

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES**



**ANALYZING THE ROLE OF SOCIAL MEDIA ON CONSUMER
PREFERENCES: A STUDY ON TURKISH SERVICE SECTOR WITH
CONJOINT ANALYSIS**

MBA THESIS

Karim Hamza Abdelrehim Zidan

**Department of Business Administration
Business Management Program**

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(Y1512.13019)

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Thesis Advisor: Assoc. Prof. Dr. Ilkay KARADUMAN

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ONAY FORMU

T.C.
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DECLARATION

I certify that in this thesis all mentioned research document has been presented and using the academic rules and following ethical rules as well. With the guidance of my advisor Assoc. Prof. (PhD.) Ilkay KARADUMAN at Istanbul Aydin University. All literature, articles, books and others material sources on which the study was based, have been cited as references accordingly.

Karim Hamza Abdelrehim Zidan

FOREWORD

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ANALYZING THE ROLE OF SOCIAL MEDIA ON CONSUMER PREFERENCES CONJOINT ANALYSIS FOR SERVICE SECTOR IN TURKEY

ABSTRACT

In the era of globalization, Social media play a key role in business all over the world and an essential part of individuals live as well. It is a useful tool for firms who is eager to maintain and expand their market share or at least to avoid to be left behind and get out of the market nowadays fierce competition.

Consumer preferences analysing is an important topic for both academic researchers and trade companies as it helps to understand consumers needs and behaviours, by which a righter insight and strategies can be developed when dealing with consumers.

With growing importance to service, sector especially in Turkey this research is undertaken to analyse in-depth the social media role in influencing consumers when they choose between service providers companies in Turkey. Conjoint analysis is generally proffered when dealing with consumers' related studies. The's technique gives stimulation that most near to reality and its flexibility, we aimed to contribute to related literature and also support firms in having the best strategies while using social media to maintain and win new customers, there for data was collected from respondents over our selected attributes with its levels.

The findings conclude that there is a positive relationship between the fast response, useful of content and number of likes and shares with consumers' positive attitudes. Additionally, the impact of those influencers slightly differs according to some demographic criteria like gender, age and employment status but does not present any significant difference.

Keywords: *Social media, Consumer preferences, Service sector in Turkey, Conjoint analysis, Using social media motivations.*

SOSYAL MEDYANIN TÜKETICI TERCIHLERİ ÜZERİNDEKİ ROLÜNÜ ANALİZ ETMEK TÜRKİYE 'DE HİZMET SEKTÖRÜ İÇİN KONJOINT ANALİZİ

ÖZET

Küreselleşme çağında sosyal medya iş dünyasında önemli bir rol oynamakta ve insan hayatının önemli bir kısmında yer almaktadır. Pazar paylarını korumak ve genişletmek ya da en azından geri kalmaktan ve şiddetli rekabet halindeki piyasadan çıkmak isteyen firmalar için yararlı bir araçtır.

Tüketicilerin tercihleri analizi, akademik boyutta ve ticaret şirketleri için; tüketicilerle kurulan ilişkide ihtiyaç ve davranışlarının anlaşılması netlik getiren, daha doğru bir öngörü ve bu doğrultuda stratejilerin geliştirilebileceği önemli bir konudur.

Özellikle Türkiye'de hizmet sektörüne artan önem nedeniyle araştırma, Türkiye'deki hizmet sektörü içerisindeki tercihlerinde, tüketicileri yönlendirmede sosyal medya rolünü derinlemesine incelenmeye yönelikdir.

Tüketicilerle gerçeğe ve esnekliğe en yakın olan uyarıları ele alırken tercih edilen birleşik analizler kullanarak, ilgili literatüre katkıda bulunmak ve ayrıca, katılımcılardan belirlenen niteliklerin düzeyleriyle ilgili verilerden mevcut müşterilerin korunması ve yeni müşteriler kazanmak için sosyal medyayı kullandıkları süreçte firmaların en iyi stratejilere sahip olmalarını desteklemek amaçlanmıştır.

Araştırma bulguları; hızlı geri dönüşler, yararlı içerik ve begeni ile olumlu yöndeki müşteri paylaşımı arasında pozitif bir ilişkinin varlığını göstermektedir. Diğer taraftan, bu bileşenlerin etkileri cinsiyet, yaş ve istihdam durumu gibi bazı demografik kriterlere göre değişim göstermiş ancak ciddi bir fark oluşturmamıştır.

Anahtar Kelimeler: Sosyal medya, Tüketicilerin tercihleri, Türkiye'de hizmet sektörü.

1. INTRODUCTION

The (WWW) was introduced in 1989 and it wasn't the only big event in this year as in the same year Internet was also introduced by which both caused a beginning of a new era where people are globally connected (Malik, Asif and Wali, 2016: 256).

By 2004 Web 2.0 was introduced as a transition from more static HTML (readable phrase), that gives users a limited interaction and worked as just an information portal, to a more dynamic web (writeable phase) which allowed users not only to interact with sites but also with each other through such user-friendly application software's.

The concept of Web 2.0 is supporting and influence aggregate knowledge. That is Web 2.0 play a crucial job in gathering information, learning, insights and offer advices to whom will utilize them in taking choices. Such kind of aggregate knowledge creates new thoughts, take care of entangled and age-old issues and help in taking the correct choice about the future opportunities of the organization. Web 2.0 is a promoting popular expression and it encourages business of an association (O'Reilly & Battelle, 2010). Social media are "internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content" (Kaplan, 2010).

With the development of the web online, a new way arose for exchanging the word and by (EWOM) it became easier to spread the same word all over the world. The web has developed exponentially with Web 2.0, an intuitive innovation which has empowered the advancement of social media applications. This interactive digital media has presented discussion among customers themselves and between them and organizations as well, which are altogether different in nature from traditional WOM. (Magalhaes & Musallam, 2014).

In order to have needed information, and for the sake of better insight of a product, consumers view online groups they are allowed to access through social media platforms. To know and get their needed info whether it is about the product itself or other info like what people say about it and what they have experienced using it (Hensel & Deis, 2010). Social media with rapidly gained importance, it became an essential success factors for any organization in different sector or even different size, it is crucial marketing activities, advertising and communication and its users are growing exponentially every year. Because of the strong relation between the firm and its consumer, consumers ever share their experience and exchange opinions even recommend brands they are feel competent about to their close groups and in the form of EWOM promotion. Eventually this activity leads to accumulation growth with customer base increase (Grönroos, 2007).

As a result of globalization, consumers nowadays are more aware of available alternatives products which are available either online or offline and have same characteristics by which they can be satisfy their needs. Easiness to access needed information has earned distinctive dimintions that even in order to have more accurate interpertation another wording is needed. which is available for Consumers, as a result of this unavoidable flow of information has altered the purchasing behavioue of consumers (Clemons, 2008).

As indicated by the same researcher, this online world gave sufficient data to consumers that allowed them to collect needed information regarding the products they intended to purchase, either it was goods or services, in particularly they need data such whether is it available or not, value, location and the preferred characteristics. Similarly, organizations can recognize the unfulfilled consumer needs, which they should pay proper attention and try to address them with new feature of a current product or even with a totally new one. Social media is a place where individuals communicate their thoughts and experiences about companies they are dealing with or to obtain information they need about needed products alongside with companies who advertise their products. Social media is gaining importance more and more everyday in the field of marketing, advertising and communication as its users are growing rabidly every year (Constantinida & Stagnoa 2011).

Turkey, specially in recent years has witnessed increase in the number of social media users what make us ask which platforms, in which way it's used and present a need to investigate its role in consumer behaviours and preferences.

1. This study attempts to explain how and to which extend that selected attributes of social media affect consumer preferences while selecting a service provider, by determining the best combinations for consumers, it will provide social media_marketers great help for better strategies.

The particular objectives of this study are as follow:

- To discover out different factors (attributes in our case) of social media that can influence consumers' preferences.
- To observe how, Response time to consumer in social media, usefulness of shared contents, Numbers of likes and shares from consumer (E-word of mouth) affect consumer preferences.

Our study aims to guide and help organizations who intend to use social media as a tool of marketing, making awareness about their products specially services by determining how our selected factors affect consumers and which one is the most important so that the organization can draw its strategy according to it. Fast response to consumer in social media, usefulness of shared contents, Numbers of likes and shares from consumer (in form of Ewom) to be considered by managers while implement social media as a marketing tool in their marketing strategy. This study will be a valuable addition in the body of literature especially from the context of Turkey service sector, which is the third part of any economy that accounts for significant proportion of GDP and all countries as it leads to promotion in both the primary and the secondary part of parts of the economy. People are making phenomenally increase online connecting with each other every year and they share information regarding goods and services. It is clear that close circle of friends and families is a trustworthy source of information while taking decision of purchasing anything. Therefore, this study will help to focus on this importance of using social media where both customers and companies are communicating and interacting.

2. LITERATURE REVIEW

2.1 Social Media

2.1.1 Social media definition

Social media is the online tools and platforms that are used by customers, friends, relatives, groups and communities to share information, opinions and experiences in the form of insights, perception, photos, music and videos with each other (Turban et al., 2009). It's a mean tool between all organizations regardless to their types whether the firm is non for profit or profitable entity either deal in services or goods.

E-commerce is more customer and community driven through social media which is attracted to networking as well as economic benefits. Individuals are creating online societies in the aim of, networking to gain information, to learn something new and to do business throw platform or websites (Albert et al., 2009). As per Evans online networking is in fast growth, so he urges all kind of business entities to participate if they seek a future development and advancement, and they should get benefited numerous individuals whose gathering with each other through this media (Evans, 2008). Researchers foreseen the role of social media as a dominant force in businesses as well as for individuals future, so organizations have to take part in otherwise they will pass up in the market. According to Fisher and Reuber (2011) and nowadays we can see how they were accurate in their predictions. They setted that efficiently applying social in an organization, significant changes in its sales, growth, brand image, is guaranteed to occur as well as in companies market reputation. Though they proved existence of a direct positive relationship between social media and variables like organization's sales, growth, brand image, and company reputation in the market where found that there is. One of the major advantages of social media is that it communicates information and spread it to a larger population, also it helps customers to pick from various available

alternatives which ease the purchasing process for the businesses worldwide (Al Kailani & Kumar, 2011). Studies made by Pew Research Center in 2012 and 2013, where a conducted survey presented the following results. research found that more than 70% percent internet users access to Facebook of whom almost 65% male and 75% female. More than twenty percent did use LinkedIn that most of them are professional people and 18% use Twitter. As indicated by the studies that Smartphone usage is practically omnipresent worldwide. All Smartphone owners are using their telephone to access different social media platforms such as Facebook to communicate with other friend or groups to obtain information regarding availability and products' price

2.1.2 Social media brief history

For the sake of preferable understanding for social media it is important to take a sight at the history and evolution of it from its beginning up till nowadays.

It may be a surprising fact that social media evolved from the manipulations of the basic telecommunications systems sometime in the late 1950s. At a time when we sometimes used to give missed calls in order to have a free call back from the other end then it became more sophisticated when people starting calling a cellar phone via Skype. This change from static to dynamic usage of the phone started in era called “phreaking” which was describing some people who used their spare time in studying, exploring and experimenting with telecommunications systems. In the current time after telephone networks is computerized the term became very close to computer hacking (Tapprial & Kanwal, 2012).

It's not clear how phreaking was started, but an interesting story is told to be the real cause of start, later on everybodya started applying the term “*7-year-old blind boy, armed with a heightened pitch sensitivity, whistled into a phone at precisely 2600 hertz and accidentally cracked the network's security code. The boy, Joe Engressia, would later go on to meet John Draper, a Vietnam-vet turned pirate radio operator who built the first phreaking tools, known as “blue boxes”, in the late '60s.*” (Tapprial & Kanwal, 2012).

The story has widely spread through different magazines and newspapers which was the available media tools at that time and it was the cause for two wiz kids

who wanted to learn how to make devices like this. Those kids were the later on founder of apple Steve Wozniak and Steve Jobs. Those who can be considered as the first explorers who could invent electronic “boxes” made at home, by which they could access to the back end of the telephone system making free of charge calls (Tapp & Kanwal, 2012).

In such a way, hacked corporate voice mail systems called “Codelines” were used to produce the first real “blogs/podcasts”. Comments and information were left in a form of voice mail using this system and the phreak would respond with the next update.

2.1.3 Bulletin Board Systems (Bbs's) – (1979- 1995)

A step forward was taken when Ward Christensen developed the early BBS which stands for Electronic Bulletin Board System. It was later used publicly in 1979. BBS were a computer server that enabled users connecting to the system through an intermediary program, users are logging in by dialing up a user can interact with other users by mails or exchanging messages also enables users to make different functions such as playing games with other users online or exchanging software by uploading and downloading.

Chat rooms also is one of the functions can be provided through BBSes with more than one phone lines, that increased networking between users. These board systems were in a way the first phase of nowadays aspects of the Internet such as World Wide Web, social networks.

High-performance modems with affordable cost was the reason behind increasing in usage of online services, and in early 1990s an estimation was made by InfoWorld showed that a sum of 60,000 BBSes were serving more than 15 million users only in America, in spite of the fact that the early BBS's had no hues or designs as soon as appearance of MS-DOS 3.0 (ANSI), Which was HTML's antecedent, colors and internet artwork could be produced.

Usenet that was developed by J. Ellis and T. Truscott in late seventeenth then was established later on the next year, was the most worldwide distributed and used conversation system available on computers. By using UUCP dial-up network architecture. Usenet, which came from the term users networks, used BBS to enable users to post and read restored posts and have access to

categorized newsgroups, which is very semeller to internet forums we are using nowadays (Hauben & Hauben, 1998). There are two remarkable differences between a BBS or web forum and Usenet that is no intermediate server or committed administrator. Usenet is distributed within a large, repeatedly updating cluster of servers called news feed that save and provide messages. As a result users can read and send messages throw a local server operated by a commercial usenet provider, their Internet service provider, university, employer, or their own server. Usenet has significant importance in the networked world, as it the main cause of rising of, or popularized, many widely recognized concepts and terms such as "FAQ", "flame", and "spam"

Bulletin Board Systems is known as the predecessor to the modern form of the WWW., Social Network Services and other concepts of the Internet. And by the end of 1990s with broadly use of the Internet became more, traditional BBS's in return Quickly Started losing its popularity. Forums we are using nowadays has a similar social and technological space BBS's had, therefore regularly for any online forum or message board term BBS is used.

2.1.4 Online Commercial services (1979 – 2001)

It was in 1979 that the first commercial online services went live that by two companies with different owners they were CompuServe and The Source the term who aims to provide services to personal computer users. With text-based utilized interface and menu the two companies providing services such as use email, chat rooms, downloading files and programs, news and financial and stock information and all it needs is to have a modem and communication software.

Later on Delphi online service appeared as another text-based online services, GEnie and MCI Mail. The 1980s likewise observed the rise of independent Computer Bulletin Boards, or BBSes (It is important to keep in mind that online service are not BBSes. An online service may contain an electronic notice board, however, the term "BBS" is saved for independent dialup, microcomputer-based administrations that are typically single-client frameworks).

Being first consumer services online also was claimed by Prodigy Communications as with its graphical interface and basic architecture that differentiate it others, by using a command line interface the start was made in late seventeenth. And just as CompuServe, it had provided access to wide broad range of services to its subscribers before it was lunched in nineteenth to the public, although the advantages it has over CompuServe because of its colour interface and lower cost it had 465 thousand subscribers and comes after CompuServe, that has 600 thousand subscriptions as be the second largest online service provider.

After four years and in 1983 AOL was founded. America Online with its online software suite became popular to had 30 million members since it allowed customers to access and reach out the internet as a whole.

AOL kept growing until it became the largest online service, taking all previous market leaders places in the field such as CompuServe and The Source. In addition, at the end of 1994, about 20 million active users was in AOL.

AOL was one of the early pioneers of the Internet in the mid-1990s, it was both a dial up provider with e-mail services before the acquisition of Netscape that allowed it to provide a web portal. However, after dial-up was declined and the era of broadband rise, it was rapidly declined to start another period of internet and social media by the World Wide Web.

2.1.5 The World Wide Web (WWW) – 1991

Existence of Internet came before World Wide Web almost thirty years nevertheless access was available only for a certain groups of people who have authorized connection such as University, government and military. It was only in mid 90s after World Wide Web became public and many private Internet service providers (ISP) started working to give millions of individual PC users unlimited and full-strength online services (Hinton & Hjorth, 2013).

As for Scientists to get needed information by accessing information at CERN (the European Organization for Nuclear Research), they had to physically go to different computers. Berners-Lee decided to change it using the internet, which was already providing connection for millions, to share information using the hypertext. By 1990s he had created three crucial technologies that ease

connecting and sharing information and the whole internet activities depends on it. They are HTML (Hypertext Mark-up Language), URI (uniform resource identifier, which we now call URL) and HTTP (hypertext transfer protocol) (Mortillaro, 2016).

CERN EUROPEAN ORGANIZATION FOR NUCLEAR RESEARCH

STATEMENT CONCERNING CERN W3 SOFTWARE RELEASE INTO PUBLIC DOMAIN

TO WHOM IT MAY CONCERN

Introduction

The World Wide Web, hereafter referred to as W3, is a global computer networked information system.

The W3 project provides a collaborative information system independent of hardware and software platform, and physical location. The project spans technical design notes, documentation, news, discussion, educational material, personal notes, publicity, bulletin boards, live status information and numerical data as a uniform continuum, seamlessly integrated with similar information in other disciplines.

The information is presented to the user as a web of interlinked documents .

Access to information through W3 is:

- via a hypertext model;
- network based, world wide;
- information format independent;
- highly platform/operating system independent;
- scalable from local notes to distributed data bases.

Webs can be independent, subsets or supersets of each other. They can be local, regional or worldwide. The documents available on a web may reside on any computer supported by that web.

Figure 2.1: CERN Scientist Tim Berners-Lee Proposal, Presenting the Advent of the W.W.W.

Year 1990, have seen the first web page on the Internet, a year later it was available to public to use it.

Berners-Lee had an idea of making the web free, so that and after an additional 2 years, World Wide Web was brought into the world after code became available to anybody around the globe.

As indicated by the Massachusetts Institute of Technology (MIT), in June 1993, the quantity of sites was 130. In December around the same time, the number had come

to 623. In 1994, there was an immense increment of 2,006 percent, as the number became in excess of 2,700 sites. What's more, in a time of 4 years number had developed to almost 650,000. Today and according the internet live states we have almost 2 billion sites.

2.1.6 Irc, Icq and instant messenger (1983-1996)

It's a fact that changes happened in the level of technology and we have more advanced communication system, people more in need to get news more quickly and from its source. In 1983 Jarkko Oikarin`en created Internet Relay Chat (IRC) to start a new era of social media when hash tags (#) and the at-signs (@) been used by individuals, they started “tweeting” their real-time statuses by using the new statuses update feature that became nowadays a popular feature in micro-blogging site Twitter.

Instant messaging system started and became popular when ICQ was developed in 1996 by four Israeli technologists for the home users. AOL quickly bought it over that led later to the development of emotional icons also at that time people have started using appreciations and term “computer lingo” (language among people who use computers to express themselves) had exist.

Subsequently, the Instant Messenger feature been integrated to different email service providers such as MSN Hotmail, Yahoo, and Gmail etc. by which it became easier for individuals to have chats with friends on the contact list instantly.

2.1.7 Peer-To-Peer, Bit Torrent “Social” Media Sharing (1999)

Napster had developed P2P that went live in June 1999. By starting using Peer-to-Peer applications people could have a chat or share only messages, they also share and download different kind of files they couldn't before “file sharing” application had existed.

This P2P file sharing application made it easy for users to share and download MP3 formatted files which can be saved in compact disc later on, by doing those copies of difficult to be obtained music became available and easy. As a result, music flow easily and freely through the internet until the declaration of being illegal, as a result Napster obligatory had to follow and apply the

copyright new roles. By the arrival of Bit Torrent technology (peer to per file sharing protocol), the issue of copyrighting has been tackled by centralization approach to share documents without being blocked. Now users can download any kind of files with any amount from the internet (Buford et al., 2009).

2.1.8 Social networking sites (1997-2008)

Internet gave a big chance to people who loved to network, upload and download files in different format, share instant statues and having chats with others to keep them in touch with others. Thus, different sites started to concentrate in developing a networking feature in their sites at that time term “social networking” was born.

At first, social networking sites helped people connecting with their school old friends by sites like Classmates.com that became the best way locate long-lost friends allowing them to virtually reunion with old school friends and it was most popular in USA. In 1997 another site called SixDegrees.com, which based on the idea that no one is far from the other by more than six degrees, was one of the first to empower individuals to have profiles and review others, friendships request to others and furthermore to create groups (Kaya & Bicen, 2016).

In 2002 social networking sites environment had another hit by a site called Friendster that refined the six degrees concept to a “Circle of Friends”. The new concept transcends the idea of online community that need to have a common bond and eased the way to fiend those bonds in order to connect people easily. With 115 million registered users, the site became very popular and still specially in Asia although nowadays it is an online fun virtual gaming forums site after being reinvented later on (Donath & Boyd, 2004).

Starting from 2003, by developing the concept of networking people other sites with other aims and bonds have appeared such as LinkedIn, Myspace and Facebook.

LinkedIn, after public profiles became popular, LinkedIn aimed to collect and connect people over another bonds which was professionals. After yielding a good profit in 2006, the company added other features that turned into the center of the site such as Recommendations and People You May Know. 2008 was the year when the site turned into a worldwide company that have an international office in UK and with new Spanish and Frensh new versions of the site.

Nowadays LinkedIn has many useful features that was a reason to become the leader on professional networking sites. It made it to connect people through different new bonds for example linked in allows users to view people you consider connecting with and who can be the best person to ask, in order to make an introduction, it called How You're Connected tool (a.k.a. the six degrees of Kevin Bacon tool).

LinkedIn is not only a platform for sharing status or files it became more and more becoming a kind of professional people database, search can be simply made by names or by using advanced search you can find a person by title, location, school, industry or any other specific criteria. "Get introduced" is another feature that allows you to reach targeted users by sending a message to a mutual contact and he is introducing you and support introduction by putting his reputation at stake (Kirr, 2013).

After 2 years the site became the best and most popular place for networking with professional people with millions of users that made it one of the very first serious networking site in 2008.

In 2003 Specific Media LLC with Justin Timberlake founded had one of the best successful stories for social networking site it was Myspace which was quickly became number one in US. In 2005 News Corporation bought it for \$580 million. For many years, Myspace had the highest traffic in social networking and even one of the leaders in social media market worldwide especially from July 2005 until early 2008 in 2006 it even passed Google by its more than 33 million unique visitors (Hinton & Hjorth, 2013).

With a changing in customers' taste, who started to fed up with loads of ads (Google purchased the privilege to turn into an installation inside the Myspace site, empowering it to show its content adverts to the system's a large number of clients), and furthermore being hacked effectively, as indicated by comScore, Myspace detailed 54.4 million clients toward the finish of November (New York Times 2011), a loss of more than nine million from the previous year (Xu et al., 2012).

In addition, online users are increasingly distributed across a wide range of online platforms and are substantially less dependent on a specific site. Marwick & Boyd, (2011) since consumers always want to try different and new technologies that may offer same alike package of social functions or searching for new feature providers.

For instance, Twitter, as a micro-blogging website where users post short messages specially in text format or ‘tweets’ to a network of other users. By which, Twitter users usually keep their followers updated with activities happening now, views on recent events or general news and information (Goodings, 2012). Facebook started to grow while MySpace standstill as users of Facebook reached 600 million active users Myspace kept loosing it's not only new users but also regular users. Thus Myspace, as a result of users number falls, it has to cut costs and sake hundreds of its employees to lose leadership of social network sites and rather narrowed its concentration to be only specialized on being a "social entertainment destination." (Hartung, 2019).

Facebook was found by Mark Zuckerberg and others in 2004 a social networking and website was launched to gather Harvard University’s students only. Later, they expanded the membership of the site to allow other universities in Boston area. After two years, it was opened to the public for all people above 13 years old. The site kept growing among collages communities and the targeted age groups until it had over 800 million active subscribers by July 2011.

Facebook allowed users to do many activities. It allowed them to create their own profiles, invite and adding new friends, exchanging messages, making comments. Show if you like or not and of course joining groups and communities that have the same interests, it has achieve being the most famous and used networking site that has big effect in both people activities and their social life in different ways.

Since the initiation of Facebook in 2004 it was developed and enhanced in different ways to be more and more users friendly, easy to be accessed giving joy to find and reconnect with old friends you though you lost them or even stranger with the same interests. By adding special pages for celebrities and business to have “fun” or “business” pages Facebook has established a new marketing strategy by giving a perfect place to deal directly with customers and to have higher visits to both personal and corporate pages that can be used in increasing sales. In 2006 the Facebook platform start working with mobile phone companies to have their platforms integrated and be easily accessible via mobile that later allowed people to share their stature whenever they want (Taprial & Kanwar, 2012).

Google too wanted to join the social networking and had many projects some of them did not succeed as it was planned. Now Google with the Google Plus (Google

+(+), which has common feature with Facebook but also has its special feature such as “circles” of close groups of friends, acquaintances and followers. It enables individuals inviting and adding friends or following strangers who have common interests adding to that other common feature with Facebook like sharing contents and photos or sending instant messages announcing and joining events along with plus which has similar function of Facebook like.

Google Plus keep going ahead this time by providing corporate pages, which after 3 weeks of the reals in June 2011 could manage to have 20 million unique visitors. By August 2011 it had another new 5 million users. Google plus has become the strongest rival for Facebook in a fierce competition to be number one. Google Plus keep enhancing existing feature and developing new ones to keep ahead, therefore they incorporated the Picasa collections with the Google + account and from that point forward people could update their location using the maps feature (Taprial & Kanwar, 2012).

2.1.9 Social bookmarking (1996 –2003)

As cited by Workspaces "Social bookmarking is a practice by which users can arrange, store, manage and search for bookmarks of online resources. Dissimilar to sharing files, the resources are kept covered up, only few of bookmarks notice them.

Social bookmarking sites popularly used as a way of storage, classifying, sharing and searching links through the practice of folksonomy (an Internet-based information retrieval methodology consisting of collaboratively generated, open-ended labels that categorize content such as Web pages, online photographs, and Web links) techniques on the Internet. Social Bookmarking is an idea that is recognized as arranging and keeping up resourceful bookmarks on the web. The technique started in April 1996 when the site list was established to give individuals the abilities of having open or private bookmarks. later on a couple of years online bookmark services started to clash with one another and the business turned out to be exceptionally aggressive with venture backed entities like Hotlinks, Click Marks, Clip2, Blink and Backflip amongst others entering the marketplace. Delicious was established in 2003, and was the first to develop "tagging" and bring the term social bookmarking to exist. Afterwards many other now famous social bookmarking site such as Digg, Reddit and Stumbleupon arise up. Social bookmarking is a valuable

method to get to access a compiled list of bookmarks from different of PCs, deal with countless bookmarks and share the bookmarks with contacts. Numerous bookmarking sites have implemented a voting system where users are urged to indicate most interesting bookmarks and best to be used. As a bookmark receives more votes, its profile step-up on the internet site which as a reflection produces an ever increasing number of votes (Saravanakumar & SuganthaLakshmi, 2012).

Most social bookmarking services use tags to sort out their bookmarks and empower reviewing the bookmarks related with picked tag. With provided web feeds users can see a list of bookmarks sorted out by tags, by which they continuously be informed with new bookmarks as they saved, shared, and tagged by others.

2.1.10 Blogs (1994-1999)

A Blog is originated from the term 'Web Log'. A log is sequential ordered composed record of occasions/messages. It is a computerized diary like or journal in which individuals post and record events, experiences and observations. Hence, we can portray a "blog" as a journal that exists on the web. From a technical perspective, a blog can be characterized as the sequential course of action of an accumulation of content, information, pictures and other media items recorded and retrievable through an internet browser. Initially, sites began as static sites yet throughout the years, they bit by bit developed to incorporate many propelled highlights considerably altering them to be more conversational and interactive in nature. Although blogs is not the first digital communities since Usenet, forums, email lists and Bulletin Board systems were there, first blogger was Justin Hall, who made Justin's Homepage in January 1994. His page progressed toward becoming *Links from the underground* later on Justin Hall started composing his online diary, with passages dates that every one of them are connected through a list.

The term weblog was invented and first utilized by Jorn Barger in 1997. In 1999, Peter Merholz, starting using the term 'We Blog' on his blog and the term "Blog" stuck. A large portion of from early sites were sites, which were updated manually from blog owners therefore enough knowledge of web technology was needed from who wanted to be blogger.

However, the technology evolution facilitates and gave a chance for non-specialized individuals to be Bloggers too which was a turning point of blogs history in the past

was only kind of individual journal or diary that was easily managed and updated. This was made conceivable because of the way that the blogging stages were accessible free and providing free host space and domain, making a blog was basic, without a need to unique knowledges or any particular skills to post content.

as a result, anybody could open as many number of blogs as they hope, with the availability of free templates, and easiness in managing and maintaining the blog it was a easy to post content of any kind without facing big difficulties. As the Internet advanced, the blog did; making it valuable social medium over which you could get your voice heard. Any individual could express strong opinions, recommendations and even share useful information and experiences through blogs. New feature of a blog such as comments allowed anyone to directly interact with readers who write regard to the posted. Blogs also eased targeting specific audiences and could be optimized, by virtue of the content posted, for it to be found on search engines. it was a complete administration, which offered an assortment of instruments and devices that made it adaptable and easy to use. In this way, blogs have been advanced into a powerful social media tool that just cannot be overlooked today.

2.1.11 Real-time & location-based social networking (2008 Onwards)

The development happened on communications and internet played a role in changing people demand to rather seek updated news and information about whats happenning new, which web pattern with its static pages couldn't afford though it was left in behind in the favore of real time streams platfroms. Twitter is conceded the best example of micro-blogging site, that allows users to post textual messages and read other users messages too. Although posts are limited to 140 characters, people are content as its enough to allow them tweet their status in real time. Tweeter is known also as SMS of the internet, it was created in the first qourter of 2006 and nowadyas has over 300 millions of users over the world.

With another form of technology development, smartphones allowed users to login to social media platforms easier especially location-based sites like BrightKite, updating statuse attached to another new feature, which is the location. Further more they can “check-in” at public places that others can view and can be near to them because of many location-based sites such as Foursquare and Gowalla.

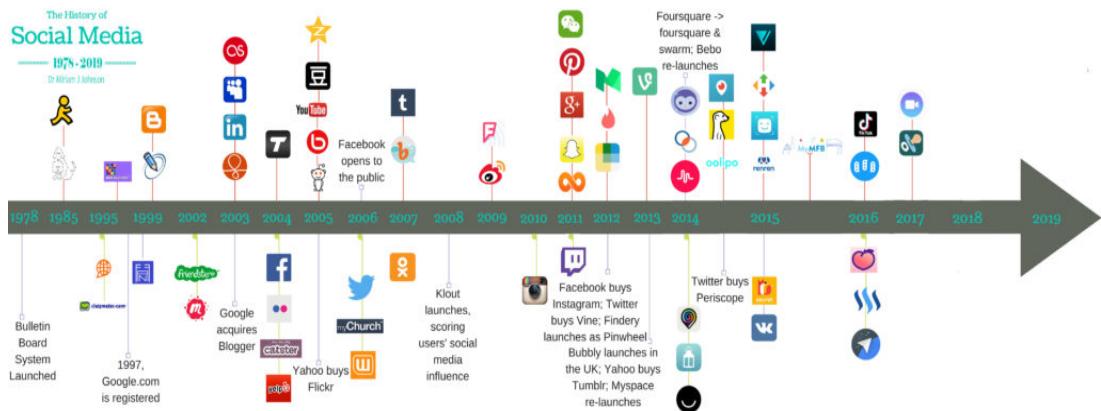


Figure 2.2: Social Media History Time Line Dr JM (2019)

2.1.12 The future of social media

Social media has reached what it is now starting from telephones, BBS's, and the IRC Chats. It is obvious that it will continue especially with continuously developed technologies that make social media something better every day. As it is clear that nowadays social media sites are going fast, that make it difficult to follow and keep up with them. However, what looks definite is that social media is not a trend or just a phase, it became a part of our life, and we must get used to it.

Although it is difficult to see social media after 10 years as it is a long time in a world that everything is changing fast, at least we can predict where it is going. By analysing, the present we can say that mobile technology is dominating daily life of both individuals and companies. The smart mobile phone such as iPads, iPhones, Tablets that took the place of computers and became almost an alternative in most function specially those related to social media. Most if not all social media sites have already integrated with smart phones and specially designed apps to reach all networking need for people. To support mobility concept all functions are available on the app such as sending messages, sharing files in different format, playing games interactively with others, collaborating, networking, uploading/downloading media files (music and film) and a lot more.

2.1.13 Social media in Turkey

The communication evolution that took place in the 21st century enabled us to defeat obstacles regarding time and space. One can instantly know about recent or future events happening in the globe and share it with numerous of people, which shows changes has occurred in the structure and measurements of correspondence in the

most recent decades. TV broadcast almost take over the place o Newspapers once starting digitally publishing news, Furthermore, clearly it was the information technologies that made revolution in terms of communication (Middens, 2012). Internet technologies was the reasons of changes happened in the way we live, the way we learn and the way we communicate with each other (Odabaşı et al., 2007).

Turkey ranks the fifth as one of the top five European countries with its 35 million users of internet. With rapidly increase number of users of computers and internet. Three-fifth of the population connect the internet and the percentage of the households that have internet access is 41.6 % (Atadil, 2011).

Facebook as we mentioned before is a user-generated site whose members can share comments, photos, videos, and articles and can interact with other members (users) accounts using “like,” “comment,” and “share”. In Turkey Facebook has more than 42 million users majority of 83% are mobile users till August 2016 (Gemius Turkey Research, 2016).

Twitter is known as a place where users can share short comments called “tweets.” The platform allows individuals also to share audible, photo and movie posts with their followers. In turkey there are 30 million Twitter accounts exist; 91% of whose use twitter on mobile phones.

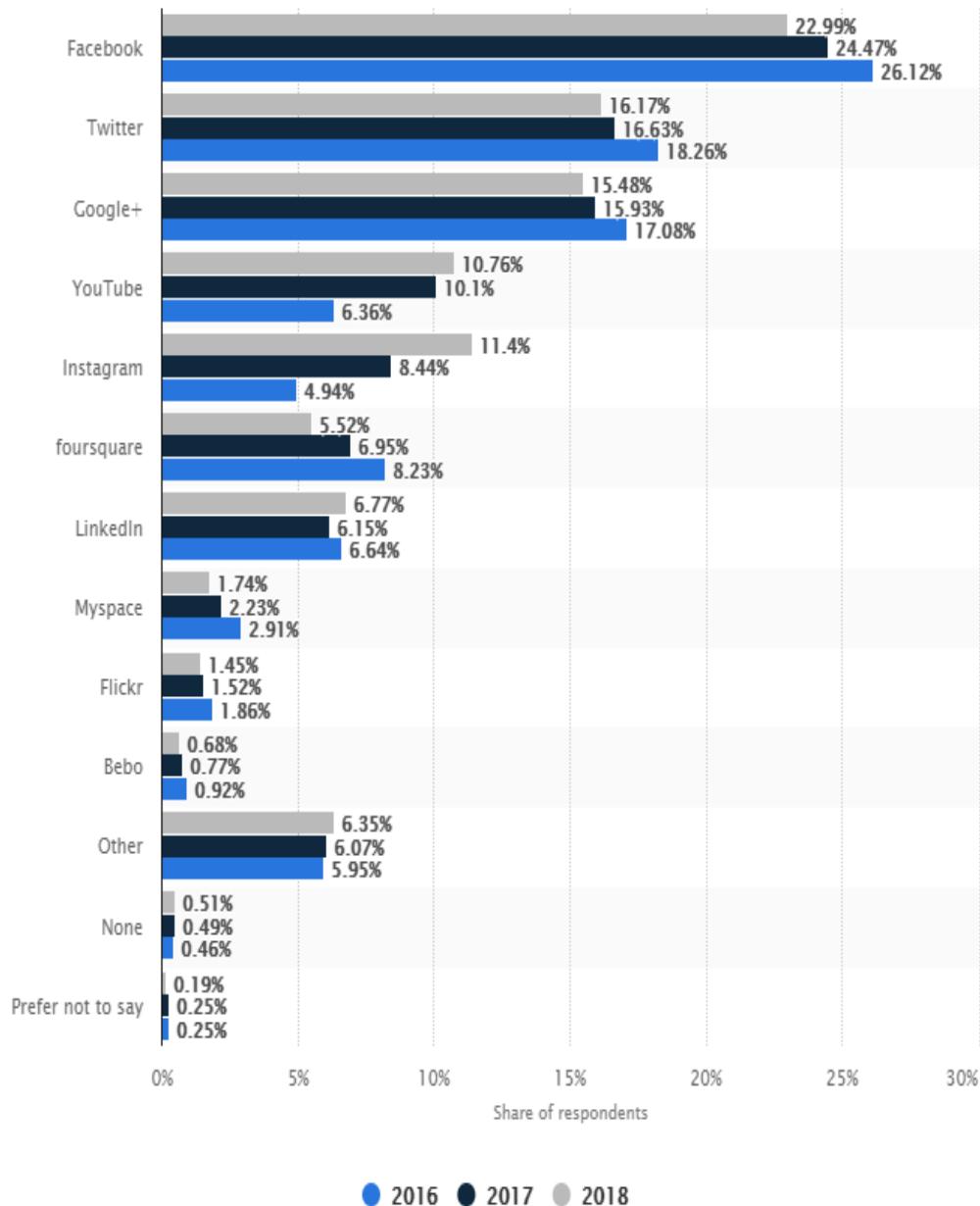


Figure 2.3: Social Media Platforms Used in Turkey Last Three Years Comparison

Instagram on the other hand is best known platform for photo-sharing as it allows its users to take, share, and comment on photos. Instagram has 22 million users in Turkey, all of whom are mobile users (Gemius Turkey Research, 2016). Swarm is slightly different from other platforms as it's a mobile app as a first place that allows its users to indicate where they are at the moment, such as in a cafe, restaurant, store, and so on. This process is to “check-in,” according to Publik, the exclusive sales representative of Swarm. Swarm has 7.2 million users in Turkey (Publik Turkey, 2015).

2.1.14 The use of internet in Turkey

From a historical point of view, internet originated with ARPA (Advanced Research Projects Agency) army project by America after the launch of Sputnik Satellite by Soviet Russia in 1958 (Deniz, 2001). People have started to rapidly access any knowledge and information they need thanks to the internet which offers an interactive communication (Balcı & Ayhan, 2007). Internet also offers a free, rapid and relatively effortless access to information and knowledge can provide service anywhere in the world (Erturhan, 2010). Therefore, it is inevitable that since its introduction into our life it has been used more and more not only in Turkey but also in the world (Cengiz & Şekerkaya, 2010).

Today, the greater part of world population owns minimum one cell phone and it was sited that half or even more of internet connections was throw mobile devices. In addition, reports illustrated that internet users' number in total has increased by 2 million while active social media accounts have increased by 6 million since January 2016 in turkey.

Statistics from Turkstat claimed that users of social media in Turkey seems to be very active despite the fact that users are less then the half of the population, most of active users are particularly among the young. Different reports propose that Turkey one of the biggest five in number of Facebook clients on the planet. Voice of America sited Turkey to be in bigist ten market in the world for Twitter (Alexander, 2013). Reviewing statistics of Turkey market, we will find that %90 of the 35 million user are Facebookers. As per an ongoing examination that is incorporated into Marketing Turkey (2012), 32 millions of Internet users have account on Facebook. While other users who use "twitter" are expanding as the time goes and roughly 6,5 million Turkish users have Twitter account (Marketing Türkiye, 2012).

Turkey has users who are spending total of 7 hours everyday, while %50 of these hours is used serving on the Internet, other %50 is passed in different platforms of social media (www.someyo.com). As indicated by 2017 measurements Turkey has total of 48 million users % 87 of them are active in social media, a nation with a populace of 80.02 million. YouTube is the most used by %57 afterword Facebook come with %56 (wearesocial.com). According to Facebook definition made by Mark Zuckerberg, one of facebook fathers, Facebook considered sociology business just as it is a technology business as well. As indicated by Jarvis, this definition clarifies the

situation perfectly. Mark Zuckerberg who appear to be an expert of sociology, propelled the system to empower us to do what we need but in fact he is managing us to apply his thoughts and do what he wants. And he doses that as someone who has been trained and has sufficient knowledge in psychology (Jarvis, 2012).

The concept of having the ability of doing many online tasks at the same time without any need to change your place attracts and encourage people to become users. Widely spread usage of the Internet and social media tools, with development happened in parallel with the technology. Nowadays with portable devices and smartphone with everybody nowadays, Internet has become more accessible and more often to be used.

2.2 Differences between Goods and Services.

Starting by defining terminology is a useful way to avoid any confusion while we are using these three words product, goods and service although most people spontaneously can differentiate between them, though giving a clear and accurate definition is not straightforward. Although we can see the terms ‘goods’ and ‘products’ switching in most of the literature, although there is an ongoing discussion over the meaning (Araujo & Spring, 2006; Callon 1991, 2002). Since we are seeking brevity, we will accept that both of them are referring to the same thing and rather concentration only on presenting differentiations with services only.

Through the last two centuries until now, academics and scholars from different domains have endeavoured to define these terms in a clear and detailed manner since the early eighteenth century (Say, 1803; Levitt, 1981; Hill, 1999; Gadrey, 2000). Here we will try to embellish their findings in order to demonstrate a brief history of this debate.

BASIS FOR COMPARISON	GOODS	SERVICES
Meaning	Goods are the material items that can be seen, touched or felt and are ready for sale to the customers.	Services are amenities, facilities, benefits or help provided by other people.
Nature	Tangible	Intangible
Transfer of ownership	Yes	No
Evaluation	Very simple and easy	Complicated
Return	Goods can be returned.	Services cannot be returned back once they are provided.
Separable	Yes, goods can be separated from the seller.	No, services cannot be separated from the service provider.
Variability	Identical	Diversified
Storage	Goods can be stored for use in future or multiple use.	Services cannot be stored.
Production and Consumption	There is a time lag between production and consumption of goods.	Production and Consumption of services occurs simultaneously.

Figure 2.4: Comparison Charts Between Service and Goods.

2.2.1 Goods

According to Adam Smith (1776) Goods have interchangeable worth thus a characteristic of a good is that its possession rights can be set up and traded. Goods can be considered as express particular information in a manner that is important for advancing the division of labour (Smith, 1776; Demsetz, 1993). Nassau Senior (1863) defined goods differently as he said it is a material thing, focusing on tangibility of the goods and being with physical measurements. For more than 100 years this idea is accepted since The System of National Accounts (SNA) (1993) defined goods as demanded tangible items, over which possession rights can be set

up and traded between two parties in a market. Hill (1999) outlined main qualities of goods as items that have independent existence from its owner and keep and maintain its values as the time go on; it's clear that his definition is in favour to supporting of the definition was provided by SNA. From previous definitions, we can layout many qualities for goods such as:

- Physical objects for which a demand exists
- Their physical properties are preserved over time
- Ownership rights can be established
- They are independent from their proprietor
- They are replaceable
- Unit possession rights can be traded between organizations
- They can be exchanged on the market
- They incorporate specific information in a manner that is profoundly favorable for promoting the division of labor

These characteristics are generally acknowledged from scholastics although it reflects two centuries of ongoing discussion.

2.2.2 Services

Despite the fact that there is an acceptance for the meaning of items/products and their characteristics, the case of service it's not same. So that it is difficult to reach fully agreed definition about the distinctions among products and service. Here we will show some of academic attempt and different point of view from literature.

2.2.3 Intangible, Heterogeneous, Inseparable & Perishable (IHIP) Characteristics

Marketers began to recognize and how important services are (Fisk et al., 1993) so that they called for a separation to be applied between goods and service to be administrated differently while making strategy and planning (Lovelock 1983).

A major part of the debate was for classification regarding of four features:

- Intangible
- Heterogeneous
- Perishable

- Inseparable

These elements of what makes a service, referred to as ‘IHIP’ characteristics, have established a base and somewhat acceptance of most marketing literature. To understand them and make sure they are a good differentiator we will elaborate a bit for each as below.

- Intangible

Intangibles are things that exist dependably on other things and is not physical objects such as image of a brand's image, or goodwill. Harker (1995). Humorously, yet conveniently described services as ‘something that you cannot drop on your foot’, which clearly represent the immaterial attributes of it.

Service has been described as intangible goods in economic studies and researches (Hill 1999; Miller 2000), it is a mean in management and marketing literature too (Chase & Aquilano, 1992; Bowen & Ford, 2002). However, intangibility was a successful differentiator between product and service. How can we define as music, a book or a film according to these aspects? A product or a service? (Hill, 1999) acknowledge these kind of intangible products if we think about it as entities that are recorded and stored on media such as paper, film or disk. Intangible products include the stories provided by authors, music created by musicians or the design of software games by programmers and code writers. Despite the fact that these have no physical dimensions of their own (Hill, 1999), argues that in their tradable form these kind of intangible products have the more common of economic characteristics of goods than with services. Therefore, he suggests these kind of intangible products to be identified and marketed as a type of good rather than a service. The intangible nature of service is a convenient characteristic to be used as a differentiator, but could not solve having more than one interpretation and inexactness.

- Heterogeneous

A common service differs as circumstances vary, since customer needs and nature are not the same, also a service might be diversified according to level of quality linked with various levels of cost; services also can be varied because of demographic or cultural changes; services even can be differed because of provider different characteristics.

Hence, heterogeneity, relating to the various experiences that could be gained from a given sort of product, is regarded as a variable in distinguishing between products and service. Nevertheless, there are many exceptions can be provided to counter this distinction. For instance, there are heterogeneous tangible goods. We can find an example in the car-manufacturing sector, the Mercedes E Class with its 1000 variations with no two-identical car is really identical according to production line (Schaffer & Schleich, 2008). On the other hand, standard service can be provided still as in fast food examples, McDonald's or other fast food company who produces food under highly automated and controlled conditions (Levitt, 1972) and they provide what is said to be the same taste and same quality of a certain product to all customers over the world and in this case a homogeneous exist. Yet it is hard to find someone who does not describe a car as a product and fast food as a service.

- Perishable

From technical perspective, Smith (1776) states a service will ‘perish in the very instant of its performance, and seldom leave any trace or value behind them for which an equal quantity of services could afterwards be procured’. Having said that Smith spotlighted on one of the prime features of services, which is perishability. Depending on that we can say that services can't be stocked as any tangible assets and it can't be in inventories (Hill, 1999; Gadrey, 2000). For instance, when a flight seat was available to be sold today, it can't be remained or kept to the next day if it is not sold at that time means it has perished. In a like manner, if a traveller bought the seat and flown, he can't stay any longer and has no right to ask service provider anything extra. Hence, the services provided perish in the very instant of the contract ended and leave no trace or value behind.

- Inseparable

Services may be said to be inseparably linked with customers in terms of production and consumption and so it is said that service is inseparable. For instance, a service provider may not provide their services until the customer engaged. In contrast, a manufacturing company can still manufacture and deliver goods through channels of distribution without knowing the end

customers. However, this characteristic is also open to challenge and interpretation.

2.3 Consumer Preferences

According to Sharma (2012) Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. Consumers are asked to rank these bundles according to the utility rates they provide to the customer. Important to be mentioned, preferences are separate from customer income and product prices. The ability to purchasing a product does not reflect a consumer's likes or dislikes since we can like something we cannot afford to buy it or dislike what we can buy if we wanted. This is used primarily to mean an option that has the greatest anticipated value among a number of options.

A consumer preference explain how a collection of goods or services been ranked by consumers and how they choose specific collection rather than others. This definition deduces that consumers evaluating then ranking products by how much the products satisfied, or utility afforded. Consumer preference theory does not include factors such as ability to purchase the product or service, consumer incomes or product price too. Since consumer preference determines which product consumer tends to buy, understanding consumer preferences allow marketer to obtain a clear insight regarding consumer demand.

For more understanding to consumer preferences, we need to understand consumer as an individual at first, knowing his/her intentions, behaviours and motivations while using social media.

2.3.1 Motivations for using social media

In order to find and understand the reasons behind individuals' temptation to use social media, many researchers apply the "uses and gratifications theory," which declare how different people with different aims use social media to meet their social needs (Katz, 1959; Blumler & Katz, 1974). The theory was used from Whiting and Williams (2013), Dunne, Lawlor and Rowley (2010), Quan Haase and Young (2010), Lee and Ma (2012), Shao (2009) and Raacke and Bonds-Raacke (2008). Theory been applied in order to express social media platforms been used by people that satisfy their needs, to define the behaviours

and motivations in these platforms, and to identify the needs, motivations, results, and functions of the behaviours (Blumler and Katz, 1974).

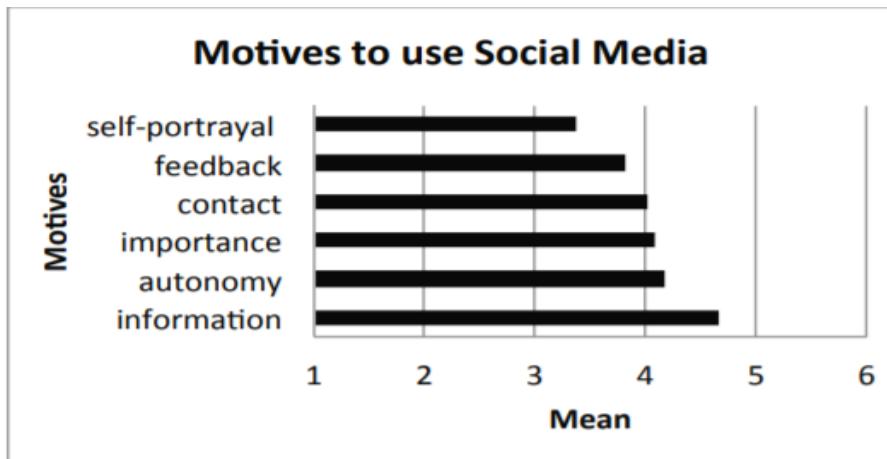


Figure 2.5: Comparison of Mean Evaluation of Motives to Use Social Media Anne Kathrin Schaar et al. (2014)

Krishnamurthy and Dou (2008) said that the reasons for using social media can be divided in two categories: rational reasons (e.g. information sharing, searching for information and support), and emotional reasons (e.g. social interaction, self-expression, self-realization, socializing). Other researchers have divided reasons to three instead like “getting information, entertainment, and social interaction.” Recently another studies categorized it differently to be rather group development, self-realization, and self-expression (Heinonen, 2011).

2.3.2 The behavior of social media users

Individuals can start the relationship between and social media as consumers or out of curiosity to try something new or out of following the herd. However, users may not interact at first step they don't contribute unless they pass the then they do participate, create content, and interact with other users. That kind of interaction enable them to establish social connections and participate in virtual groups. Later on following stages, users create content platforms been visited. That creation is a personal statement and attaining self-realization. Both are important toward to establishing social identity (özkan & öztürk, 2015).

Many studies demonstrate that users are gradually progress from the participation phase to the creation phase. Although some users may neither

respond to others content nor participate by creating their content, instead they will post only on platforms in which they are interested. Furthermore, it can happen that users collaborate differently while others remain passive (Shao, 2009).

In regards to activities of social media we can users can be divide users to three categories (Shao, 2009).

- Consuming: In which users only read other people contents. Which means they not participate.
- Participating: This behavior is not limited to reading but also includes interaction in-between users and user content interaction (e.g., sequencing the content, adding to the playlist, sharing with others, posting comments). However, this behaviour does not reflect genuine creation.
- Producing: in this behaviour users have more creation activities more than the previous and they produce personal posts, such as texts, images, and videos. All of these kinds of producing can be done in order to express themselves and for self-realization. In these three types of activities, users have individual motivations, which can be outlined as follows.

(1) Users consume the contents in the sake of information and entertainment; (2) They participate for networking and build groups; and (3) They create contents for expressing themselves and for self-realization. A user can demonstrate more than one of these behaviours at the same time (Shao, 2009).

Statistics show that “viewers,” is the biggest percentage of social media users followed by “participants.” That made some writers in businesses sector focus on the importance of classifying social media users for the purpose of marketing. One of the famous models used in classifying social media users is "The social techno graphics" the model was developed by Forrester Research Company to classify social media users according to the frequency of use and their preferences. The study of this model has been conducted in 15 countries by which users of social media can be divided two seven groups according to how they behave; namely, creators, conversationalists, critics, collectors, joiners, spectators, and in actives (Forrester, 2012). Their behaviours can be summarized as follows:

- Creators: Publish a blog, publish web pages owned by them, create video and upload it, upload audio/music created, post articles or stories they wrote
- Conversationalists: use social network sites and platforms mainly to update their statuses.
- Critics: Post ratings/reviews of products or services, make comments on other users' blogs, contribute to online forums, interact with wiki articles like by contribution or editing, that's why critics should be seen as a significant element of any company's digital marketing strategy since most internet shoppers read ratings and reviews to assist them in purchasing decisions.
- Collectors: Use RSS feeds, use online polls to vote for websites online, and add "tags" to web pages or photos and because of the growing popularity of this segment, bulletin board and bookmarking sites like Delicious and Reddit are created.
- Joiners: establish and keep a profile on a social media platform, visit social networking sites from time to time
- Spectators: They are limited to reading blogs, listening to podcasts, watch others videos, join online forums to read and be updated, read customer ratings/reviews, read Tweets.
- In actives: None of the above

2.3.3 Consumer preferences in service

From traditional marketing perspective the target is to discover and convince potentials to buy the firms output, which consists of product, pricing, distribution and communication or promotion, while from service marketing perspective when we rather focus on service the issue is not the same because service marketing is more detailed and complicated than the common four Ps or marketing mix approach (Ebert & Griffin, 2007; Kotler & Keller, 2009; Kotler & Armstrong, 2007). Service marketing demands an efficient organized work by the respective company, whereby Kotler & Armstrong (2007) state that service marketing requires more than just standard regular external marketing, instead applying marketing mix is essential, both internal and interactive marketing are required. Internal marketing refers to what company do to motivate and train employees dealing directly with customer support as well as other indirectly supporting service people to reach maximum customer satisfaction level (Kotler

& Armstrong, 2007), whereas interactive marketing emphasis on to the quality of the service provided in the process of buyer-seller interaction (Syed et al., 2011; Kotler & Armstrong, 2007).

This was further highlighted by Grönroos (2001), who indicates that a product will be the starting point for marketing mix decision-making in traditional marketing models, while in the model of service marketing, the very starting point for planning has to be the service concept, which is basically an idea of how the quality-generating resources should work to achieve the desired result.

2.3.4 Social media and consumer preferences

Research over the last 10 years shows that there has been a very fast increase in travel and tourism sector (Sigala et al., 2012). Throughout this period, tourism customers became a more and more active and have seriously thought of commenting, picturing, and videos sharing in social media when they are decided to buy or while making shopping, that conjointly shortened the time of taking decision (Bayram & Şahbaz, 2012) It is now clear that the comments made in social media influence tourists' perceptions to a significant extent (Lopez et al., 2011).

The increasing number of tourism customers who use internet adds to the popularity of internet. Tourists share the experiences, comments, photographs, and videos with their families, friends, tourism firms and others in social media platforms (cited in Xiang & Gretzel, 2010 by Atadil, 2011).

Thanks to social media and interaction through internet, tourism firms reduces their communication expenses to a minimum (Williams and Hobson, 1995). In this sense, social media became the place where companies sell and market services and products anytime and anywhere (Llach et al., 2013).

Banks too are using social media aiming to establish or maintain good relationships with customers they are dealing with. They invite all customers to participate in the business, and using their feedback to facilitate management and operations along with helping other customers and designing new products and services to differentiate and stay innovative (Logvinov, 2013). From customers' perspective, their intention to participate in social media arises from either intrinsic factors or extrinsic factors. "Intrinsic motivation refers to

motivation embedded in the action itself (comes from within the customer), rather than from external rewards like money or recognition. While intrinsic motivation comes from the pleasure of accomplishing the task satisfactorily, extrinsic motivation refers to the motivation coming outside the individual” (Amarasinghe, 2010).

Banks preferring using platforms like Facebook far more than other social media since it gives them more flexibility in posting images, informing and private messaging as well (Samuels, 2013). According to Dekay (2012) he mentioned that firms generally have five types of posts and entries to share, or discussion over its Facebook account. Entries can be to market new products, promotion of sponsored events, observation questioner, pronouncement or even entertainment posts, which normally in form of questions related to old or new events.

For consumers, the value of the recommendation platform lies in the reviews number and quality which reflect accuracy and honesty from customer perspective, but that fact is that a minority of consumers actively posts reviews and interact, while when the majority of them are passive readers, though number of reviews have a great role on a product’s success” (Goldsmith et al., 2013).

2.3.5 Factors affecting consumer performances (attributes)

2.3.5.1 Numbers of likes and shares eWOM and preferences

Word-of-mouth approach was first known in the fifties of this century, later on it has been strengthening by using internet. As stated by Arndt (1967) WOM is “person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial regarding a brand, product, or service.” WOM is considered a trustworthy and important source of date to consumers in buying decision making process. Shaping attitudes perceptions even expectancies of the products either goods or services (Kimmel & Kitchen, 2013), therefore it affects all stages of customer decision-making; first stage starting from recognition of product passing to choice then at last evaluation at post-purchase stage.

As time pass importance of WOM is increasing, as a result of how easy it become linking and connecting people to each other throw social media (Kimmel and Kitchen, 2013). Online word-of-mouth (EWOM) is a form of WOM that allow online usres to express themselves, review and evaluate different typs of products, brands and services on review sites (Bronner & Hoog, 2010). Hennig defined it as “any positive or negative statements made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet” (Hennig-Thurau et al., 2004). Electronic WOM can spread widely in different shapes, on social media platforms or throw comments on e-commerce sites sections; and the information sharing is different from what is in marketing communications that led by company. Therefore, that content provided by users, who is at the same time consumers, is gaining acceptance as it is considered independent of commercial influences (Bronner & Hoog, 2010). This credence is enough for consumers to visit forums, use blogs and other unbiased social media trustworthy information before they take purchase decisions (Powers et al., 2012).

Traditional form of word of mouth spreads only within individual's environments consists of family and a number of friends. So that its impact decrease as distance and time increase (Duan, Gu, & Whinston, 2008). On the contrary, in cyber environment, electronic form has allowed information to spread globally and reach larger scal of audience (Xie, Miao, Kuo, & Lee, 2011). Furthermore, in WOM the source of information is known which is in eWOM the information communicated by eWOM is often anonymous (Heinonen, 2011; Hoffman & Novak, 1996).

The cyberspace enables exchanging consumers' opinions (Jones et al., 2009). Once consumers start engaging electronic WOM, they be able to gather information that been accepted to be unbiased, these pieces of information are offered by other users who provide their own advice, consumption and experience regarding to the product (Hennig-Thurau et al., 2004). EWOM works as a route for social influence, individuals' thoughts, feelings, attitudes, or behaviours is changed because of interacting online with others (Amblee & Bui, 2011, Jobs & Gilfoil, 2012). According to Goldsmith & Horowitz (2006) he

found that providing and requesting opinions online is a normal action of consumers, are more influencing the sales of many goods and services. And he added that some reasons behind seeking information on line includes reducing risk, looking for better prices and finding information easily to save time and effort.

As stated by McAlister and Quilliam (2012) new viewers got affected by the previous like and share and its number as they consider it as indicator for the quality of the massages. More over its been found that it is more likely for new users to like whats been liked before and share whats been shared before too (Egebark & Ekström, 2011).

2.3.5.2 Fast response and preferences

As we agreed before social media is such a prominent tool for academic researchers as it is for online marketers and social media account managers and it's crucial to understand online consumer behaviours. Response is needed not only for requests but also for complaint as both of them have its affection over customer satisfaction and later on engagement.

Chatbot is used as a social media customer care tool, which is gaining attention from both industry (Facebook, 2017) and academia (Do & Fu, 2016) in recent years. As it's obvious that individual users of social media number are rapidly increasing and also in corporations who are adopting social media as place for potential customers. It is reported that, generally in united states there are 23% of customers have used at least one company's social media site for servicing Mitchell & Holcomb, 2015) and in two years percentage has increased to sixty-seven percent for online shopping customers (Masroor, 2017).

As result and with this huge volume of requests and complaints old manual customer care cannot survive. For example, many requests are not responded at all while 6.5 hours is the average of response time to user requests on social media which is a lot longer than users' expectation as of one hour (Longelin, 2016). That's why many firms are adopting Chatbot systems as solution as it responds to user requests automatically in order to maintain high rate of customer satisfaction.

Facebook and Twitter, as a major platform in social media are used enormously by different companies in receiving and solving consumers problems (Dekay, 2012; Einwiller & Steilen, 2015). Another research made by (Dmbudsman-services, 2015), found that in UK amount of complaints made between 2013 and 2014 were nearly doubled, and among the complainers more than thirty present used social media to do so. Social media became a new tool that enabled customers to deliver their complaints to firms they are dealing with. However, it is a new challenge for companies to not only respond to them but also to tackle their problems.

Participants in the study clearly expressed that their expectation from companies is to respond to their complaints maximum in 3 hours on Twitter and between 3 to 6 hours on Facebook. The analysis discloses that both fast and conclusive response is requested it's more likely to have higher satisfaction with complaint handling.

Previous research has addressed several characteristic of complaining behaviour and complaint handling online. including: (1) Influence of internet review quantity and excitation on purchasing plans (e.g. Sun, 2012; Jiménez & Mendoza, 2013), (2) before and after effect of online word-of-mouth (e.g. Hennig-Thurau et al., 2004; Verhagen et al., 2013), (3) online boycott behavior (e.g. Makarem & Jae, 2016) and (4) developing online complaint management strategies (e.g. Van Noort & Willemse, 2012; Einwiller & Steilen, 2015).

Our research will contribute by reinvesting the case of response time. Wither the case was a request or a complaint. Social media as a method of networking and communication with others is a fast and dynamic tool, which influence consumers' expectations of handling their online complaints (e.g. Pfeffer et al., 2014). Consumer satisfaction found to be affected negatively by the delay in response and positively by fast response for the companies in order to tackle an issue which users complaining about (Conlon & Murray, 1996; Smith et al., 1999). Moreover, it has been found that between satisfaction with problem handling and time to handle a complaint there is a direct a relation (Attila & Mount, 2003). Building upon previous research this study will explore the relation of satisfaction level gained from fast and multiple replies to customers' requests or when handling a complaint on social media. Finding of our study should contribute in helping to understand social media

users' expectations in order to create more strategy and policies in order to reply to requests or handling complaints.

2.3.5.3 Usefulness of content and preference

In a Facebook brand page administrator, undertake action according to the media type of post (De Vries et al., 2012). Contents can be updated real-time status, photos, videos etc. Using different types of media reflects an account richness, which is commonly referred to as the vividness of online content (Coyle & Thorson, 2001; Daft & Lengel, 1986). Vividness is the range which a post can motivate different senses (Steuer, 1992). Accordingly more the content has different types of media the more successful it is in attracting users to engage since various user sensations will be affected (Coyle & Thorson, 2001). The same study also alleged that vividness seems to be the most effective factor that maintains a positive perspective against a website (Coyle & Thorson, 2001; Fortin & Dholakia, 2005) and increasing click- through rates (Lohtia et al., 2003, 2007). The click through rate is a positive reflection showing indicate the engagement level. When any brand use postes having information regarding new products descriptions features or date of release, followers are motivated to interact and consume (De Vries et al., 2012). Users are more likely to respond to posts when if they got motivated (Cvijic & Michahelles, 2011). People are normally fond of new, different information even more attracted to unfamiliar information because information as such are interesting and morally worthwhile (Yim, 2011) in the study runed by Rohm et al, (2013) clasified main motives that drive consumers to interact with brands through social media into five motives. They include entertainment, brand engagement, access to consumer services and content, product related information and promotions.

Despite the fact that studies showing how important is content to get consumers engaged for future interacting, it's been found that some social marketers are missing opportunities for reaching potential consumers by providing the wrong contents.

Sprout Social surveyed in 2018 conduct a survey, in which more than one thousands and two hundred consumers and more than two thousand social media marketers were asked to present their needs and rank priorities. As the survey aimed to understand how marketers choose between different structures

approaches, how they set their goals and how they design their contents. Later on, a comparison was made between their efforts and what consumer actually want.

Challenges for Social Marketers



Figure 2.6: Challenges for Social Media Marketers Aria Solar 2018

The study data shows that there is a misalignment between social marketers and consumer in the priority of content social marketers. Marketers are concentrate and prioritize posts as follows: Teach (61%)-Tell a story (58%)-Inspire (53%) whereas consumers are seeking: Discounts and sales (73%)-Posts that showcase new products and services (60%)- Education posts (59%).

What Marketers Post vs. What Consumers Want on Social

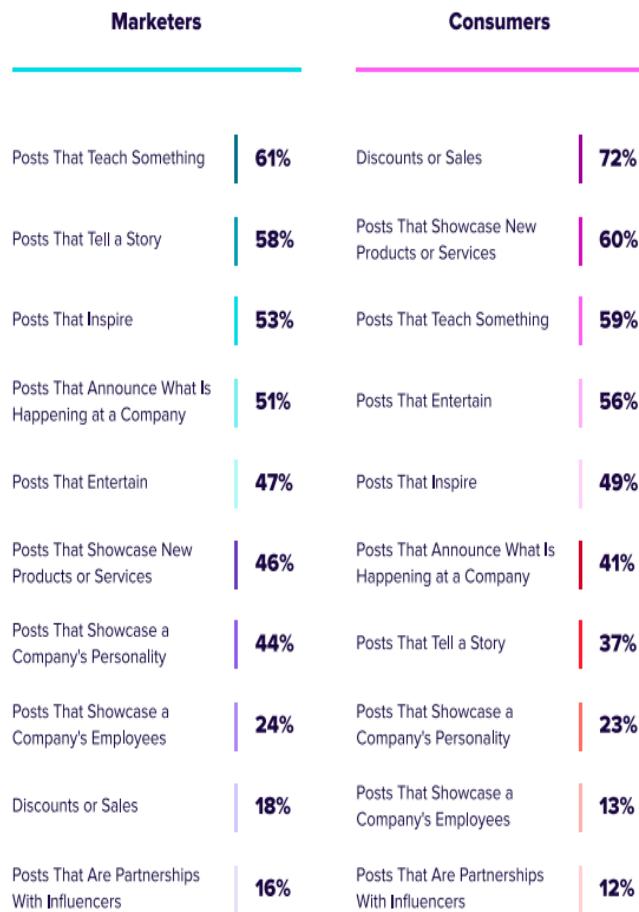


Figure 2.7: Comparison Between What Marketers Post with What Consumers Want.
Aria, 2018

Though, for high efficient social media marketing strategy, Corporations should find the best combination between types of content such as increase awareness aimed content and entertainment contents in order to deliver useful information related to the product, offering etc. to attract and encourage customer to engage. Therefore, it is very important that social media marketers should put in mind what will encourage consumers to interact while designing and post any content (A. N., 2018, July 25).

3. METHODOLOGY

3.1 Conjoint Analysis

3.1.1 Basic concept of conjoint analysis

Conjoint analysis (CA) or multi-attribute compositional model is one of statistical methods known as a technique of statistical analysis of stated preference (Puyana, 2012). For the purpose of research analysis, CA analysis is applied. The basic concept of this kind of analysis is to develop the understanding of the preferences of the consumer for any specified product or services. It is a multivariate technique that will enable the researcher to develop a clear understanding. The technique is based on data collected through a survey by the researcher to study a number of consumer's attributes that may include benefits, features, and functions in particular to any selected service or product (Smith & Fennessy, 2011).

The human procedure of choices and forming preferences to make decision is not simple as it contains many parts its unpredictable though. By traditional Conjoint we make some hypothesis, counting the proposition that the value of a product consists of the parts value and utilize complex decision-making by explaining it using a limited number of dimensions (Orme, 2010).

For better understanding, conjoint analysis was selected in this study, as it help to discover which different bundles consists of mixed attributes has influenced correspondents more regarding their choice while making a decision on selecting the service provider. The reason beyond selecting the conjoint analysis was also based on the fact that nowadays its very difficult for the market players to achieve both of cost competitive and customer needs in form of desirable feature (Pullman et al. 2002).

The conjoint analysis survey gives researcher data based on what is preferred by respondents with attributes that vary with levels. So that we can understand and more carefully examine and analyse the impact of the respondent's preferences

in any changes in the level of attributes for the product or service being offered (Ome, 2002). Adding to this, we will be able not only understand but also we can predict the consumer's preference with respect to different combinations of levels. Therefore, the use of conjoint analysis is most suitable to understand and to find out the consumer's preferences with respect to service sector in turkey. Conjoint analysis has a number of advantage that make researchers prefer using it while testing consumer preferences. The biggest advantage is that by conjoint analysis the researcher can know the consumer's specific behaviour in regard to their service and product. As known the consumer behaviour during making decision depends on three major factors which are the economic rationality, maximum benefits that he can drive on consumption of the good or service and the limitation and optimum (Hundert, 2009). All these can be measured easier with the help of various combinations of attributes that have different levels of the product and service in the conjoint analysis.

According to Alriksson, one of the biggest advantage in applying conjoint analysis is that, it the assessment of attributes together (Alriksson & Öberg, 2008).

The conjoint analysis also provides the researcher to uncover and to reveal some of the hidden drivers that may not be clear to respondents themselves. Adding to that, when conjoint analysis is designed appropriately it helps the researcher to build a model in which an interaction of various combinations of attributes that have different levels, so that researcher and the market players can have needed base segmentation of the market (Green & Srinivasan, 1978).

The service or product in the conjoint analysis is described on the basis of its level on the possible set of factors that characterize it. The combination of these factors based on the selected product and service is being described as treatment or stimulus, in the research by the researcher (Hair et al, 1999).

In our research, we use term factor to define the specific attributes and characters of either activity made by service provider throw social media or feature of social media that. while the term level is describing the possible values that each factor can have. Clearly, Conjoint Analysis is not ideal, but a reducing doubt is a necessary asset in businesses (Orme, 2010) It still

outperforms other techniques, taking into consideration all of its hypothesis and imperfections.

3.1.2 Stages of conjoint analysis

Commonly there are 7 major steps of conjoint analysis. Researcher has to be very careful at every step while choosing and determining the goals of study because the productive outcomes of conjoint analysis depend on suitable criteria for the research.

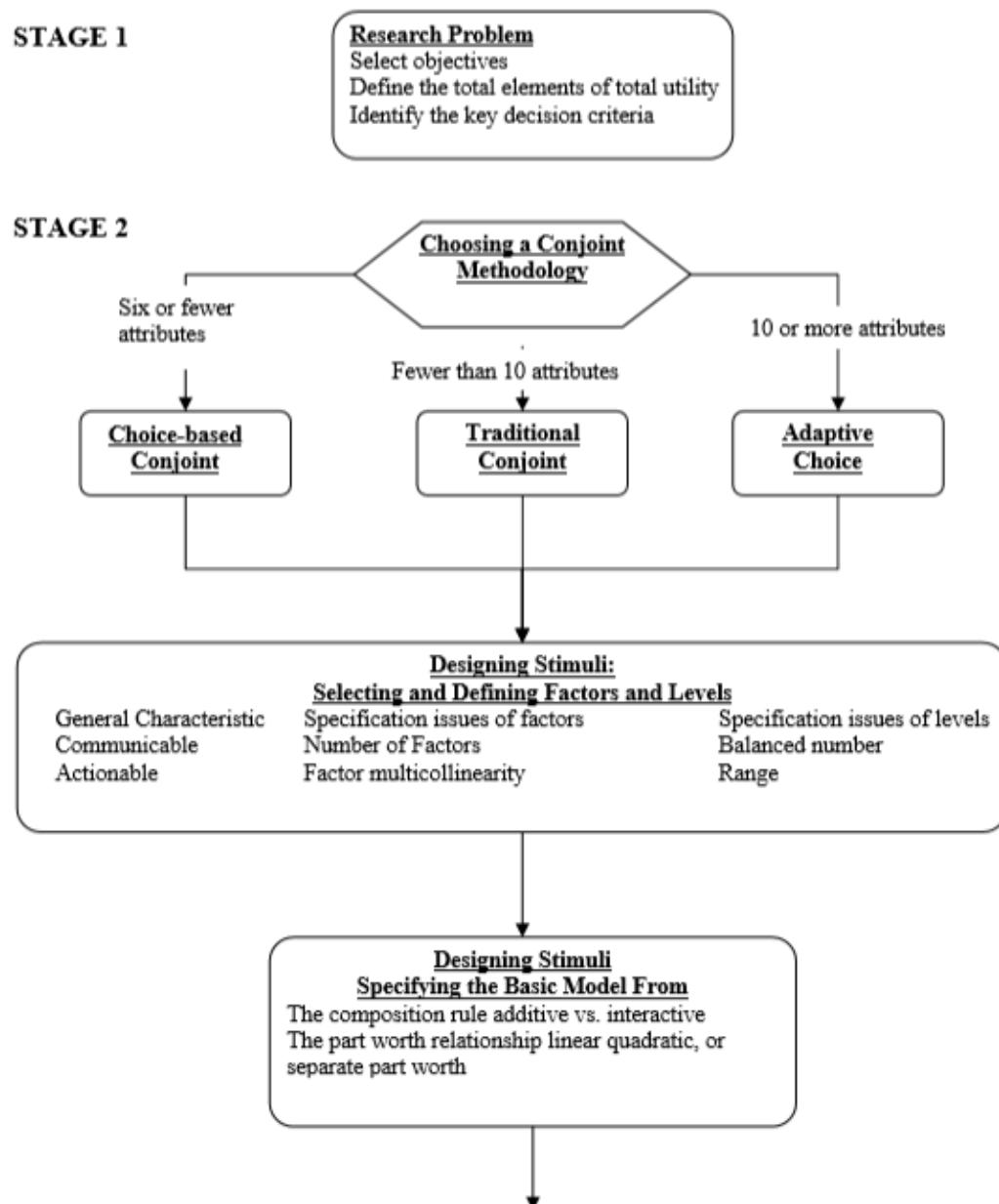


Figure 3.1: Algorithm of Conjoint Analysis Haier et al., (2006)

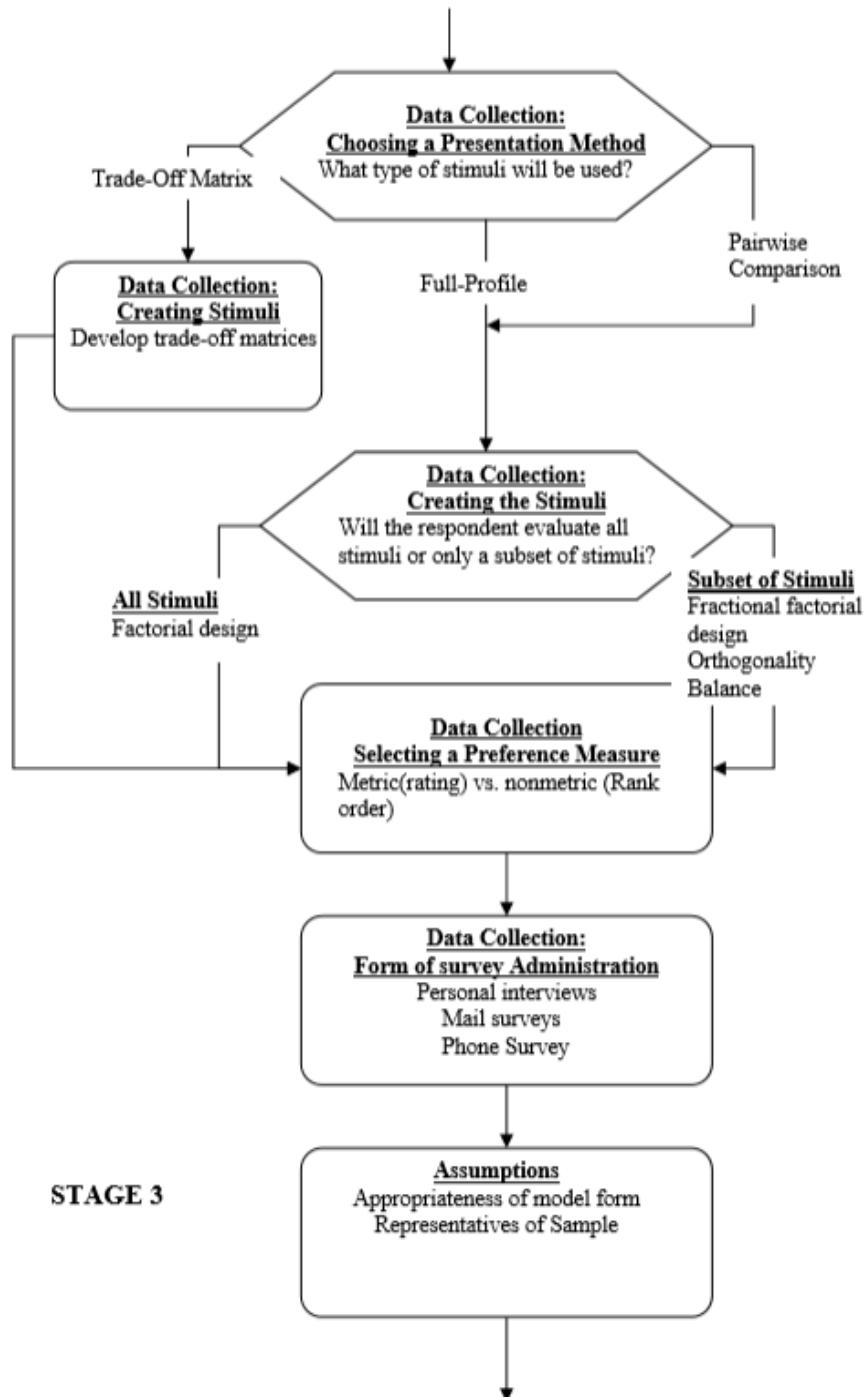


Figure 3.1 (con.): Algorithm of Conjoint Analysis Haier et al., (2006)

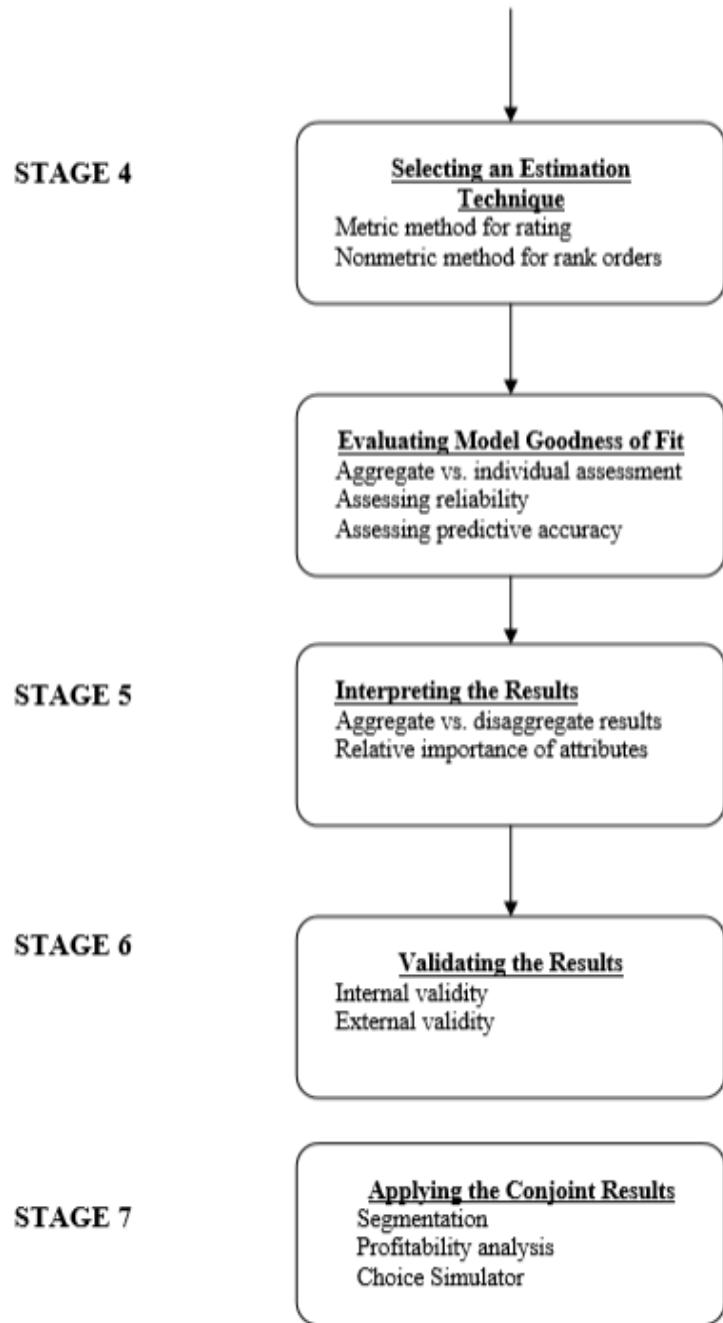


Figure 3.1 (con.): Algorithm of Conjoint Analysis Haier et al., (2006)

The steps need to be followed while applying conjoint analysis are explained in below flowchart. Attaining of the main objective of conjoint analysis, knowing consumer preferences and decision criteria has something very important to do with the proper selection of every step and deep consideration of all those factors that may have an effect on the entire study.

3.1.3 Objective of conjoint analysis

Normally, most researcher use the conjoint analysis for two basic objectives in order to understand then interpret consumers' preferences comprehensively. These two objectives are elaborated as bellow:

1. To find out the contribution that the independent variables have on consumer's preference. With respect to this objective, the researcher can easily determine the attributes that are associated with the preferences of the consumers in the particular markets.

This allows the researcher and the marketers at most of the cases, to get the answers to many questions with respect to the preferences of the consumers in their chosen market. An example could be the contribution of the colour or the shape of the product on the preference of the consumer to purchase the good, or which is the most preferred colour by the consumers in the market.

2. The second main goal of conjoint analysis is to identify and to generate a model concerning the consumer's decision. This is one of the most important objectives that the researcher aims to gain from the use of conjoint analysis. The analysis provides the researcher with the valid and most accurate model that is based on the preferences of the consumer's decision. This preference made by consumer will be linked to the assumption of the acceptance of which mix (bundle) of attributes of the selected product. The model provides the marketer and the researcher with a model that represents the basic relationship between the choice of the respondent and the variables used for prediction.

The objective of using conjoint analysis then is to have a quantitative measurement to the more important attributes of one product rather than other attributes. The conjoint analysis provides the researcher to select the features, which will be offered to the consumers in form of a new and updates product in the market.

It also helps in setting the prices and even to predict the resulting impact on the sales and usage of the new product or the service that they are offering in the market. Conjoint analysis is one of the most popular techniques that is multivariable and is being used widely by the marketers to determine specifically in what way the consumer will respond and develop preferences for the product or service with the selected sets of attributes.

As discussed earlier, the multivariate analysis is the statistical procedure, which analyzes a number of measurements of each individual or the object that is being taken for the purpose of research by the researcher simultaneously. However, the conjoint analysis is a little different procedure as it has decomposition nature where it can be performed on one single product with flexibility in considering the level of relationship between the independent and the dependent variables in the research. In general, the conjoint analysis will help analysis the new product and service features that can have impacted on preferences and choice of the consumers while deciding purchasing or use the product. Conjoint analyses gained this popularity from being flexible, definite with least expenses to address the most important questions in analyzing the behaviour of the consumer in any specific market.

3.1.4 Application of conjoint analysis

During selection of conjoint analysis, researcher needs to take into consideration a number of factors and criteria. These have been earlier illustrated in the figure 3.1, the algorithm of conjoint analysis. Once the researcher has defined the purpose and objective of the research, the next steps are being discussed as under:

1. Defining the total number of elements of the total utility

The first step that the researcher needs to follow is to define the total utility that is of the selected object. The negative and positive attributes of the product that may have an impact on the utility of product or service must be included while developing the model for the respondents to choose while making decision. The reason for selecting both negative and positive attributes is that if only one of them is included, the decision of the respondent will be deviated and the results obtained from the study would not be reliable and valid.

2. Identifying the criteria for key decision

As illustrated in the figure 3.1, the researcher needs to have the answers to the following questions in order to have critical guidance that is required for making key decisions at every stage of the research. These are defined by Hair et al., (2006):

Will it be possible for the researcher to describe each attribute that is associated with the given utility or the value of the product or the service that is being studied? What key decision criteria are involved in the entire process of making choice by the consumer with particular importance to the product or service that is being studied?

These questions will enable the researcher to specifically determine the factors that the respondent will consider while making decision with regard to the selected product. The factors that are best for the purpose of the analysis are the ones that can be easily differentiated. Here it is crucial that researcher knows that there could be a number of different attributes but it is not important that all can be differentiated while making choices. The attributes that can easily be differentiated can be the colour, price, magnitude that will have highest effect on the decision consumer in the market.

There is a need of some previous basis in order to select the attributes of the product. There could be some theoretical or survey based justification for determining and selecting the set of attributes for the purpose of research and analysis. These would be used by the researcher to include the variables for their research (Sclove, 1998).

3.1.5 Designing the conjoint analysis

The next stage is the designing of the conjoint analysis, which is the most important stage in the entire process of conjoint analysis. The questions that the researcher needs to address in this stage include the following (Hair, 2006), which of the conjoint method must be adopted for the purpose of research? The researcher needs to select between the three methods of conjoint analysis, these will be discussed in the later part of the research.

Design the stimuli for the purpose of composition and designing of the analysis. These needs are to be taken care of as they are important for the successful analysis with the help of conjoint analysis.

What factors and attributes will be selected for the purpose of defining the utility in the entire analysis? How these factors will be composed in the stimuli for the research purpose? Another important aspect of conjoint analysis is to represent as many relationships in the conjoint variants as possible for defining all the attributes. The effect each has on the model will have an important part in designing the entire conjoint analysis model. Conjoint analysis has two important effects, the main effect, which is the direct effect that would be caused by each attribute and the interaction effect, which is the one which represent some unique effect that the different combinations of the attributes will have. The last point that researcher should bear in

mind is the data collection mode, which is specifically associated with the measurement that will be used the preference of the consumer.

3.1.6 Types of conjoint analysis

There are three types of methodology from which the researcher can choose in order to conduct the conjoint analysis. These are as follow:

- Traditional Conjoint Analysis (TCA)
- Adaptive Conjoint Analysis (ACA)
- Choice Based Conjoint Analysis (CBC)

Characteristic	Conjoint Methodology		
	Traditional Conjoint	Adaptive/Hybrid Conjoint	Choice-Based Conjoint
Upper Limit on Number of Attributes	9	30	6
Level of Analysis	Individual	Individual	Aggregate or Individual
Model Form	Additive	Additive	Additive + Interaction
Choice Task	Evaluating Full-Profiles One at a Time	Rating Profile Containing Subsets of Attributes	Choice Between Sets of Profiles
Data Collection Format	Any Format	Generally Computer-Based	Any Format

Figure 3.2: Types of Conjoint Analysis and Their Characteristics

3.1.6.1 The traditional conjoint analysis

The most commonly used conjoint analysis is the traditional conjoint analysis that is the representation and characterized as a simple model that is additive. The respondent is asked to evaluate the constructed stimuli on the basis of the selected levels of each attribute included in the research. These are also known as the full profile of the selected product (Hair et al., 2006).

The full profile method is the preferred method in cases where the number of attributes of the product selected for the analysis purpose is six or less than six (Green & Srivasan, 1990). This conjoint analysis helps in calculating the set of the part worth for every individual on the basis of the full profile card; this could be either based on rating or ranking system, or even a pair wise rating. The analysis allows the researcher to use up to 30 attributes having 15 levels (Orme, 2003).

3.1.6.2 Adaptive conjoint analysis

The method of adoptive conjoint analysis has been observed to be famous among the researcher and authors in the Europe and US during the 1990s. The reason is that it is user friendly for both the respondents and the researcher. Never the less, it is not always suitable to be used in all the cases.

One of the major advantages of using ACA is that it helps in measuring more attributes of a product than other methods. The ACA enables researcher to include up to 30 attributes. On the contrary with full profile methods here respondents don't have to evaluate all the attributes of the product at the same time. Moreover, the result when using ACA with even few attributes are same as result when using the full profile approach (Orme, 2003).

The ACA is also useful since a researcher can have main effect model ie. there aren't any interactions between the attributes of the products being selected for the purpose of analysis. The constraint of such method appear when the case of research is based on the pricing studies, as in these studies it is necessary for the researcher to sometimes estimate the sensitivity of the price for the selected nature of study (Sawtooth Software ACA 5.0. 2002).

3.1.6.3 The choice based conjoint analysis.

This method for the conjoint analysis was one of the most adoptive methods in the early 1990s and was used most widely all around the world by the researchers and marketer. There are a number of reasons for this method to be the choice of the researchers and its popularity. The preferred product used in the CBC is somewhat like what consumers are doing in reality in the selected market place.

The main features and characteristics of this analysis that differentiate this method from the others are that the method allow the consumer/respondent to express his preference while choosing the concepts rather than ranking or rating them. The method also allows the respondent to choose the none option, that is that the respondent has the choice to say that he is not interested in any of the combination of attributes the researcher has chosen (Green & Sarinavasan, 1990).

The Choice Based conjoint analysis is not suitable for the research, which consists of many attributes. The suggested number of attributes for this method of conjoint

analysis is between six and ten, as per the full profile concept that has been described in the traditional conjoint analysis method (Green & Srinavasan, 1990).

The concept of main effect only is one of the assumptions in the most of the conjoint analysis methods. CBC, otherwise, can only measure a two-way interaction in the study. The CBC allows the researcher to produce the results that are precise. But these can only be so when the total numbers of attributes are few and the interactions between them are of the main concern.

3.1.7 Selecting the appropriate method of conjoint analysis

The determination of the most suitable and appropriate method of conjoint analysis is of utmost importance in any of the research where the research needs to carefully select the right method to drive authentic and valid analysis and results of the research. The choice will be based on total attributes number that the researcher needs to study and analysed. In case there are more attributes, ACA would be the right choice. If the study requires the researcher to include the interactions between the attributes, the preferred method of the conjoint analysis would be the CBC. Similarly, when the research is based on small sample size, then the most preferred method would be ACA and the TCA as they provide the researcher to have a more stabilized estimate as compared to the CBC method of conjoint analysis.

The researchers can also adopt more than one method for the purpose of conjoint analysis based on their preferred study. The researcher might even choose to use all the three method in the same study to obtain better results while performing the analysis (Orme, 2003).

3.2 Attributes

This research's sample concentrated on Service Company that employ social media aiming to expand a market they already have and to maintain high level of consumer satisfaction. Companies must have a suitable strategy in order to achieve such targets. Moreover, they need to understand the consumer behaviour and which factor is more effective than others. So our attribute (see 2.3.5 Factors Affecting Consumer Preferences) that was selected according to previous literature reviews. The below Table shows each attribute with its level mentioned in this study.

Table 3.1: Conjoint Analysais Design

Attributes / Levels	Level 1	Level 2	Level 3
Response to consumer in social media	In 1 hour	In 3 hours	In same day
Usefulness of shared contents	Not Important	Neutral	Important
Numbers of likes and shares from consumer (E word of mouth)	Not Effective	Neutral	Effective

3.3 Demographics and Findings

In this study, a conjoint analysis has been applied by the aim to discover the best profile combination that allow service companies to expand their market and maintain consumer satisfactions. Along with it, a demographic survey has been conducted in order to study respondents' demographic factors as for gender, age, education, marital status and income.

3.3.1 Sample size

Sample size in conjoint analysis varies as the aim of study vary. Generally conjoint studies Sample sizes shouldn't be less than 150 and can reach 1,200 respondents, thought it's accepted in some cases when study is investigating or developing a hypothesis regarding a specific market to be between 30 to 60 respondents (Orme, 1998).

In conjoint analysis studies that have smaller number of variables, the sample size goes mostly between one hundred and one hundred and fifty, with an average of 138 respondents (Cattin & Wittink, 1982). In this study, three variables are utilized, for that reason and for having a representative analysis the targeted sample size was 200 respondents and the actual was 179.

3.3.2 Data source

Our survey was conducted by using Marketing Engineering for Excel version 2.1.0 for data design for the conjoint analysis. Table 3.3. Represents the survey design used in this research. The survey was distributed to 200 respondents between June and July 2019.

Respondents consists of two groups, first is a group of university students 100 and second group was 100 workers. Before distributing survey papers, the aim of the survey was explained, a ten minutes presentation was done to have respondents understand the topic and the way of fulfilment. All steps of conjoint analysis was applied sequentially first, data was entered manually to the Marketing Engineering for Excel version 2.1.0. Secondly a data collection template had been created. After entering the data, respondents' preference partworths been estimated and then an analysis has been run and eventually results has been obtained.

3.3.3 Findings

Table 3.2: Statistics about Respondents: Gender

Gender		
Male	Female	Undisclosed
45%	55%	0%

In these study respondents consists of 45% males while females 55% none of them has refused to mention his gender. This percentage is estimated to be a sufficiently representative sample of people who use internet since almost 82% from the sample which present first two categories that is between 18 years to 34 years.

Table 3.3: Statistics about Respondents: Age

AGE	# Respondents	% Age
Female	98	100%
18 - 24 Years old	36	36,7%
25 - 34 Years old	34	34,7%
35 - 44 Years old	28	28,6%
Male	81	100%
18 - 24 Years old	54	66,7%
25 - 34 Years old	21	25,9%
35 - 44 Years old	6	7,4%
Grand Total	179	100%

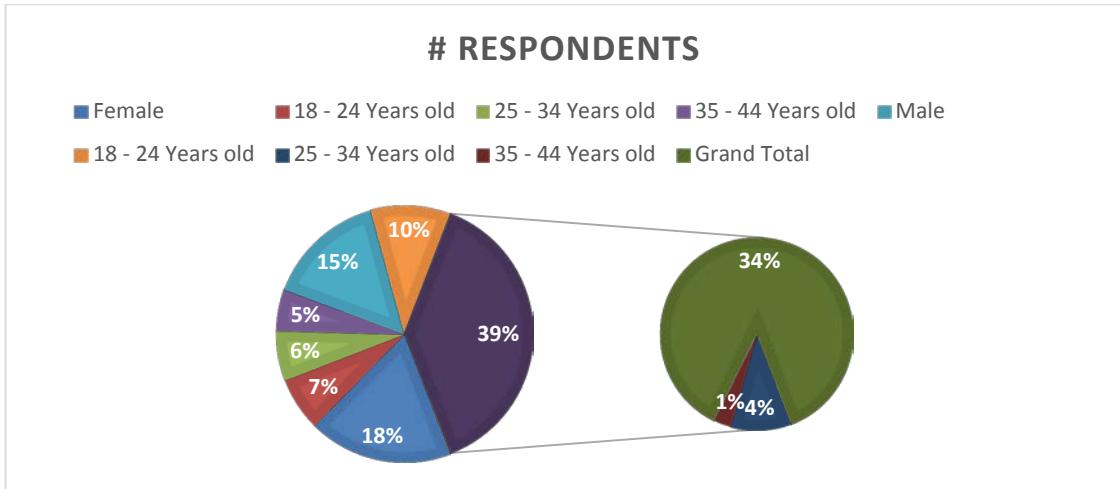


Figure 3.3: Age of the Responders

In terms of demographics, it can be observed that the major part of respondents has between 18 and 24 years. As shown on figure 3.3 between them 60% of respondents are men and 40 % are women, which is estimated to be a sufficiently representative sample of what the university and work community of Istanbul represents.

Table 3.4: Statistics about Respondents: Education

Education	# Respondents	% Education
Female	98	100%
High school	46	46,9%
University	36	36,7%
Masters	16	16,3%
Male	81	100%
University	69	85,2%
Masters	9	11,1%
PhD.	3	3,7%
Grand Total	179	100%

We can also observe that almost 84% of the respondents are either in high school or in university. Meanwhile the 26% mostly master student and very few are PhD. The percentage of high school female is high and working is high is the sample and this may affect the answers as they may have different behaviour regarding their time they spend on internet or their different needs.

Table 3.5: Statistics about Respondents: Income

Income	# Respondents	% Income
Female	98	100%
0-2,050TL	10	10,2%
2,050-3,000TL	38	38,8%
3,001-5000TL	10	10,2%
5,001-8,000TL	6	6,1%
Above 8,000TL	4	4,1%
Undisclosed	30	30,6%
Male	81	100%
0-2,050TL	24	29,6%
2,050-3,000TL	24	29,6%
3,001-5000TL	6	7,4%
Undisclosed	27	33,3%
Grand Total	179	100%

As for the level of incomes that survey sample is presenting, we cannot observe a clear trend towards any of the different intervals. Only that there is a bigger part of the female respondents that earn between 2,050 and 3,000 Lira of monthly income, another part of them are earning above 5,000 thousands while in males they earn maximum five thousands , this result explanation is that more females have started working earlier and left less educated as presented in education analysis previously.

Table 3.6: Statistics about Respondents: Marital Status

Marital Status	# Respondents	% Marital Status
Female	98	100%
Married	40	40,82%
Single	58	59,18%
Male	81	100%
Married	6	7,41%
Single	75	92,59%
Grand Total	179	100%

As above table shows marital Status percentage in females is higher than men which is can be expected since they are dont continue their education and start working earlier than males who has very high single status percentages.

3.4 Conjoint Analysis: Findings

Conjoint analysis was applied in this study since it gives researchers a clear insight how different individuals rate particular attributes just as features, functions or benefits that form part of specific product or service (Ighomereho, 2011). Main hypothesis of conjoint analysis is as below:

- The product consists of attributes in form of bundle.
- Utility of a product is a simple function of the utilities of the attributes.
- Utility forecast respondents' behavior (i.e., purchases).

so it emerges that products can be described and defined as levels of a common set of attributes in a way respondents can evaluate a set of feature and benefits in a shape of product.

The main target beyond using C.A technique is to decide the best mixture of some of specific attributes that is most influence respondents decision.

Prospective products are presented to respondents in a survey to select and favorable attributes, result will be used to develop an existing products or to make new one. these implicit valuations (utilities or part-worths) is very useful in creating a market model by which we can predict shares in the market, revenue and even profitability of new designs. In this way, the conjoint analysis used to discover the highest part-worths combination of the attribute. And then by setting up the attributes relative importance in terms of their participation in the total part-worths. Eventually, a perfect product profile can be evaluated.

In this study 9 alternatives were selected by the help of the Marketing Engineering for Excel (version 2.1.0) (Table 3.6).

Table 3.7: Attribute Levels for a Full-Profile, Fractional Design Conjoint Study

Attributes / Bundles	Bundle 1	Bundle 2	Bundle 3
Response to consumer in social media	In 1 hour	In 1 hour	In 1 hour
usefulness of shared contents	Not Important	Neutral	Important
Numbers of likes and shares from consumer (E word of mouth)	Not Effective	Neutral	Effective

Table 3.7 (con.): Attribute Levels for A Full-Profile, Fractional Design Conjoint Study

Attributes / Bundles	Bundle 4	Bundle 5	Bundle 6
Response to consumer in social media usefulness of shared contents	In 3 hours Not Important	In 3 hours Neutral	In 3 hours Important
Numbers of likes and shares from consumer (E word of mouth)	Neutral	Effective	Not Effective
Attributes / Bundles	Bundle 7	Bundle 8	Bundle 9
Response to consumer in social media usefulness of shared contents	In same day Not Important	In same day Neutral	In same day Important
Numbers of likes and shares from consumer (E word of mouth)	Effective	Not Effective	Neutral

After that respondents were asked to rank the bundles (set of attributes in various levels) from 1 to 9 depends on their preference (from the more preferred to the less preferred), data was collected from a sum of 179 respondents to be converted later one to percentages from 0% to 100 %. Converted data was entered into the Marketing Engineering software for Excel to be able to estimate Preference Partworths.

In the conjoint analysis the part-worth utilities of individual attributes are calculated based on the selection or ranking of a defined set of combinations of attribute values. After this, profiles of the existing services in different sectors in the market were created and market share was predicted for different scenarios, using the First-Choice Rule.

3.4.1 Preference part worth

In this research, all the 179 respondents did rank bundles; by we mean different attributes combinations. As a second step ranking was converted into percentages. According to respondents ranking we used the conjoint analysis software (Marketing Engineering Software for Excel Version 2.1.0) to calculate each attributes contributes to the consumer's preference. The term used for the attribute level's contribution is "Part- worths utility" that refers to

the utility values for parts of a product. The appendix 3.4.1 shows the part-worth utility scores for each respondents for each attribute's level. By using excel as a tool the mean part-worth utility has been calculated for the 179 respondents for each attribute's level (Table 3.7). Therefore, each level's part-worths were investigated. With regard to the response time, any service company that respond quickly will be preferred as it had taken the greater utility while late respond had the lowest ever utility. When a service provider post a useful content it was more preferred with a higher utility reflecting the importance respondents see towards useful content, on the other hand a wrong or product with a useless content is the less preferred. And as for analyzing the utility number of share and likes in a shape of e word of mouth attribute, its found that the utility of the third levels effective is the most preferred although neutral is some how preferred not effective is the least preferred,_if we looked for the least preferred level it will be in one day response comparing with not important in usefulness content then not effective in number of shares and likes that represent the importance of quick response then usefulness of content and with better utility comes the number of likes and shares.

Also we can read at the time of response attributes that 3 hours utility is relatively high that reflect that when respond is not in one hour its accepted to be in 3 hours if the other attributes and in high preferred level. The remaining utilities can be read from table 3.7.

Table 3.8: Mean of Respondents Preference Partworths

Attributes	Levels	Utility
Response to consumer in social media	In 1 hour	33,464
	In 3 Hours	21,235
	In same day	4,631
Usefulness of shared contents	Not Important	5,134
	Neutral	18,872
	Important	25,609
Numbers of likes and shares from consumer (E word of mouth)	Not Effective	5,665
	Neutral	18,872
	Effective	25,263

Respondent's generally decided that fast response (either request or complaint) has to be most important amongst attributes (37 per cent), following in second place number of likes and shares (32 per cent), and finally usefulness of content (31 per cent) (Table 3.8). Although it's clear that fast responds is the most important attributes, we can see that the differences between numbers of likes and shares the second attribute and the third which is the usefulness of content are very small, reflects that all attributes are important and reflects high awareness and expectations of customers from any company that use social media.

Table 3.9: The Mean of Attribute Importance

Attributes/Attribute Importance	Response time to consumer in social media	Usefulness of shared contents	Numbers of likes and shares from consumer (E word of mouth)
The Mean of Attribute Importance	37%	31%	32%
Having Fast response attribute as the most important seems to be a logic result since social media as concept could come over the known major barriers of time, place and space. Consumers are gradually increase expectations regarding fast response and always the mean of response time beyond expectations, in facebook average of response time is 24 hours nevertheless, more than %80 of customers on Facebook expectations still hasn't been met since they expect response within six hours (Amaresan, 2019). When we look to number of shares and like reflecting what other people like and say that is part of e wom we found the attributes has high importance to respondents Egebark & Ekström (2011) found that users are more likely to like certain message that others have already liked. In addition, as for content usefulness, respondents show high importance to it although it came as last attribute between other more important attributes (Table 3.9).			

Table 3.10: Hypothesis Validation

Hypothesis	Validation
Fast responses influence consumers who deal with service companies through social media.	✓
Number of likes, shares influence consumers who deal with service companies through social media.	✓

Content usefulness. Influence consumers who deal with service companies through social media.

✓

3.4.2 Existing profile products

In this study's survey we used information related to some existing products from Turkish service market. In order to run the analysis, these existing product profiles presenting Bank services, food delivery, telecommunications companies, turizm company and Air flight company and the levels affected to each attribute of these service provider have been either from their sites when available or from reports mentioned and took them as an example.

Following we will find a sum of five existing profiles products which were selected in order to run the market share simulation by using the respondent's partworths preference results (Table 3.10)

Table 3.11: Existing Product Profiles

<i>Attributes / Existing Product Profiles</i>	<i>Garanti BBVA</i>	<i>Yemek sepeti</i>
Response to consumer in social media	In 3 Hours	In 1 hour
Usefulness of shared contents	Neutral	Neutral
Numbers of likes and shares from consumer (E word of mouth)	Effective	Not Effective
<i>Attributes / Existing Product Profiles</i>	<i>Turkcell</i>	<i>Tatilsepeti</i>
Response to consumer in social media	In 3 Hours	In same day
Usefulness of shared contents	Not Important	Not Important
Numbers of likes and shares from consumer (E word of mouth)	Neutral	Neutral
<i>Attributes / Existing Product Profiles</i>	<i>Turkish Air Line</i>	
Response to consumer in social media	In same day	
Usefulness of shared contents	Important	
Numbers of likes and shares from consumer (E word of mouth).	Effective	

3.4.3 Market share simulations

The market share simulations have been done by using the partworths utilities for each consumer for the all of 179 consumers. The conjoint analysis findings were taken and utilized in order to simulate choices between five existing products (see Table 3.11). Table 3.12 resumes the predicted market share for a simulation with the five existing product profiles.

Table 3.12: Predicted Market Share Using the First-Choice Rule

Existing Product Profiles	Predicted Market Share
Garanti BBVA	35%
Yemek sepeti	30%
Turkish Air Line	22%
Turkcell	11%
Tatilsepeti	2%

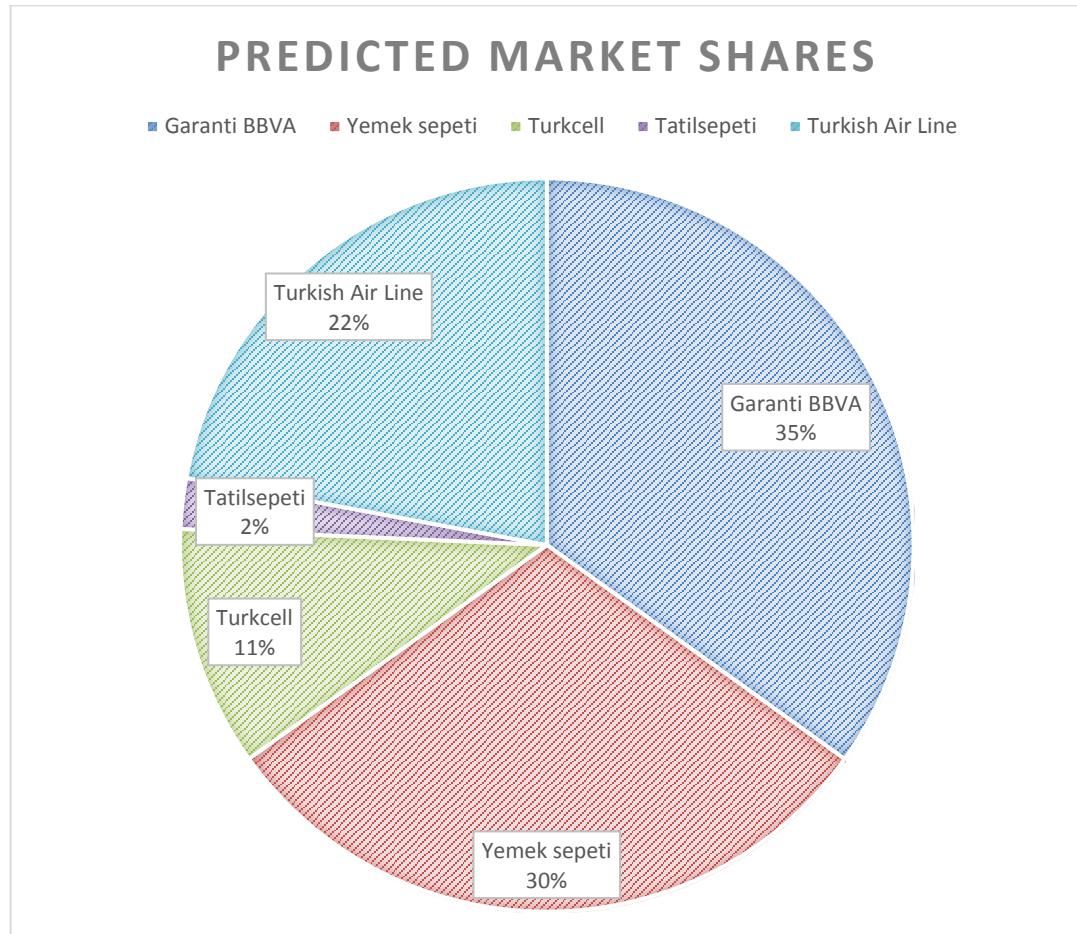


Figure 3.4: Predicted Market Shares

In the market share simulations, the “Tatil sepeti” had a market share of 2% only, mainly because the company’s response time is beyond expectations of consumer and beyond other service provider companies in the market. According to the respondents partworths preference this company should deal faster with consumer requests and post better vivid contents in other words they have to change the current strategy to survive in the market.

When we look to “Turk cell” who had 11% of market share we can see the positive effect of faster response although it has the first to improve and give importance to the content in order to attract new and maintain existing consumers.

In the case of “Turkish Air Line” they could achieve 22% of the market which can be explained by the careness of posting useful content and number of like and shares in form of e WOM, nevertheless late response.

“Yemek sepeti” could achieve 30% of market shares as they are the best in fast response attribute with highest level even though and due to their lack of achievement in number of likes and share they couldn’t achieve more market share, so beside they should improve useful content, they have to work harder to get more like and shares to be able to increase their market share. It reflects the importance of fast response but also how it’s important not to neglect other factors and apply over all balanced strategy.

With the highest market share 35% of the market “Garanti BBVA” comes due to their relatively fast response that is accepted from consumers and meet expectations somehow and with strategy cares about number of like and shares despite the fact they need to work more in useful content to be able to achieve more market share.

4. CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

Response time to consumers on social media were preferred to be the most important attributes for what influence a consumer to deal with a service provider, comes then the number of likes and shares from others as one form of e WOM, and finally the content usefulness. The utility among attributes has a considerable variation. Fast response in one hour had received the highest utility, then the in three hours and finally, in one day. This reflects that consumers who use social media of a service provider is fast response mindful. This is also the case in both remain attributes which is content usefulness and number of likes and shares.

Usefulness of content, as an attribute, is the least important and came after number of likes and shares. The utility among attributes has a considerable variation nevertheless its less than in fast response case, neutral level shares the same utilities with number of likes and shares.

The product profile that has the highest possible utility for all the 179 respondents was a service provider whose response is in 3 hours with high number of like and shares even if content usefulness is not high, the profile that has got the least utility had slow response with neutral on number of shares and like with useful content not effective a service provider this utility can use the part-worth analysis of every single attribute in order to find out how they can boost the consumer's utility through social media.

Service provider companies should take into their considerations these findings; they need to check with technicians how to maintain and improve response time attribute of their products since it had taken the highest importance by respondents; they need to encourage consumers to like and share the companies posts in order to attract and persuade new consumers by then the market share will be expanded. They can use different strategies in order differentiated themselves from other service provider companies.

The definition of the perfect product for consumers will help companies to improve products that have the needed sets of attributes and take into account the best way to target their market. That is considered as one of the advantages of conjoint analysis. In this context, fast response achieves nearly 60 per cent of the attributes' importance for respondents. Service Provider Company that aim to reach a high level of consumer satisfaction, should focus on giving fast response and find a way to increase like and shares while having more useful vivid contents posts in any marketing strategies undertaken by them.

More researches should be done about usefulness of content and number of likes and shares to find which is more effective in consumer preferences in our study the different was small, also more research should be done on the levels itself and its number since three levels may be few, This could involve a larger sample size and more attributes for better testing and predicting the influence of social media on customer preferences while selecting between different service provider company, thus we can get more accurate information that would help us know which factor and to what extend we should concentrate and prioritize while planning and applying our strategy.

Furthermore, in order to give a more value to the research it would be better to make a conjoint analysis research using segmentation analysis of consumers' preferences and needs. The output segment structure can be taken into account while defining a new product that appeal to defined customer segments. The estimated preference partworths can be used in order to define customer's segments who are having common likes and dislikes and give values to some attributes to nearly the same level.

Future research is needed to elaborate in type of comments by which type of people giving comments. For example, instead of an unknown person commenting on a message a strong tie should be used in order to see if this shifts a persons' attitude towards the message in a more extensive way.

In this research, an analysis of existing products has been done in order to investigate the market potential of the new offering, which are measured with a reference to what already exists in the market. It is recommended to run a cannibalization effects analysis of the new product on the company's existing products in the market.

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RESUME

Name Surname: Karim Hamzah Abdel Rahem Zidan

Place/Date of Birth: Egypt - March 15th 1978

E-mail: karim.zidan78@gmail.com

Education:

1997-2001 BA. Of commerce, Azher University

2016-2019 Istanbul Aydin university -Master in management English

Work Experience:

2018 till present Mercan optic –exporting sales executives

Nov,2015 -Dec2016 Hammadı Dış ticaret

May2012-Dec2013 Mentrac IT distripition -Dell regional quoting

2010-May2012 Mentrac IT distripition-HP Sales specialist

2009-2011 Mentrac IT distripition -Product manager HP printers

2003-2008 British Products Sales center for crop product accounting department.
Cost controller

Languages:

-Arabic: Native Language

-English: Upper Intermediate

-Turkish: Intermediate

Skills:

- Negotiation skills, leadership, working under pressure, good listening, communication skills, good capability of information to others well

- Computer skills (Microsoft Office)