



The Effect of Demographic Factors on Purchase Behaviors in Social Media Marketing: Konya Province Research *

Sosyal Medya Pazarlamasında Demografik Faktörlerin Satın Alma Davranışlarına Etkisi: Konya İli Araştırması

ABSTRACT

In our age, technology is growing and improving rapidly. As a result of this development people are using internet tools relatively more. The most important tool is social media. Social media is a virtual media that a person can produce and share his her own content and stay in touch with other users. On the other hand, social media marketing a new marketing field that relies on participation of the customer in this new media channel. The environment which is found in social media tools, shapes consumer behaviors and social media marketing. Consumers actualise buying behavior from the contents which firms create on social media by using social media channels. Because of that, product and services become significant factors on social media. At this point it is examined that how much the gender identity of the social media marketing affects the buying behavior. This study consists of theory and application sections. In the theory part of this study, literature scanning is done about social media, social media marketing, consumer behavior and gender identity. In the research section, the questionnaire which was prepared to determine the buying behavior of demographic factors in social media marketing was answered by the shoppers in social media marketing. The data which was shown up by the answers of 410 users was analysed by the help of SPSS package program. As a result, it is asserted that the female and male consumers are influenced by the social media marketing.

Keywords: Social Media, Social Media Marketing, Consumer Behavior

ÖZET

Çağımızda teknoloji hızla gelişerek büyümektedir. Bu gelişme sayesinde insanlar internet araçlarını daha fazla kullanmaktadır. Bu araçların en önemlisi sosyal medyadır. Sosyal medya; kişinin kendi ürettiği içeriği yayınladığı, deneyimlerini paylaştığı ve diğer kullanıcılarla bağlantıda olduğu bir sanal medyadır. Sosyal medya pazarlaması ise, bu yeni medya kanalında tüketicinin katılımına dayalı olan yeni bir pazarlama alanıdır. Sosyal medya araçlarında bulunan ortam tüketici davranışlarını ve sosyal medya pazarlamasını şekillendirmektedir. Tüketiciler sosyal medya kanallarını kullanarak firmaların sosyal medyada oluşturduğu içeriklerden satın alma davranışı gerçekleştirmektedir. Bundan dolayı sosyal medyada ürünler/hizmetler önemli hale gelmektedir. Bu noktada sosyal medya pazarlamasında demografik faktörlerin satın alma davranışını ne derecede etkilediği incelenmektedir. Bu çalışma teori ve uygulama bölümlerinden oluşmaktadır. Çalışmanın teori bölümünde; sosyal medya, sosyal medya pazarlaması, tüketici davranışları konuları ile ilgili literatür taraması yapılmıştır. Araştırma bölümünde ise; sosyal medya pazarlamasında demografik faktörlerin satın alma davranışlarına etkisi belirlenmek amacıyla hazırlanmış olan anket, sosyal medya pazarlamasından alışveriş yapanlar tarafından cevaplandırılmıştır. 410 kullanıcının verdiği cevaplar sonucunda ortaya çıkan veriler SPSS paket programı yardımıyla analiz edilmiştir. Sonuç olarak kadın ve erkek tüketicilerin sosyal medya pazarlamasından etkilendikleri ortaya konulmuştur.

Anahtar Kelimeler: Sosyal Medya, Sosyal Medya Pazarlaması, Tüketici Davranışları

INTRODUCTION

Today, with the development of technologies, the internet has become an area of human life. With this developing technology, almost everyone spends most of their time on computers or smartphones. With the progress and development of technology, it has started to be preferred as a communication channel today. Along with the internet, the name social media has also started to be mentioned. Although social media sites have been created in recent history, they have entered human life immediately. Social media sites have become a medium where people can communicate immediately, get news about events and situations in the nations and the world, share their photos and videos with other users, accumulate memories, play games and spend time together. For this reason, everyone from seven to seventy communicates with each other through e-mails or social media channels. Social media is preferred not only by individuals but also by businesses. Companies, businesses, stores, boutiques have realized the importance of social media. They follow their marketing processes through social media channels and reach consumers. Companies reach their target audiences quickly and easily with social media. Businesses offer their products and services to consumers online through social media marketing. As long as companies use social media actively, they can create the recognition of their brands, follow the practices of their competitors, exhibit and sell their products

Mahmut Nevfel Elgün¹ 
Alime Kaya² 

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¹ Assist.Prof., Necmettin Erbakan University, Faculty of Political Sciences, Department of Business Administration, Konya, Turkey

² Accounting and Incentive Specialist, Ans Buji Otomotiv San. ve Tic. Ltd. Sti, Konya, Turkey

and services. Social media is a tool used by people of all age groups. Today, people communicate with each other through social media channels and follow businesses and brands through social media channels. Companies can now sell their products to consumers online.

Customers save time and buy products and services online. For this reason, social media has become a common point for both companies and consumers. Social media is also a very important tool with its ability to be constantly updated and to receive instant feedback from consumers. Therefore, this study will examine social media marketing and consumer behavior. In the study, it is aimed to examine the role of demographic factors in the purchasing behavior of consumers in social media marketing. In the first part of the study, the concept of social media is examined. In the second part, social media marketing is examined. In the third part, consumer behavior is examined. In the fourth part, which is the last part of the study, the effect of demographic factors on purchasing behavior in social media marketing will be investigated and a survey study will be conducted.

SOCIAL MEDIA, SOCIAL MEDIA MARKETING AND CONSUMER

Social media is used to reproduce and interpret other people's experiences, achievements and information in the internet channels and electronic space (Gürsakal, 2009). Social media sites are the most important digital tool of recent times. It enables companies to obtain a lot of detailed information about their consumers and to follow the comments made by consumers about the products/services of the organization, as well as the behavior and movements of consumers, their requests and demands (Güçdemir, 2010). Social media is among the communication tools that have been frequently mentioned recently. Social media has become a very popular communication tool with the increase in the number of users with the development of the Internet and the proliferation of electronic tools and technological machines. Social media are digital media where mutual information transfer is made and users can develop topics with the ease of use and immediate communication offered by new age web applications (Kocadaş, 2005). Social media is not a single and specific media. It is a wide platform where each individual can express their own personal media and thoughts. It appeals to a very crowded audience. It is open, it is known by whom information and topics are shared and published. It is open to comments and allows access to different ideas and thoughts. Social media is a different realm. It is the socialized form of the new media framework that adapts to the globalizing world, where restrictions disappear, where we can easily access everything in terms of technology. In summary, social media is a social tool where everyone can easily communicate with each other (companies, brands, individuals, institutions) and share endless information, documents, pictures, set the agenda of the country, and enable communities to organize immediately. As the Internet has become a fact of people's lives, people have started to live a social life on the Internet. Social media is a network where people communicate with other people through internet networks by first creating their own unique information, creating and sharing content, commenting on other topics and sharing other topics (Anonymous, 2023). The perception of social media is defined as electronic forms of communication through which users obtain information, create online groups, share other topics such as their own messages and videos, exchange information and exchange products and services with individuals, groups and organizations (Anonymous, 2022). When we look at the concept of social media, it is a communication network where sharing, discussions and conversations take place without time and space restrictions. People have an environment where they share their resumes and experiences in this area. In a holistic sense, we see that people's conversations and exchanges with each other constitute social media. Having such a framework allows people to promote their organizations, establish friendships, promote products, services, and objects (Vural and Bat, 2010). The concept of social media, which is called the second internet revolution, started in late 2004 (Anonymous, 2022). Social networks have introduced itself as one of the most suitable areas due to its ability to be constantly renewed, to be used for multiple purposes and to be suitable for multiple sharing, to allow data sharing and so on. Consumers express their feelings, thoughts and emotions about all kinds of issues on social media and obtain new information. Apart from their own information, they can share photos, videos, articles, news and live the real world in a virtual environment (Anonymous, 2022).

Developments in the fields of technology and communication, changes in the wishes and demands of customers, and the breadth of product portfolio and communication areas have led companies to seek various marketing methods. In our age, many companies prefer social media, which is more cost-effective than traditional media tools, where they can talk face-to-face with the target audience, manage customer relations, expand their data infrastructure, receive quick feedback, perform measurement more quickly and simply, and provide sales and after-sales services. With the increase in competition, the forces that make up the market continue to develop, leading to the emergence of new trends in marketing. In our age, in addition to visual communication channels such as radio, cinema, television, newspapers and magazines, technology-based marketing has taken social media into consideration. The increase in the time spent by visitors, i.e. current consumers, on social media channels has become the focus of marketers. Companies and marketing managers are adapting their brands to social media in order to catch this rise, trying to

increase the loyalty of visitors to their brands, obtaining more information about their products and services directly from visitors and using this information to help them develop their next products and services. Social media has shifted to marketing that is controlled by the customer, rather than managed by managers as in traditional marketing. With the worldwide spread of social media, firms feel a lot of pressure to connect to sites that are of interest to their consumers. Social media offers a great opportunity for companies to stay close to their consumers. When they succeed in doing so, they turn many factors into opportunities. For example, it offers opportunities such as increased revenues, increased productivity, and reduced costs. Companies have become one of the areas where word-of-mouth marketing is best applied in a very short time with the viral moving image they upload to social sites. Another reason for companies to use social media with their own decisions in marketing methods is to control or reduce the obstacles that occur or may occur. Companies that have a presence on social channels can observe their competitors, simply position themselves in relation to their competitors, and immediately develop, diversify and change their marketing strategies to support future risks. Social media marketing is a process that empowers individuals to use online social tools to promote their web pages, products/services, and to communicate and connect with communities that are too large to reach through traditional advertising channels. With social media channels, it is possible to hear what consumers 'think' from the customer themselves and to have friendly one-to-one conversations between consumers without the need to fall behind the consumer. With these social channels, brand awareness can be created, a community can be created about a brand/product, rumors and news can be created, network flow can be created, reputation management can be created, competitors can be observed, and customer satisfaction can be determined (Akar, 2010). With the process of change brought about by scientific and technological developments in Turkey and the world in the marketing channel, the importance of the concept of consumer has started to increase day by day. The reason for this is that proper marketing can be achieved by understanding the concept of consumer well and expressing this information well to the marketing world. Failure to fill in the meaning of the consumer and the consequences of this situation that prevents reaching the consumer in the right way is a big problem in the marketing world. The demand for marketed goods and services by consumers is only possible if marketers can enter the right market. In order to enter the right market, it is necessary to know and evaluate which consumer can demand which product. The concept of consumer can be defined in many sources. If we look at these definitions;

- ✓ A consumer is a person who purchases and uses economic goods and services for a certain price (Karalar, 2001).
- ✓ A consumer is a person who purchases and uses products and services with an end-use objective (Odabaşı and Barış, 2002).
- ✓ A consumer is a person, institution or organization with needs to be satisfied, money to shop and a desire to spend (Mucuk, 2004).

Human beings want to expand their consumption-related activities, and to increase their consumption of products and services.

It has come to our age in an effort to increase the number of people. The same efforts will be made in the future. Then it is impossible to live without consuming and it is impossible to stay away from this activity (Odabaşı, 1999). The concept of consumer includes very wide features in terms of meaning. Therefore, the concept of consumer can be divided into two (Mucuk, 2004):

1. *End Consumers*: Consumers who buy for their own personal and family needs,
2. *Industrial and Organizational Consumers*: These are consumers who buy to contribute to their economic activities and to maintain their continuity. The common point in the definitions is that the concept of consumer is in line with a need. Accordingly, when analyzed in terms of marketing, there are 4 different consumer groups. These are (Bozkurt, 2004):
 1. *Loyal Consumer*: Consumers who continuously purchase the products and services of a company and are satisfied with this service.
 2. *Competitor Loyal Consumer*: Consumers who continuously purchase the products and services of the competitor and are satisfied with this service.
 3. *Variable Consumers*: These consumers have no loyalty to a certain brand, service or product. They show purchasing behavior by taking advantage of the discount, opportunity, campaign areas of the product or brand they will buy.
 4. *Never Used Consumers*: Consumers in this group are not aware of the product and have not tried the product or brand.

Marketing on Social Media

Social media is often high on the agenda of many business owners. Managers and consultants pay attention to how social media such as Wikipedia, Facebook, Instagram, Whatsapp, Second Life and Twitter can increase the profitability of businesses. Businesses are taking into account the media that consumers actively use on social media and businesses are focusing on these media. Due to new updates, businesses now carry out their marketing processes through social media channels.

Social media channels have created new forms of communication between consumers and businesses as well as a new business planning strategy. Companies are increasingly using social networks to reach potential consumers, find new consumers, create a sense of trust, increase their recognition and protect their brand reputation (Mills as cited in Barutçu and Tomaş, 2013). The perception of marketing is changing where companies can easily follow the activities of customers. Based on this, businesses need to take advantage of social media to better analyze the changing and evolving behaviors of consumers.

Consumers are broadly contributing to the marketing space, with YouTube, Instagram, Whatsapp, MySpace, Facebook and Wikipedia increasing in prominence.

If we evaluate social media as marketing, it is a fast interaction that can easily communicate with consumers. Social media has many benefits, not only individual comments but also collective comments and evaluations about a product or brand. Before social media became widespread, consumers were reached through word of mouth and advertising, but with social media, they had the opportunity to reach consumers quickly. Now everything is just a step away. We can research, comment and evaluate a product as we wish. Apart from this, social media allows small businesses without marketing opportunities to easily reach target audiences. For example, it is enough for small cleaning businesses to advertise their products by sharing them on social media. Similar to this, people can use their skills on Youtube channel can promote products. As the number of social media is increasing day by day, businesses have gained the ability to offer their products for sale on many platforms. Boutiques selling on Instagram are among the best examples we can draw attention to in this field. Considering all these features, the consumer has the right to have a say in social media and marketers turn this area into sales. There are four features that marketers should pay attention to in order to make good use of social media marketing; content management, dialog, advertising management and the analysis obtained from them. Content is the foundation of social media marketing. Businesses and marketers should make posts on social media that will not bore the target audience, there should be clear information about the brand and product, and the profiles of companies should have clear, clear and short information. It is important that the language of the content is easily understandable by the target audience. The liking and commenting of the content by the target audience is an important element recently. Consumers talking about the brand and product is valuable for marketers. Interacting with consumers on social media, responding to their questions, organizing campaigns, holding competitions, and informing them about current events are among the ways to increase interaction with consumers (Anonymous, 2023)

Businesses should use advertising management well in social media. For example, on Facebook, unless you reach the upper limit number of followers, what is shared on the timeline is not visible. If you are going to do marketing in this algorithm, it is necessary to adjust the possibilities of access accordingly. It should not be forgotten what we plan with advertisements on social media and what purpose we address. Advertisements that will undermine the trust of consumers should not be made. The last element analysis is very important for social media. Detail analysis should be done, consumer analysis should be done, how up-to-date we are and whether we are modern or not should be analyzed and evaluated and we should make progress.

The most obvious feature in the realization of social media marketing activities is the social media used by target audiences in their areas of interest. Social media platforms appeal to different purposes and different audiences. Today, businesses and brands usually communicate on Facebook, Instagram and Twitter. In such cases, it is costly to communicate through all channels. Businesses should determine the channels they will communicate and focus on well and use them effectively. Large, developed companies in their sector use many channels and conduct marketing on social media channels. The best example of this is Ülker. When Ülker's social media accounts are examined, you will see that they have different content structures and that the brand is at the forefront, not the products. It has ensured that the brand is kept in mind with the content shared. In 2015, it showed that the brand creates different happiness in consumers with the slogan "Happiness is Everywhere". Again, when we look at the Facebook account of the Pakmaya brand operating in the food sector, we see two contents. Pakmaya bakery and pastry products and the other is Pakmaya products. By appealing to its own target audience and sharing cake recipes and photos, it enables the consumer to communicate by offering different tastes and flavors to the target audience. Many such examples

can be given. Social media marketing is an effective and fast marketing area. It is beneficial for businesses to take place in a medium that is increasing in importance day by day and to promote their brands.

The Impact of Social Media Marketing on Consumer Purchasing Behavior

Internet usage is increasing rapidly in the world. The first trend of the internet is the access to social media. When we look at internet users in Turkey, we see that 92 percent of them spend more than 2 hours on social media. The fact that consumers use social media so frequently is of great importance for marketers. Businesses have turned this area into an opportunity and developed a marketing strategy and caused consumers to turn to purchasing behavior by marketing from social media. Consumers engage in purchasing behavior by taking into account the news and comments made on social media. Social media areas have a dynamic structure. It affects both consumers and companies. For mutual interaction, purchasing behavior takes place or not. Companies use social.

If they want to market in the media space, they need to build trust with users. Consumers prefer that site by getting information from people with experience and experience. The biggest advantage for consumers to prefer social media marketing is freedom. They can express their positive or negative thoughts about companies comfortably and easily. Easy access, delivery to the address, prevention of time loss and price advantages also direct individuals to social media marketing (Kavruk, 2016). The person who uses social media areas shares his/her experience with his/her environment, friends and relatives. Therefore, companies using social media marketing should pay attention to their marketing strategy. Social media appeals to large masses. Today, with the phenomenon of social media, old marketing tactics remain in the background. The influence of consumers in this area is increasing and it affects someone who is at the purchase decision stage very quickly. It is easy for consumers to evaluate more than one alternative when they are in the purchasing decision stage. They can reach positive or negative conclusions about the product. Accordingly, the individual who makes a decision and performs a purchasing action then wants service. In social media marketing, post-purchase service recycling, return opportunities, exchange rights, free shipping are attractive and affect the consumer (İşlek, 2012)

METHODOLOGY

Subject and Problem of the Research

Social media marketing is a marketing method applied to explain, advertise and sell products or services on social media networks (such as Instagram, Twitter, Facebook, LinkedIn, Media Sharing Sites, etc.), sites, increase brand awareness, announce campaigns and news, and attract attention. The topic of this research is: What is the effect of demographic factors on purchasing behavior in social media marketing? Do consumers pay attention to demographic characteristics when purchasing products? What is the relationship between social media marketing and purchasing behavior of consumers? These issues will be examined. The main problem of this research is how social media marketing affects consumers' purchasing behavior. The problem that emerges in this context is as follows; Social media marketing, which is a new marketing field, is used very frequently by consumers. Which social media marketing do consumers use and how often? What do they pay attention to when choosing products from social media marketing? Demographic characteristics when buying products from social media marketing

What is the influence of factors?

Purpose of the Study

People continue their lives by purchasing their needs. The person performs purchasing behavior in different ways at every moment of his/her life. Today, consumers buy their needs by using many technologies. One of these technologies used by consumers is social media marketing. Consumers sometimes hesitate when purchasing from social media marketing. The fear of purchasing due to reasons such as sharing private information of individuals on social media and the difficulty of using new technology affects the use of social media. In this respect, the subject of the research is the effect of demographic factors on purchasing behavior in social media marketing. As a case study in the research, it deals with consumer behavior as the audience that uses social media and social media marketing the most. In this research, it is aimed to examine the effect of demographic factors on purchasing behavior in social media marketing. Today, with the effect of technology, individuals use social media marketing very frequently. The research is especially aimed at determining the use of social media marketing in purchasing behavior. In this respect, the main purpose of the study is to measure the effect of social media marketing on individuals' purchasing behavior. Many studies have been conducted on social media before. However, the effect of demographic factors on purchasing behavior in social media marketing has not been studied in detail so far.

Importance of the Research

The development that led to this research is that social media marketing is becoming more and more a part of daily life. Consumers perform both normal purchasing behavior and online purchasing. While online purchasing is just becoming widespread, both easy and safe shopping can be done on social media marketing. This situation and resources are effective in consumers' purchasing decisions. At this point, it reveals how much demographic factors affect the consumer in social media marketing and how much their purchasing behavior differs. The application of this research is due to the fact that consumers use social media marketing a lot and engage in purchasing behavior due to technological developments in recent years. Social media has many sub-headings. Blog, microblogs, forum, social network, podcast, wiki, virtual world (Yağmurlu, 2011). The importance of the effects of social media marketing on the purchasing behavior of consumers can be listed as follows;

- ✓ Increasing use of social media,
- ✓ Quick and easy access to the desired product from the social media environment,
- ✓ Every day a new social media channel develops and attracts the attention of users,
- ✓ The fact that consumers share a lot of information about themselves while using social media increases the importance of this research in today's conditions.

Research Sample

The population of the research consists of consumers over the age of 18 residing in Konya. Since there is no official data on the number of people over the age of 18, the number of people over the age of 18 residing in Konya center was determined as 1,000,000 according to the Turkish Statistical Institute (TÜİK) 2018 address-based population registration system data. Table 2.1 was used to find the sample size. As seen in Table 2.1, it is sufficient that the sample number representing the population size is 384 with a sampling error of 0.05.

Table 2.1: Sample Sizes for $\alpha=0.05$

Size of the Universe	0.03 Sampling Error (d)			0.05% Sampling Error (d)			0.10 Sampling Error (d)		
	p=0.5 q=0.5	p=0.8 q=0.2	p=0.3 q=0.7	p=0.5 q=0.5	p=0.8 q=0.2	p=0.3 q=0.7	p=0.5 q=0.5	p=0.8 q=0.2	p=0.3 q=0.7
100	92	87	90	80	71	77	49	38	45
500	341	289	321	217	165	196	81	55	70
750	441	358	409	254	185	226	85	57	73
1000	516	406	473	278	198	244	88	58	75
2500	748	537	660	333	224	286	93	60	78
5000	880	601	760	357	234	303	94	61	79
10.000	964	639	823	370	240	313	95	61	80
25.000	1023	665	865	378	244	319	96	61	80
50.000	1045	674	881	381	245	321	96	61	81
100.000	1056	678	888	383	245	322	96	61	81
1.000.000	1066	682	896	384	246	323	96	61	81
100 milyon	1067	683	896	384	245	323	96	61	81

The size of the sample was calculated as follows.

p: Those who use social media marketing

q: Those who do not use social media marketing

Z: 1.96 at 95% confidence level

e: +/- tolerance ratio of 0.05

n= $p*q*(Z/e)^2$

Since reaching the entire population poses difficulties in terms of time and cost, the research was carried out by the sample, which is assumed to represent the main mass. Since it was not possible to reach the entire main mass, the sample group was formed using convenience and snowball sampling methods. In order to increase the representativeness of the sample group, consumers with different demographic characteristics were ensured to participate in the research. Some of the questionnaire forms were distributed through online social media and some were conducted through face-to-face surveys. Data was collected from 410 consumers with these methods.

Data Collection Method of the Research

The data were collected through face-to-face and online surveys. The questionnaire consists of a total of 34 questions in four sections. In the preparation of the survey questions, the studies of Genç (2015), İşlek (2012) and Dikbiyık (2016) were utilized.

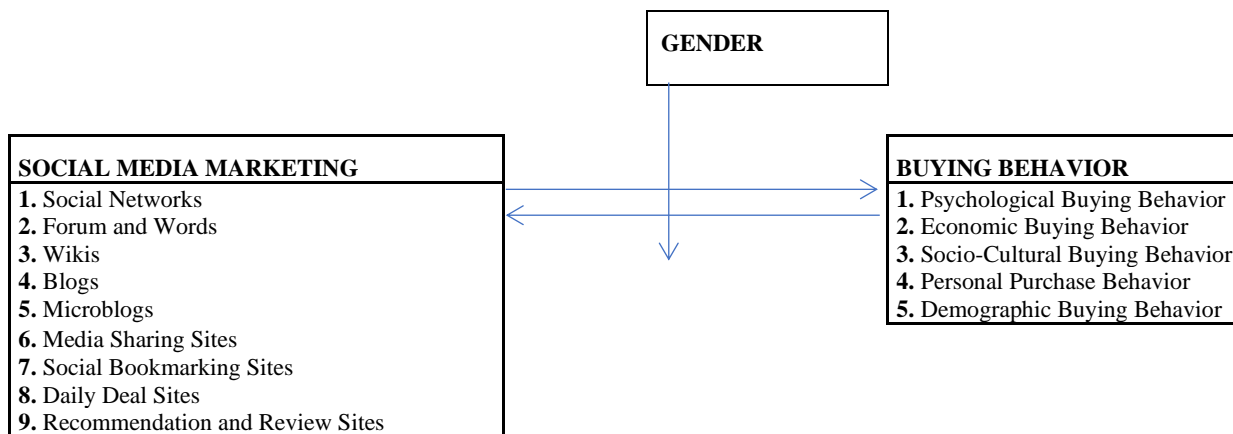
The first three questions of the questionnaire were designed to determine the demographic characteristics of the sample group. The questions between four and twelve consist of questions about how often they use social media and which channels they prefer in social media marketing. In the second section, the questions prepared using a 5-point Likert scale aiming to reveal the pre-purchase behaviors of the consumers in the survey and the participants are expected to choose one of the statements "Strongly Disagree", "Disagree", "Neutral", "Agree", "Agree" and "Strongly Agree".

In the fourth section of the questionnaire, there are judgments prepared using a 5-point Likert scale aiming to determine the extent to which the tools affect the consumer's purchasing decision and the participants are expected to choose one of the statements "Does not affect at all", "Partially affects", "Undecided", "Affects" and "Very much affects". In the fourth section, the questionnaire was prepared based on the questions prepared using a 5-point Likert scale aiming to reveal the post-purchase behaviors of consumers and the participants were expected to choose one of the statements "Strongly Disagree", "Disagree", "Undecided", "Agree" and "Strongly Agree". The questionnaire was first tested with a small sample group and its validity and reliability were tested. The research was conducted between June-September 2018 with 410 people residing in the center of Konya province.

Data Model of the Research

The research model is as follows.

Table 2.2: Research Model



Hypotheses of the Study

In environments where social media, which is a new communication tool, is used frequently, consumers also benefit from these media. Based on the above questions and the importance of the subject, the following hypotheses were form **Group One:** Hypotheses on the Distribution of Social Media Marketing by Gender Identity Role

- H1.** Social Media Marketing has an Impact on the Purchase Behavior of Gender Identity Role.
- H1.1.** Gender identity role of social network (Facebook, Myspace) users has an effect on purchasing behavior.
- H1.2.** Microblogging (Twitter) users' gender identity role has an impact on their purchasing behavior.
- H1.3.** The gender identity role of the users of media sharing sites (Youtube, Instagram) has an effect on their purchasing behavior.
- H1.4.** Gender identity role has an effect on the purchasing behavior of users of social bookmarking sites (Pinterest).
- H1.5.** Gender identity role has an effect on the purchasing behavior of daily deal site users (Groupon City Deal).
- H1.6.** The gender identity role of users of recommendation and rating sites (IMDB, TripAdvisor) has an effect on their purchasing behavior.

Second Group: Hypotheses Regarding the Distribution of Social Media Marketing According to Age Factor

- H2.** Social Media Marketing has an Effect on the Purchase Behavior of Age Factor.
- H2.1.** Age factor has an effect on the purchasing behavior of social network (Facebook, Myspace) users.
- H2.2.** Age factor has an effect on the purchasing behavior of microblogging (Twitter) users. **H2.3.** Age factor has an effect on the purchasing behavior of those who use media sharing sites (Youtube, Instagram).

- H2.4.** Age factor has an effect on the purchasing behavior of users of social bookmarking sites (Pinterest).
- H2.5.** Age factor has an effect on the purchasing behavior of daily deal website (Groupon City Deal) users.
- H2.6.** Age factor has an effect on the purchasing behavior of users of recommendation and rating sites (IMDB, TripAdvisor).

Third Group: Hypotheses Regarding the Distribution of Social Media Marketing According to Educational Background

- H3.** Social Media Marketing has an Effect on the Purchase Behavior of Educational Background.
- H3.1.** There is an effect of educational status on the purchasing behavior of social network (Facebook, Myspace) users.
- H3.2.** The education level of microblogging (Twitter) users has an effect on their purchasing behavior.
- H3.3.** There is an effect of educational status on the purchasing behavior of those who use media sharing sites (Youtube, Instagram).
- H3.4.** The education level of those who use social bookmarking sites (Pinterest) has an effect on their purchasing behavior.
- H3.5.** There is an effect of education level on the purchasing behavior of daily deal website (Groupon City Deal) users.
- H3.6.** The education level of the users of recommendation and rating websites (IMDB, TripAdvisor) has an effect on their purchasing behavior.

FINDINGS

Of the participants, 223 (54.4%) were female and 187 (45.6%) were male. 44 (10.7%) were primary school graduates, 86 (21.0%) were high school graduates, 239 (58.3%) were university graduates, 33 (8.0%) were master's graduates, and 8 (2.0%) were doctoral graduates. The majority of the sample group consists of university graduates. This shows that the educational level of the sample group is high. 168 (41.0%) are between the ages of 18-25, 86 (21.0%) between the ages of 26-30, 68 (16.6%) between the ages of 31-40, 69 (16.8%) between the ages of 41-50, and 21 (5.1%) between the ages of 51 and above. It is seen that the group with the highest number of participants is between the ages of 18-25. 52 (12.7%) use the internet for 0-1 hour, 148 (36.1%) for 2-3 hours, 127 (31.0%) for 4-5 hours, and 83 (20.2%) for more than 5 hours. 113 (27.6%) spend 0-1 hour, 163 (39.8%) 2-3 hours, 93 (22.7%) 4-5 hours, 41 (10.0%) more than 5 hours on social media. 118 (28.8%) use Facebook, 172 (42.0%) Instagram, 71 (17.3%) Twitter, 12 (2.9%) LinkedIn, 37 (9.0%) Other social media marketing tools. It is seen that the surveyed group uses Instagram the most. 181 (44.1%) use it to communicate with my environment, 157 (38.3%) to follow the agenda, 51 (12.4%) to shop, 21 (5.1%) to play games. It is seen that the sample group uses social media to communicate with the environment. 136 (33.2%) yes, 14 (3.7%) no, 259 (63.2%) sometimes shop from social media marketing. Of the group participating in the sample, 259 of them sometimes shop. 5 (1.29%) shop daily, 23 (5.6%) shop weekly, 130 (31.7%) shop monthly, 238 (58.0%) shop annually. 14 people left this question blank, saying that they do not shop from social media marketing. 36 (8.8%) Facebook, 187 (45.6%) Instagram, 64 (15.6%) Whatsapp, 14 (3.4%) LinkedIn, 95 (23.2%) other social

performs purchasing behavior by using media marketing channels. 14 people left this question blank by saying that they do not shop from social media marketing. 77 (18.8%) of the respondents said brand, 138 (33.7%) said quality, 44 (17.0%) said advertising, 10 (2.4%) said packaging, 127 (31.0%) said price and 14 people left the question blank. This shows that the factor that the sample group pays attention to when shopping from social media marketing is quality. 73 (17.8%) of the sample group consider easy accessibility, 21 (5.1%) consider reliability, 129 (31.5%) consider price advantage, 48 (11.7%) consider home delivery, 64 (15.6%) consider variety, 45 (11.0%) consider prevention of time loss, 16 (3.9%) consider other and 14 people left the question blank. It is seen that those who shop through social media marketing prefer it because it provides price advantage.

Reliability Analysis of Research Variables

Before analyzing the research, the statements used in the research were subjected to reliability analysis using Cronbach's Alpha method. Cronbach's Alpha value should be 0.70 and above in order to conduct the analysis in a healthy way (Durmuş et al., 2011). The table below shows the reliability analysis results of the scale used in the study. As seen in the table, the Cronbach's Alpha value is 0.765. Since the result is greater than 0.70, the scale is reliable.

Table 3.3: Scale Reliability Analysis

Cronbach's Alpha	Total Number of Statements
0,765	22

Table 3.3 shows the analysis of the statements in the second, third and fourth sections of the questionnaire. The questions from thirteen to twenty are arranged according to a five-point Likert scale as "1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 4- Agree, 5- Strongly Agree" in terms of consumer behavior in social media marketing in the pre-purchase process. Between the twenty-one and twenty-ninth questions, the judgments prepared on how much social media marketing channels affect the purchasing decision are arranged according to a five-point Likert scale as "1-Not at all, 2-Somewhat Affects, 3-Affects, 4- Very much Affects, 5- Undecided". Thirty to thirty the judgments prepared for consumer behavior in social media marketing in the post-purchase process between the fourth question are arranged according to a five-point Likert scale in the form of "1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree". Similar judgments used in the research were grouped under the same headings factor analysis was applied in order to collect the data under one factor.

Factor Analysis

Factor analysis is a multivariate analysis technique that facilitates the understanding and interpretation of a large number of variables that are related to each other into meaningful groups (Büyüköztürk et al., 2011). Exploratory factor analysis tries to reveal possible relationships in case the researchers do not have information about the variables related to the research topic. Confirmatory factor analysis is applied to confirm the accuracy of a previously determined relationship (Coşkun et al., 2015).

Kaiser-Mayer-Olkin (KMO) Test: It is a method used to check the sample size for the application of factor analysis. In the literature, although a KMO value between 0.5 and 1.0 is considered sufficient for the study to be valid, it is generally expected that the KMO value should be at least 0.7 and above for the study to be satisfactory (Coskun et al., 2015). The interpretation of the KMO value is made according to the following measures.

- ✓ 0.50 to 0.60 "bad"
- ✓ 0.60 to 0.70 "weak"
- ✓ 0.70 to 0.80 "medium"
- ✓ 0.80 to 0.90 "good"
- ✓ Above 0.90 "excellent"

Barlett Test: With Barlett's test, the hypothesis that there is no relationship between the variables used is tested. It is concluded that the variables with a significance value less than 0.05 have a normal distribution, so there is no problem in conducting factor analysis. If the significance value is greater than 0.05, the factor analysis is meaningless and therefore cannot be analyzed. Before conducting factor analysis, the suitability of the data used in the study for factor analysis was evaluated by Kaiser-Mayer-Olkin and Barlett's tests. The results of the analysis are shown in Table 3.4.

Table 3.4: Data on the Suitability of the Scale for Factor Analysis

Kaiser-Mayer-Olkin (KMO),	0,738
Barlett's Test	Chi-Square: 2368,300 Sig : 0, 000

As seen in Table 3.4, the KMO value, which is used to test the adequacy of the sample measurement, is 0.738, indicating that the sample size is sufficient for factor analysis. The sig. value of Barlett's test is 0.000, indicating that the factor analysis is statistically significant. The suitability of the set of variables for factor analysis depends on the size of the collinearity between the variables. When the collinearity between variables is small, it indicates that the data set is not suitable for factor analysis. The majority of the coefficients in the collinearity matrix being greater than 0.3 is sufficient for the analysis. Collinearity coefficients between variables in Table 4.47. (Coşkun et al., 2015).

T Test and ANOVA Test

In order to test the hypotheses, appropriate statistical analyses were conducted in the following section. While independent sample T-test was applied to variables with two categories such as gender, ANOVA test was applied to variables with more than two categories such as education level and age. The significance level used in the analysis of the data is $\alpha=0.05$. If a significant effect was found according to the ANOVA test results, "Scheffe" and "Games-Howell" Post Hoc tests were used according to variance homogeneity.

EVALUATION OF HYPOTHESES

Findings Related to the First Group Hypotheses of the Study

The hypotheses in the first group were created to determine whether gender has an effect on purchasing behavior in social media marketing. The 6 hypotheses created for this group were applied independent sample T-test and the results were analyzed;

H1.1. Social network (Facebook, Myspace) marketing has an effect on the purchasing behavior of gender. The hypothesis **is rejected** ($p:0,540; >0,05$). Social network (Facebook, MySpace) marketing does not have a significant effect on purchasing behavior according to gender.

H1.2. Microblogging (Twitter) marketing has an effect on the purchasing behavior of gender. The hypothesis **is rejected** ($p:0,725, >0,05$). There is no significant effect of gender on the purchasing behavior of microblogging (Twitter) users.

H1.3. Marketing of media sharing sites (Youtube, Instagram, Flickr) has an effect on the purchasing behavior of gender. The hypothesis **is rejected** ($p:0.303 > 0.05$). Marketing of media sharing sites (Youtube, Instagram, Flickr) does not have a significant effect on purchasing behavior according to gender.

H1.4. Gender has an effect on the purchase behavior of social bookmarking sites (Pinterest) marketing. The hypothesis **is rejected** ($p:0,167 > 0,05$). Social bookmarking sites (Pinterest) marketing does not have a significant effect on purchasing behavior according to gender.

H1.5. Gender has an effect on the purchasing behavior of daily deal site (Groupon City Deal) marketing. The hypothesis **is rejected** ($p:0,237 > 0,05$). Daily deal site marketing does not have a significant effect on purchasing behavior according to gender.

H1.6. Gender has an effect on the purchasing behavior of recommendation and rating websites (IMDB, TripAdvisor) marketing. The hypothesis **is rejected** ($p: 0.741 > 0.05$). Marketing of recommendation and evaluation sites does not have a significant effect on purchasing behavior according to gender.

Findings Related to the Second Group Hypotheses of the Study

The hypotheses in the second group were created to determine whether social media marketing affects purchase behavior according to the age factor. ANOVA test was applied to 6 hypotheses created for this group and the results are as follows;

H2.1. Social network (Facebook, Myspace) marketing has an effect on the purchasing behavior of the age factor. The hypothesis **is rejected** ($p:0,162 > 0,05$). Social network marketing does not have a significant effect on the purchasing behavior of the age factor.

H2.2. Microblogging (Twitter) marketing has an effect on the purchase behavior of the age factor. **The hypothesis is rejected** ($p:0.059 > 0.05$). There is no significant effect of microblogging marketing on the purchasing behavior of the age factor.

H2.3. Media sharing sites (Youtube, Instagram) marketing has an effect on the purchasing behavior of the age factor. **The hypothesis is rejected** ($p:0,952 > 0,05$). Media sharing sites marketing has no effect on the purchasing behavior of the age factor.

H2.4. Social bookmarking sites (Pinterest) marketing has an effect on the purchase behavior of the age factor. The hypothesis **is rejected** ($p:0,066 > 0,05$). Social bookmarking sites marketing does not have a significant effect on the purchasing behavior of the age factor.

H2.5. Marketing of daily deal sites (Groupon City Deal) has a significant effect on the purchasing behavior of the age factor. The hypothesis **is accepted** ($p:0,034 < 0,05$). The marketing of daily deal sites has a significant effect on the purchasing behavior of the age factor. When the test result is examined, it is seen that the 31-40 age group is more concerned about purchasing from daily deal sites than other age groups.

H2.6. Marketing of recommendation and rating sites (IMDB, TripAdvisor) has an effect on the purchase behavior of the age factor. The hypothesis **is rejected** ($p: 0.931 > 0.05$). Marketing of recommendation and rating sites does not have a significant effect on the purchase behavior of the age factor.

Findings Related to the Third Group Hypotheses of the Study

The hypotheses in the third group were created to determine whether social media marketing affects purchase behavior according to education level. ANOVA test was applied to 6 hypotheses created for this group and the results are as follows;

H3.1. Social network (Facebook, Myspace) marketing is related to educational status has an effect on purchase behavior. The hypothesis is **accepted** ($p:0,012 < 0,05$). Social network marketing has a significant effect on purchasing behavior according to educational status. From the test results, it can be seen that doctorate graduates have a significant effect on the purchasing behavior more anxiety than the participants in the survey.

H3.2. Microblogging (Twitter) marketing has an effect on the purchasing behavior of educational status. The hypothesis is **accepted** ($p:0,028 < 0,05$). There is a significant effect of education level on the purchasing behavior of microblogging marketing. The test results are analyzed and it is seen that doctoral graduates have more concerns.

H3.3. The marketing of media sharing sites (Youtube, Instagram) has an effect on the purchasing behavior of educational status. The hypothesis is rejected ($p:0,198 > 0,05$). The marketing of media sharing sites has a significant effect on the purchasing behavior of education level does not exist.

H3.4. Social bookmarking sites (Pinterest) marketing has an effect on the purchasing behavior of educational status. The hypothesis is **rejected** ($p:0,651 > 0,05$). There is no significant effect of social bookmarking sites marketing on the purchasing behavior of educational status.

H3.5. There is an effect of daily deal site (Groupon City Deal) marketing on the purchasing behavior of educational status. The hypothesis is **rejected** ($p:0,504 > 0,05$). There is no significant effect of daily deal site marketing on the purchasing behavior of education level.

H3.6. The marketing of recommendation and rating websites (IMDB, TripAdvisor) has an effect on the purchasing behavior of educational status.

Accepted Hypotheses

H2.5. In daily deal site (Groupon City Deal) marketing, age factor has an effect on purchase behavior.

H3.1. Social network (Facebook, Myspace) marketing has an effect on the purchasing behavior of educational status.

H3.2. Microblogging (Twitter) marketing has an effect on the purchasing behavior of educational status.

CONCLUSION

In the 21st century, information and technology have developed rapidly and consumers have more say. It is of serious importance that companies should not ignore consumers who have more say thanks to this developing technology and establish long-term relationships. In this context, businesses should understand their consumers well, find answers to their problems and be in mutual communication. When businesses take these features into account, they can offer products/services/brands in response to the ever-changing demands and needs of consumers. Businesses should not only see consumers as an act of purchase, but should also offer their services before, during and after the purchase decision and should be active in social media where they can reach in every aspect. In this sense, social media marketing offers many advantages to businesses.

Social media has an important place in people's lives due to the increase in the use of mobile devices such as smartphones and tablet computers, the increase in internet-based platforms in all countries of the world and the rapid spread of information. The increase in the time spent on social media and the fact that the most used sites are social media sites is a result of these developments. While social media was used for entertainment, socializing, games and information, today it has started to be used for shopping. Social media platforms include social networks (Facebook, MySpace), forums and vocabularies (Ekşisözlük), wikis (Wikipedia), blogs (Webrazzi), microblogs (Twitter), media sharing sites (Instagram, Youtube, Flickr), social bookmarking sites (Pinterest), daily deal sites (Groupon City Deal) and recommendation and review sites (IMDB, TripAdvisor). Consumers now have profiles on social media sites, share videos on media sharing sites and post short articles on microblogs. Social media has led to the emergence of a new media by providing opportunities for people to connect with each other, share with each other, express themselves, and comment on other users. This new media has provided businesses with the opportunity to market in an environment where consumers are intensely involved. Social media marketing is important for both consumers and businesses.

In this study, in which the effects of gender identity role in social media marketing on purchasing behavior are examined, purchasing behavior from social media marketing is compared according to gender and the findings

obtained are evaluated. Questions such as how much time is spent on social media, how often and for what purpose social media tools are used, do they buy products from social media marketing, what features they pay attention to when buying products and why they buy products from social media were asked to the participants. In addition, questions were asked to determine how consumer behavior is affected by social media before purchase, during the purchase decision process and after purchase, and the data obtained with the answers given were analyzed and evaluated.

As a result of the research, the following results emerged.

- ✓ In terms of frequency of internet use, it has been found that women use the internet more than men. While studies conducted in the early 2000s found that men were more likely to use the internet than women, in the 21st century, thanks to the widespread use of smart devices and mobile technology, there is no difference between genders.
- ✓ Among social media channels, women mostly use Instagram, while men use Facebook. Media sharing sites (Youtube, Instagram) were found to be the most used social media tool. Social networking sites were found to be the second most used social media tool.
- ✓ When the purpose of using social media is analyzed, it is determined that users use social media to follow the agenda, but now the rate of use for shopping has also increased. It was determined that 14.3% of women and 10.2% of men use it for shopping.
- ✓ There is no significant difference between genders in terms of shopping from social media. Today, there is no difference between women and men in terms of shopping on social media. It has been determined that shopping is now done from social media sites compared to the past. The study was conducted on 410 people and only 14 people stated that they do not shop from social media sites.
- ✓ It has been determined that they purchase products/services using Instagram the most among social media sites. It is seen that 53.7% of women and 39.6% of men perform purchasing behavior by using Instagram from social media sites.
- ✓ There is a significant relationship between the factors that women and men pay attention to when purchasing products from social media. While women were found to pay
- ✓ attention to quality when buying products from social media, men were found to pay attention to the price factor.
- ✓ The reasons why women and men buy products from social media are determined to be that they shop on social media because it provides price advantage.
- ✓ In social media, when consumer behavior before purchasing behavior is examined, it was found that social media users' friends' recommendations about social media products affect the purchase decision, and then the attractiveness of a brand's social media profile was found to affect the purchase decision. This result leads to the interpretation that consumers trust the experiences and experiences of friends and give importance to the profile of businesses. It has been found that women do more research about a product than men when buying a product on social media. While women are undecided about finding the comments made about products on social media reliable, men find them reliable.
- ✓ In social media, it has been determined that media sharing sites are the social media channels that affect consumer behavior the most in purchasing decisions. The most influential social media channel for both men and women to purchase products is media sharing sites. The second social media channel is recommendation and review sites. Both women and men nowadays, if they want to buy a vacation, they buy products/services from social media sites by taking into account the comments, evaluations and recommendations of consumers who have already been there before by using recommendation and evaluation sites on social media channels.
- ✓ The answers given to the scale prepared to determine the effects of social media on post-purchase consumer behavior were evaluated and it was determined that consumers commented on the company page about the product they purchased on social media after the purchase.

The hypotheses formed within the scope of the research test whether consumer behaviors differ according to demographic factors such as gender and age groups. It has been determined that daily deal sites and age factor, the educational status of social network users, and the educational status of microblog users have an effect on purchasing. The other hypotheses were found to have no effect on purchasing behavior.

These results reveal that social media and social media marketing are becoming increasingly important today. According to the results of the study, social media marketing has an impact on consumer pre-purchase and post-purchase stages. The study is a useful resource for social media users, marketers and businesses in Turkey.

Recommendations drawn from these results are given below:

- ✓ In today's world where consumers use social media sites a lot, purchasing action is realized by being influenced by these tools. Therefore, it is important for businesses to be active in all social media channels.
- ✓ Consumers' purchasing behavior on social media sites does not change according to demographic factors such as gender. For this reason, businesses should keep their product range wide in every field.
- ✓ Since consumers use media sharing sites among social media channels and are influenced by the posts on social media sharing sites, it is recommended that businesses put their campaigns, rewards, opportunities and discounts on media sharing sites. Media sharing sites and recommendation review sites are important for businesses. Businesses can reach large masses by offering service and quality in case they can be recommended to different consumers
- ✓ Considering that consumers do research while shopping on social media, businesses should share information about their products/services on social media sites to promote their companies.
- ✓ Considering that consumers comment on the products / services they receive from social media on the company's page, businesses should pay attention to the service quality, image and after-service. Businesses should not forget that other consumers can see the comments made on the page, and it should not be forgotten that negative comments will affect the business.

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