaomi
    - Honor
    - LG
    - Meizu
    - Asus
    - Vestel
    - Nokia
    - General Mobile
    - Lenovo
    - Sony
    - Casper
    - HTC
    - Oppo
    - Oneplus
    - Reeder

- Diğer

30. En son kullandığınız markanın reklamından ne derecede etkilenmiştiniz?

    Hiç: 1-2-3-4-5: Çok fazla

31. İnternette ilgili markanın reklamını gördüyseniz hangi platformda gördünüz?

    - Sosyal Ağlar (Facebook, Instagram, Twitter vs.)
    - Eğlence (YouTube, Pinterest vs.)
    - Arama motorları veya Bilgi amaçlı sitelerde (Google/ Yandex vs.)
    - Online Alışveriş Sitelerinde (Hepsiburada, N11 vs.)
    - Internette görmedim

DEMOGRAFİK BİLGİLER-DEVAMI

32. Medeni Haliniz Nedir?
    - Evli
    - Bekar
    - Boşanmış /dul
    - #Belirtmek istemiyor

33. Tahsiliniz nedir?
    - İlkokul
    - Ortaokul
    - Lise
    - Üniversite
    - Yükseklisans
    - Doktora
    - #Belirtmek istemiyor

34. Çalışma durumunuz nedir?
    - Öğrenci
    - Yarı zamanlı çalışan
    - Dönemsel çalışan
    - Tam zamanlı çalışan
    - İşsiz
    - Emekli
    - #Belirtmek istemiyor

35. Aylık net geliriniz hangi aralıktadır?
   - 1.000 TL'den az
   - 1.000 - 2.000 TL
   - 2.000 - 3.000 TL
   - 3.000 - 4.000 TL
   - 4.000 - 5.000 TL
   - 5.000 - 10.000 TL
   - 10.000 TL'den fazla

36. Güncel olarak yaşadığınız şehir hangisidir?

APPENDIX B: ETHICAL APPROVAL FORM

RESUME

Name and Surname:	Alper ARSLAN
Date of Birth:	02.04.1991
Nationality:	Turkish
Sex:	Male
Military Status:	Done
Driving License:	B- Dated 19.01.2012
E-mail:	alperzarslan@gmail.com

WORK EXPERIENCE:

Company Name: Amazon Development Center
Job Title: Senior Compliance Associate
Job Duration: 05.2019-Today
Description: Conducting Amazon's compliance processes for German and Turkish market for Amazon websites' transactions.

Company Name: Sarıkayalar Group
Job Title: Export Manager
Job Duration: 08.2018 – 02.2019
Description: Being responsible of all the relevant activities of exporting either with OEM or company brand. Participating the national and international exhibitions to seek more customers and looking after new business development opportunities.

Company Name: Senur Electrical Motors Inc.
Job Title: Key Account Manager
Job Duration: 05.2016 – 02.2018
Description: An exclusive account manager especially for Philips as being their OEM in floor care and dealing with export activities in Small Home Appliances sector for more than 20 counties which includes coordinating all the relevant activities of pricing, designing, production, quality, financial management, exporting, after-sales service and representing Arnica brand in exhibitions.

Company Name: Mango Catering&Organization
Job Title: Executive Coordinator
Job Duration: 09.2013- 09.2014

Description: Coordinating all the activities of purchasing, pricing, planning, being responsible of a smooth catering production, designing the menus, personnel management; customer satisfaction, dealing with finance flows and accounting.

EDUCATION AND TRAINING:

Education Duration: 01.2017 – (Estimated finishing on 07.2019)
Institution Name: İstanbul Aydın University
Education Type: Master
Department: Master of Business Administration
Details: Courses are successfully done with 3,75 / 4 GPA. In thesis submission with the topic of "The digitalization Impact on Brand Integration Among the Consumer Types of X, Y and Z Generations".

Education Duration: 02.2018 – 08.2018
Institution Name: Bari Aldo Moro University
Education Type: Exchange Program
Department: Master of Business Administration
Details: An interactive marketing class for a specially funded project in Italy

Education Duration: 02.2018 – 08.2018
Institution Name: Anadolu University
Education Type: Bachelor
Department: Statistics
Details: Graduated with 2,68 / 4 GPA. Thesis topic: "A statistical portrait of why Turkey is not preferable to study in by Foreigners".

Education Duration: 04.2012 – 09.2012
Institution Name: Technische Universität Chemnitz
Education Type: Exchange Program
Department: Computer&Math Science
Details: Erasmus program that held in Germany

Company Name: Zorlu Holding A.Ş.
Job Title: Marketing Intern
Job Duration: 07.2013- 09.2013
Description: Experiencing all the processes of Venüs Smartphone Project.

Company Name: Fırat Plastik A.Ş.
Job Title: Quality Intern
Job Duration: 09.2013- 09.2014
Description: Experiencing R&D and Lab Processes.

LANGUAGES:

Turkish:	Mother tongue
English:	Advanced
German:	Intermediate
Italian:	Elementary

JOB ORIENTED SKILLS:

Management; Marketing; CRM; Coordination; Key Accounting; Problem Solving; Forecasting; Budgeting; Coaching; Presentation; Exporting; Documentation; Exposition; Digital Marketing; Strategic Management; Reporting and Analysis.

HOBBY ORIENTED SKILLS:

Snowboarding; Cycling, Camping; Travelling; Boxing; Basketball; Swimming; Cooking; Chess; Salsa; Ukulele; Languages; Scuba Diving.

PROGRAMMING SKILLS:

SPSS; Excel; SAP; Minitab; R Programming; Dev C++; Knime Analytics.

CERTIFICATIONS:

TOEFL IBT - Score of 91

A2 German Certificate

A2 Italian Certificate

Strategic Management

Integrated Management Systems

Leadership and Time Management with NLP

OHSAS 18001 Occupational Health Systems

ISO 9001:2015 Revision

ISO 14001 Environmental Management Systems

ISO 22000 Food Safety Management Systems

ISO 9001:2008 Quality Management Systems

ISO 9001:2008 Internal Controller

COURSES:

Marketing Analytics - Master's Degree

Digital Marketing and E-Commerce - Master's Degree

Competitive Analysis - Master's Degree

Experiential Marketing - Master's Degree

Marketing - Master's Degree

Micro Economics - Master's Degree

Advance Accounting - Master's Degree

Research Methods in Social Sciences- Master's Degree

Financial Markets and Institutions - Master's Degree

Strategic Management - Master's Degree

Financial Analysis - Master's Degree

Descriptive Statistics – Bachelor

Matrix Theory – Bachelor

Probability & Sampling– Bachelor

Fundamental Statistics – Bachelor

Computer Programming– Bachelor

Applied Statistics– Bachelor

Calculus– Bachelor

Minitab Pocket Software– Bachelor

Stochastic– Bachelor

Time Series Analysis– Bachelor

Experimental Design– Bachelor

R Programming – Bachelor

SPSS Pocket Software– Bachelor

Game Theory– Bachelor

Differential Equations– Bachelor

Mathematical Economy– Bachelor

Linear Algebra – Bachelor

Econometrics– Bachelor

Simulation– Bachelor

Parametic&NonParametric Statistic Techniques– Bachelor

Operational Research– Bachelor

Multivariate Statistics– Bachelor

Regression Analysis– Bachelor

Visual Programming– Bachelor