

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**THE BUYING BEHAVIOR OF TURKISH CONSUMERS ON  
DIGITAL PLATFORMS AND THEIR USE OF SOCIAL MEDIA**

**MASTER'S THESIS**

**Hawar Bashar JAMEEL**

**Department of Business  
Business Administration Program**

**AUGUST, 2023**



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**AUGUST, 2023**

**APPROVAL PAGE**

## **DECLARATION**

I hereby declare with respect that the study “The Buying Behavior Of Turkish Consumers On Digital Platforms And Their Use Of Social Media”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

Hawar Bashar JAMEEL

## **FOREWORD**

First of all, my appreciation and thanks go to my dear thesis supervisor Dr. Nevra Bedriye BAKER ARAPOĞLU for giving me the strength and patience to be who I am today.

I want to thank my parents for their support through this period to finish my master's degree, and I thank them for their support and encouragement through this period. I thank all my friends who helped and supported me.

I would like to take the opportunity to thank all the professors of the Department of Business at Istanbul Aydın University, and the opportunities awarded.

August, 2023

Hawar Bashir JAMEEL

# **THE BUYING BEHAVIOR OF TURKISH CONSUMERS ON DIGITAL PLATFORMS AND THEIR USE OF SOCIAL MEDIA**

## **ABSTRACT**

Today, Turkey's modern business system utilizes social media as a central element of their marketing efforts. The evolution and integration of this platform have rendered it invaluable in ensuring success and relevance within the market. The utilization of services that facilitate social networking is becoming more common in a wide variety of enterprises all around the globe. E-commerce companies that make use of a digital platform have a significantly increased chance of rapidly reaching a significant number of clients in Turkey. By embracing modern technology, the Turkish e-commerce industry also gives businesses the opportunity to communicate with customers in a manner that is both more efficient and effective. This study's objective is to link to the purchasing habits of customers and the ways in which it is enhancing the behaviors associated with social media and online shopping patterns. The thesis takes a more deductive approach, including interpretative and descriptive information on the outcomes of the scientific study. To obtain pertinent insights, this study utilized a qualitative analytical method. Findings reveal that social media exerts an influential effect on how Turkish consumers navigate and make purchases via digital platforms. Consumers are able to spend more time on digital platforms mostly due to the fact that these platforms make people's lives easier. The study is subject to various limitations, underscoring the immense opportunities for conducting empirical tests of primary aptitudes in varying situations if we aim to establish a strong theoretical footing.

**Keywords:** Social Media, Digital Platforms, Buying Behavior, Turkish Consumers

# TÜRK TÜKETİCİLERİN DİJİTAL PLATFORMLARDAN SATIN ALMA DAVRANIŞLARI VE SOSYAL MEDYA KULLANIMLARI

## ÖZET

Bugün, sosyal medyayı pazarlama çabalarının merkezi bir unsuru olarak kullanan Türkiye'nin modern iş sistemi. Bu platformun evrimi ve entegrasyonu, onu pazarda başarı ve uygunluk sağlamada daha paha biçilmez kılar. Sosyal ağ kurmayı kolaylaştıran hizmetlerin kullanımı, tüm dünyada çok çeşitli işletmelerde daha yaygın hale geliyor. Dijital bir platformdan yararlanan e-ticaret firmalarının Türkiye'de önemli sayıda müşteriye hızla ulaşma şansı önemli ölçüde artmaktadır. Türk e-ticaret sektörü, modern teknolojiyi benimseyerek, işletmelere müşterilerle hem daha verimli hem de etkili bir şekilde iletişim kurma fırsatı da veriyor. Bu çalışmanın amacı, müşterilerin satın alma alışkanlıkları ile sosyal medya ve çevrimiçi alışveriş kalıplarıyla ilişkili davranışları geliştirme yollarıyla bağlantı kurmaktır. Tez, bilimsel çalışmanın sonuçları hakkında yorumlayıcı ve tanımlayıcı bilgiler içeren daha tündengelimli bir yaklaşım benimsiyor. İlgili içgörüler elde etmek için bu çalışmada nitel bir analitik yöntem kullanıldı. Bulgular, sosyal medyanın Türk tüketicilerinin dijital platformlar üzerinden gezinme ve satın alma şekillerinde etkili bir etkiye sahip olduğunu ortaya koymaktadır. Tüketiciler, çoğunlukla bu platformların insanların hayatını kolaylaştırması nedeniyle dijital platformlarda daha fazla zaman geçirebilmektedir. Çalışma, güçlü bir teorik temel oluşturmayı hedefliyorsa, çeşitli durumlarda birincil yeteneklerin ampirik testlerini yürütmek için muazzam fırsatların altını çizen çeşitli sınırlamalara tabidir.

**Anahtar Kelimeler:** Sosyal Medya, Dijital Platformlar, Satın Alma Davranışı, Türk Tüketicisi



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## **I. INTRODUCTION**

The usage of social networking services is becoming more widespread across all sectors of the economy in this day and age. E-commerce companies in Turkey may more rapidly reach a large client base by using digital platform strategies (Al Amin, Nowsin, Hossain, & Bala, 2020). The e-commerce sector in Turkey has taken advantage of recent technical developments to provide more efficient and productive customer interactions (Al Amin et al., 2020). The great majority of businesses nowadays utilise social media to learn more about how their customers feel about online shopping and to respond to their needs (Doherty, Haugh, & Lyon, 2014). This transparency facilitates communication between brands and their target audiences (Rahman, Fadrul, Yusrizal, Marlyna, & Momin, 2022). Later on, in this research, the functions of various social media sites are delineated by determining whether or not such sites can boost the engagement and interest of customers.

In addition, there are about 45 million people using various forms of social media in Turkey (Kemp, 2021). Utilizing the vast reach of customers via social media platforms provides businesses with a significant opportunity to significantly increase industry productivity (Al Amin et al., 2020). As a consequence of this, a company will have the ability to entice this massive swarm of customers, and as a result, the company's overall output will almost certainly go up (Baumgartner & Ebner, 2010). As a result, there are a lot of things that can be learned from this research.

Turkey has a rapidly growing digital economy with an increasing number of consumers using digital platforms for shopping and social media for communication, entertainment, and information. According to a report by the Turkish Statistical Institute, in 2020, 73.5% of Turkish individuals aged 16-74 used the internet, and 71.6% of the internet users shopped online. In addition, social media usage is high in Turkey, with approximately 56.2 million active social media users in the country as of January 2021.

When it comes to buying behavior on digital platforms, Turkish consumers tend to be price-sensitive and value-oriented. They are attracted to discounts, promotions, and free shipping offers. In addition, they tend to research products and read reviews before making a purchase. According to a survey conducted by Deloitte, 68% of Turkish consumers research products online before buying, and 85% of them read product reviews before making a purchase.

Mobile devices are increasingly popular in Turkey, and many consumers prefer to use them for online shopping. According to the same Deloitte survey, 68% of Turkish consumers used their mobile devices for online shopping in 2020, and 75% expect to use them in the future.

When it comes to shopping decisions among Turkish buyer's social media has proven itself as a significant player. Social networking sites like Instagram and Facebook have given customers the power to browse fresh items from various businesses or interact with their favorite companies all within their fingertips. As per Global Web Index survey results: more than half (55%) of online users in Turkey utilize these platforms for product discovery whereas almost half (45%) keep tabs on brand accounts via them. Nonetheless the influence wielded by popular social influencers should not be underestimated either; in fact a majority (54%) of Turkish buyers rely upon them for guidance when making purchases.

In short, Turkish consumers are increasingly using digital platforms for shopping and social media for communication and information. They tend to be price-sensitive and value-oriented, research products before making a purchase, and use mobile devices for online shopping. Digital platforms are also important for product discovery, brand engagement, and customer support, with influencers playing a significant role in shaping consumer preferences.

## **A. Problem Statement**

The implementation of marketing strategies that make use of digital networks is becoming an increasingly vital part of commercial and managerial activity in Turkey (Abuhashesh, 2014). Online businesses are progressively appealing clients via the use of social media by raising awareness among those customers. In return, it effects on the performance of businesses that are involved in e-commerce businesses



(Al Amin et al., 2020). Customers are presumed to have a solid awareness of the most current advancements in their respective industries since Turkey puts a significant focus on the value proposition (Abuhashesh, 2014). Customers in Turkey are becoming more ready to acquire the proper goods from businesses that engage in e-commerce as a result of the network's ease and allure (Oncioiu, 2016). The development of social media and the increase of individuals's rights to free speech and expression have made people more likely to critique, express, and share their thoughts with the larger public. As a result of societal shifts, people's freedom of expression has grown. Consumers are more likely to participate in activities such as online assessments, engagement activities, and reviews of brands and goods when given the opportunity (Al Amin et al., 2020).

The media is gaining an ever-increasing amount of sway on people's thoughts and attitudes with each passing day, particularly as a result of the proliferation of social media. In the contemporary environment, social media plays an important part in shaping people's beliefs, which, in turn, has an influence on the success factor of many businesses and makes it more challenging to develop a competitive edge (Al Amin et al., 2020). Personal circumstances have a direct effect on the shopping patterns of consumers who do their shopping online. Doherty et al. (2014) state that it is of the utmost importance to do research on the possible impacts that online social networks might have in this field. Customers make many purchase choices on a daily basis and might benefit from the guidance of industry professionals. However, customers may get knowledge and a sense of where they are going with the help of online social networks (Bagozzi, 2007). In Turkey, the use of social media plays a crucial role in engaging with customers and keeping them informed about the firm (Al Amin et al., 2020).

Brand recognition, customer feedback, and crowdsourcing are just some of the areas where social media marketing may be useful (Al-Abdallah, Fraser, & Albarq, 2021). Furthermore, it may help identify opinion leaders, boost brand traffic, provide valuable new information, build a loyal customer base, and earn credibility (Lăzăroiu, Neguriță, Grecu, Grecu, & Mitran, 2020). All of these things have the potential to improve the brand's reputation and inspire consumer trust (Al Amin et al., 2020). Customers in Turkey increasingly shop through social media, but there is a paucity of research on trust and perceived market benefits in this environment.

People's perspectives on online buying are affected by these two factors (Salam & Hoque, 2019). Since this is the case, consumers in Turkey face challenges in identifying the impact of online social media networks on consumers' purchasing decisions based on factors like trust and perceived market advantages.

## **B. Purpose of the study**

This research will be conducted with a dual objective in mind.

First, it is important to investigate the functions and consequences of social media in Turkey and to analyze the moral challenges involved in attempting to influence the purchasing decisions of consumers. The second consideration is the impact and influence that digital marketing has on getting more people to successfully complete their online transactions. The goal is to accomplish the aim by collecting qualitative data and examining the ways in which various ethical activities might influence the viewpoint of the customer.

Social media's impact on the digital revolution sweeping the nation is the primary topic of this article, hence the research doesn't go further into the broader socioeconomic concerns. The report also includes a broad context for Turkey. Features of customers' buying habits in the context of social media and electronic commerce will also be studied. In addition to this, but certainly not least, the focus of the presentation will also be on identifying the interconnected aspects of Turkey.

## **C. Research Questions**

In order to accomplish the goals of the study, the following research questions have been formulated:

- In the context of the countrywide digital revolution, how does the use of social media impact the behavior of consumers who make purchases?
- What kind of leverage has been provided to online company operations as a result of the countrywide digital transformation with regard to the purchasing behavior of customers?

#### **D. Scope of the Study**

In this investigation, we are only interested in how social media affects consumers' decisions to make purchases. This research focuses on people in Turkey, and it surveys their preferences across the four most popular social networking platforms as reported by local e-commerce sites (these sites include trendyol.com, sahibinden.com, hepsiburada.com, n11.com, and amazon.com.tr). A multitude of considerations informed our decision among them being the sheer number of internet users and shoppers who are engaged in marketing. As impactful actors within the realms of e-commerce and social media Turkish businesses played a significant role.

#### **E. Significance of the Study**

This study is important for a number of different groups of individuals, including management practice, industry, the government, and society.

## **II. LITERATURE REVIEW**

### **A. Theoretical Review**

To better understand the connection between online communities and consumer spending, we'll be talking about the following theory: Theories of planned behavior, theory of rational action, and the Technology Acceptance Model (TAM).

#### **1. Technology Acceptability Model**

The TAM was first proposed by researchers Davis, Bagozzi, and Warshaw in 1989. It's a method for delving into what motivates users to take up and adapt to a new information system. The basic objective of the TAM is to provide clarity on the aspects that, in general, influence how well computer programs are received by users. This model also makes it possible for academics and practitioners to evaluate whether or not a procedure is adequate (Davis, 1989). A user's opinion of a system's utility has a significant impact on the user's opinion of the system and the user's attitude towards the system as stated by Davis are direct drivers of the behavioural purpose of the use of an information system. The presumed ease of application effects both the activities taken and the efficacy of the solution. In this business strategy, organizations achieve their objectives via the use of internet and social media sales.

The technology acceptance model is a theory of information management that makes an effort to characterise the interactions that people have with contemporary information technologies. Because of this advancement in the theory, the idea of technological determinism has been given more credence. According to this theory, the two primary factors that contribute to the overall acceptability of a system are the user's perceptions of the system's ease of use and perceived usefulness. Although PEOU speaks to how simple something is to operate, PU describes how helpful people find it to utilise (PEOU). To what degree a person thinks that making use of a system would enhance the outcomes of his or her work is what is meant by the term "perceived usefulness" (PU) (Ekwueme & Akagwu, 2017). Another term for this is

"perceived ease of use," or PEOU, which describes how a user feels about how easy it is to use a certain interface. The paradigm of technology usage states that an information system should be implemented depending on the activity that is currently being performed. Nonetheless, the user's perspective and attitude towards the system are critical to the formation of an intent to act. Consumers still take into account a variety of different aspects, in contrast to online advertising. Some examples of these include having an inconsistent Internet connection or no connectivity to the Internet at all, not having enough trust, not having enough time, and having a problem paying for anything (Ekwueme & Akagwu, 2017).

This theory may be used to this study because social media, which is part of the TAM-Model for the adoption of new technologies, let customers make judgments without requiring them to physically travel to a business. This helps to explain why individuals still utilize social media and the internet for their advertising outreach operations despite the fact that these technologies are relatively new when compared to other networking technologies. In general, buyers will embrace a product if they find it useful and it's easy to use. Trust and other factors also play a role in determining its effectiveness. Asemah (2011) argues that anytime a recipient chooses, attends to, or holds advertising posts based on their wishes, beliefs, or other criteria, they are actively manipulating the process of control. This is because they do so in order to control the process over which they have influence. However, the idea is noteworthy because, despite the potential financial benefit from advertisements and online commerce, it sheds insight on whether consumers are like online retailers and accept or reject social media. The theory is applicable to the study since social media engagement is categorized as technological usage in the TAM framework has enabled customers to make judgments on purchases without physically going to a store.

## **2. Theory of Planned Behavior**

Ajzen postulated that behavior, subjective standards, and perceived compartmental strength were all determined by the intention behind an action, which he called the theory of planned behaviour (TPB) is what sets the stage for the act to be performed (Ajzen, 1991; 2002). Attitude is the term used to describe the general sentiments that individuals have towards the desirability or undesirability of a certain behavior (ATT). A person who aspires to carry out a certain activity is referred to as

a subjective standard when perceived organizational or societal norms are taken into consideration (SN). The term "perceived behavioral control" (PBC) refers to a measurement that determines how easy or difficult a person finds it to perceive a certain activity. It has been established that TPB is capable of providing a framework for understanding and predicting the adoption of knowledge (Ajzen, 2002). Armitage and Conner (2001) conducted a study in which they utilized a meta-analysis technique to look at prior studies that had made use of the TPB. The most significant advantage of the theory is that it gives proof that the TPB is effective and recommends that more study on new factors is required to enhance the model's capacity to predict the future.

This research makes use of the concept of planned activity to explain how social media platforms (online sales) are used to fulfil the requirements of customers. In addition to this, the theory attempted to provide an explanation for all of the actions that are impacted by people's wishes. This model relies heavily on the concept of behavioral intent, which refers to a person's awareness of the possible consequences of their actions as well as their own subjective assessment of the costs and benefits associated with such consequences. The TPB was used to make predictions and provide explanations for a variety of health habits, such as drug use, nursing, healthcare, and beverage consumption. The TPB is essential to understanding behavioral performance in terms of both intent (motivation) and capability (behavioral control). It classifies behaviors into three distinct subcategories: emotional, social, and influencing. The TPB is made up of six different systems, each of which represents a different aspect of the real laws that govern a person's behavior.

**Attitudes:** A person's attitude toward their preferred pastimes reflects the degree to which they see such pursuits favorably or unfavorably. One result of taking these steps is to think about what could happen next.

**Behavioral Intention:** This must apply to the motivating factors that lead to a certain behavior, making it more probable that the behavior will be committed.

**Subjective standards:** Subjective norms, which presume widespread approval or disapproval of the behavior in question. The respondent is asked about themselves, their close circle of friends and family, and whether or not they think the behaviors are appropriate.

**Social standards:** Social norms, or standards of behavior, are developed by a group of individuals or a culture as a whole. In a society, norms are what you would call "natural" or "customary."

**Perceived Power:** One's sense of authority, or "perceived power," may either help or hurt the success of an intervention.

**Perceived Behavioral Control:** Individuals' perceptions of their own behavioral control allow them to gauge how easy or difficult the ideal conduct is to accomplish. Changes in one's perception of their own ability to exert control over their conduct as a result of their actions in different contexts.

The genesis of planned behavior theory may be traced back to the transition from reasoned action theory. The importance of theory lies in the fact that it not only validates the TPB but also demonstrates the need for more research to be carried out in order to come up with new variables that will enhance the predictability of the model. This study employs the concept of planned business to learn how social media (online sales) may meet the needs of a certain sector.

### **3. The Theory of Rational-Action (TRA)**

Predictions of attitude and behaviour are included in the paradigm of predicting behavioural purpose established by psychologists Fishbein and Ajzen in 1975, known as the theory of reasoned action. This was discovered during preliminary research which began with an examination of attitude theory and moved on to examine studies involving attitudes and behavior. There are three key parts to TRA (SN): behavioral intention (BI), attitude (A), and subjective norms.  $TRA (BI = A + SN)$  refers to an individual's standards and views on the acceptability of an activity. Generally speaking, if a person has the desire to accomplish something, he will follow through on it. The intensity of a person's desire to act is proportional to the severity of the action in question. All of this points to the conclusion that customer behaviours closely correspond to the behavioural aim inferred from the customer's subjective rules of conduct and their attitude towards product interactions.

Theorists have addressed the possibility that external factors may be at play in the generation of behavior via the idea of subjective norm (Solomon, 2006). It considers how individuals feel about engaging in a certain action, which is constrained by how motivated they feel to perform that action. This proportional role

of actions and subjective expectations in behavior prediction is essentially different (Miller, 2005). Reasoned action theory is based on the idea that individuals would act in a logical manner when they are working toward the achievement of positive outcomes and the satisfaction of the wants of other people. This theory elucidates the process by which behaviors are developed and the ways in which they impact people's activities. The choice to carry out the actions has an effect on the manner in which a person behaves. The term "purpose" refers to both the activity at hand as well as the results of that activity (Amaro & Duarte, 2015).

According to Ajzen (1991), a person's attitude is a sensation that they have that may be positive or negative and adds to a purpose in their life. It is believed that intent may capture the elements of motivation that have an effect on a behavioral pattern (Leeraphong & Mardjo, 2013). As a direct result of this, an individual may base their judgment on the motive behind a certain action based on the amount of effort it is possible for them to put out. Because the concept of rational action may be applied to consumer behavior, it is believed that customers have a particular goal in mind for each of the available alternatives (Kim & Lennon, 2013). The depiction of "attitude intent comportment: a system of continuum" that is known as rational action theory is one way to explain the idea. This is one of the most typical ways in which one might define the behavior of a consumer (Lo et al., 2016).

This approach has been used by researchers in Malaysia and Saudi Arabia (e.g., Al-Nasser, Yusoff, Islam, & Al-Nasser, 2014) to analyze how consumers' trust and attitude affect their propensity to make purchases online. The idea is crucial to the current study since it clarifies not just how to act, but also how to think about making decisions. This theory is essential to our inquiry because it specifies the factors like purpose and experience that shape self-aware human behaviour as well as describing the brain structure of conscious human behavior, such as intention and experience.

## **B. Consumer**

### **1. The Consumers**

Customers are the actors on the market's stage. A customer may be defined as someone who purchases or otherwise makes use of a product or service;



nevertheless, there is a subtle difference to be noted between a buyer and a consumer. There's a possibility that shoppers may be grouped together. Retailers, wholesalers, and institutional buyers are all examples of purchasers. Institutional purchasers may also be referred to simply as buyers. The second term, "consumer," is used in a more restricted sense (Sternthal & Craig, 1982) to designate those who purchase goods and services for their own personal, final consumption; these are the people for whom the goods and services are intended.

## 2. Consumer Decision Process

Businesses will inevitably run into bottlenecks, which occur when their intended message does not get through to their customers and prospects. This is compounded by the fact that consumers and prospects often face considerable roadblocks in the process of making a choice. If this were not the case, each and every one of them would unquestionably be committed, loyal, passionate, and a return client. As the decision-making process has been greatly influenced by the availability and accessibility of information in the modern day, it is crucial to examine the obstacles that prohibit leads from converting into customers and existing clients from making repeat purchases (Silverman, 2001).

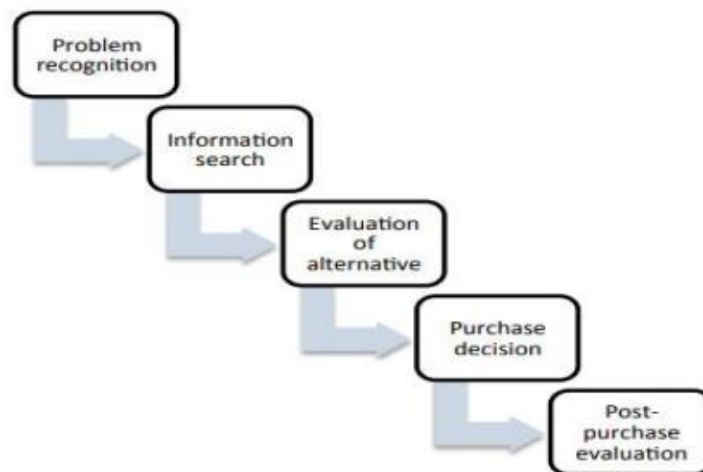


Figure 1. Consumers decision-making process

Source: Brigitte et al., (2007)

### a. Problem recognition

According to Solomon, Bamossy, and Askegaard (2002), problem recognition takes place when a client becomes aware of a disparity between their ideal and actual

conditions that is significant enough to provoke a reaction and subsequent decision-making. When people have a problem and then start looking for solutions online, they are not ready to make a normal purchase right away. External stimuli, such as a television commercial promoting a vacation, might cause a person to consider making a purchase when they otherwise would not have done so (Kotler & Keller, 2009). In today's world, consumers have access to a plethora of different informational triggers for their purchasing decisions, and the media is only one of them. Therefore, customers are bombarded with a plethora of data, making it more important than ever for marketers to develop a claim or promise about their goods and services that is both compelling and likely to cut through the noise. Too much information is being sent into the market, and some of it is certain to be lost in the filter (Silverma, 2001).

#### **b. Search of Information**

Consumers won't rush into a purchase even if they know exactly what they want and what's available on the market. Consumers who are considering a purchase will often go through the same process before settling on a choice: they will become aware of their alternatives, they will learn more about the possibilities they have narrowed it down to, and then they will decide which option is most likely to meet their needs (Silverman, 2001).

There are two categories of information providers: internal and external. Internal search suggests that customers' past knowledge and experiences predict their anticipated future actions (Solomon, Bamossy & Askegaard, 2002). A consumer's attentiveness to a marketing offer is no guarantee that they will understand it; therefore, consumers will use not only the information they have gathered, but also any data or message that they have previously analysed and stored in their minds in forms of definite significance in order to make comparisons and draw conclusions. A consumer who needs a selection of solutions to a problem or need will likely find them here even if many companies supply the same answer, the competing brands give those options.

#### **c. Evaluation of Alternatives**

After gathering enough data, a person decides which solution is best for their requirements and then conducts an alternate assessment (Sternthal and Craig, 1982).

To make the best decisions possible, consumers develop criteria to use in comparing available options (Sternthal and Craig, 1982). Considerations like ease of use or setup, as well as feedback from previous customers, are examples of relevant factors. This is due to customers' desire to verify the accuracy of the provided data and the viability of the advertised goods (Silverman, 2001). To perform well in a certain setting, one must have the appropriate prior experience. A person's level of comfort with a product may be gauged in part by their own direct and indirect experience with it.

Direct experience is not always desirable due to the fact that people often lack familiarity with certain items, which may lead to the product being used in an incompetent manner and resulting in a poor experience with the product. If unfavorable events do take place, they almost always have the potential to be expensive (both in terms of money and in terms of time), dangerous, or even detrimental to one's image (Silverman, 2001). After doing an analysis of the available options, customers generate ideas about those alternatives. These beliefs then direct the consumers' attitudes, intentions, and, eventually, their selection from the available options (Sternthal & Craig, 1982). In addition, a number of studies have come to the conclusion that when a choice is made to be more difficult, the person making the decision will look for methods to make the assessment process more straightforward (Association for Psychological Science, 2008).

#### **d. Final Decision**

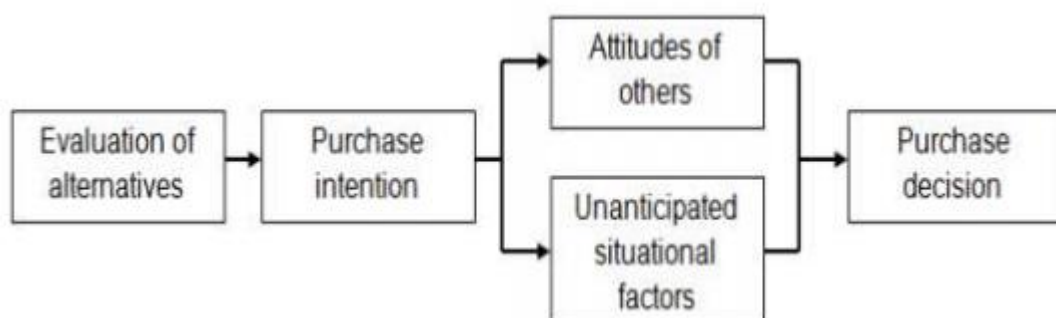


Figure 2. Steps between evaluation of alternatives and a purchase decision

Source: Kotler & Keller, (2009).

Kotler and Keller (2009) state that when doing research and comparing different products, customers build preferences. However, they may encounter barriers to conversion because to the opinions of others around them or unavoidable

circumstances. One factor that can influence a consumer's decision to change their mind about a purchase is the opinions of those around them. Consumers may change their minds about making a purchase if others close to them have a poor impression of the alternatives they are considering or are unable or unable to satisfy the requirements of their support (Kotler & Keller, 2009).

Kotler (2009) agrees, stating that the infomediaries who submit their evaluations (such as customers on Amazon.com, blogs, bulletin boards, etc.) have an undeniable influence on consumers. Situational variables are those that arise out of nowhere and cause a change in a customer's intended purchase. For example, the consumer may be unexpectedly prompted to make a different, more urgent purchase than the one they had planned on making (Kotler and Keller, 2009). There are feedback loops in the decision-making process, such as when a client learns during the research phase that they should have taken into account a different set of criteria during the assessment phase (Bettman, 1979).

#### **e. Post Purchase Decision**

After indulging in the product, the customer will either feel a certain degree of contentment or discontentment, at which point they will assess the adequacy of the decision they made in picking the alternative. There are two possible results that might be drawn from this phase: satisfaction and dissonance. A customer's dissatisfaction with a purchase might "devalue" the decision and lead them to begin looking at other options and weighing their pros and drawbacks before making another buy in the future (Sternthal & Craig, 1982). At this juncture, the consumer decides whether or not to completely adapt to the product, which may be seen as a call to either continue using the product on a regular basis or to repurchase it.

A client may always decide how much weight to give a thing, how often to utilise it, and under what circumstances to put it to good use. People are more inclined to persuade their peers to try a new product if they have had positive experiences with it themselves (Silverman, 2001). The previous five-stage purchasing model failed to elucidate numerous psychological viewpoint and the psychological components identified in the theory of information processing as key elements in the decision-making process (Bettman, 1979).

### **3. Consumers buying behavior**

To meet their needs and wants, individuals and communities make choices about the goods, services, experiences, and relationships they engage in. This is what researchers call "consumer behavior" (Solomon et al., 2010). The new notion of consumer behavior is based on the intricate interplay between the experiences that people have with products and the effects that those experiences have on their thoughts, actions, and surroundings (Goldsmith, 2006). Market segmentation is a crucial aspect of consumer behavior due to the fact that customers within a certain group have comparable needs and desires. This is due to the fact that customers within a certain market segment have similar buying patterns and preferences (Lantos, 2015).

There are many types of market segmentation, including those based on demographic characteristics (such as age, ethnicity, or socioeconomic status), geographic characteristics (such as geographic location or country), psychographic characteristics (such as personality or lifestyle), and behavioral characteristics (Solomon et al., 2010). The social time factor is one of the most important things that affect how people act (Al Amin et al., 2020). It shows how time interacts with other established routines, such as those for work, business, and eating. Hurtado-de-Mendoza et al. (2014) found that the setting in which a customer sees a product affects their choice to buy it.

Market behaviour encompasses not only the decision-making and purchasing processes, but also "consumer engagement" and the many other forms of contact that are intrinsic to the consumer economy (Schiffman & Kanuk, 2009). As shown in Figure 1, buyers go through a series of steps before deciding whether or not to buy an item. There are many steps involved, including deciding what to buy (in the sense of being aware of the problem), doing research, and weighing the available choices. Customers ultimately choose one of the available alternatives and then engage in a post-purchase dialogue via ratings and reviews (Al-Abdallah et al., 2021).

#### **a. Relationship between problem recognition and Consumers buying behavior**

The first step in making a purchase decision by a customer is realizing there is an issue, which may have been precipitated by the client's wish for new ideas (Kardes et al. 2011). Societal considerations, cultural factors, comparison groups,

and environmental factors are only some of the potential influences on phase of the problem recognition (Hurtado-de-Mendoza et al. 2014). People's ideas and thoughts may be influenced by Turkey's ability to create value and perceived commercial advantages, which is growing more strong as it relates to social media in particular (Al Amin et al. 2020). In today's contemporary day, the various social media platforms play a vital role in the process of molding people's viewpoints on a wide variety of subjects. According to Chiang, Wong, and Huang (2019), using social media platforms for marketing objectives gives a plethora of possible chances for the development of brand recognition. There is no doubt that marketing on social media has the potential to function as an effective tool for a range of reasons, including but not limited to the following: (Kashive, et al. 2020).

Additionally, it has the capability of identifying influential opinion leaders, boosting the number of visitors to a company's website, spreading specific content, compiling a list of customer contact information, developing a reputation for reliability and trustworthiness and enhancing the overall image of the company (Tuten, 2008). It is difficult, if not impossible, to identify someone who does not use the internet due to the ubiquitous nature of social media in today's culture (Li, 2021). It has led to an increase in people's liberty of dialog and appearance, which in turn has caused a shift in society (Zuhdi et al. 2019). Customers are becoming increasingly open to taking part in online evaluations and interactions, as well as reviewing brands and products (AlAbdallah, et al. 2021). Due to the effectiveness and convenience of online communication, its many phases have emerged as a powerful marketing tool in recent years (Sánchez-Casado et al. 2018).

#### **b. Relationship between information search process and Consumers buying behavior**

Once a problem is noticed, consumers start seeking for solutions. It's possible to find data either via an internal search or an external search for knowledge (Prajogo et al. 2018). In contrast to internal search, which depends on consumers' preferences, external search includes word-of-mouth (WOM), shop visits, product trials, online social networks, and social media own product knowledge and memory (Yusuf, & Busalim, 2018). Internet research now accounts for a significant portion of the total time spent researching a product before purchase, and the global web has become an invaluable tool for gathering product details (Li, 2021). Choices along the way

determine the quest's intensity and trajectory (Hurtado-de-Mendoza et al. 2014).

### **c. Relationship between evaluation of alternative and consumers buying behavior**

In this stage, buyers start to weigh their choices in terms of how well they meet their wants and requirements and compare those possibilities to one another (Qazzafi, 2019). The choices consumers make might be simple, like "I'll purchase whatever is cheapest," or they can be complex and take time to deliberate over (Kübler, et al. 2020). Now comes the fun part, when customers get to choose whatever option best suits their needs (Blythe, 2013).

### **d. Relationship between post purchase evaluation and consumers buying behavior**

The decision-making process for customers involves the identification and assessment of suitable alternatives (Qazzafi, 2019). The majority of the time, customers choose for certain brands because they find that those brands more enticing (Al-Abdallah, et al. 2021). The internet is very important to the decision-making process since the conclusion will be influenced by the information collected from a variety of sources (Hurtado-de-Mendoza et al. 2014). According to Lăzăroiu et al. (2020), it will be essential to keep the process of making a choice as well as the selection of an alternative coherent. According to Kardes et al. (2011), consumers start linking their impressions of a product with the preferences they already have for that specific object.

## **C. The Concept of Social Media**

"Social media" are defined by Meslat (2018) as "sites or programmes that allow users to participate in social networking by developing or sharing content." To put it another way, social media refers to websites and applications. According to the definition provided by Zhou et al. (2013), social media is "a set of computer-based technologies that allow users to develop "any kind of media disseminated through the Internet that enables the promotion, distribution, and discussion of information, including news, commentary, reviews, ratings, product announcements, and user reviews" (Alnsour et al., 2018). Social media includes popular online platforms for sharing and spreading information including Facebook, Twitter, Instagram, and

YouTube. But, websites like blogs, emails, chat rooms, and message boards are not (Alnsour et al. 2018). According to Ramsunder (2011), the social networking websites are adaptable tools that make it easier for businesses to communicate online with their customers.

Through consistent communication in both directions that is made possible by social media, companies now have the opportunity to cultivate a strong dyadic relationship with their clientele. Ndurura (2020) argues that individuals are more likely to form and maintain connections with one another when they engage in casual, topical talks about things that interest them on social media. According to Yin et al. (2019), social media is mostly about information sharing but also incorporates decision making. Numerous online social channels (or networking sites) make up social media, and these channels (and sites) are always evolving to meet users' needs (Ramsunder, 2011). In this model, the audience (the customers) actively participates in the production of information and dialogue in real time. In a similar statement, Diebes and Iriqat (2019) found that when customers have access to social media, they are more inclined to participate in the purchasing process. Therefore, those who participate in physical and online markets through social media are crucial cogs in the machine. About one-fourth of the world's population, or 1.5 billion individuals, use social media, according to a survey by (Putter, 2017).

GlobeStat (2020) estimates that in only three years, the number of people using social media will have increased significantly beyond two billion. This seems to indicate that social media use has grown over the last several years. In addition, 7% annual rise in social media usage was predicted (Alnsour et al., 2018). The elderly was among the least likely to use social media, while young people and children made up the vast majority of users (Putter, 2017).

## **1. Online social networks**

In order to facilitate the free flow of information and ideas amongst users, people build public accounts on social media platforms (such as Facebook, Instagram, and Twitter) (Bagozzi, 2007). Conversations are had with others who understand what they're going through (Bagozzi, 2007). Customers' perceptions of marketing have shifted as a result of the increased accessibility of social media for two-way communication between firms and their clientele (Al Amin et al. 2020).



Customers have regained the upper hand in the power dynamic between firms and their clients as a consequence of the shift in emphasis towards online social networking as a means of communication between the two (Bennett, 2019). In recent years, the usage of online social media platforms has become an integral part of human communication and participation. The ways in which people think and speak may be altered by access to these portals (Bernoff & Li, 2008). According to Al Amin et al. (2020), the value of goods and brands may be affected by the interactions that customers have with firms online. There are three categories of social factors, each of which has the potential to sway a consumer's ultimate choice.

Obedience is what individuals refer to as "subjective norms" when they know that a respected member of society has a predetermined expectation of how they should behave (Argo, 2020).

People internalise (group norm) when they have a predisposition to adhere to idealised ideals when they are aware that an upstanding member of the community has a fixed standard for how they should act. Depending on the specifics of the situation, the relative importance of the three types of social control discussed below may vary (Brown et al. 2007). The dynamics of two groups of clients will change as a result of their interactions (Heinrichs et al. 2011). To facilitate communication and knowledge sharing, online social networks rely on members' openness and trust in sharing personal information with one another (Boyd & Ellison, 2007).

The power of social media as a tool, a dependable resource for product and service information, and a tremendous impetus for taking action (Subramani & Rajagopalan, 2003). Social media's stratospheric rise as a networking tool has moved power from consumers and conventional means of conveying information to sources (Cheung and Lee, 2010). In addition, users may find virtual company among others who share their views and passions (Baumgartner & Ebner, 2010). Various forms of online communities exist, each with its own specific ability to influence consumers' final decisions.

- Multi-user dungeons, sometimes known as MUDs for short, are a specific kind of online role-playing game (Glassman, et al. 2020).
- Groups of individuals that exchange information through email are sometimes divided into three distinct categories: Rooms (chat rooms), Rings

(related organisations), and Lists (categories) (Woodring, et al. 2019).

- Discussion boards are online communities where members may post messages on a wide range of subjects, including but not limited to movies, music, vehicles, and restaurants (Li, and Cox, 2021).
- Blogs, also known as weblogs, are an increasingly popular form of personal online journaling as well as an element of the expanding online community. Users often only follow blogs if they have a goal in common with other readers (Konig, 2019).

The great majority of people who participate in online forums do so in order to broaden their horizons professionally or to trade knowledge and anecdotes on aspects of their lives that are similar to one another (Constantinides, 2004). One could make a long list of the numerous positive aspects associated with interactive environments. For instance, the majority of people in some groups engage in communication, which makes it easier to connect with members of a varied community (Chiang, Wong, and Huang, 2019). Customers may get further knowledge about a company, its products, or services by participating in online communities (Chiang, Wong & Huang, 2019). As a result of the fact that conventional corporate records have been eclipsed by social networking sites Customers trust social media sites like Facebook and Twitter as a reliable and informative resource when looking for products and services (Dellarocas, 2003). Because customers want to engage in conversation and conversation with one another, social networks do have an effect on the purchasing choices of customers (Chiang, Wong & Huang, 2019). They like hearing both positive and negative feedback on a variety of products and services.

Internet users spend more time communicating (through social media, blogs, and email) and relaxing than reading or learning the news, and engaging in personal hobbies (Denegri Knott, 2006). Internet users spend an average of, as shown in Figure 3, searching and browsing the web.

## Allocation of total time spent online



Figure 3. Internet Users Spend

## 2. Types of Social Media

The following five kinds of social media platforms stand out in the discussion among the many that exist today: 5 forms of online communication: First, there are social networking sites; second, social news; third, media sharing; fourth, blogs; and fifth, microblogging. Users may take use of anything from including businesses and consumers, with a unique set of benefits inside the social media space a one-of-a-kind set of features and another perspective on how to use social media.

### a. Social Networking Sites

SNSs, which stands for "social networking sites," are online groups where people can talk to each other and share information. Facebook and MySpace are two examples of SNSs. Weinberg (2009, p. 149) says that "social networking sites" are just a general term for sites that are meant to bring together people with similar experiences and hobbies. Most of these venues have a number of traits in common that are shared by the majority of them. These features include the following:

1. First, users in a confined system have the option of making their profiles public, private, or semi-public.
2. Second, a proposed group of people they could get along with (i.e., "friends").
3. Access to one's own network and that of other users in the system, with the option to traverse between the two (Boyd and Ellison, 2007: 211).

These are the channels via which customers connect with the company, and they make available a broad variety of chances for them to do so in the form of fan sites, plug-in apps, and groups. Empathic examined how social media affects US

customers' buying habits. Over half of the 6,500 American customers polled had "Liked" a brand's Facebook page, and 73% claimed that a social networking site had influenced their most recent purchase decision (Dugan 2012).

### **b. Social News and Bookmarking Sites**

Like Digg, Reddit, and Scoop.it, social bookmarking sites are a kind of online community that has many similarities with social news sites. Users of Social News may do more than just control what they see in their news feeds; they can also "post content from anywhere on the Web and vote on it." But the main benefit of the second feature is that it lets users "collect interesting links they've found and might want to look at again" (Zarella 2010, 103).

In other words, people are given the ability to regulate and personalise the news streams that they get, and this unique characteristic of social news sites helps to support democracy, which in turn produces value for users. The "wisdom of crowds" (Weinberg, 2009) is said to rule social news websites, which some individuals feel have altered the traditional newspaper model. It's because social news sites give readers a voice by making them the focal point of the narrative via interactive conversations and information that changes based on how readers respond to it. It has also been said that social news websites have altered the public's perception of newspapers since they are regulated by the " (Baekdal 2009).

### **c. Media-Sharing Sites**

Sites like YouTube and Flickr, collectively referred to as "media-sharing sites," allow users to store and exchange many forms of material online. Involvement with these sites can lead to a wide variety of benefits; this subset of the social media landscape has long served as a pillar of the internet's social communities thanks to the ease with which individual users can produce and distribute their own podcasts using accessible and inexpensive recording and editing tools, and then promote these "channels" to an audience of potential listeners. The tag should be singled out as an essential part of these media-sharing platforms. Businesses must recognize the significance of keywords in online searches since "a tag is a phrase added to information that helps characterise it" (Zarella 2010, 81).

#### **d. Blogs**

A blog is a website or web-based publication that is updated on a regular basis and contains the opinions and other written works of one or more authors for the benefit of a wide readership (Safko and Brake 2009). That's why blogs are such a fantastic central location for other social media marketing tools (videos, links, photographs, etc.). Additionally, blog software provides several interactive elements, such as commenting, blogrolling, trackbacking, and subscribing (Zarrella 2010, 9). Weber (2009) notes, however, that given that some bloggers are not bound by editorial guidelines and have access to the whole of the internet, their articles may have a negative impact on the reputation of certain person's businesses, and brands. This is due to the fact that blogs provide universal access to publishing and participation in online, multi-directional discussions.

#### **e. Microblogging**

While blogging and microblogging (a real-time information network) have many similarities, the latter is shorter in both word count and frequency of posting. With microblogging, people may post brief messages online over a variety of mediums, including the web, email, mobile phones, and instant messaging services. One of the first and most well-known microblogs is Twitter. As of the year 2012, there were more than 140 million active users, and it processed more than 1.6 billion search queries each and every day (Twitter, 2011).

Users are able to acquire the gist of information in a manner that is both brief and complete via the usage of Twitter's short-text tweets, which clearly gives businesses an advantage over their competitors in terms of Internet traffic. Twitter is being used by many businesses to connect with business prospects, industry influencers, and customers. By using Twitter in this way, businesses are able to take advantage of opportunities to build relationships, achieve online and offline marketing goals, and build brands, among other things (Weinberg, 2009). One of the most effective tools for marketers is called a retweet, and it allows users to copy and paste anything that was posted on Twitter by other users into their own stream. As a consequence of this, the particular tweet is given the opportunity to go viral at a breakneck pace (Instagram, 2012).

## **f. Social Media and Marketing**

To use an overarching definition, "Social Media Marketing" is simply the process of using online social networks for promotional purposes. Weinberg (2009) defines social media marketing as the practise of using online social networks to promote websites, goods, and services to a far bigger population than conventional advertising channels. The inefficiency of most modern forms of mass advertising is not surprising; when a business advertises to the masses, the message often reaches many more individuals than the target audience originally anticipated (Weber 2009; Weinberg 2009).

Instead of continuing to act as broadcasters, marketers should shift their focus to acting as aggregators of customer communities on the social web. That is to say, marketers shouldn't look at the Internet as just another medium for disseminating advertisements; rather, it should be seen as a platform from which they can foster communities, evaluate material, and advocate for certain pieces of content throughout the broad social web (Weber 2009).

### **3. What makes social media marketing special?**

Because of the limitations of their advertising budgets, many businesses find it difficult to fully use the potential of social media marketing. This is especially true of smaller and medium-sized businesses. Despite the fact that social media marketing is a rapidly developing field with enormous potential, the essential tasks of marketing (i.e. identifying and reaching out to a specific demographic of consumers, communicating with potential buyers, fostering brand loyalty, and encouraging customer participation) remain unchanged (Weber, 2009).

In addition to (or in instead of) traditional methods of advertising, Weinberg (2009) suggests using a strong social media strategy for the following reasons: the organic discovery of new content, an increase in traffic, the establishment of new connections, and a reduction in marketing costs. In today's age of social media, users have access to content that is not slanted in any way, unlike traditional advertising; if a user enjoys a piece of content, they are more likely to share it with their friends, family, and online networks, resulting in rapid distribution that does not compete with more established forms of promotion (Weinberg 2009). After proving itself as an upstanding member of the community, other people will take notice of the

corporation's efforts and spread the word (Weber, 2009).

In today's marketing climate, consumer involvement is crucial to the success of any business (Weber 2009; Silverman 2001). If a business really cares about its customers, it will respond to their comments and questions (Weinberg 2009). "Buying mass media audiences is growing difficult," said Martin Sorrel of WPP in 1996. (see Smith and Zook 2011, 282). The proliferation of mass media has led to a boon for the advertising sector, however this improvement has slowed in recent years (Smith and Zook 2011). In point of fact, a significant number of the sports brands that are now accessible on the market today see the promotion of their products and services through social media as being an integral part of their business. As part of this process, these companies seek out efficient methods to gain a deeper comprehension of the social media fanbases that they have built. Nike has been increasing the promotional weight behind its digital operations, including the usage of social media marketing, which has been brought in-house. The firm claims that online advertising venues are more effective for its overall strategy than more traditional forms of promotion (Joseph 2013).

#### **4. Different types of Consumers buying decision process**

The quantity of concern or interest in the purchasing procedure that is developed as a result of the need to think about a certain purchase is known as we talk about the level of purchasing involvement (Dachyar & Banjarnahor, 2017). There is more than one way for customers to make purchases, and each of these ways involves a different level of involvement from the customer (Hurtado-de-Mendoza et al. 2014). Consumers have a limited amount of interaction with the order, which contributes to the fact that nominal decisions are made (Lawson et al., 2021). In contrast to extended decision-making, which makes extensive use of external search, restricted decision-making makes very limited use of it. Since limited decision-making is so near to being trivial, it leads to restricted decision-making. Yet, customers' active participation in the purchasing process leads to prolonged decision making due to the added complexity of the process (Lawson et al., 2021).

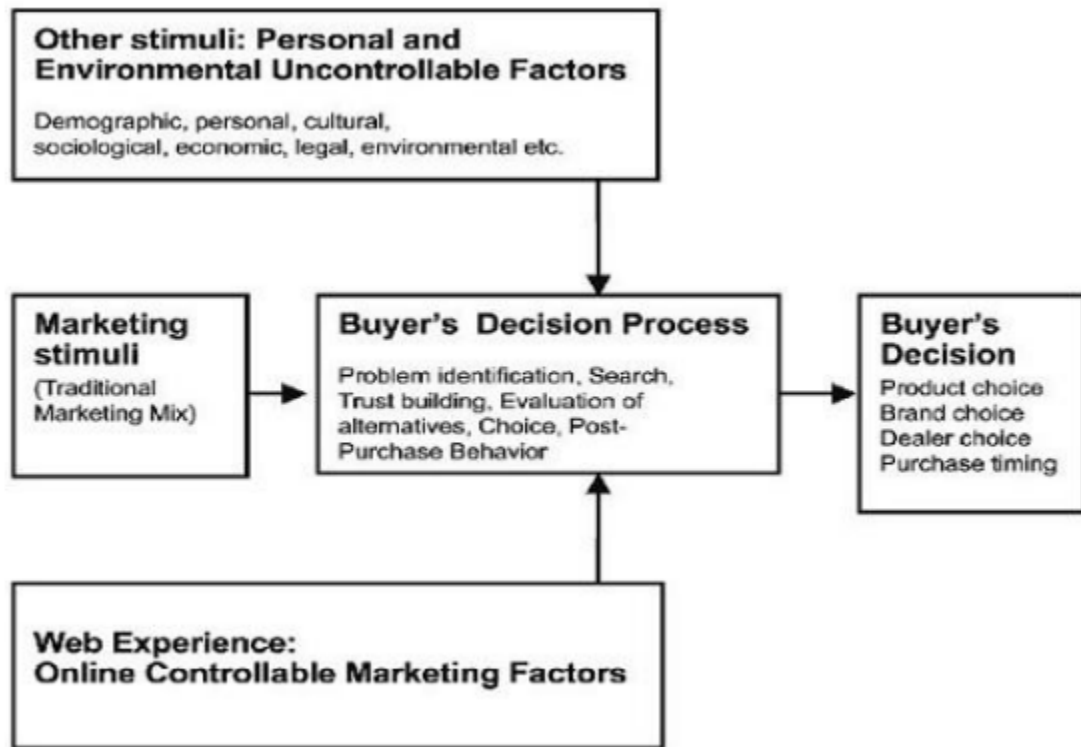


Figure 4. The buyer decision process

Source: (Bagozzi, 2007)

Figure 4 provides an explanation of the process by which a buyer makes a purchase choice, which is based on the uncontrolled elements that impact it. Kubler, et al. (2020) say that customers' ways of making decisions can be changed by things like social media, personal experiences, and opinions based on past purchases and the marketing mix. In other words, customers' decisions can be influenced by a variety of circumstances. According to Lăzăroiu et al. (2020), people are being encouraged more than ever to make their purchases online since doing so makes it simpler for them to organise their day-to-day life.

The manner in which online firms function, including their level of delight, entertainment, security, dependability, well-orderedness, and usefulness, all play a role in the consumers' perspectives about internet shopping (Al Amin et al. 2020).

#### **D. Social Media and Consumer Buying Behavior**

The proliferation of social media platforms has resulted in an increase in the number of business and marketing strategies that have the ability to influence a consumer's decision to make a purchase. One of these strategies is the use of social



media platforms itself. According to the findings of research that was carried out by Permatasari and Kuswadi (2018), the influence that social media has had on the dynamics of consumer behaviour has directly resulted in a decrease in the amount of time it takes for consumers to complete their purchase choices. The method by which a customer makes a purchase is a sequential one, and in order to carry out the transaction, the customer is required to go through a number of stages that comprise the purchasing process. The first step is to identify a need, followed by research, consideration of options, and a final purchasing decision. According to (Permatasari and Kuswadi, 2018), a direct result of using social media marketing is a reduction in the customer's sequential process. Customers may bypass less important steps on the path to making a purchase decision, increasing the likelihood that they will go through with the transaction.

The quality of information offered to customers has improved as a result of the widespread usage of social media. This facilitates the second stage of the buying process—the search for information—by reducing friction and saving the buyer time. Users of today's most popular social media sites have instantaneous access to a veritable plethora of product-related data in the forms of plain text, hyper tagged text, and downloaded periodicals and brochures (Bruno & Dariusz, 2013). The widespread use of social media platforms has made it feasible to get access to data from almost anywhere. On social media platforms, the marketing of goods and services is in no way constrained by geographical boundaries or restrictions of any kind. In fact, as shown by Raorane and Kulkarni (2011), the use of social media facilitates access to the marketing message that the business is aiming to transmit across a wide variety of target audiences.

One definition of consumer decision making is observable patterns of behaviour about the acquisition of goods or services (Voramontri and Klieb, 2018). There are many distinct patterns of consumer behaviour when it comes to shopping.

- **Complicated Purchasing:** This form of purchase involves a significant amount of customer interaction, there is a significant amount of brand difference, the items are expensive, and there is a significant amount of risk.
- **Low dissonance:** This kind of transaction involves a significant level of consumer interaction, there is very little room for uniqueness in the branding,

and there is a significant amount of risk involved.

- Recurring purchases: there is a low level of interaction from consumers, there is little differentiation between brands, and there are consistent purchases.

Participation from consumers is low, huge brand gaps exist, and customers often move brands in search of better options. Information gathering is especially important in high-stakes transactions like complicated acquisitions, as stated by (Voramontri and Klieb, 2018).

Voramontri and Klieb (2018) provided an explanation of a community as a setting in which users may interact with one another and work with one another in publishing, monitoring, and gathering views. Customers are more engaged in more complicated purchases; they take more time to research their options on social media. Decision-making is the act of optimising or otherwise fulfilling a preference. Maximizers, according Schwartz et al. (2002), want the most favourable outcome conceivable, whereas satisfiers want one that is sufficient enough to meet all criteria.

On the other hand, individuals who satisfy just investigate and try a variety of products until they find one that is good enough to meet the requirements or achieve the appropriate limits they have set for themselves. This procedure might take a significant amount of time. Maximizers, on the other hand, devote a greater amount of time to considering and weighing a number of alternatives in order to arrive at the most accurate measurement feasible (Schwartz, et al, 2002). The method for selecting choices has been improved so that greater control may be exerted on the amount of time spent deliberating, the number of possibilities available, and the quality of those options (Karimi, Papamichail and Holland, 2015). Marketers kept a tight eye on how commercials used social media, but only a tiny fraction of them were aware of the impact that this practise had on consumers. Many researchers in the scientific community centre their studies on customer behaviour, but they often disregard the part that social elements play in a variety of decision-making procedures (Darley et al., 2010).

Aksooy and Cooil (2006) claim that consumers are more informed than ever before thanks to the proliferation of online resources and the decline in the price of Internet connection. This, in turn, provided fresh opportunities for data gathering (Jepsen, 2007). User-generated content and views are becoming more influential in

search engine rankings (Smith, 2009). The media's influence may be significantly altered depending on the location of the decision-making process. New social media, online decision-service and advising systems have enhanced the media's influence at all levels of decision-making, while the necessity for intelligence analysis has been emphasised at the same time (Karimi, 2013).

Factors that influence the effectiveness of online decision making include the possible hazards involved, the sensitivity and trust in the product, and the time and cognitive costs of information acquisition and delivery. The greater the number of individuals who have access to the internet, the greater the number of decisions they are likely to make (Jepsen, 2007). There is a significant gap between the decision-making process and result in the digital and analogue spheres, but this gap may be bridged with the aid of the multitude of decision-supporting technologies now accessible online (Punj, 2012). To examine how people's views on social networks have evolved over time, Duangruthai and Leslie (2018) conducted a large-scale study. The results imply that social media usage influences client loyalty throughout the information-seeking and alternative-assessment phases, with more satisfied customers progressing to the decision-to-buy and post-purchase evaluation phases.

#### **E. Factors affecting the consumer purchase and social media**

After consumers have recognised and analysed their numerous options, they must choose among them, making it crucial for them examine both internal and external databases for information of use. It is imperative that relevant information be found (Hawkins & Mothersbauugh, 2010). The fact that customers are drawn to these products is one of the reasons they are popular. The accumulation of information from a variety of sources may have an effect on the selection process, which is one reason why social media is such a strong instrument for decision making. This means that social media may influence decision-making via the dissemination of predictions and expectations. Marketing studies have shown that the social media landscape is an area of rapid development driven mostly by the interests of advertisers, but it also demonstrates that 83 percent of business owners consider the media to be crucial for their organizations (Stelzner, 2013).

Long-term purchasing patterns have become more difficult to predict as a result of the proliferation of novel elements such as social media. Not just traditional

networks but also retail locations are impacted, and these issues often connect to internet platforms. Information obtained from parties other than individuals whose interests are directly influenced by internet marketers is used to establish the prioritization and decision-making processes. This input might be from an analysis, a reference, a blog, a social network, or any other user-generated information. The social media networks have created what is known as a "participatory community," which is a location where user networks of connected persons have the ability to freely trade, monitor, and assess a wide variety of goods, services, and events (Ashman Solomon and Wolny, 2015). It has been shown that favourable online product evaluations, which can be differentiated from perceived awareness and appealing quantity, have a significant influence on the purchase decisions of customers (Zhou et al., 2013; Zhang et al., 2014).

In contrast to official company statements and advertisements, social media may be trusted to provide authentic perspectives and facts. Constantinides (2014) claims that the general public has lost faith in the media as an institution. Customers are looking elsewhere for information that could influence their shopping choices, and they're not going to television, magazines, or newspapers. When making decisions online, dealing with an information glut is one of the most significant challenges. Customers are unable to access the full quantity of information that is at their disposal as a result of being rendered incapable of doing searches in social media and being overwhelmed by the sheer number of information that is accessible to them (Power, Advincula, Austin, Graiko and Snyder 2012). Because humans have a constrained capacity for logical thought, the quantity of information that can be observed by them is confined, and in-depth consideration of any decision is not possible (Karimi, 2013).

According to Michael (2017), businesses that use strategic ways to making use of social networks have a greater chance of acquiring new customers in the future, as well as keeping the ones they now have engaged. Brand loyalty and purchasing strategy are two of the many innovative methods that businesses are always developing in order to better connect with consumers. People are able to connect with one another and create experiences via the use of brand-specific content thanks to the emergence of social networks like as Facebook, YouTube, and Twitter, which were made possible by advances in technology as the age of the internet

progressed.

## **F. Effect of Social Media Marketing Platform on the Consumer Buying Behavior**

The rise of social media has opened up new channels for customers to get information about products and services (Voramontri and Klieb, 2018). Through the use of social networking sites, consumers are able to have open dialogue and engage in regular discussion about various brands. In addition, customers may take part in a wide range of activities, including conversation, correspondence, and even blogging. Now it is simple and convenient for customers to communicate with one another and express their perspectives (Alsubagh, 2015). Social media marketing, as argued by Dellarocas (2002), has facilitated digital communication amongst people all over the world. Reviewing a product, an issue, or the community itself may be something that members of the community do, and the reviews that customers read online have a direct effect on the purchases those customers make (Zhang et al. 2014). Words written and shared online are used to discuss and rate the many different products and services offered via the internet. Through the medium of the internet, a large number of individuals now have access to such proposals and thoughts (Voramontri and Klieb, 2018).

Traditional connections have started to lose their effectiveness, which has led to the marketers' increased interest in understanding internet language (Trusov et al., 2009). Generally speaking, one of the most efficient forms of internet word of mouth is found in the form of customer evaluations (Zhou, 2013). According to Jackson (2009), network modelling should also take into account how it affects network behaviour. Nolcheska (2017) argues that customers' interactions with one another have significant effects on their purchasing decisions at every stage, from the initial identification of a need to the gathering of information, the comparison of available options, the selection of a provider, and the maintenance of purchase satisfaction. Researchers have shown a negative association between social media usage and customer satisfaction, as reported in Joneda's (2019) study on the impact of social networks (digital marketing) on consumer compliance.

Customers that mainly utilize search engines and social media are less loyal to businesses, and they are also less inclined to consider these variables when making

purchase choices or generating potential profits. Customers that invest a significant amount of time in social media and search engines are the kind of consumers who have a lower tolerance for subpar customer service. The study also found that social media may be used as a tool in market research. This makes it more likely for customers to make purchases (either to test out new things or to buy products without first inspecting them) (Jonida, 2019). Companies should place a strong emphasis on their promises to their customers and their presence online in order to improve their ability to service their consumers and attract new ones. For the purpose of gathering primary data, the research was carried out using questionnaires. In research statistics, SPSS was used for mathematical analysis, correlation, and regression. According to the findings of Ola and Reem (2018), individuals are more interested in the content of social media than that of mainstream media; nevertheless, when they seek for information, the information they get is restricted and arbitrary.

### **G. Role of trust, and perceived benefit**

Trust and perceived benefits are crucial factors in determining whether or not a client will make a purchase in the Turkish market (Al Amin et al., 2020). The faith of customers is the driving force behind a company's success or failure and it is consumers who educate other consumers about the usefulness of social media by providing them with tangible rewards (Dachyar & Banjarnahor, 2017). Customers' propensity to make purchases online will have a beneficial effect on the commercial climate in Turkey (Al Amin et al. 2020). This research serves as a pilot for a bigger project that aims to explore, from the perspective of consumers and internet users, how perceived benefits, hazards, and trust effect customers' attitudes and intentions in the setting of Turkey (Al Amin et al. 2020). This investigation will be conducted in Turkey. Despite the fact that consumers feel that having an online company presence provides a range of benefits, this sort of transformation has a tendency to also exhibit numerous forms of threats that are recognised by them (Hassan, Iqbal, & Khanum, 2018).

One of the most common complaints about shopping online is that customers are hesitant to do so because of security and safety concerns. So, establishing credibility on the web is a must for growing your online brand (Bagozzi, 2007). Finally, it is crucial to provide a worthwhile online encounter that leaves customers

with favorable impressions of the brand and an impression of its value (Dachyar & Banjarnahor, 2017). However, there is a lack of factual data from which to draw conclusions about the role that trust plays in consumer behavior and brand equity. Online purchasing factors such as brand recognition/association, quality perception, and value were not investigated (Brown et al. 2007). When consumers have favorable first impressions of a website and have reasonable hopes that it will fulfil a promise, a new idea of value emerges: the willingness to risk disappointment (Sharma, and Klein, 2020).

- There are three forms of risk that consumers often overestimate when it comes to online buying (Ariffin et al., 2018):
- The performance of the product, in the sense that the consumer may not get what they anticipated from the purchase.
- The possibility for monetary loss, or financial risk.
- The possible loss of time or inconvenience while doing business online.

The degree of opportunity-seeking behaviour that might result from consumers' transaction-specific uncertainty and the quantity of related hazards are greatly mitigated by providing them with a high level of value throughout their online buying experiences (Katta, & Patro, 2017). Furthermore, it helps discover the necessary knowledge about customers and consumer behaviour information that can be accessed with a single click, hence reducing the perceived risk of experiencing a negative outcome as a result of a transaction (Tzavlopoulos et al. 2019).

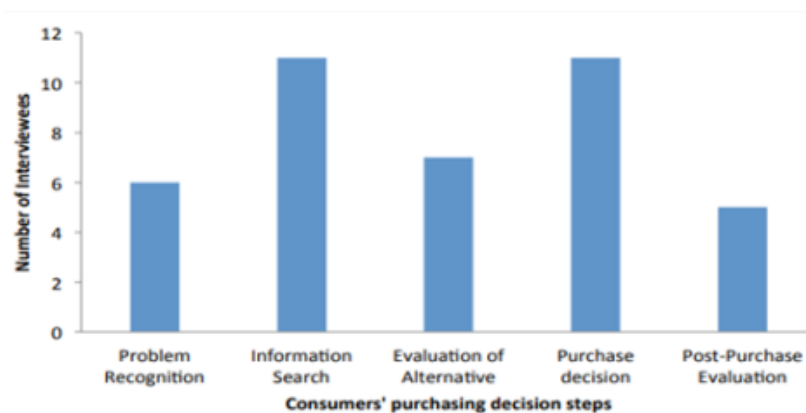


Figure 5. Consumer Purchasing Decision Steps

Source (Boyd & Ellison, 2007)

### **III. METHODOLOGY**

The research used scientific theory, methodology, policy, and procedures to accomplish the research purpose. A discussion is included on the procedure for collecting samples and data, in addition to the whole technique that is necessary to carry out the study for the dissertation.

#### **A. Research philosophy**

Positivism, hermeneutics, and realism are the three most common approaches to understanding, as described by Waterberg (2012). They are not identical in every respect; yet, there are areas in which they share characteristics. The core tenet of positivism is the idea that one's own point of view is independent of other sources of information (Bennett, 2019). The collection of quantifiable data is seen as being of utmost importance in the positivist approach, as stated by Saunders et al. (2009) that can then be subjected to statistical analysis. In general, positivism supports research that is methodologically driven and procedure-oriented in its analysis. In contrast, the goals of a hermeneutic approach to research are to explain and clarify the phenomenon under investigation (Heinrichs et al., 2011). Brigitte et al. (2007) found that in order to fully understand the research topic, one must first explore its complete history and its associated phenomena. This is why hermeneutics is used as a framework for the study instead of positivism. Doherty et al. (2014) suggest the hermeneutic technique as a means of deciphering customers' perceptions of online social networks and online marketers. When interviewees' comments are contextualized with the appropriate literature, deeper meaning emerges.

#### **B. Research Design**

The main source of qualitative information for this research will be conducted via electronic interviews. Users of the firm's social networking platform who have made purchases from the company in the past will be interviewed, and all questions will be offered to them in the form of Google forms. Nevertheless, supplementary



data was gathered from Turkey's online marketplaces and department shops. An in-depth description of the layout may be found here.

### **C. Research Approach**

According to Bernoff and Li (2008), the two basic types of research are known as deductive and inductive analysis. Predictions based on inductive research's underlying assumptions may be put to the test via a rating system (Woiceshyn, & Daellenbach, 2018). Hermeneutics, on the other hand, is a philosophical tradition concerned with the formation of viewpoints via the analysis of evidence and observations (Bernoff & Li, 2008). In addition to interpreting the scientific data, the thesis also includes descriptive information (Brigitte et al., 2007). The purpose of this research is to understand the role that social media plays in the purchasing decisions of Turkish residents. Moreover, the business climate in Turkey is used as a lens through which to examine the websites' operations. In addition to this, the research investigates the function that digital platforms should have in the formulation of an online value proposition within the framework of Turkey. In its last step, the research investigates how well these technologies can carry out the customers' intents to make online purchases in Turkey. This study makes use of the proper resources in order to get a better understanding of the ways in which social media platforms may influence the buying behavior of consumers.

### **D. Research strategy**

The purpose of this research is to determine whether or not customers' participation in online social networks influences their decision-making while shopping at online businesses. Because of this, qualitative data was selected. The proof of the existence of the theory is the primary focus of the thesis, rather than an analysis of its scope. The author is responsible for having an understanding of customers' purchasing choices while utilizing online social networks to make purchases as well as the reasons behind their conduct. To get the anticipated outcomes and facts out of this thesis, however, a qualitative analytical strategy was selected as the method of choice. As opposed to quantitative research, qualitative research focuses on in-depth interviews and the participants' subjective experiences. According to Zikmund (2010), qualitative research may be characterised in a number

of expressive forms, including tales, pictures, substantive descriptions, interpretations, and so on. And he remarked, " Quantitative analysis uses statistics to quantify a phenomena. Qualitative research is also more flexible than quantitative research since it enables the researcher to investigate and discover using several methods while still enabling individuals to respond and voice their opinions. This gives qualitative research an advantage over quantitative research when it comes to adaptability. This is because participants in qualitative studies are free to express their thoughts and emotions whereas in quantitative studies this is not possible.

## **E. Collection of Data**

It is possible to acquire data from a wide variety of sources and for many different purposes. A variety of applications may be made of data, depending on the nature of the information being accessed. As a result, it is very necessary to be aware of the locations from where the data may be obtained and to locate the data that are the most reliable and appropriate for certain research aims (Mason, 2002).

### **1. Primary Data**

First, the researcher will be collecting primary data for certain goals related to the ongoing investigation (Merriam, 2002). The gathering of primary data often requires much greater investment, both in terms of time and money, as compared to the gathering of secondary data. In this research, data for further analysis was gathered via the use of interviews done using google forms. Yet, the results of this comprehensive study supplied all of the information that was required to determine the nature of the connection that exists between consumers' use of online social networks and the manner in which they choose to purchase.

### **2. Secondary Data**

The phrase "secondary data" is used to describe information that was gathered for a purpose other than the current study. The goal of this research was to collect secondary data from social media users who regularly engage in online buying from sites.

This inquiry relied heavily on in-person interviews as its major method of data gathering, and its findings are grounded on the responses of those interviewed.

In order to collect the data, interviews were carried out, and the findings were presented by making use of Google forms. This was done to show how social media has affected consumers' purchasing habits in Turkey as a whole. Interviews were conducted with a total of 25 people and the interviews were based on the replies that they gave.

#### **F. Study object selection**

In the meanwhile, the researcher looked at a few online shopping shops situated in Turkey as well as other stores in the same industry that had public Facebook profiles, Instagram pages, and so on. On the social networking platform, a public profile can be found for almost every well-known company. This includes groceries, fashion, and retail establishments. For instance, trendyol.com, sahibinden.com, hepsiburada.com, or n11.com and amazon.com.tr are all examples of online retailers; nevertheless, the corporate office of these companies administers the physical stores that are located in various cities. The majority of today's customers in digital Turkey make their purchases of items via various online marketplaces. Moreover, social media and other online influencers have a significant impact on the consumers' thinking processes. To be eligible to take part in this poll, respondents must be regular social media users who have made purchases via Facebook, Instagram, or one of the other sites specified.

When it comes to picking online retailers, customers require experience, as well as information about browsing in and making purchasing decisions in such stores. For instance, the second question in the interview, one of the questions asked was whether or not the respondent uses social media to research companies and products before making a purchase decision. As a consequence of this, the study focuses on the ways in which online social networks impact consumers' purchasing choices as well as the ways in which commercial firms attain perceived advantages. It also influenced the attitudes of a number of customers about doing their purchasing online. In addition, owing to the geographical restrictions and constraints, only consumers who reside in certain areas are taken into consideration as customers.

## **G. Design of qualitative research**

Qualitative research often collects data via in-depth interviews, focus groups, metaphor analysis, collage testing, and projective approaches (Schiffman & Kanuk, 2009). A Google form served as the primary data collection tool, used for both interviews and data collection (participants' responses). The vast majority of shops selling consumer goods in Turkey maintain their own Facebook accounts; respondents from Turkey have access to Facebook, Instagram, and other social media profiles. By the use of a Google form interview, the researcher is able to collect reliable data, and they have access to relevant information sources in an unrestricted manner regardless of their physical location (Boyd & Ellison, 2007). Through a series of interviews, the author gained an understanding of the ways in which online social networks impact the purchase choices of customers. The scholar would have a greater understanding of the ramifications of customers' behavior as well as the causes that underlie the process.

## **H. Interview question design**

An analysis of the aims of the research serves as the first step in the process of developing interview questions. Schiffman & Kanuk, (2009) suggested that the researcher think about the purpose of the study as well as the different kinds of data that are needed while drafting a report. In the context of this sample, one of the purposes of qualitative research is to collect useful information that may then be used in quantitative research. In addition, the purpose of the research is to inquire about online retailers' perspectives on social networks and the influence that these networks have on customers. According to Hurtado-de-Mendoza et al. (2014), interviewers are allowed to create questions with the intention of inspiring interviewees to respond with the necessary information and to make every effort to construct the finest possible collection of facts. They also said that the interviewer is required to stick to one guideline, which is that the interviewer must not seek to influence the content of the comments given by the respondents.

While doing research, it is acceptable to use open-ended questions; however, the questions must be structured in a way that compels respondents to provide explanations, rather than simple "Yes" or "No" answers, as stated by (Guion et al.

2011). People are allowed to provide open and honest responses to "why" and "how" questions. The interview questions were reviewed by the researcher to ensure they were acceptable for use in interviews and that no hidden meanings were present. This means that the interview questions are split between two main categories: (1) the reason for the study, and (2) the content of the exams. Because of this, the author may ask important questions about the issue at hand and adjust the interview questions accordingly.

The primary theme of this section is to get an understanding of what kind of content consumers search for on online shopping sites. They begin to gain more involvement from that particular online shopping page when customers reply to material or events that are posted on the public page of an online business that is associated with a social media platform. The public pages of online retail shops provide customers with a wealth of information and inspiration, including more specific facts. With this background knowledge, it is easy to see why identifying where in the buying process online social networks have an effect on the first study question is important. The second topic focuses on elucidating the drivers behind certain actions that consumers do while they are in the process of deciding what to purchase. It not only helps in understanding why customers utilise the social media platform at various stages of the decision-making process, but also compels the writer to defend and analyse the interviewees' comments in the analysis.

## **I. Evaluation of research results**

While carrying out qualitative research, the methods that are used to measure the conclusion might either be valid or trustworthy. As a result, discussion will center on these two criteria here.

### **1. Reliability**

The trustworthiness of the data as well as how the data should be interpreted are both referred to as the "reliability" of the data. Its primary goal is to establish whether or not the analysis is reliable as well as whether or not the method of data processing is appropriate (Mason, 2002). Since the researcher has to take into account how respondents on Facebook behave in relation to online merchants, they decide to conduct an in-depth interview. The interview questions were carefully

crafted around two main themes to reduce the possibility of biasing either the interviewees or the interviewees' responses. As a result, the writer posed questions based on the replies in the form of open-ended inquiries, inviting respondents to share their thoughts on the matter in any way they liked.

## **2. Validity**

The feasibility of the analysis was looked into so that more accurate information could be gleaned from interviews and fewer test questions could be missed. The validity of a study may be defined as how well it provides an estimate of the phenomenon it set out to examine (Saunders et al., 2009). Participants' ability to recognise sufficient evidence to fulfil the analysis questions and endorse the study's goals is measured by a validity statistic. For the purpose of ensuring that the observational findings are relevant and that the data adequately cover the research topics, the author decides to solicit participation from users of social media. The subjects that are covered in the interviews and the questions that are asked are organised in a manner that is determined by the study questions in order to get the relevant data in order to respond appropriately to the research questions. As a consequence of the fact that all of the respondents are regular participants in social media and have at some point made a purchase online as a direct result of their participation in social media, the findings of this study are as follows: respondents are encouraged to communicate their genuine views and opinions. As a direct consequence of this, each comment should be considered valid, and respondents should feel free to share their honest thoughts, emotions, and views. The fact that the researcher acquired supplemental data from online retail and shopping sites demonstrates very clearly to the customers in Turkey the distinction between conventional shopping and online purchasing. Since interview questions are free-form, the analysts were able to get a solid feel for the distinct viewpoint that each respondent brought to the table about the current status of the online retail company. In the succeeding procedure, they were also given the opportunity to ask follow-up questions if they saw it essential to do so.

## **IV. ANALYSIS AND DISCUSSION**

### **A. Respondents and Interviewee Background**

Every interview starts out with the author asking questions designed to disclose geographical particulars, such as the interviewee's gender, age and educational background. All respondents are from Turkey, and they are all active users of social media. The gender breakdown of this group is as follows: 16 males and 9 females. In addition, each respondent is either a bachelor's or master's student or has completed his/her bachelor's or master's degree.

#### **1. Background of Respondents**

In this stage, we clarify the answer of our respondents background their name, age and education with the sample of study. The answer for each respondent is as follows:

Respondent 1: Female, 29 years old, student.

Respondent 2: Female, 26 years old, student.

Respondent 3: Female, 30 years old, student.

Respondent 4: Male, 25 years old, student.

Respondent 5: Male, 30 years old, industrial engineer.

Respondent 6: Female, 35 years, teacher

Respondent 7: Female, 30 years old, employee at International Organization for Migration.

Respondent 8: Male, 25 years old, student.

Respondent 9: Male, 37 years old, teacher.

Respondent 10: Male, 36 years old, employee in the private sector.

Respondent 11: Male, 30 years old, student

Respondent 12: Male, 27 years old, student.

Respondent 13: Male, 23 years old, student.

Respondent 14: Male, 22 years old, electrical engineer.

Respondent 15: Male, 27 years old, student and business owner.

Respondent 16: Male, 25 years old, student.

Respondent 17: Female, 26 years old, student.

Respondent 18: Male, 37 years old, professor.

Respondent 19: Male, 25 years old, student.

Respondent 20: Female, 27 years old, Nurse.

Respondent 21: Male, 29 years old, student

Respondent 22: Female, 25 years old, student.

Respondent 23: Male, 25 years old, student.

Respondent 24: Male, 28 years old, student.

Respondent 25: Female, 27 years old, student.

## **2. Question # 1:**

### **Which digital platform do you mostly use for purchasing a product?**

The answer of this question is as follows:

Respondent 1: In Turkey, I prefer Trendyol.

Respondent 2: Trendyol because I can see more unique products than those would usually go search for.

Respondent 3: I prefer traditional shopping, I will receive detailed information about the product I wished to buy and I will also know whether or not the product is good.

Respondent 4: I would prefer traditional shopping because of fake pages on Facebook and Instagram.

Respondent 5: I would like traditional shopping because it is more easy for me.

Respondent 6: I use Trendyol for purchasing a product mostly, hence I have



more information about this platform and it older than other in me believes.

Respondent 7: Trendyol because of available to wide range of people

Respondent 8: I prefer traditional shopping

Respondent 9: In Turkey, I usually prefer Trendyol, Amazon and N.11 for shopping.

Respondent 10: Trendyol and N.11 because these are the most popular in Turkey

Respondent 11: No, I don't like any social media platform for shopping.

Respondent 12: Whenever I do any online purchase either from a website or on social media like Trendyol and Amazon. I will definitely do a search about the brands all the products I am willing to buy.

Respondent 13: Traditional Shopping is more reliable.

Respondent 14: Sure but the product must be sending by trust source, I think trendyol.com, sahibinden.com, hepsiburada.com, or n11.com and amazon.com.tr are good opinions.

Respondent 15: I still prefer traditional, to guarantee quality, sizes

Respondent 16: I prefer traditional shopping

Respondent 17: If I were to purchase online, I would do so from a trusted source. Mostly the digital platform would be trendyol.com, sahibinden.com, hepsiburada.com, or n11.com and amazon.com.tr.

Respondent 18: Trendyol.com, it is more famous and we have direct contact with the seller.

Respondent 19: Trendyol.com and amazon.com.tr. Because for me these kind of an online shopping app, you can enter an account and check their produces and the feedback. Select what you like, message them or enter their website. It's easy to use and also the Ads there most of the time are more relevant to my interests.

Respondent 20: I mainly use online shopping but if I use it I prefer by trendyol.com, sahibinden.com.

Respondent 21: Trendyol.com, because it is the most convenient way to shop.

Respondent 22: trendyol.com, sahibinden.com and hepsiburada.com because these are easy to use and available to wide range of people

Respondent 23: trendyol.com, sahibinden.com, hepsiburada.com, or n11.com and amazon.com.tr platforms are help in saving time.

Respondent 24: I prefer traditional shopping

Respondent 25: trendyol.com and amazon.com.tr because these are more convenient.

### **3. Question # 2:**

**Before making a buying decision on digital platforms, do you use or search companies or product details?**

The answer of this question is as follows:

Respondent 1: Yes, I prefer to get information about product.

Respondent 2: I buy online by using the information that is accessible via social media.

Respondent 3: As I prefer traditional shopping but regarding online buying decision I must get information about the product and company websites.

Respondent 4: Before buying a product I would definitely suggest to get information about the company website. Is it authentic or not? Because most of the fake pages on Instagram and Facebook I prefer traditional shopping.

Respondent 5: Customer reviews are most important for the satisfaction level of a product. That's why I suggest before buying a product I will definitely read the testimonials of the websites.

Respondent 6: Before buying a product I read the customers comments or reviews about the products on that page.

Respondent 7: Before buying from digital platforms, I make sure that the source is trusted and the reviews are legit.

Respondent 8: Usually I like traditional shopping but if I want to buy a product through social media I would definitely rely on company website.

Respondent 9: Yes, I do search about the product.

Respondent 10: In general, in web sites like trendyol, I check customer's feedbacks and actual pictures of product

Respondent 11: Yes, I prefer to get information about the company.

Respondent 12: Well, sometimes there is some problems I face when purchasing or shopping online and that is the size and the quality of the product so 60%. I prefer to do traditional shopping.

Respondent 13: Yes, I do. to be sure for their quality.

Respondent 14: Yes, I would prefer to get Information that is accessible through social media

Respondent 15: Yes, definitely search company name or detail of product.

Respondent 16: As I like traditional shopping but If I were to purchase online, I would do so from a trusted source.

Respondent 17: Yes, I would like to visit company website for detail or reviews about products

Respondent 18: No, I prefer to just buy.

Respondent 19: Yes, definitely search company name or detail of product.

Respondent 20: No, I will not go for it, I will just buy.

Respondent 21: Yes, I will go to get information through customer reviews and company websites.

Respondent 22: Yes, I would like to visit company website for detail or reviews about products

Respondent 23: I buy online by using the information that is accessible via social media.

Respondent 24: Doubtless, I will do an accurate electronic search, when I decide to purchase things online.

Respondent 25: I check the product details.

#### **4. Question # 3:**

**As a consumer in Turkey, what do you prefer more among online shopping or traditional shopping?**

The answer of this question is as follows:

Respondent 1: It depends for some products I prefer online and some other traditional way.

Respondent 2: Online shopping because it's more clear and has reviews, and less time consuming.

Respondent 3: I prefer traditional shopping as I like to see the product physically, plus it is easier compared to where I live.

Respondent 4: Both, because in Turkey market sometimes we cannot find the thing we want to buy than it is better to go through online shopping.

Respondent 5: Traditional shopping because of trust issue.

Respondent 6: Online shopping because it is more convenient. And I purchase online since there is extremely simplified navigation for searching products

Respondent 7: I do online shopping due to the broader selections availability

Respondent 8: Traditional shopping is more convenient because we can buy anything as we want according to our design.

Respondent 9: The time that I save with online shopping is much preferable over traditional shopping.

Respondent 10: Online because it is cheaper, easier and faster

Respondent 11: Of course traditional shopping because I don't believe in online shopping

Respondent 12: Social media shopping sometimes it can give me a product that I want to buy in a different way or in a great quality.

Respondent 13: Traditional shopping because I rely more on physical place rather than fake Instagram or Facebook pages.

Respondent 14: Always in online shopping I'm buying clothes more than anything because it has good quality.

Respondent 15: I prefer traditional shopping, because I think it is more trustable.

Respondent 16: I still prefer traditional, to guarantee quality, sizes .... etc.

Respondent 17: Online is more easy rather than traditional

Respondent 18: It depends on what I am buying. But most of the time I prefer online shopping. Because you can go through a lot of products and find what you want in minutes, and always good quality products, the shipping usually 48 hours, and it's not a bad thing for me.

Respondent 19: Online Shopping because it gives more variety or less time consuming.

Respondent 20: Online shopping because it is the most convenient way to shop

Respondent 21: Making purchases online is the most convenient way to shop since it not only helps them save time.

Respondent 22: Online shopping help in saving time.

Respondent 23: By purchasing goods online, goods is delivered to homes at the lowest possible price.

Respondent 24: I prefer traditional shopping, I will receive detailed information about the product I wished to buy and I will also know whether or not the product is good.

Respondent 25: Online shopping because it saves time as goods deliver to home.

#### **5. Question # 4:**

**What is your opinion to this statement: “Social media enhances my knowledge about online buying products or services in Turkey?”**

The answer of this question is as follows:

Respondent 1: I use social media to track latest products releases and how can I update.

Respondent 2: I prefer to engage in online shopping because better

information about the product and previous buyer's review is available.

Respondent 3: No, I am not agreeing with statement because I'm not sure about the quality of the product.

Respondent 4: Somehow, social media give variety of products or broader options but I prefer traditional shopping because of quality assurance.

Respondent 5: In my point of view social media give knowledge about the products or goods but I will prefer to buy these things or products through their outlet.

Respondent 6: In my opinion it must share more information and details about products neither should view the correct details let they don't lose truthfulness by customers that doing shopping online

Respondent 7: Social media helps us to buy certain products by checking reviews. Reviews make us sure to buy something.

Respondent 8: Yes, If I cannot make myself sure about the quality, at least I can have an idea about the product and the producer.

Respondent 9: Yes, through social media, I can know the opinion of people who have tried the product before.

Respondent 10: Social media offers me choice of stores range of products and services.

Respondent 11: Yes, social media help to increase the knowledge or give variety of information about latest fashion.

Respondent 12: Social media buying is a very good way for any consumer for doing your shopping but most of nowadays social media accounts it's fake so the best way to solve that is by requiring a certificate that you are legal of doing this kind of business like no one can just open an account and start selling products.

Respondent 13: I don't prefer to shop online because of quality issues but social media give more opportunity or gives ideas to buy a products or goods.

Respondent 14: Turkey is developing a good online system and giving confidence to people to buy online. Online buying conserves our energy and time which is very precious these days.

Respondent 15: I'm not much familiar with online shopping through social media but I think it is good thing for developed country.

Respondent 16: In my opinion it helps me to get information about new and latest products but I will prefer to buy products through their stores.

Respondent 17: I have opportunity to compare product prices from different websites.

Respondent 18: Social media advertises the things which gives us good introduction with the benefits so that one can easily choose what he needs.

Respondent 19: My ability to make informed choices has improved as a result of the resources available on the internet.

Respondent 20: I seek the opinions of others on a product through social media

Respondent 21: I become more aware of more products at lower prices than the prices in the stores.

Respondent 22: I'm agree with this statement as Social Media **Helps to reach out to a bigger audience.**

Respondent 23: Social media is a great way to learn. Social media **allows me to engage with experts in industry or engage with latest fashion.**

Respondent 24: Though I myself have no knowledge about online purchases of products and services in Turkey, I believe like in most countries social media has a significant impact on the knowledge of online purchasing.

Respondent 25: Social media is great way to share knowledge with others.

## **6. Question # 5:**

**What type of changes are required in the buying and selling processes on digital platforms?**

Respondent 1: Authentic way of payment

Respondent 2: Payment method will be cash on Delivery

Respondent 3: Easier payment methods, delivery flexibility, and customer service.

Respondent 4: Focusing on the way of doing the purchase and updating with option to make the shopping easy.

Respondent 5: More trusted sources.

Respondent 6: Social media usually allows for the sharing and re-sharing of content, it also allows the advertisement to be spread much more quickly and much further than traditional means of advertising usually allow.

Respondent 7: The producers should try to illustrate the quality of the products while selling to the consumers.

Respondent 8: The vast majority of people in Turkey make use of various social media platforms in order to buy and purchase items from a variety of real-life physical businesses. These days, families also encourage their children to get familiar with social media and the ways in which it may be used for day-to-day activities. Some households are well-versed in the process of developing social media projects, while others are not.

Respondent 9: I am able to handle my day-to-day usage of social media as well as buying habits in an effective and efficient manner

Respondent 10: I would prefer that some companies allow payment at door so that client will be more comfortable.

Respondent 11: To be more specific and reliable

Respondent 12: Maybe to be regulated.

Respondent 13: I often utilize social media for their day-to-day purchases, carries a large amount of weight on the platform.

Respondent 14: Be more confidence with the customers

Respondent 15: Cash must be pay at delivery time.

Respondent 16: Focus on quality

Respondent 17: My communication style has evolved as a result of my use of social media, which also impacts other spheres of my life, such as my involvement in political life, as well as the social, emotional, and civic growth of young people.

Respondent 18: Simply download the store app and begin buying for yourself, which is saves time with customer service.



Respondent 19: I believe that, the process requires much trust, easier methods of payment and faster delivery.

Respondent 20: Credibility, and organization, speed of delivery.

Respondent 21: I believe that social media apps now are getting better and better, mixing between shopping and socializing at the same time is kind of find. I believe there is nothing required to change. The only thing that I would like to mention is if the Ads could be more relevant to the user interest that would be an advantage.

Respondent 22: more reliable reviews, More trusted sources.

Respondent 23: Maintain contact with relatives and friends located in other parts of the globe and discuss current events with them. Find new individuals to be your friends and join new groups; connect with those who have goals or interests that are similar to yours.

Respondent 24: I really don't prefer to buy any brand specially, branded products from online shopping platform because I think purchasing branded products which cost me a lot of money, and that is not safe to spend it on online shopping. That is my personal view.

Respondent 25: They should focus on their quality and brand.

## **7. Question # 6:**

### **Do you prefer to buy branded products on digital platforms?**

Respondent 1: It depends also for some products

Respondent 2: Yes, as it is cheaper in Turkey nowadays

Respondent 3: If it isn't available in traditional shops, I would have to buy it online.

Respondent 4: It dependent on the price and quality of equipment sometime as I see it have discount in the branded equipment, I like to buy it otherwise I can get good quality equipment with normal price in not online.

Respondent 5: No, it's not trusted

Respondent 6: Trendyol is the most popular and reliable website for online

shopping in Turkey.

Respondent 7: Yes, I do, because the quality and durability of the brand products are already experienced.

Respondent 8: No, there exist many copy so I don't trust

Respondent 9: Yes, digital platforms offer more variety of products.

Respondent 10: Yes, because I would know my size and wouldn't have to go through the tiring return process.

Respondent 11: With social commerce, customer's now have the power to act on that inspiration with little to no friction.

Respondent 12: I prefer to buy large products online for delivery ease

Respondent 13: No, because I do not know my size.

Respondent 14: Yes, 60 percent of consumers researching products through multiple online sources

Respondent 15: No, I have to see it because it's expensive

Respondent 16: Not at all, if it's not the account of the Brand itself, because if from another place it could be unauthorized or fake and nowadays replicas are everywhere.

Respondent 17: Yes, digital platforms are a great way to connect with potential customers and build relationships with them

Respondent 18: Yes, I prefer digital platforms.

Respondent 19: Yes, because I would know my size and wouldn't have to go through the tiring return process.

Respondent 20: Yes, digital platforms give you more opportunities to communicate with your customers.

Respondent 21: Yes, Turkey online shopping is popular among people of all ages

Respondent 22: Yes, products are purchased directly on digital platforms through specialized posts and product pages.

Respondent 23: Yes, digital platforms give brands the opportunity to build

trust with potential customers, partners and talent/employees.

Respondent 24: No. because I don't trust online shopping a lot.

Respondent 25: When I talk about luxury, Trendyol is also one of the few metropolises that come to mind in the world.

## **8. Question # 7:**

**Do you think consumers buying behavior is theory relevant, and support business strategies and why?**

Respondent 1: Yes, consumers buying behavior theory support the business strategy because through social media reviews we can see the customer behavior

Respondent 2: Of course, behavior should be studied to predict next moves.

Respondent 3: The theory of consumer purchasing behaviour is very significant, and it provides support for corporate strategy in many different ways. It is essential for companies to have a solid understanding of consumer behaviour in order to establish successful marketing strategies and adjust their goods or services to match the requirements of their specific target market.

Respondent 4: Yes, because they affected by marketing through social media

Respondent 5: Actually I don't know.

Respondent 6: Yes, this theory helps to understand the behavior of people regarding a specific product.

Respondent 7: Yes, I do, consumer behavior helps companies understand what their customers want and need.

Respondent 8: Not exactly, it might has limited effect.

Respondent 9: Of course. As my experience with sales and marketing, you can't sell something to someone if they don't want it, and you won't buy something you don't want or interested in. So with that theory you can have a study of what the consumer could be possibly interested in and what motivate them to buy which will help a lot supporting the business strategies.

Respondent 10: Of course, consumer buying behavior is a very important thing on making a business strategy that can lead to how to target a specific people,

and how to fix any future faced problems.

Respondent 11: If the aforementioned theory is based on how and when the consumer shows a pattern to buy a certain product in the market on a specific time it would be considered relevant and the business can anticipate this and focus its efforts on such specific products which in turn can provide a turn in profit like selling ice cream in the summer as compared to selling ice cream instead in winters.

Respondent 12: Yes, I think it's very relevant, and it supports many big business strategies that are powerful in Today's business world. It teaches businesses how to interact with consumers.

Respondent 13: Yes, because consumer buying behavior theory is highly relevant to businesses, as it provides insights into consumer preferences and helps shape effective marketing strategies.

Respondent 14: Yes, by understanding consumer behavior theory, businesses can better tailor their products and services to meet the needs and desires of their target audience.

Respondent 15: Yes, an in-depth understanding of consumer behavior theory can help businesses build stronger relationships with their customers.

Respondent 16: Yes, consumer behavior theory can help businesses predict market trends and shifts in consumer preferences, enabling them to stay ahead of the competition.

Respondent 17: A good grasp of consumer behavior theory can assist businesses in developing effective pricing strategies that appeal to their target audience.

Respondent 18: Yes, I think by analyzing consumer behavior theory, businesses can create compelling and persuasive advertising campaigns that resonate with their target market.

Respondent 19: Yes, Consumer behavior theory can help businesses optimize their sales funnel and improve their conversion rates.

Respondent 20: Yes, because businesses that leverage consumer behavior theory can enhance customer loyalty and boost their long-term profitability.

Respondent 21: Yes, because consumer behavior theory is an essential tool for businesses looking to develop sustainable and long-term relationships with their customers.

Respondent 22: Yes, because consumer behavior theory can help businesses identify key decision-making factors that influence their target audience's purchasing decisions.

Respondent 23: Yes, a sound understanding of consumer behavior theory can help businesses identify new market opportunities and potential growth areas.

Respondent 24: Yes, because consumer behavior theory can help businesses identify key decision-making factors that influence their target audience's purchasing decisions.

Respondent 25: Yes, because by analyzing consumer behavior theory, businesses can better understand how their products or services fit into the lives of their customers.

## **9. Question # 8:**

**What elements or factors encourage you to buy products on digital platforms?**

Respondent 1: Customer reviews

Respondent 2: Yes, companies change their strategies based on consumer's demand.

Respondent 3: Nothing, I do not buy via digital platforms.

Respondent 4: I can provide you with some general factors that may encourage people to buy products through digital platforms:

- Eye-catching visuals: High-quality images and videos that showcase the product in action can attract potential customers.
- Social proof: Digital platforms allow customers to see reviews, ratings, and testimonials from other buyers, which can help to build trust in the product.
- Personalization: Digital platforms can use data to personalize product recommendations, ads, and messages to individual users, which can

make them more likely to purchase.

- Convenience: Digital shopping can be done with just a few clicks, making it a convenient option for busy consumers.

Respondent 5: The ads, the quality, and the need for them.

Respondent 6: Yes, I think the consumer buying equipment behavior, because the buying what the need in the daily routine life

Respondent 7: I bought hand tools

Respondent 8: Appearance of the product and the exaggeration in advertising.

Respondent 9: I purchase online since there is extremely simplified navigation for searching products

Respondent 10: People comment and real pictures of the product

Respondent 11: To get good quality in a good price

Respondent 12: No need to go to bazar and waste your time. the product will come to you at home

Respondent 13: Normally I don't buy, but I can say, price, guarantee, fast delivery.

Respondent 14: Online shopping saves time.

Respondent 15: There are some elements or factors, however the obvious one; to get unique things. But, in deed I had a bad experience in buying things through digital platforms and I am not intending to do the same act again.

Respondent 16: The quality, the ads.

Respondent 17: By purchasing goods online, goods is delivered to homes at the lowest possible price.

Respondent 18: The good quality need it

Respondent 19: Price knowledge

Respondent 20: Normally I don't buy, but I can say, price.

Respondent 21: Easy to find the products of my interest. Ability to compare

between the prices and find the suitable one. Quality and Less effort and time.

Respondent 22: Trust is a vital component whenever they make a purchase from a social media platform, whether it a product or a service

Respondent 23; No, I usually prefer traditional shopping

Respondent 24: Prefer to buy on those social media shopping sites that provide the quickest delivery

Respondent 25: Trust is the main element which encourage to buy products through social media platforms.

#### **10. Question # 9:**

**If a product or service gets viral on social media, then what do you think as a consumer? Will you get attracted towards that good or service?**

Respondent 1: It depends if its innovative products and the human need for this product.

Respondent 2: People will know more about that product or service and I might get attracted to it if it suits me.

Respondent 3: As a customer, I search convenience and relativity, not trend.

Respondent 4: In general, the phenomenon of something going viral on social media can create a sense of curiosity and excitement among consumers. When people see that a product or service is being widely shared and discussed on social media platforms or other digital channels

Respondent 5: It depends on what it is. If it is something I would need then yes, I would be attracted.

Respondent 6: Sure I'll attract towards to buying online as I'll trust their equipment it some description that appear online with good price

Respondent 7: Without any speculation I will not be attracted.

Respondent 8: No I don't get attracted because I know It is just a seasonal product and it will disappear again.

Respondent 9: I think I will consider giving it a try at least once.

Respondent 10: Maybe, depends on product itself if it is of interest.

Respondent 11: If it's like that it won't attract me

Respondent 12: It depends on what it is. If it is something I would need then yes, I would be attracted

Respondent 13: Yes, if it has a good quality, I would be attracted.

Respondent 14: Actually I will not get attracted by viral products, if it is the product I need I will buy it, so that depends on my needs.

Respondent 15: For sure, I won't get attracted. And I think a consumer is always seeking for something special and not familiar to all people.

Respondent 16: Maybe, because I believe that promoting a commodity has a significant impact on the consumer.

Respondent 17: If I don't need it, I won't buy it.

Respondent 18: First and foremost, I personally wouldn't buy a product or service just because it got viral online. But truth be said, most products that get viral online end up being purchased massively by the public.

Respondent 19: Viral products or services often generate a lot of buzz and hype, which can make them more attractive to consumers who want to be a part of the trend.

Respondent 20: Social media followers trust these personalities' judgements on what things to buy. A favorable impression increases the likelihood that a customer will make a purchase. Marketing your brand via influential people may do wonders for your business.

Respondent 21: I would think as a consumer that the particular goods have some value or quality. Getting attracted to that particular product or service may be a recommendation from consumers who have/had tried the product or goods and that can encourage me to go for it.

Respondent 22: As a consumer, if a product or service goes viral on social media, I would be curious to know more about it and what makes it so popular.

Respondent 23: If a product or service goes viral on social media, it suggests that it has a unique or innovative value proposition that sets it apart from its competitors, which can be a strong selling point for consumers.



Respondent 24: Seeing a product or service go viral on social media can create a sense of social proof, which can make it more appealing to consumers who value the opinions of their peers.

Respondent 25: While viral marketing can be effective in generating initial interest and buzz around a product or service, consumers ultimately make purchasing decisions based on the product's features, benefits, and overall value proposition.

## B. Data Analysis

After reviewing the answers of our sample, we will analyze these answer.

### 1. Question # 1

Table 1. Digital platforms mostly used for purchasing a product

	<b>Trendyol</b>	<b>Sahibinden.com</b>	<b>Hepsiburada.com</b>	<b>n11.com</b>	<b>amazon.com.tr</b>	<b>Traditional Shopping</b>
Frequency	16	5	5	5	6	9
Percentage	64%	20%	20%	20%	24%	36%

The above table shows the respondent rate of interviewees where people give their opinion regarding Turkish digital platforms which they mostly prefer for purchasing products on social media. As shown in the above table, most of the interviewees prefer Trendyol for purchasing products as its rate is 64%. Second most preferable platforms are Amazon, N.11, Sahibinden and Hepsiburada. In interview process we feel 36% people were those who didn't purchase anything through any platforms.

### 2. Question #2

Table 2. Buying decision on digital platforms

	<b>Get information about product</b>	<b>Information is accessible via social media</b>	<b>Get information through company website</b>	<b>Customer's Feedbacks</b>	<b>No, Just Buy</b>
Frequency	5	3	9	7	2
Percentage	20%	12%	36%	28%	8%

The above table show the response rate of interviewees regarding buying

decision. When we ask do you use any search engine, company website or product detail for product before buying decision on digital platforms different interviewees give different reason as shown in Table. From which 9 people were those who get information through company website and these are the majority of the people 36%. 28% people those who buy products on the base of customer's reviews, 20% on the base of information about product, 12% on the base of information that is accessible via social media and only 8% prefer to buy without getting any information.

### 3. Question # 3

Table 3. Preference among online shopping or traditional shopping

	<b>Online Shopping</b>	<b>Traditional Shopping</b>
Frequency	16	9
Percentage	64%	36%

Table 4 shows the percentage of online shopping and traditional shopping behavior. Which do you, as a Turkish customer, prefer, internet stores or physical stores? The total 64% people prefer online shopping while 36% prefer traditional shopping.

### 4. Question # 4

Table 4. Social media enhance my knowledge about online buying products

	<b>Give Knowledge about latest products</b>	<b>Give Broader Selection of Options</b>	<b>Give feedback about the products</b>	<b>Give opportunity to compare products</b>	<b>Not Agree with above statement</b>
Frequency	7	8	5	2	2
Percentage	28%	32%	20%	8%	8%

Table 5 shows the response rate when we ask the opinion regarding do you think social media enhance your knowledge about online buying products or services in Turkey. The majority of people almost 32% people said yes social media enhance their knowledge as it gives broader selection of option for buying products, 28% agree with latest products or up to date regarding fashion, 20% people those who said we get feedback about the product on social media and able to know the quality of the products, 8% said it give us opportunity to compare products and brands with price and quality. While 8% did not agree with this statement.

## 5. Question # 5

Table 5. Type of changes required on the buying and selling processes on digital platforms

	<b>Focus on payment method</b>	<b>Focus on Delivery</b>	<b>Focus on Customer service</b>	<b>Focus on trusted sources</b>	<b>Focus on Quality</b>
Frequency	7	4	14	3	5
Percentage	28%	16%	56%	12%	20%

When we ask from our interviewees about what types of changes are required on the buying and selling processes on digital platforms. Different interviewees give different opinion like 56% focus on customer services, 28% focus on payment method, 20% focus on quality, 16% focus on delivery time and only 12% focus on trusted sources as shown in above table.

## 6. Question # 6

Table 6. Preference to buy branded products through digital platforms

	<b>Yes because it is cheaper</b>	<b>Yes because of good quality</b>	<b>Yes because of authenticity</b>	<b>Yes because of delivery ease</b>	<b>Yes because of opportunities</b>	<b>Not prefer</b>
Frequency	3	7	7	9	10	6
Percentage	12%	28%	28%	36%	40%	24%

Above table shows the responding rate of interviewees regarding branded products through digital platforms then everyone said yes but they give different reason. For example, 40% said it gives opportunities to communicate with your customers, 36% said yes because of delivery ease, 28% yes because of quality and authenticity and only 12% said yes because it is cheaper. 24% do not prefer branded products.

## 7. Question # 7

Table 7. Consumers buying behavior theory relevant, and support business strategies

	<b>To develop effective marketing strategies</b>	<b>Helps to understand the behavior of people</b>	<b>Predict market trends</b>	<b>Not exactly, it might has limited effect.</b>
Frequency	8	12	5	1
Percentage	32%	48%	20%	4%

The above table shows the responding rate of interviewees about the question “Do you think consumers buying behavior theory relevant, and support business strategies and why? Almost all interviewees were said yes but they give different reasons against this statement as shown in Table. For example, 48% people said yes consumer behavior theory relevant to business strategies because it helps to understand the behavior of people, 32% said it helps to develop effective marketing strategies and 20% said it helps to predict market trends.

## 8. Question # 8

Table 8. Elements or factors that encourage consumers to buy products through digital platforms

	<b>Customer reviews</b>	<b>High-quality</b>	<b>fast delivery</b>	<b>Price knowledge</b>	<b>Trust</b>
Frequency	9	10	8	6	4
Percentage	36%	40%	32%	24%	16%

During interview, we also focus on what elements or factors encourage you to buy products through digital platforms. Interviewees give different opinion regarding this question for example 40% said we are encouraging by high quality for buying products through digital platforms, 36% through customer reviews, 32% through fast delivery, 24% through price and only 16% people encourage through brand trust.

## 9. Question # 9

Table 9. Behavior toward Viral products

	<b>I might get attracted to it if it suits me.</b>	<b>Create a sense of curiosity and excitement among consumers.</b>	<b>Viral products or services often generate a lot of buzz and hype</b>	<b>Innovative value proposition</b>	<b>I search convenience and relativity, not trend.</b>
Frequency	7	8	5	6	3
Percentage	28%	32%	20%	24%	12%

The last question of this interview poll is “What do you, as a customer, think if a product or service becomes viral on social media? Are you interested in purchasing those items or services? different interviewees give different opinion. For example, 32% people said viral products create a a sense of curiosity and excitement among consumers, 28% said viral product might get attracted to it if it they suit them, 24% said innovative value proposition create curiosity to buy products while 20% said viral products or services often generate a lot of buzz and hype. Only 12% interviewees said they don’t believe on trend they just prefer to buy if needed.

### C. Discussion

All of the people who took part in this survey were citizens or permanent residents of Turkey, and each and every one of them was active on social media. As a result, the respondents' shopping habits in Turkey varied greatly. Several poll takers said they wouldn't use social media for anything but shopping online, but that they would consider doing so if given the chance. Chiang et al. (2019) define a consumer as an individual who, in order to satisfy his or her desires and requirements, must obtain a product or commodity, either in person or online. According to Chiang et al. (2019), buyers have a general predisposition towards certain purchase patterns or behaviors as a consequence of the impact of social media. The majority of the time, their social media influences their purchasing decisions in either direction.

The vast majority of people in Turkey make use of various social media platforms in order to buy and purchase items from a variety of real-life physical businesses. These days, families also encourage their children to get familiar with

social media and the ways in which it may be used for day-to-day activities. Some households are well-versed in the process of developing social media projects, while others are not. For example, respondent who often utilises social media for his day-to-day purchases, carries a large amount of weight on the platform. In a similar manner, other respondents, who had not been a frequent shopper on social media platforms in the past, mentioned that he gets infected every time he makes a purchase from an internet page. They also said that they are able to handle her day-to-day usage of social media as well as her buying habits in an effective and efficient manner. Some of the respondents said that they were given a substantial amount of social knowledge, which assisted them in determining what to purchase and what not to purchase as a result of the survey. They raved about how much time people save by shopping online, so he felt too drained to make the effort to go out and physically get what they needed. As a result, he was unable to find anything that he wanted to do. Respondents also have all revealed that they have been keeping a close eye on the social media review of what it is that she wishes to get or acquire in behavior.

Yet, study conducted in Turkey by Al Amin et al. (2020) indicated that customers are heavily influenced by social media while making online purchases. This was a finding of the researchers. It was discovered, after the conclusion of the whole interview process and the gathering of the thoughts and opinions of the respondents, that purchasing behaviour is a significant factor in the acquisition of a variety of goods. It is hard in today's modern and globalised society, when everything can be done so quickly and easily thanks to technological advancements, to be unaffected by the influence of social media. This is true in many facets of life, including retail (Al Amin et al., 2020). Sánchez-Casado et al. (2018) argue that the internet has developed into a tool for participation in addition to being a way of getting information.

One respondent said that it does not matter if a buyer shops physically or virtually; what counts is the purchasing behavior of the consumer. But, in a more indirect way, the purchasing habits of customers had a significant effect since some of the key customers come from the same neighborhood. For instance, respondent 1 said that he is from a certain community and that he enjoys shopping at online merchants that provide sites dedicated to the wares produced in her local city. On the other hand, other respondents who look for trends whenever they make a buy online

and that they examine the majority of the pages of online shopping websites to find them. As this was going on some respondents claimed that they always prefer to buy on those social media shopping sites that provide the quickest delivery. On the other hand, it was also concluding both working professionals who have very little time to shop for food each day. Respondents mentioned that they prefer to purchase online rather to go to regular stores since internet shopping allows them to save more time and is often less expensive than traditional shopping.

People all around the globe today use Facebook, Instagram, and other online social media platforms like these to communicate and connect with one another more often than ever before (Chiang, et al., 2019). People are able to establish a dynamic public profile on social media platforms online, which allows them to share their expertise, experiences, and opinions with others (Zuhdi et al., 2019). These days, social media platforms available online aren't only for customers; businesses may set up their own official pages on platforms like Facebook (Chiang, et al., 2019). In light of the results, it should be noted that Facebook pages for online businesses are a relatively recent addition to the online social network; a number of people who are active on Facebook may never visit their own page. According to Zuhdi et al. (2019), customers browse Facebook pages of online firms for relevant and experienced feedback by searching for deals, promotions, discounts, comments, posts, and likes. Social interests of all kinds provide the basis of dynamic and malleable online social networks like Facebook (Al Amin et al., 2020).

Based on the findings, the author concludes that Facebook's features are what make the site so indispensable to its users. Customers may do all sorts of things on Facebook. Users have praised Facebook's usability, noting that it may help them save time, is accessible from anywhere, and is used by a large population. They have also praised its adaptability, citing the comments, likes, and broad viewpoint that they provide. Sánchez-Casado et al. (2018) claim that Facebook is simple, easy to understand, and uncomplicated to use since the user interface (design) is similar throughout all of its many sites.

The research showed that customers' confidence in the market knowledge they have access to plays a role in the success of social media-facilitated online buying. Social media allows them, as mentioned by Al Amin et al. (2020) to interact and build connections with Internet business mentors and other Clients. The

researcher also said that customers might get a glimpse of the genuine side of a product or service via engagement, which can either increase or decrease customer loyalty. The rise in online consumer engagement and conversation has given customers more influence over the items and brands that other consumers could take into consideration buying (Chiang, et al., 2019). According to research conducted by Al Amin et al. (2020), the value of a brand may be negatively impacted when customers share their opinions about the brand's products on various websites, whether those opinions are good or negative.

The research showed that there are several internet business platforms, each of which may provide novel products or styles. The great majority of interviewees said that they would rather purchase online through social media sites. This is due to the fact that they are able to read the feedback and opinions of other customers, and they also have the ability to simultaneously share the posts with their friends. Facebook users who "like" or "follow" a social media commerce platform report seeing any new content posted by the page in their news feeds and recent posts. They may remind themselves to check in on a certain social media page by setting up notifications. According to Sánchez-Casado et al. (2018), consumers are interested in an additional feature that Facebook has to offer: Businesses having a Facebook page may use the platform's newsfeed feature to update followers many times daily about upcoming sales and brand-new wares. They may do this by sharing new information about themselves, such as their current status, photos, hobbies, etc.

The influence of social media may help consumers achieve success in their purchasing habits by increasing their knowledge of valuable information. Respondent 1 shared their experience, saying, "Since I recognized that understanding is crucial to achieve success in obtaining market advantages, I studied all the key knowledge that is required to be understood, and this learning proved to be extremely beneficial in preventing needless troubles." Others Respondent said that the impacts of social media made it impossible for them to know all of the information that they could purchase online in Turkey. They said that nobody had helped them, but now they are attempting to teach others who want the information to decide whether or not they would be successful during online purchases about their expertise and the right information that they have. Separately, some respondents shared their opinions that a lack of trust is an additional challenge that customers often confront. As a



result, they believe that having helplines available for customers is a crucial component of a successful online shopping experience for businesses and their customers. After the buyers' perceptions of the facts were corrected, there was an effect on their purchasing behavior. It became obvious from the interviews that the perceived information was crucial to the success of most consumers' online shopping behaviors in Turkey, which were ultimately impacted or influenced by social media.

There was a widespread misunderstanding among consumers that they would be among the first to learn about groundbreaking innovations in products and services. One other facet of online communication is the degree to which one may put their trust in and rely on the information which allows customers to share their expertise, information, and experiences while exchanging these things with one another (Zuhdi et al., 2019). Communication via online social media gives customers the ability to seek and get information from a wide variety of individuals, not only from those they already know personally (Al Amin et al., 2020). According to the data, it was discovered that customers take heed of the comments and likes posted on the different business platforms. Consumers rely on each other, despite the fact that they may never meet in person, since the information shared on social media is dependable and beneficial, particularly when it comes to newly released items or limited-time discounts (Chiang et al., 2019). Customers will research their experiences and opinions on social media platforms geared towards internet businesses. Customers base their everyday buying decisions, such as whether or not to make a purchase, on the comments and likes that other consumers leave on social media platforms rather than on web pages or newspapers since they can see such comments and likes (Al Amin et al., 2020).

Trust was the most important aspect that was highlighted by a majority of respondents, and it had an important and influential part in purchasing behavior that was influenced by social media. Respondents all responded that any information, rumors, or fashion sales that circulate on social media always draw their attention and generate trust in their minds. This is true whether the information or rumors are about a variety of things or about any fashion discounts. Additional respondents, also indicated that trust is a vital component whenever they make a purchase from a social media platform, goods or service, whatever it may be. Therefore, social media has a substantial impact on how Turkish consumers choose to spend their money.

According to their analysis, the main cause of this is to the fact that internet marketers' usage of social media platforms constitutes ethical business practices. Respondents had the same perspective and remarked, "They believe that certain individuals in Turkey have an unfavorable impression of social media shopping platforms, the information it provides about items, and other aspects associated to such platforms. Since the majority of the information that is accessible on social media is worthwhile, credible, and important in Turkey, it is hard to avoid making purchases online and to not trust social media ".

Due to social media's ease of sharing, users are more prone to employ online word of mouth (Yusuf & Busalim, 2018). Because of the contact and sharing that takes place between them, they participate in conversation online. Potential buyers may compare the offerings of various online retailers for a wide range of products and services by reading reviews and ratings written by current buyers (Zuhdi et al., 2019). The findings of the interviews indicated that social media had a major influence on the processes via which consumers made decisions in Turkey. These processes included the customers' search for relevant information, appraisal of available alternatives, and ultimate purchase choice.

## **V. CONCLUSIONS AND FURTHER IMPLICATIONS**

### **A. Integrated Findings**

When customers decide to make a purchase, social networks are the most significant factor in their product search, as well as the judgements they make about what to purchase and how to compare various options. The activities taken to discover and evaluate issues following a purchase may also be influenced by social media networks, but to a lesser extent than in previous periods. According to the findings of the research, social media networks are self-assured and successful in acquiring customers; nevertheless, search engine sites are gradually replacing social media platforms in their marketing strategies. The information that is obtained from a variety of sources, particularly social media, has the potential to affect the decisions made by consumers. Companies have the opportunity to hear from customers on their level of contentment or discontentment with the items or services they have purchased. They are able to share their expertise as well as their thoughts and ideas with others via their online social network. One of the primary attractions of social media for customers is the opportunity to engage in two-way communication with both other consumers and online company sites.

Since these functionalities are not available on any other website, users engage with one another in order to get access to perceived information online. Online shopping is preferred by customers because of the one-of-a-kind benefits offered by social media platforms, such as the ability to share one's expertise, views, and experiences with others, as well as the possibility of contrasting one's own thoughts or experiences with those of others. When making a purchase, consumers are more likely to do so if they have received suggestions from others about different items based on their perceptions of the market. In conclusion, it can be said that social media platforms have a significant amount of influence over the whole of the shopping process for consumers in Turkey including the general shopping habit of consumers. Consumers are able to spend more time on social media platforms mostly due to the fact that these platforms make people's lives easier. Through social media,

Turkish customers are able to network with one another and get insight on how market knowledge is seen as a success element from those who have already made purchases in the country.

## **B. Conclusion**

The purpose of this study was to investigate, within the framework of Turkey's ongoing digital transformation countrywide, the influence that social media platforms have had. It was discovered that customers are quite susceptible to being swayed by both trends and influential people. Customers acquire a greater degree of confidence in the brand as well as a deeper feeling of connection to the organisation when they interact with a company's business platforms on social media, particularly when the engagement is two-way. The company would be able to get more immediate feedback from its clients if it operates its digital economy in Turkey using social media. The impact and significance of digital marketing in terms of its ability to convince an increased number of people to successfully shop online. Posts, photographs, actions, and comments are just some of the ways that the history of the firm is shown on social media platforms. Customers are more likely to remain loyal to a brand when they are given a glimpse into the mindset and practises of the firm, which may be accomplished via the use of social media. Although it is feasible to look at some of the negative criticism that has been shared on social media, consumers are more likely to recall the negative comments than the positive input they have given. However, corporations may see it as a driver for progress in their internal processes. Brand exposure and brand awareness are declining as a result of the speed with which market dynamics are shifting. This has resulted in a search for new ways to set businesses apart and give customers more faith in their purchases. This paper will aid other researchers in their understanding of how theoretically defined multiple variables have altered consumer purchasing behavior in Turkey and are evolving into a critical factor influencing consumer purchasing behavior. This will be accomplished by assisting other researchers in understanding the content of this study.

### **C. Research Limitations**

Although this study was conducted on a small scale and only a representative cross-section of the community at large was involved, its results should not be generalised to the whole population. Future research may include more variables, and bigger samples may be employed, to draw more generalised findings regarding the attitudes of Turkish consumers and their impact on consumer buying behaviour. Adding in additional components of consumers' mentalities may allow for broader conclusions to be drawn from the same study. Qualitative researchers are more likely to act as a neutral third party over the course of a study.

### **D. Recommendations for future research**

The research paper's goals were to ascertain what drove the rapid uptake of digital technology and what role social media plays in consumers' final purchase choices. As I dug further into my research, I also uncovered certain areas that had received very little attention. Future research may include more variables and a larger sample size in order to gather more generalised data on the attitudes of Turkish consumers and how they affect consumer purchasing behaviour. More complete information may be gained in this area if more elements of consumer mindset were included in the survey. Qualitative research approaches encourage researchers to take an impartial role in the research process. As a result, in quantitative studies, it is not uncommon to exclude the responses of sane people who have experienced the phenomenon under study (Claessens et al., 2007). More qualitative study on the pieces may be possible if their purposes are revealed using a qualitative method. This is because it provides insight into the purchasing habits of Turkish people.

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## **APPENDIX**

### Interview Questions

- 1. Which digital platform do you mostly use for purchasing a product?**
- 2. Before making a buying decision on digital platforms, do you use or search companies or product details?**
- 3. As a consumer in Turkey, what do you prefer more among online shopping or traditional shopping?**
- 4. What is your opinion to this statement: “Social media enhances my knowledge about online buying products or services in Turkey?”**
- 5. What type of changes are required in the buying and selling processes on digital platforms?**
- 6. Do you prefer to buy branded products on digital platforms?**
- 7. Do you think consumers buying behavior is theory relevant, and support business strategies and why?**
- 8. What elements or factors encourage you to buy products on digital platforms?**
- 9. If a product or service gets viral on social media, then what do you think as a consumer? Will you get attracted towards that good or service?**

## **RESUME**

Name Surname: Hawar Bashar JAMEEL

### **Education:**

2014-2018 Duhok University- Bachelor - English Language and Business Administration Department

2021-2023 İstanbul Aydın University-Master , English Language and Business Administration Department

### **Work Experience:**

I'm still not working anywhere because I finished my bachelor's degree and started my master's degree .

### **Languages:**

-Kurdish: Native Language

-English: Advanced

-Arabic: Advanced

- Turkish : Intermediate

### **Skills:**

-Marketing , Buying and Selling , Communication, Teamwork, Problem Solving, Flexibility, Creativity

- Computer skills ( Microsoft Office ) and others