T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

THE EMERGENCE OF SOCIAL MEDIA AS NEW MARKETING TOOL IN TURKEY

THESIS

Laila Dahmid

Department of Business (English)
Business Administration Program

Thesis Advisor: Dr. Burçin Kaplan

July, 2019

T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

THE EMERGENCE OF SOCIAL MEDIA AS NEW MARKETING TOOL IN TURKEY

THESIS

Laila Dahmid

(Y1612.130116)

Department of Business (English)
Business Administration Program

Thesis Advisor: Dr. Burçin Kaplan

July, 2019

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

YÜKSEK LİSANS TEZ ONAY FORMU

Enstitümüz İşletme İngilizce Anabilim Dalı İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı Y1612.130116 numaralı öğrencisi LAILA DAHMID'in "**THE EMERGENCE OF SOCIAL MEDIA AS A NEW MARKETING TOOL IN TURKEY**" adlı tez çalışması Enstitümüz Yönetim Kurulunun 27.06.2019 tarih ve 2019/15 sayılı kararıyla oluşturulan jüri tarafından oybirliği/oyçokluğu ile Tezli Yüksek Lisans tezi 25.07.2019 tarihinde kabul edilmiştir.

	Unvan	Adı Soyadı	Üniversite	İmza
ASIL ÜYELER				
Danışman	Dr. Öğr. Üyesi	Burçin KAPLAN	İstanbul Aydın Üniversitesi	
1. Üye	Dr. Öğr. Üyesi	Özge EREN	İstanbul Aydın Üniversitesi	
2. Üye	Dr. Öğr. Üyesi	Farid HUSEYNOV	Gebze Teknik Üniversitesi	
YEDEK ÜYELER				
1. Üye	Dr. Öğr. Üyesi	Çiğdem ÖZARI	İstanbul Aydın Üniversitesi	
2. Üye	Dr. Öğr. Üyesi	Alev Dilek AYDIN	Haliç Üniversitesi	

ONAY

Prof. Dr. Ragıp Kutay KARACA
Enstitü Müdürü

DECLARATION

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

Laila Dahmid

FOREWORD

With special honor and respect, I dedicate this project to the following;
To my beloved parents; Mr. Hassan and Mrs Saadia who have been so instrumental and supportive to my life and to this academic work.
To my siblings: Wafaa,Dalila and Saad On their dedication in assisting me until now.
I cannot also forget the many unforgettable mentors I have encountered in my life who have provided me no small support in many areas of my life. I cannot elaborate how much they mean to me and to my career paths.
An un-ended applause goes to my academic supervisor, Dr. Burcin Kaplan, who has been there always providing me with all the academic and social apparatus necessary to complete this work.
I equally wish to extend my gratitude to the staff of Istanbul Aydin University, International Students Union (ISU), ISSA, and International Students Office.
I wish that this thesis will be useful for researchers in further study on fields related to this topic.

July, 2019   **Laila Dahmid**

TABLE OF CONTENT

LIST OF FIGURES

LIST OF TABLES

THE EMERGENCE OF SOCIAL MEDIA AS NEW MARKETING TOOL IN TURKEY

ABSTRACT

This study had critically undergo several literature review in relation to the emergence of social media as a new marketing tool in Turkey. Meanwhile, the rise of social networks on the web has shaken up the traditional marketing models established over more than a century in Turkey and elsewhere in the world. This study employed the use of qualitative survey research which involves the use of study experiment in Turkey. Several interviews method of qualitative research were used for the analysis.

Based on the analysis of the study, the findings showed that the advertising must equally be carried out with influencers over the internet. These processes included the area of the client service as influencers are a means of directing the consumption of products and the adoption of behaviors. The view of the participants made it known that people mostly used internet now as a source of information about the product attributes and facilitating peer recommendations. In fact, the credibility of peers is greater than that attributed to businesses and organizations on the Web.

The study concluded that concretely engage in conversation with their communities and influencers should be transparent in their communications with Internet users and facilitate participation and collaboration by proposing tools for user-friendly content production and by offering ways to sharing of these contents or conversations with other Internet users

Keywords: *Social networks, convergence, marketing, new media, business models, Internet*

TÜRKİYE'DE YENİ PAZARLAMA ARACI OLARAK SOSYAL MEDYA'NIN OLUŞMASI

ÖZET

Bu çalışma, Türkiye'de yeni bir pazarlama aracı olarak sosyal medyanın ortaya çıkmasıyla ilgili olarak çeşitli literatür taramasından geçirilmiştir. Bu arada, sosyal ağların internetteki artışı, Türkiye'de ve dünyanın başka yerlerinde bir yüzyıldan fazla bir süredir kurulan geleneksel pazarlama modellerini sarstı. Bu çalışma, Türkiye'de araştırma deneyinin kullanımını içeren nitel anket araştırmasının kullanımını kullanmıştır. Analizde nitel araştırma için çeşitli görüşme yöntemleri kullanılmıştır.

Çalışmanın analizine dayanarak, bulgular, reklamın internet üzerinden etkileyicilerle eşit şekilde yapılması gerektiğini göstermiştir. Bu süreçler, müşteri hizmetleri alanını da etkiliyordu; çünkü bunlar, ürün tüketimini ve davranışların benimsenmesini yönlendirmenin bir yolu. Katılımcıların görüşü, insanların artık interneti, ürün özellikleri ve akran önerilerini kolaylaştırmak için bir bilgi kaynağı olarak kullandıklarını bildiriyordu. Aslında, akranların güvenilirliği, Web üzerindeki işletmelere ve kuruluşlara atfedilenlerden daha büyüktür. Çalışma, toplulukları ve etkileyicileri ile konuşmaya somut bir şekilde katılmanın, Internet kullanıcıları ile iletişimlerinde şeffaf olmaları ve kullanıcı dostu içerik üretimi için araçlar önererek ve bu içerikleri veya konuşmaları diğer Internet ile paylaşmanın yollarını önererek katılım ve işbirliğini kolaylaştırması gerektiği sonucuna varmıştır.

Anahtar kelimeler: Sosyal ağlar, yakınsama, pazarlama, yeni medya, iş modelleri, nitel yöntem, Internet

1. INTRODUCTİON

Over time, internet and social networks have taken a prominent place in the daily lives of Turkish users. According to a report published by the Directorate of Education, Culture and Research of the Ministry of Youth and Sports, the number of Internet users, in Turkey since 2017, has increased by 2 million and 6 million of users for social networks. This increase in use was highlighted in the report entitled internet usage and social network in Turkey and the world", based on data collected in 2016 and 2017 and published by the Directorate. Education, Culture and Research of the Ministry of Youth and Sports. In view of global usage, the user rate in 2017, unlike the previous year, increased by 10%, or 354 million users and an increase of 21% of active users of social networks, or 482 million individuals. According to the same statistics, the continent with the highest internet usage rate is North America (88%), while Africa is one of the continents where is the lowest (28%). Turkey is above average with an utilization rate of 50%. In addition, it has been determined that social media users in Turkey spend an average of three hours per day on social platforms. Japanese users spend the least amount of time on social networks, with only 40 minutes of daily use. 55% of the Turkish population, 44 million people, actively use social networks and the Internet, according to the same source. In addition, about 59% hold mobile subscriptions, which equates to 42 million social network users via their mobile. In Turkey, 95% of the population has a mobile phone, including 70% of a smartphone against 51% of a fixed or portable PC and 17% of a tablet. During the day a user spends an average of seven hours in front of a computer knowing that everyone connects to the internet and social networks for at least three hours a day.

On the other hand, the utilization rates of these means are very low in certain countries and continents such as the African continent. According to the statistical data shared in the report, Turkey's annual digital development is growing, highlighting an increase in the use of the internet and social networks over the years. This enthusiasm is of great interest to Turkish advertisers who

see it as a media platform of choice and much less expensive than traditional media.

The flagrantly emergence of the social network on the web calls into questions efficiency of traditional marketing technics. The promoting authorities become inspired by interpersonal organization since it is loaded with itemized data about the faculty profile, the way of life and utilization members. Accordingly, advanced division and quantifiable outcomes, in addition the ongoing writing affirms the development of assessment pioneers towards these systems and their capacity of impact over client conduct, this wonder is the result of an extreme change in perspective, where the standards of vertical customary correspondence are step by step being supplanted by two-way correspondence. Advertisers and organizations in this way make with this reality in a setting where the supreme control of the message turns out to be increasingly troublesome.

The conventional plan of action, which depended on mass advertising and unidirectional interchanges, has shaken: the showcasing experts have been to perceive that correspondence methodologies should have been assessed and adjusted to another correspondence circumstance. Starting now and into the foreseeable future, the Net surfers unmistakably show their aim to take an interest effectively in all circles financial exercises. The mechanical time, portrayed by an economy dependent on a top-down plan of action which has been directed by people with the material and money related intends to create merchandise and enterprises for resale to customers. The advanced age is changing this worldview by permitting anybody with the methods and mechanical learning to do as such and to take an interest in the economy.

The globalization of business sectors has offered ascend to a significant marvel, the democratization of data and correspondence advances (Cazzava, 2018). The globalization of generation and the subsequent economies of scale, have prompted lower cost innovations, growing the related item deals advertise. These turned out to be progressively available and all the more simple to utilize. The allocation of data and correspondence advances by Internet clients is a basic component of this exploration since it has prompted the development of cooperation and coordinated effort rehearses on the web. Web-based social

networking along these lines shows up as a framework for the trading of feelings and data between/among the members.

1.1 Specific Objectives

Based on the information gathered, the following specific objectives were being targeted

- Knowing that the use of social networks as a forms of socialization and communication is progressing all over the world, the Turkish users are following the same trajectory as far as the tools proposed are adapted to their reality.

- Firms aiming to bring changes whether consummatory or behavioral are interested in encouraging online interaction with influencers and encouraging association and participation with web users.

- Many organizations use the ideologies of the theory of marketing engagement, providing user-friendly tools adapted to the needs of Internet users allowing them to multiply their actions online, the more they participate in the movement and create viral movements, the more firms are transparent in communicating with Internet users, the more they tend to trust them.

- The use of mobile as a marketing communication tool integrating social networks and traditional media in Turkey is expected to grow as telecommunication companies offer more efficient services

2. LITERATURE REVIEW

Social media marketing has been studied for years since the markets have become more competitive, the marketing specialists have found themselves obliged to focus on this phenomenon that become a vital tool in nowadays business.

2.1 Social Media

Social media is universally used to communicate and share information. This feature has made social media become popular which in turn changing the way people react and respond to society situations (Alyssa & Nick, 2010). Social media is an instrument on the web when it wound up conceivable, for Internet users, to partake solidly in the advancement of substance on the web, with Web 2.0, a term recommended by O'Reilly (2004), to characterize the new web (O'Reilly, 2005). Like huge associations, this condition free permits a great many people and private companies to make items in joint effort, to get to new markets and to join different buyers for a social or business reason. This idea results in the new development and productive models for business which is characterized by persons through a concrete part to performance (Tapscott & Williams, 2008).

Social media is a collection of different types of people-to-people interactions on the internet. Social media and social networking sites are difficult to draw the line between. Cavazza (2008) opined that social media involves the online publication of different online materials and the sharing of contents, ideas and social interactions between/among individuals of the same interest. This involves coming together of peoples, gaining notoriety for any individual and developing influence on the internet. Cavazza (2018) suggests the graphic below to demonstrate social media:

Figure 2.1. Social Media Landscape 2018

2.1.1 Social Networks Adoption in Turkey and Worldwide

Since Web is a predominantly Anglo-Saxon trading venue, it seems appropriate to look at the importance of adopting networking sites by Turkish people. Social networks can become a means to advance the adoption of social networks in general by Turks or any other people, from the moment these platforms are offered taking in account the different needs of use of the different communities. Already, efforts, often initiated by community members who want to have tools that can reflect their identity, appear within different social media. In addition, with a view to commercialization and profitability, networking sites have an interest in modeling around the needs of different communities.

In January 2018, a global marketing and public relationship agency that makes an online audience measurement service released a study on the active social media penetration in Europe as of January 2018, with a focus on Eastern Europe. This study shows that only 45% Polish people were active on social media platforms, while Russia has registered a little bit above the average rate to reach 47%, taking in account that the Global rate by region is 37% for the

Eastern Europe. (We Are Social; Hootsuite, We Are Social; Tencent; Facebook; Vkontakte; Wikipedia; Kepios Statista 2019)

This figure seems relatively high, although it remains inferior to that of networking site visits globally in general. Thus, 39% is the global average rate of active users of social media as at early quarter of 2018. Following table shows audience penetration by country.

Table 2.1: Social Media in Europe

European Countries as at 2018. **Country**	Penetration rate (Percentage)
Eastern Europe General penetration rate	37
Hungary	60
Bulgaria	52
Romania	51
Slovakia	50
Belarus	49
Russia	47
Poland	45
Ukraine	29
Moldova	25

Source: We Are Social; Tencent; Facebook; Vkontakte; Wikipedia; Kepios 2018,

Still according to We Are Social study, networking sites saw the same evolution of 47% of visits by Russians, the 4th quarter, compared to January 2018. Facebook was not the most visited site, being only the 4th with a rate of 35%, but also, being among the first ones. This is largely due to the launch of Facebook's Russian edge. This proposes that the people using Internet are interested in accepting sites presenting an edge in the culture usage. Media is seen as a conversation market. It is imperative to be focused to the demands of

Internet users and to adapt to it while facilitating the adoption of social networks and the resulting interactions.

Table 2.2. Main networking sites visited by Russian, 4th quarter 2017.

Russia social networks penetration (2017)	
Social Network	Population (%)
YouTube	63 %
Vkontakte	61 %
Odnoklassniki	42 %
Facebook	35 %
Skype	38 %
WhatsApp	38 %
Google+	30 %
Viber	33 %
Instagram	31 %
Fb Messenger	11 %
Twitch	7 %

Source: We Are Social; 2019

In January 2018, We Are Social, had published the statistic showing the duration of period, that is, 83% of internet users in Malta were active social media users, make it at the first position, while United Kingdom (UK) had 66% social network penetration, making it at the 11th place.

The following illustrates the active social media penetration in European Countries:

Table 2.3. Active participants of social media

Country	Social Media
Malta	83 %
Iceland	80 %
Gibraltar	75 %
The Faeroe Islands	73 %
Andorra	65 %
Sweden	73 %
Denmark	71 %
Norway	69 %
Jersey	67 %
Netherland	64 %
United Kingdom	66 %
Belgium	65 %
Portugal	64 %
Ireland	65 %
Luxembourg	61 %

Source: We are social (2018)

2.1.2 Adoption of Online Social Networks by Turks.

Turkey is among the first countries in the World where the network had a considerable impact. Social Network users in Turkey are young, urban and educated. Youth, up to 30 years old, is the age group that uses social networks the most. While young people are predominant, there are variations among different regions of Turkey. In general, the residents of the city use these networks much more than those of the countryside, "says Özgür Uçkan, professor of digital economy at Bilgi University. But the differences do not just appear between rural and urban areas. "It is also observed that the southern regions like Antalya are those which concentrate the most users; but social networks are developing a lot in the Kurdish regions of the southeast "he says. Reason for these disparities? "In the city, we need to build a network; it's less necessary in villages where everyone knows each other, "observes Ekiz Oğulcan. An assistant professor at Bilgi University in Istanbul.

According to the same source (We are Social, Hoosuite, Statistica), the most used social media was YouTube with 55 percent. Facebook is the second most popular, with a share of 53 percent, which is not considerable difference with YouTube as it is mainly Videos platforms for blogging, more than socializing in

individual environment, while Facebook remain the main platform, for the full meaning of social network.

Table 2.4: Social networks visited by the Turks

Turkey Social Network Penetration	
Social Network	Share population (%)
YouTube	55%
Facebook	53%
Instagram	46%
Twitter	36%
WhatsApp	50%
FB Messenger	37%
Google+	31%
LinkedIn	20%
Skype	25%
Pinterest	16%
Snapchat	21%
Tumblr	14%

Sources: We Are Social; Hootsuite (2018)

Furthermore, Digital Report 2017 emphasize the popularity of social media within Urban Turkey. An essay made by digital strategist and Turkey specialist Esra Doğramacı and the report's contributing author and researcher Damian Radcliffe, demonstrates that « social media is popular as a news destination for online users in urban Turkey; with the leading platform being Facebook (used for news purposes by 69 per cent) and Twitter by a third (33 per cent) of the sample. »

Beside this, other common uses for social media include Lifestyle, sports, entertainment and following personalities; such as Turkish singer, television and film celebrities, sports persons, journalists and politicians. (Digital News Report 2015)
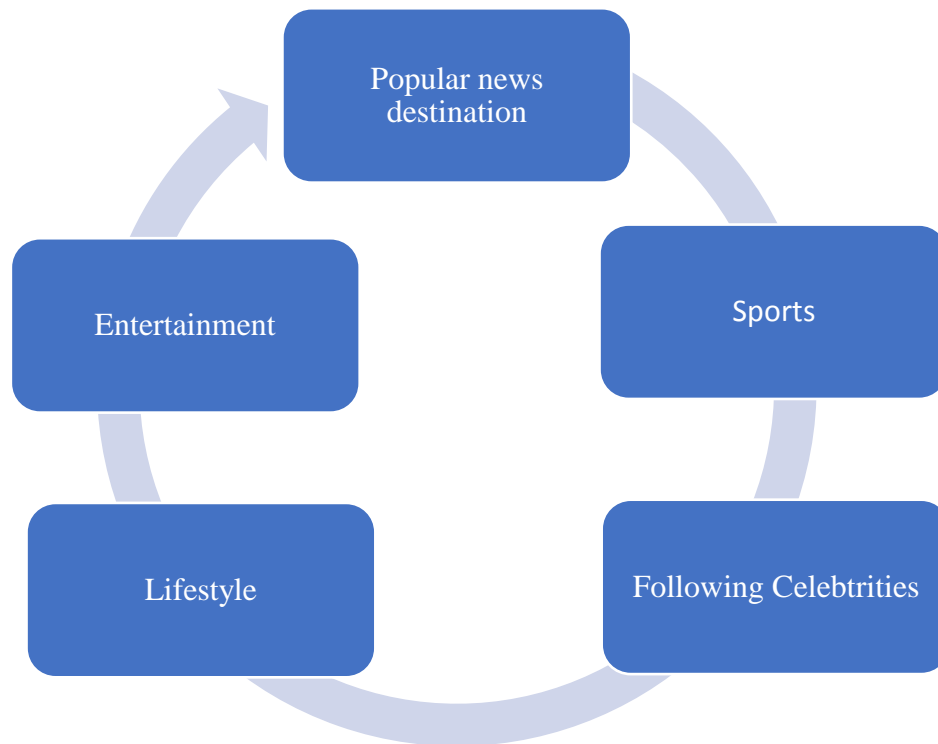
Figure 2.2: Content broadcast on social networks by Turks

2.1.2 Facebook and Turks

Facebook command participant in social media usage. Even though, exact numbers vary, the analytics firm SocialBakers demonstrates that Facebook was already home to nearly 43 million accounts. It allows to circulate very quickly the favorites in the network (SocialBakers, 2018).

Turkish people are big fans of Zuckerberg's social creation and they show it, as almost three out of five of them access Facebook every single day and rack up 40 billion-page views every month. Social media usage in Turkey, whether based on the online access granted by desktops and laptops or on mobile devices such as smartphones and tablets, has become almost universal and has markedly changed the culture of the nation in just a few years. Even though the penetration of smartphones into the Turkish market lags many other developed nations, Turks have largely turned to web apps such as "Facebook For Every Phone" which allows users of older cellular phones to readily access Facebook just about as well as any iOS or Android owner.

Sport is one of the driving passions of the Turkish nation and this factor is readily acknowledged when you note that out of the top five Facebook pages, two are taken up by the country's leading soccer teams, Galatasaray and Fenerbahce. This factoid is even more impressive when you consider that the United Kingdom which is the home of the Premier League and widely acknowledged to be one of the most soccer mad countries in the world, doesn't have a soccer team anywhere within its top ten Facebook pages! Soccer stars like Arda Turan, hugely popular on Facebook and regularly rank among the site's most followed Turkish celebrities. When it comes to Facebook brands, Sefamerve, Kayra, and Volkswagen are among fastest growing Facebook pages in Turkey having the highest audience (SocialBakers, 2018).

2.1.3 Social and Networking Sites

Jenkins, the Founder and Director of the Comparative Media Program MIT Studies in 2006, issued the foundation for a new phenomenon. Jenkins (2006) advances the theory that convergence applies not only to technology, but also has social and cultural dimensions. According to him, the introduction of cultural revolution which main characteristic lies in the willingness of individuals to participate actively in the production of content on various media platforms. Jenkins says traditional media and businesses will have to face the facts: they ought to submit to this new reality and work with individuals. It assumes that the consumption of goods and services has become a collective process and carried by collective intelligence. Social networks are concrete examples of the paradigm of emerging convergence. These are virtual landmarks where individuals, companies and media interact in a free and complex way in their interrelations and their processes of taking positions or decisions (Jenkins, 2006).

The theory of convergence goes hand in hand with the new theory of learning based on the principles of connectivity which was developed according to Siemens (2006). Siemens looks at new models of knowledge acquisition since the digital age. According to him, knowledge is developing today in much thanks to online conversations between individuals, experts, professors, organizations, etc. This is thus evolving in a communication space characterized by the presence of a multitude of creators of content and especially by the free

communication between these authors, real factor of learning even knowledge (Siemens, 2004).

More so, he further forward the notions of recognition and accreditation of content. These notions are essential for this research since they support the principle that opinions, videos and other content posted on the internet, users often have more credibility in their eyes than proposals produced by advertising agencies. Therefore, the quality and veracity of contents are less important than the sources of the message.

The following figure shows the complexity of the communication space on the Internet as well as the many factors influencing knowledge learning. It helps to understand the challenges faced by Internet users in finding credible content. The first part of the figure shows the flow of information and content posted by individuals whose large quantity makes it more difficult to search for credible content. The right-hand side of the figure shows that in such a context of overabundance of content, Internet users establish dialogue (thanks to social networks) with experts, friends and other Internet users whom they consider credible enough to guide them in their search for veracity. Finally, the central part of the table recalls the role to be played by organizations in facilitating conversations between experts and individuals.
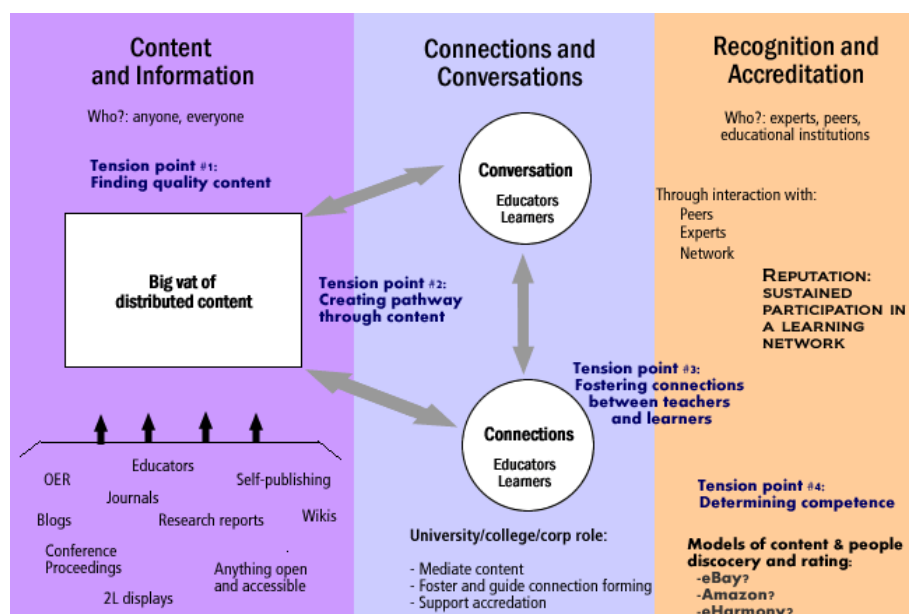

Figure 2.3. The communication space on the Internet according to Siemens

Source: The communication space on the Internet according to Siemens March 2008.

Stephenson says that the experience has longtime ago been the best source of knowledge. But since we can not experience everything, the experiences of others, and therefore others, become bearers of knowledge (Siemens, 2004). So, the more connections there are between individuals, the more knowledge circulates, thus promoting the development of collective intelligence. Previously, traditional media allowed them to broadcast their offers. Today, traditional media are sometimes overwhelmed by new possibilities offered by the online social networks. The ability of companies to develop conversations with individuals, without imposing on them, seems an increasingly interesting option.

2.2 Theoretical Issues

2.2.1 Social Learning Theory (SLT)

SLT was theorized by Bandura (1977), proposed that everyone learn from one another via suggestion, copying, and modeling. This hypothesis is often known as a bridge between behaviorist and cognitive learning hypotheses due to its contents attention, and motivation. The author proposed what famously became known as the Bobo Doll experiments. Bandura clinched that children learn aggression, violence, and other social behaviors through observation learning, or watching the behaviors of others.

After his studies, Bandura was able to determine three basic models of observational learning, which include:

- A Live Model: which includes an actual person performing a behavior.

- A Verbal Instruction Model: which involves telling of details and descriptions of a behavior.

- A Symbolic Model: which includes either a real or fictional character demonstrating the behavior via movies, books, television, radio, online media and other media sources.

Social Learning Theory is frequently labeled as the 'bridge' between traditional learning theory (i.e., behaviorism) and the cognitive approach. This is because it focuses on how mental/cognitive factors are involved in learning.

Therefore, individuals do not automatically observe the behavior of a model and imitate it. There is some thought prior to imitation, and this consideration is called mediational processes. This occurs between observing the behavior (stimulus) and imitating it or not (response)
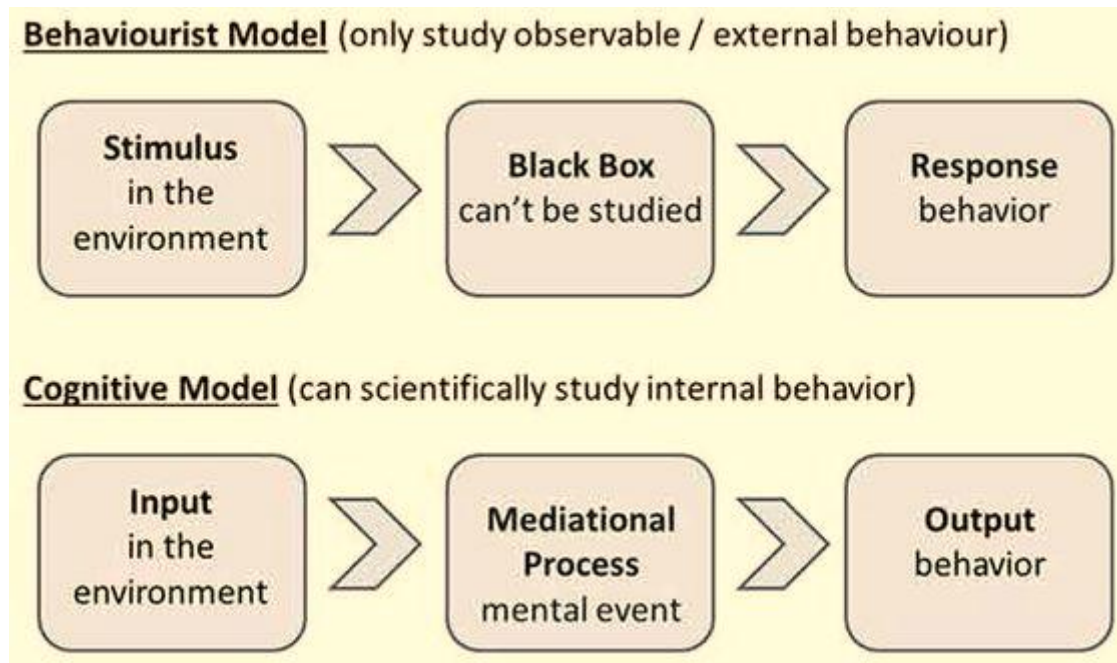
Behaviourist Model (only study observable / external behaviour)

Stimulus in the environment → Black Box can't be studied → Response behavior

Cognitive Model (can scientifically study internal behavior)

Input in the environment → Mediational Process mental event → Output behavior

Figure 2.4: Behaviorist and Cognitive Models

2.2.2 Agenda Setting Theory

This hypothesis was initially proposed by McCombs and Shaw in 1972. The hypothesis contended the capacity to affect the essentialness put on the points of the open plan. With motivation setting being a sociology hypothesis, it likewise endeavors to make expectations. That is, if a news thing is secured much of the time and conspicuously, the group of spectators will view the issue as progressively significant. In spite of the fact that it's difficult to gauge the degree of the media's impact on popular sentiment, plan setting hypothesis has still demonstrated profitable in seeing how broad communications influences the manner in which individuals see reality.

Motivation setting hypothesis lays on two essential suppositions. The first expresses that the media channels and shapes reality rather than just reflecting it (McCombs & Shaw 1972). For instance, news stories are not displayed sequentially or as per the quantity of individuals influenced by them, but instead in a request that a maker or editorial manager decides to be the most "hair-

raising," or most speaking to crowds. The subsequent supposition expresses that the more consideration the media provides for specific issues, the more probable the open will be to name those issues as essential ones. As it were, motivation setting doesn't really tell individuals how they should contemplate certain issues, yet rather what issues they should make of.

The hypothesis has some logical legitimacy. For example, it depends on the subjective guideline of availability, which alludes to the recollections the cerebrum gets to when requested to recover data. The more a story or issue is exposed in the media, the more noticeably it is put away in individuals' recollections. At that point when individuals are approached to list the most significant issues of the day, they are probably going to react by naming the top stories canvassed in the neighborhood or national news. Many investigations additionally vouch for the political, lawful, social and financial impacts of motivation setting.

2.2.3 Theory of Gratification

This hypothesis is used to apprehend the reason people actively request for specific media to satisfy certain needs. The hypothesis is a crowd-based approach to apprehend social interaction among its participants. Blumler and McQuail 1969 proposed primary groundwork in regard to the categorization of participants' motivations for watching political channels during the time of the 1964 election in the UK.

3. RESEARCH METHOD

This allows to delimit a frame theoretically and formulate 4(four) proposals to improve the spectacle of social networks and marketing strategy in Turkey. This chapter discusses the presentation of the method used to investigate the 4(four) specific objectives introduced. Firstly, an explanation of why a qualitative method was opted. In a second step, a presentation of the instruments employed to carry out the data collection. Lastly, a presentation of the analysis technique used to synthesize the information collected and interpret the result.

3.1 Component Method

This study used an exploratory research approach. The multitude involved in this are as follows; firstly, the study identified the themes to explore with 4(four) media in Turkey. However, questionnaire was developed to examine and conduct the interviews. The subject being topical and constantly evolving, it is essential to extend the scope, knowledge, and awareness of the subject matter. On the other hand, qualitative method includes an endless coming and going between framework and data collection in the field. As a result, the empirical review is comprised of several records. Finally, several considerable, published materials from specialists in media have been found on the internet.

3.1.1 Collection of Data

Three interviews were conveniently carried out and the fourth means was through telephone between August and September 2018. The interview guide was sent by email to each participant, explaining main goal of the subject. The content of the objectives of the research was sent to participants. In this content, the name of the participants was disclosed in the search result.

3.1.2 Sampling

The sample targeted by this research is composed of 4 social media marketing. The selected participants work either in advertising agencies or as internet marketing consultants. To proceed with the sampling. First. Ten Turkish advertising agencies offering the Internet marketing or new media strategy service have been identified. Then, the ten candidates were contacted to invite them to participate in the study. Finally, four individuals agreed against one who withdrew for lack of time. The respondents concur to disclose their identity as part of this research are listed below:

- Ogilvy Public Relations Istanbul, Tuğçe Tanriverdi, SM Supervisor

- Altavia Dekatlon. Tina Dervinskaya, International Accounts Supervisor,

- PromoQube, Semin Yilmaz, Account Executive.

- Next Big Thing, Mujde Karakaya, Marketing Director

3.1.3 Participants' Profile

Firstly, the participating organization and contextualization of the professional progression of these individuals (interviewees).

Participant 1:

- - Ogilvy Istanbul, Tuğçe Tanrıverdi, Digital Media Manager,

Ogilvy had the chance to collaborate with Mrs. Tuğçe, Digital Media Manager, who is mainly responsible about implementing strategies for using social media channels for marketing purposes, as well as Identifying, evaluating and monitoring relevant social media channels, Establishing relationships with online communities by identifying key influence responsible for comment moderation, consumer interaction, and diffusing any online issues (complaints, returns, etc.) Tuğçe is also well versed in Facebook Insights, Twitter Analytics, and social marketing platforms like Social bakers and Percolate to analyze and present brands social communication, as well as build engagement with fans and followers Created monthly and campaign-based reports of client and competitor social activities.

Participant 2:

- Altavia Dekatlon.

Tina Dervinskaya, International Accounts Supervisor,

Altavia claims to be the leading independent and international communication group dedicated to the retail sector. Founded in 1983 by Raphael Palti, the company's Chairman and CEO, the Group offers sales activation solutions that are specially adapted to the needs of retailers. It develops innovative, high-performance communication methods. Present in 34 cities across 26 countries, the agency has more than 1,500 employees.

About Altavia Turkiye. It was created with the merge of Elan (established by Zeynep Necipoğlu in 1997) with Altavia in 2001. Altavia Türkiye is among the rare communication agency to provide combined services in Marketing Services and Print Management in Turkey.

The renowned team of Altavia Türkiye has 360 ° expertise and delivers a complete range of services, including: advertising campaigns build up, store design, branding, indoor and outdoor POS creation and production, catalog design and Print Management (from offset to digital). In Altavia, Mrs. Tina Dervinskaya, which I met on Facebook. On a recommendation group for foreign women of Istanbul. As both are foreigners, she is a Ukrainian expatriate, who has a very strong background about the interest area and has worked as International Supervisor for many years.

Participant 3: Promo-Qube, Mrs. Semin Yilmaz, Account Executive.

Promo-Qube is Turkey's 1st PMD and leading social media agency focusing on marketing solutions for brand assets on social platforms. Besides global brands such as LG, Carte d'Or their main clients are Efes Pilsen, Turkiye ISBankasi, Hepsiburada, Eczacıbaşı Topluluğu, Borusan Holding and Anadolu Grubu. The core team consists of more than 50 dedicated and experienced Social Media Strategists Analysts, Online Advertisers, Software Developers and Designers. PromoQube forces, or, in other words, focus, is make the human resources Management the priority while the team is among the most influential people in the digital marketing community in Turkey. I have got the opportunity to meet Mrs. Semin Yilmaz the Account Executive of PromoQube, she is directly linked

to the Account Director, she ensures the smooth running of campaigns, and this include communicating the correct information to all the team members, until the last steps: facing clients. Semin is not new in the social media marketing world taking in account the amount of social media certificates she has achieved.

Participant 4: Next Big Thing (NBT), Mujde Karakaya, Marketing Director.

Next Big Thing, founded in end of 2013, is an agency that builds the 'Marketing Machines' as a turnkey solution for brands in order to provide sustainable marketing performance via 'marketing as a service' approach. The team operate with Marketing Professionals in Strategy, Performance Marketing, Content Marketing and Design Departments in UK, EMEA and R&D Offices. In NBT, I cooperated with the Marketing Director Mrs. Mujde Karakaya, she is mainly focusing on the Digital marketing projects by developing and implementing the digital marketing strategy as well as the content marketing management.

3.2 Summary and Interviews Coding and Analysis

The summary of how the interview was conducted among the respondents is discussed in this section. The approval of the respondents was firstly put forward, then proceeded to data reduction, in the form of reducing the available sheets to identify the main scope during interviews. The codification of the data was generated in an approachable format, as prescribed by Bonneville et al. (2007: 198) on the following analysis grid:

Table 2.5: The analysis grid

- Topics and subtopics searched

- Adaptation of social networks to the needs of Turks

- **Social networks**

- **Turkish Market Limitations**

- Importance of opinion leaders on the Web

- **Brand ambassadors**

- **Conversation and recommendations market**

- Engagement Marketing

❖ **Culture Participatory**

❖ **Nature and applicability of products and services**

❖ **New business models**

- Media

- **Hybridization: traditional media and social networks**

- **Mobile**

In coding of the consultations, the imperative basics were released, and the respondents' comments were put in relation to identify links between them that can ease apprehension of the social network and marketing phenomenon. These steps required constant feedback on the empirical data. (Bonneville, Grosjean & Lagace, 2007).

4. RESULT PRESENTATION AND DISCUSSION OF FINDING

An important part of the results gathered in the conduct are the conceptions and views expressed by four media and marketing specialists working in communication companies in Turkey. This portion is built with a view to comparing the answers provided by our respondents.

4.1 Adoption of Networks and Turks

By studying the theme of adapting social Web instruments to the needs of its users, the study aims to discover to what extent Turks are sensitive to the offer of networking platforms. In fact, the possibility was wondered to envision a trajectory like what happen s elsewhere in the world. The below is used to analyze the specific objectives:

OBJ1: Knowing that the use of social networks as a forms of socialization and communication is progressing all over the world, the Turkish users are following the same trajectory as far as the tools proposed are adapted to their reality.

The review of this was based on two sections. First, the study sought to determine the social networks conducive to interest the Turks; based on the four new media specialists. Secondly, the question of the limits of the Turkish market and the diffusion of innovations in such a market were discussed. In fact, I wanted to see where Turkey stood in terms of adopting social Web innovations.

4.1.1 Social Networks and Turks

According to Mujde (2018), Turks adopt social networks but slowly, because the available platforms are not always available in Turkish. Mujde points out that adaptation in Turkish Facebook platform partly explains why this social

network is so successful in Turkey. Mujde mentions that Turkish market is conducive to the expansion of such networks of influence:

Citation-1 «Turkey has got its distinct civilization. You look at the famous people within the Turkish culture, they are many there. Turkey is actually good at embracing the local influences. » (Mujde, interview 2018)

C-2 « Well, there is the language barrier that is problematic in an English-speaking world of "online networking" with a small Turkish portion. What is growing globally is not always adapted in Turkish. » (Mujde, interview 2018).

The respondents agreed that the most common social media channel in Turkey is Facebook. Mujde (2018) said marketing idea on Facebook is not really perfected that the network is rarely used as a broadcast platform, and companies create pages or groups of them when they should invest and devote staff to the program. Developing conversations with the public. Mujde (2018) says this is a long-term strategy that may seem costly to some companies.

Twitter network is equally observed by the four respondents; Tugce (2018) discussed that Twitter is one of the interesting platforms for public interaction than for marketing itself, while Semin believes that this network is likely to run out of steam quickly. It shows the potential of the local network (i.e. Finkafe)

C-3«With Finkafe, they created communities around interests, for example around the Football, around the Politic, and, yes, Facebook has the chance to live around something that's pretty general, but the social networks are more likely to live around groups interest. So, if we take Finkafe, which includes other sites, for example, Health, and self-care, at the marketing level, it becomes interesting, because it's interest-based targeting, whether it's in stadium or health or whatever. » (Semin, interview 2018).

C-4 « LinkedIn is normally for jobs, and it is absolutely a content platform, If I take LinkedIn and my name is Hurriyet, and I want to create a "Job opportunities Only for Turkish speakers" parts in it. It can be interesting, because the information I'm going to bring will be even more close to local or geographical reality in this community. » (Semin, interview 2018)

All four respondents also refer to LinkedIn. LinkedIn would therefore be a niche community focused on specific interests and could be conducive to certain directed actions such as recruitment.

4.1.1.1 Turkish Market Barriers

Tugce discusses adoption of modern technologies occupied by Turks on the Web:

C-5 «Turkey is a little late when it comes to understanding online social platforms. » (Tugce, interview 2018). Mujde also reported that Web innovations are beginning to be within a larger age range:

C-6 « Nowadays, you can even see your uncle, aunt, father, mother (forties, fifties) on Facebook, while just few years ago, they were not even aware what was it actually, Facebook, they use to call it internet, but now you have much more elders people active on the social media. » (Mujde, interview,2018)

Semin notes that the communicators and marketing community is passionately interested in new technologies. And it disenchants just as quickly. However, she asserts that social networks interest is here to stay and should be considered as a strategy for marketing.

C-7 «The communicators have tendency, at the level of marketing and advertising, to see things run out of steam much faster. Usually, they were also adopted faster» (Semin, interview 2018)

Based on the innovation diffusion curve, the early and late majorities should eventually follow the participatory wave on the Internet (Rogers, 2003). Tina (2018) believes that the limits of the Turkish marketing strategies are hindrance to the use of social networks interaction between internet users and marketing strategy for profit making.

C-8 «Between putting $200,000 in an International campaign or putting $200,000 in a campaign in Turkey, I put the same amount, but I join a lot less people with the campaign in Turkey. » (Tina, interview 2018)

Tina specifies that Turkish advertisers still feel they are reaching their audience more thanks to the traditional media and the strategies of frequency and

raditional reach. Mujde also believes that the Turkish political community has a lot to gain from its presence in within social networks:

C-9 « As I'm sure you know already, the relationship between Turkish people, online social media, and Politic, recently. We (Turkish people) are known as being "too much nationalist" and this is always related to politic. So, I just see a great opportunity for the government to become closer to the citizens through the social media because we are passionate to politics in Turkey. Taking in account that from April 2006 to March 2017, the rate of the internet users aged between 16 and 74 who have used it (Internet)for government purposes reached to 42.4 percent. According to TUIK - Turkish Statistical Institute survey on information and communication technology usage in households in 2017. » (Mujde, interview 2018)

She (Mujde) also points out that Turkey's Web infrastructures do not necessarily enable the implementation of social networks by Turks:

C-10 « Turkey was, honestly, slower to become familiar with broadband usage as well, if you don't have a high broadband speed you can't get involved in Facebook, because if getting in these social media become very difficult, people are not interested anymore, as their first experience was not good at all. If people have time (fully broadband), they have time to check each and everything even when it not relevant to them, but, if it is low, they just get bored and they leave it. » (Mujde, interview 2018)

Semin adds to the technological development in Turkey:

C-11 « Using mobile, the possibilities of communication on the mobility did not exist until the arrival of the iPhone in Turkey. Therefore, we were a little late because we need to renew the entire technology park before a large part of the population can use smart mobile tools on which there can be a more advanced, more technological use, more interactive. The only part that I think we are well advanced on is that we are in a region where we have had greater access to high-speed connections. We still developed well in terms of the use of more advanced applications from a web point of view.

Consequently, contrary to quote 10, Semin asserts that the problem of appropriating the uses of the social network is not necessarily lie in the

obsolescence of the high-speed Internet set-up in Turkey, but rather in the accessibility of smart mobiles and to the functions attached to it.

4.1.2 Opinion Leaders

The study section sought to analyze the place of opinion leaders in Turkey. The study aim to know how the respondents are in favor of marketing strategies targeting influencers on social networks. Second specific objective:

OBJ2: Firms aiming to bring changes whether consummatory or behavioral are interested in encouraging online interaction with influencers and encouraging association and participation with web users.

4.1.2.1 Brand Ambassador

At Altavia Dekatlon, there is a division that aims to target these influencers:

C-12 « It's another way of marketing. Here, we have a unit that almost does just that. Influencers become public relations. Of course, people who are active on social networks, when they like a brand, they love it 100% and they are ready to do a lot for that brand» (Tina, interview 2018)

Tugce considers that it influences on a regular basis the purchasing behavior of their peers. She also says she is influenced by her peers. It is simply a matter of trust and credibility. She explains how to approach influencers on the Web:

C-13 « If you like, you start to make comments, you make friends with me in Facebook, you send me studies, you give me your opinion, you make me laugh and there you ask for help, I become more inclined to help you. It's like in life finally, you do not meet someone in the street for the first time to tell him hey I need you. » (Tugce, 2018)

Mujde leads one of the divisions that specializes in identifying online influencers to engage with them and make them brand ambassador. In fact, this is the new social media division of Next Big Thing.

C-14 «They (the surfers) are checking all ways to get information either is it credible or not, they will read the newspapers, but also blogs, Facebook groups and other media(s) to get recommendation, or just read about the things they are interested in, people now check each and everything on any device, and wants

to be sure that they are well aware of what is happening. The internet has become a way to get to know the effects of a product in the purchase decision» (Mujde, interview 2018)

4.1.2.2 Market Conversation

The Internet has dramatically changed the consumption products, says Mujde. Thus, the first thing an individual does when he wants to buy a product is to find out about Google:

C-15 «First thing you do to find information nowadays, is checking Google, you just type the key words of the things you want, then you get it with plenty of details, specially the reviews of peers, because you are going to check what was the experience of the people like you. » (Mujde, interview 2018)

For Mujde, Tina and Tugce, peer recommendations influence purchasing behavior:

C-16 «There are studies that indicate that when products have more than four stars out of five, the stores will automatically move them into the layout of their products to enhance their value because they will be more purchased» (Tina, interview 2018)

For Tugce, the comments and recommendations made by Internet users on social networks are much more credible than corporate advertising. She cites the example of Tripadvisor, booking which is one of the most popular sites for people looking for travel information. She cites the example of the Facebook recommendation groups, where she is a member.

C-17 «It's based, she maintains, on the informal. For instance, on the off chance that I need to purchase a vehicle. Is it the supposition of the car columnist, the producer, the vendor, the merchant, my specialist or my brother in law, who will have the best effect on my buy choice? Most likely that will be the sentiment of my brother in law. Also, the web is a worldwide system of brothers in law. » (Tugce, interview 2018)

4.1.3 Marketing Engagement

The theory of Marketing Engagement is based on the basic of involvement, from association to the creation of content online, facilitation, interactivity and

engagement. The following section is used to obtain the opinion of our respondents as to the validity of this theory

 OBJ3 : Many organizations use the ideologies of the theory of marketing engagement, providing user-friendly tools adapted to the needs of Internet users allowing them to multiply their actions online, the more they participate in the movement and create viral movements. And, the more firms or organizations are transparent in communications with Internet users, the more they tend to trust them.

Three variables were used, Firstly, the respondents were asked about the participatory culture of network users. Then, the study aims to find out whether the marketing engagement was appropriate for classes of products and services. Finally, the respondents' suggestions regarding the models emerging business on the social web were collected.

4.1.3.1 Participatory Culture

The respondents agreed that there is bi-directional communication space where internet users show a desire to partake and support the production of online content. Tina from the Altavia Dekatlon agency, we cannot talk anything new about social networks. She says that social networking is now part of the lifestyle of Internet users. According to Mujde, this willingness to share and stay in touch with the rest of the world has been facilitated by the usability of online content creation tools. But the marketing craze for the social Web has been mostly felt following the success of Barack Obama's online campaign. Same story on the part from Mujde:

C-18 «In the case of Obama, social media played a prominent part in his election. Besides, he continued to use when it addressed the nation, via YouTube. It became known mainly through blogs and communications bi-directional that he had on his site. »Tugce, interview 2018)

Semin brings a certain flatness by saying that the expansion of business model based on social networks is far from being perfect. In her opinion, these universes are used mainly for information sharing and conversation:

C-19 "Right now, there is information sharing. It serves to chat. The essential component is not the consume products, but rather that of evidence. Well, that

implies consumption, of course but it's more about information, how I receive information, how I learn about my network, how the network impacts, and how I impact the network. Social networking and marketing right now are not a perfect marriage. (Semin, interview, 2018)

For Mujde and Tina, the social and community dimensions of social networks are the main reasons for their appeal to Internet users:

C-20 « Instead of just feeling harassed by messages, people want to say: 'Hey, I am someone who exist, and I want feel part of your brand.' And that's the main point where we're are at right today. And those organizations who are ready to remove the covers and give people to feel that is it more transparent, that is clearer, they tend to feel comfortable, and might find a lot of opportunities along » (Mujde, interview 2018)

Our participants are therefore of the opinion that Internet users on the social web tend to favor strategies that are designed around a more humane approach and encourage participation and sharing of content.

The reactions of the participants are mixed with the collaboration and the creation of contents by the Net surfers. According to Mujde and Tugce, strategies encouraging individuals to collaborate and create are effective formulas:

C-21 «It's nice, companies are not really ready to give up control of their brand, seriously? But you forget that your brand is what people think about it. That's those people who have made your brand, they accepted it, and you know that friend, who is in love with one of the famous brands, and you feel like she is "addicted" to it. She just happens to be an influencer. And, you are going to see people proudly showing their favorite brand. They say it loudly and they are not afraid if you know. It says a lot about me as an individual. So, regarding the user-generated content, and taking in account that people are proactive, trying to create something on the name of your brand is fantastic. And usually, they are doing an interesting job. And this is something you can't buy» (Mujde, interview 2018)

As indicated by Tugce, organizations no longer have authority over the conveyance of messages on the web. Positive remarks, like negatives, are

fascinating in that they transform into business open doors for an organization to improve its items and administrations. Indeed, these remarks make it conceivable to have the genuine capability of sentiments of people on merchandise and enterprises.

Mujde says that content produced by Internet users can be used as a research tool to find out what is being said about online brands, replacing data previously collected in newsgroups. Moreover, she questions the legitimacy of traditional discussion groups:

C-22 «Long time back, you paid focus groups and you know the people who been part of the groups. How credible are they? If you do it any spontaneous, transparent people are more willing to share that what they really think, they are more honest with you, because they know that the message will be read by their peers. » (Mujde, interview 2018)

Tina, while supporting collaboration and content creation, questions the logistics of such a strategy. Should content creation tools be available on a company's corporate site, or would it be better to design separate microsites with which people can interact? Organizations usually define a brand image in keeping with their corporate values. By allowing interaction on its official website, a company may see the appearance of amateur content that does not meet its standards in terms of public image. However, this option has the advantage of encouraging the user to visit the corporate site and above all, demonstrates a great openness to users. As for the microsite distinct, it promotes creativity by releasing precisely the corporate image that is in principle binding.

Semin believes that people will produce content using brands:

C-23 « Brands are utilized on YouTube to demonstrate 'works or it doesn't work', 'I like it or I don't care for it'; and, regardless of whether I didn't request that they do it, they will do it at any rate, since they have the taste to share that. Like it or not, shoppers will do likewise. The main issue is that on the off chance that they are left, they will more frequently deliver negative substance than positive substance. Along these lines, we need to attempt to place them in a mechanic where we play out this well-known control. » (Semin, interview 2018):

All four partakers realized the imperative of transparent and pertinent in communicating with the audience. The consequences of non-transparent communications bring big risks. While there is a lot of superficial conversation on the internet, participants agree that the most effective marketing communication actions are those that have the most results. Semin and Tina claim that it is also necessary to ask permission from the client to engage in a reciprocal relationship:

According to Mujde, for some time companies have rushed to invest social media without really understanding this universe:

C-24 « I have seen many companies that tried to just get involved online without really giving a moment to understand how it really works, so they just come across and they try to get a benefit of the community there[internet]. » (Mujde, interview 2018)

According to her, it is essential that organizations that choose social media as a communication tool are not only transparent, but also that they know their audiences well and the functioning of the social media they use.

4.1.3.2 Nature and Applicability of Products and Services

Many products seem to be successful when implementing an interactive online marketing campaign. The four participants agree that an invention, to receive a favorable response online, must be able to be relevant and offer something new to the consumer:

C-25 «There must be something special or even exciting about it. Or kind of fun, or just some that you are passionate about. For example, you are going to see a lot of food sites, fitness or fashion and clothing sites, those are strong interest points of many people there. When it comes to politic and social issues, and so on, therefore where people are grouped and passionate about something. It can translate really well» (Mujde. Interview 2018)

According to Tina, it is possible to say that advertisers who have some flexibility in the manufacturing and marketing of a product have a certain advantage to be present on social networks. In fact, they must be able to modify the product to better serve the customer:

C-26 "An advertiser who can really take suggestions and apply them and make changes directly to the product strategy, the product offering, has the advantage of being on social networks. (Tina, interview 2018)

She points out however that Turkish advertisers are still cautious about this kind of strategy.

For the four participants, projects of a social nature seem to arouse the interest of Internet users more than consumer goods. Perceived as being less intrusive, social campaigns on the Web report more likability, because they are not identified as commercial act.

C-27 « It is certain that at the societal level, it has already been proven, given that there is an effect of social pressure. Social networks are very strong from the point of view of the societal message. » (Semin, interview 2018)

Mujde notes the success of the online social campaign put forward on the Facebook groups mainly, and the other social network such as couch-surfing. Where a volunteer creates an event with the aim to distribute dinner in all the district of Beyoglu or Fatih in Istanbul every night. The campaign generates a considerable number of supporters.

Q-28 « That was a campaign in couch surfing, which is normally expats mobile application, where the members receive each other internationally, they offer you accommodation in exchange of social interactions, discovering the culture, and things like that, I was myself using it. There was one event, which I have followed, we were supposed to gather in Taksim Meydan, to distribute dinner to all the homeless people in the area. That was amazing, from an app event, we were more than 100 people attending it. And what is more amazing is that the event is managed in the application. » (Mujde. Interview 2018)

Semin also notes that the campaigns for products with a connotation Humorous and entertaining are also gaining followers in social networks. According to her, these campaigns focus on "What's in it for me? These types of campaigns offering added value to the consumer. She mentions the example of the campaign launched by *Burger King* on Facebook:

C-29 « We never thought that Burger King could have succeeded in doing something that is related with that. But they had a great idea when they made

Facebook on an application called Whopper Sacrifice and for which you had to deny 10 friends to get a free Whopper saying, 'I like you as a friend, but I love even more the Whopper'. They created this app that people found super fun, saying it's going to be funny; I'm going to deny friends on behalf of a Whopper. Suddenly, in just a few hours, more than 150,000 friends have been "sacrificed" to get a free hamburger. A few days later, Facebook suspended the application because it does not respect the terms of use of Facebook. Despite that Burger King have succeed an advertising shot that must annoys his big rival, *McDonald's.* » (Semin Interview 2018)

For Tugce, the causes arousing the passions certainly have interest to be present on the social networks. She recalls again the success of Barack Obama in the US presidential elections. This is not to underestimate the online potential for advertising. She cites the example of Benetton in 2014, an Italian company operating in the field of fashion and clothing, this year being even the worst year, in terms of online presence, since the emergence of the phenomenon in 2004, when brands are gradually migrating to social networks to "digitize" their image and reach their target more widely. However, they can make mistakes because of a misunderstanding of the "web" language. She also notes that one crisis out of two comes from communication mistakes.

C-30 « There is the Benetton business case. Everything is here. Among the giants of fashion clothing and clothing. Everything is Okay, everything is beautiful. The brand began to create polemics on social media, that went viral, at the beginning, it attracted the interest of many, but by force to see it, it became a little recurrent, it loses its taste. » (Tugce, Interview 2018)

C-31 « To those are ready to own up the fact that marketing as known it has changed. And the people who can face whatever they are saying about them, about their product, brand. They are not doing just like that, they are not going to it to make your company down, they are doing it, because that is something that matters for them, which has something to do with your company your product or your service. So, if you view it from this perspective, and take in account the learning experience, you can gain a lot from it» (Mujde, interview 2018)

4.1.3.3 Business Models

As indicated by Mujde (2018), Marketing Engagement is viewed as a feature of blended showcasing. With respect to Semin, she accepts that the social universes will encounter a fleeting ascent since they are presently an indispensable piece of individuals' lives.

Tina says that the first advertising strategies on the Web, i.e. publishing classic banners, are no longer very effective and relevant in Turkey:

C-32 « Turkey always had (clickthrough rate on a banner) than the average. And there, given that there are more and more advertising formats in the pages, the click-through rates are down, and considerably. And we must understand that it is a tool that is so measurable that advertisers have become accustomed to results that are a little higher. Now they are starting to put into question the banner, probably with good reason. I can tell you that more than 50% of clicks on mobile ads are accidental. All to tell you that the banner was the easy way to reproduce what existed in print and bring it to the web. But maybe the solution is not there. » (Tina, interview 2018)

However, she notices a certain lull in the real contribution of Internet users to social networks. She believes the 80/20 principal also applies to this universe. According to her, there are 20% of people who contribute to content for 80% who will read it. She believes the phenomenon dedicated to the effect of funnel and the eventual creation of niches on the net. In other words, she believes that we will witness a "cleansing" of content producers and that the most active of them, and therefore the influencers, will come to guide the discussions.

According to Tugce, it's better to have a blog and an online chat with her clients than a traditional website. She also believes that social network serves as a showcase while questioning the effectiveness of a presence on a single social media:

C-33 « So, you visit YouTube, that brings your website. You visit Facebook that brings your website. You visit Twitter,that brings your website, etc. So, allow you to create several gateway but the social media, as a unique marketing tool, for example, I tell myself that I will go on Facebook only, well, it could work, but it's not easy» (Tugce, Interview 2018)

She believes that aside from the blog, business models are not really known yet:

C-34 «There is still a long way to go to have methodologies that are clear and effective. There are cases of success, obviously we can think of the Salt Bae-Nusret Gökçe. But for a normal SME or even a multinational, which would not have to sell political ideas or that would not have to sell beer, the mechanics of how to be online in social media is not yet obvious» (Tugce, interview 2018)

For Tugce and Mujde, it has become more profitable for artists to make a show and sell related products rather than CDs, just as it is more interesting for an author to lecture than to sell books. « It's a teaser, it increases sales. It makes people want to know more and buy the book» (Tugce, interview 2018)

4.1.4 Traditional Media, Social Networks and Mobility

The opinions of our respondents on the potential avenues for hybridization between social web, traditional media and the mobile phone were sought in this section. Aims to collect mobile data as a marketing strategy, in order to confirm the below hypothesis:

OBJ4: The use of mobile as a marketing communication tool integrating social networks and traditional media in Turkey is expected to grow as telecommunication companies offer more efficient services:

4.1.4.1 Hybridization: Traditional Media and Social Networks

Mujde and Tugce believe there is starting to be some purification of social media on the Web:

C-35 « Obviously, we are in a historic moment, which was the political reform (the coup attempts in July 2016, the referendum in April 2017) as well as economic (giant projects, especially the new airport), and, at CNN Turk, and many other news channels. They streaming of news from CNN Turk. And during the inaugural speech, as well as during the evening, you could, via the application Status of Facebook, microblogging as you do on Twitter, live, with your friends and meet your friends simultaneously on streaming. So, it was a new application, a mashup of Facebook and CNN Turk, and that, I think it has revolutionized the way we look at major TV events. In terms of marketing, it becomes very interesting» (Tugce, interview 2018)

Mujde says, it must be spread between the various platforms:

C-36 «Also, the fact that the channel has focus on one banner means that they want to make it bigger and bigger, so that they can get a lot of benefit out of a customer. It will be easy to see all the devices under one bill. » (Mujde, interview 2018)

For Tugce, the multiplier effects of traditional media coverage with a presence on social media intertwine and can serve as an extraordinary marketing lever. According to her, it is certain that there will be more convergence of social media with other types of media as it has seen with most Turkish TV channels (TRT, Power Turk, a TV) and Facebook. She believes, however, that traditional media still have the advantage of brand equity and must use this advantage:

C-37 «Play on their brand, specialize, find their niche. Talk about local issues allow users to influence content, upgrade content, document content. And do a lot of experimentation. It takes a lot more intelligent web investment» (Tugce, interview 2018)

4.1.4.2 Mobile

Mujde notices the analogies between mobile and the principles of social media, networking and media marketing Potential:

C-38 «The mobile is a device which become a part of us, the first thing you check when you wake up, either it is just for the alarm or to check a message on Facebook, Twitter or Instagram..., so If you give someone the permission to reach you, on your mobile, it's like allowing a brand into your private area. But, wait a second, how many brands are we closer to, or how many brands make that effort to reach us? » (Mujde, interview 2018)

The development of mobile functions goes beyond the communication aspect. Therefore, it allows to acquire goods and download applications (for example, Messenger, WhatsApp, Yemeksepeti) Mujde also believes that the mobile is experiencing a meteoric growth, because the principles of participation converge towards the mobile in allowing users, among other things, to produce content broadcast on the media. For example, anyone can create a downloadable application on iPhone:

C-39 « And then, Snapchat came, everything is perfect, a free application for sharing photos and videos. We upload our photo, we make a body, a character and we can make a video. To record the voice, you no longer need to be in front of a computer. It can be recorded on the mobile from anywhere. It will apply directly to the platform and it will complete the video. » (Tina, interview 2018)

According to Semin and Tugce, the possibilities of mobile are huge. Semin also notes a shift revenue from the Internet to mobile marketing creativities:

C-40 « Suddenly, if the Internet has stolen movie ads daily, today the mobile is just stealing the entire movie business from the Internet. Because it is even more accessible at any time, as one wants, with a platform that is sufficiently up to prospects. » (Semin, interview 2018)

Though, Turkey is above the average but not significantly enough for the level compared to the rest of the world. First of all, according to Tugce and Mujde, cell phone providers develop functions on this media.

C-41 « There are also exorbitant costs. There is Wi-Fi. But sometimes internet is very slow. Currently, when you download, it costs a sum. With free mobile apps, you download your content before leaving home and watch it along the way. You will not pay to have it live. On the other hand, there are many opportunities, advertising side. This is the screen that is most watched. But here in Turkey, we are far from the third world of mobility. it is true, except that we are also well below large majority too. » (Tugce, interview 2018)

The mobile seems to be in the process of becoming the most coveted media because it is the media device most intimately linked to its user.

4.2 Main Findings

The opinions collected from our respondents make it possible to develop a certain number of remarks. Firstly, the respondents suggest that the Web 2.0 tools of Internet users should favor the users of Turks in social networks of the Internet. Social media platforms are sometimes not available in Turkish that slows the diffusion of Web 2.0 ideas among Turks. Additionally, the Facebook, Twitter and Instagram, appears largely since the platform is now available in Turkish.

The study find that the Turkish market's language and population restrictions are hampering the development of social Web-based marketing strategies view among advertisers and its profitability of Web is mixed. In addition, it was noted that the advertising must equally be carried out with influencers over the internet. These processes included the area of the client service as influencers are a means of directing the consumption of products and the adoption of behaviors. The view of the participants made it known that people mostly used internet now as a source of information about the product attributes and facilitating peer recommendations. In fact, the credibility of peers is greater than that attributed to businesses and organizations on the Web.

4.2.1 Comparability of Empirical Findings in Literature

Based on the literature review across all countries of the world relating to the emergence of social media marketing tool, there exist several empirical findings with different outcomes. Meanwhile, some of the researchers have examined social media on the economic growth to find out whether social media has impacted positively or negatively to the growth of such economy while some have concentrated on the connection between social media and businesses performance in relation to economic well-being. This however connoted that the subject matter has been hotly dated in the literature by different scholar round the globe. More so, the sample element and the methodology of these researchers have not been consistent which as a result makes their findings differ. The inconsistency of their findings has necessitated this study to further examine the emergence of social media as a new marketing tool in Turkey using a qualitative survey research design in aiming at the objective of the study.

5. FURTHER INTEGRATION AND CONCLUSION

The intensity of people utilizing web and the craving to improve network between them as opposed to with firms is developing relentlessly. As indicated by Owyang (2009), Internet administrators are as of now trying different things with the exchange of their personality between systems, which naturally influence electronic trade, CRM (Customer Relationship Management) and publicizing. We should hence expect an accumulation of the distinctive informal organizations bringing about a common social encounter. As per Owyang, Internet clients will utilize their friends when settling on online buy choices and inevitably the creation and nature of the products will be directed by purchaser networks (2009).
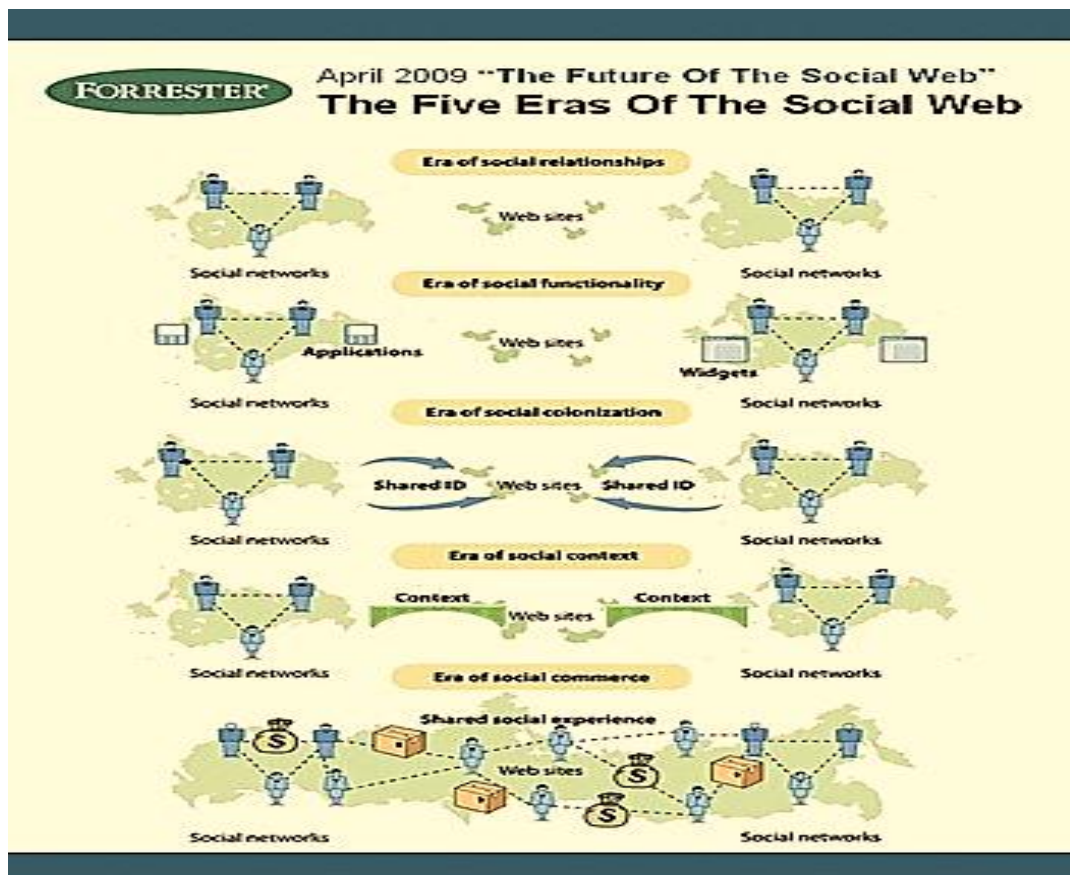

Figure 5.1: The five eras of the social web

Source: Future Social Web (2009)

The figure above shows the evolution of the different stages that the social web has gone through. These predictions have been based on what is experienced in terms of changes in a highly connected sphere. Turkey, for its part, is lagging in this process: social networks are still mostly used for their abilities to develop the social connections between individuals. The study conducted by Statista agrees with the same. The Twitter network is just beginning to enter Turkey with a 36%, the same for LinkedIn, which only records 20% (Table 7, page 12). However, some major Turkish media now encourage their audiences to send news via Twitter (In Istanbul, CNN Turk encourages citizens to film anything that seems relevant to them on their cell and send these videos to the TV station on the website, facilitating the participation of individuals in the production of content.)

By and large, the perception that Internet clients will in the end guide exchange, is loaded with vulnerability for the fate of the entrepreneur economy as we probably are aware it since the mechanical period (Tapscott, Williams, Anderson, Jenkins, Suroweski, and so forth) see the redistribution of media control as a switch to create merchandise and enterprises that meet the genuine desires for people. The social web would along these lines be a way to counter social imbalances and reestablish a specific exchange balance. For Andrew Keen (2007), the social web is inciting an unrest that obliterate the customary media. Which isn't bolstered by our members. As per Keen, we are entering the new time of independence where people become items and brands. It additionally challenges the feasibility of an economy dependent on social experience. His perspective appears from the earlier skeptical.

The study concluded that the Turkish market's language and population restrictions are hampering the development of social Web-based marketing strategies view among advertisers and its profitability of Web is mixed. Furthermore, it was noted that the advertising must equally be carried out with influencers over the internet. These processes included the area of the client service as influencers are a means of directing the consumption of products and the adoption of behaviors.

5.1 Recommendations

Based on the findings of this study, the following policy recommendations are being formulated as follows:

- concretely engage in conversation with their communities and influencers;

- be transparent in their communications with Internet users;

- facilitate participation and collaboration by proposing tools for user-friendly content production and by offering ways to sharing of these contents or conversations with other Internet users;

- integrate social networks into their operations and ideally dedicate human resources to develop dialogues with Internet users;

- to consider the possibilities offered by the integration of the strategies of the marketing Engagement to mobility.

Essentially, this exploration is proposed that the social web includes an extreme change in the corporate and broad communications administration culture. Customary showcasing dependent on the plan of action of promoting recurrence and reach in conventional media is declining and will progressively be supplanted by advertising correspondences systems that encourage cooperation and joint effort (Anderson, 2008: 226). Promoting procedures created during the mechanical period, (for example, the push methodology where the vender urges the buyer to purchase the item) must be checked on and adjusted to another social reality where Internet clients' proposals are vital. At long last, the working techniques for the customary media must consider the capability of the commitment of the people who are called to be increasingly associated with the phone portability.

5.2 Limitations

As outlined in the previous chapters, this research was inspired by the opinions of four respondents in Turkey. Though the amounts of interviews conducted far exceeded our expectations. It should also be noted that three out of four participants are particularly familiar with the reality of Istanbul, which is not representative of the other regions of Turkey. Having a participant living in

Izmir also provided a different perspective from a specialist working in an environment more affected by new marketing communications.

The largest limit encountered is the number of respondents. A very elaborated literature review helped to overcome this limit; an incredible amount of available resources has been found on the web.

Finally, note the limited number of books on the phenomenon of the social web in Turkey. The biography is exclusively composed of mostly American authors and Canadian authors.

5.3 Suggestions for Further Research

Several avenues of research can be discovered to further the findings of this research. Firstly, it is suggested that a quantitative research involving an increased number of new mediums from Turkey. Lastly, it could also be suggested to carry out an online survey research to examine the phenomenon of participation among Turkish users to more amplifications.

REFERENCES

Alyssa, B. & Nick, M. (2010). Social Media Harassment. Student Journal of Media Literacy Education, 1(1), 1-17.

Anderson, C. (2008). The Long Tail – Longer, Why the Future of Business is Selling Less of More, Hyperion, 268 p.

Bandura, A. (1977). *Social learning theory*. Englewood Cliffs, NJ: Prentice Hall.

Blumler, J. G. & McQuail, D. (1969). *Television in politics: Its uses and influence*. University of Chicago Press.

Cazzava, F. (2018). Social Media Landscape, 5,Mai, 2018 https://fredcavazza.net/2018/05/05/panorama-des-medias-sociaux-2018/

Chabi, S. (2008). The importance of social networks in marketing, Reflections and perspectives of economic life, of Boeck University 104 p., 95 to 102, doi: 10.3917 / rpve.472.0095, 2008.

Esra, D. & Damian, (2015). Digital news report 2015 http://www.digitalnewsreport.org/essays/2015/how-turkey-uses-social-media/

Jenkins, H. (2006). Fans, Bloggers and Gamers, Exploring Participatory Culture, New York University Press.

Jenkins, H. (2006). Convergence Culture, Where Old and New media collide, New York University Press.

Jenkins, H. (2006). Fans, Bloggers and Gamers, Exploring Participatory Culture, New University Press.

Siemens, G. (2006). Knowing Knowledge, Edition: illustrated, book published online byLulu.com, 176 p.

Jenkins, H. (2006). Confronting the Challenges of Participatory Culture: Media Education for the 21st Century (Part One), October 20, 2006,http://www.henryjenkins.org/2006/10/confronting_the_challenges_of.html

Rogers, E (2003), Diffusion of Innovation, 5th Edition, Free Press, 512 p.

Searls, D et al. (2001). The Clue train Manifesto: The End of Business as Usual, Livre Published online http://cluetrain.com/book/markets.html

Trent, H. (2012). How to control marketing messages, The Christian science monitor, September 8,2012,https://www.csmonitor.com/Business/The-Simple-Dollar/2012/0908/How-to-control-marketing-messages

Siemens, G. (2008). I mean, really, where did we think all of this was going to go? 14 March 2008 http://www.connectivism.ca/blog/

Tapscott, D.& Williams, D. A. (2008). *Wikinomics – How Mass Collaboration Changes Everything*, Portfolio, 351 p.

Stephenson, K. (2004). What Knowledge Tears Apart, Networks Make Whole, *Internal Communication, no. 36*, 10 December 2004 http://www.netform.com/html/icf.pdf.
http://www.elearnspace.org/Articles/connectivism.htm

Siemens, G (2004). Connectivism: A Learning Theory for the Digital Age, December 2004. from the website : http://www.elearnspace.org/Articles/connectivism.htm

Simon, K (2018) We are social, July 2018, https://digitalreport.wearesocial.com/

Retsnik, M (2014). Closed Timelines: Why Turkish Brands Are Making a Customer Care Mistake on Social file:///C:/Users/HP/Desktop/Closed%20Timelines_%20Why%20Turkish%20Brands%20Are%20Making%20a%20Customer%20Care%20Mistake%20on%20Social%20_%20Social%20Media%20Statistics%20&%20Metrics%20_%20Socialbakers.html

Surowiecki, J (2005). The Wisdom of Crowds, Anchor Books, 306 p.

O'Reilly, T (2005). What Is Web 2.0. Design Patterns and Business Models for the Next Generation of Software, 09/30/2005,http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

Owyang, J (2009). The Future of the Social Web: In Five Eras, 27 April, 2009, http://blogs.forrester.com/marketing/2009/04/the-future-of-the-social-web-in-fiveeras.Html

Kelly, L (2007). Beyond Buzz: The Next Generation of Word-of-Mouth Marketing, Amacom, 240 p.

Jenkins, H (2007). Engagement Marketing: An Interview With Alan Moore (Part One),réf.,january,19, 2007.http://henryjenkins.org/2007/01/an_interview_with_alan_moore_p.html

Jenkins, H (2007). Engagement Marketing: An Interview With Alan Moore (Part Two),réf.,January,22, 2007http://www.henryjenkins.org/2007/01/an_interview_with_alan_moore_p_1.html

Simon, K. (2018). We are social, July 2018, https://digitalreport.wearesocial.com/

Traditional media and new media: will the economic model explode? (2006). EdgeMinded, May 18, 2006, http://edgeminded.over-blog.com/article-2757806.html

Vernette, E. (2006). A new vision of the opinion leader in marketing: a phenomenological approach, 5th Congress Marketing Trends, Venice, 2006 http: //www.escp eap.net/conferences/marketing/2006_cp/Materiali/Paper/Fr/Vernette.pdf

Vernette, E. & Flores, L. (2004). Communicating with Marketing Opinion Leaders: How and in Which Media? Decisions Marketing, 35, July-September 2004, 37.

RESUME

Name Surname:

Place/Date of Birth:

E-mail:

Education:

2001-2007 Anadolu University-English Language and Teaching Department

2012-2018 İstanbul Aydın University-Doctorate, English Language and Literature
                Department

Work Experience:

2005-2007 Polat Renaissance Hotel Erzurum-General Manager Asisstant

2009-2013-Bayburt University-Faculty of Education-Lecturer

2014-…. –Bülent Ecevit University-Ereğli Vocational School-Lecturer

Languages:

-Turkish: Native Language

-English: Advanced

-German: Intermediate

Skills:

-Communication, Teamwork, Problem Solving, Flexibility, Creativity

- Computer skills (Microsoft Office) and others