

**T.C.**

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**THE FACTORS IMPACT CONSUMERS FROM DIFFERENT  
CULTURES IN SOCIAL MEDIA MARKETING PRACTICES:  
A STUDY ON THAILAND AND TURKEY**

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## SUMMARY

The usage of social media is increasing drastically. Surely one of the main purposes of social media is to connect people and create networks. However, on a business perspective, the use of social media helps to raise companies' profiles and creates opportunities to publicize their products and achieve more profits. For customers, they can follow a company's new products, contents, interesting promotions and premiums offered online. The trend of online shopping tend to be increased because it becomes more convenient, everything is accessible in just few clicks. It also allows customers to easily search for the products that they want to purchase, check, and compare the prices. Furthermore, many attractive deals and discounts are offered online.

For more than a decade, there has been a shift from a static webpages to a virtual interaction platforms especially through social networks. This encourages the influence on the buying behavior of customers and the awareness of consumer towards products.

The main purpose of this research is to understand the factors that have an influence on consumers from different cultures in Social Media Marketing Practices. The research of this paper is based on quantitative methodology to collect the data from social media users from Thailand and Turkey. The set of questionnaires that developed for this study was distributed as an online and paper form. Target groups were populations who live in Thailand and Turkey.

**Keywords:** Social Media, Social Media Marketing, Cultural Differences, Thailand, Turkey

## ÖZET

Son yıllarda sosyal medya kullanımı ciddi bir şekilde artış göstermektedir. Sosyal medyanın temel amaçlarından biri insanlar arası iletişimi sağlamak ve ağı oluşturmak. Ticari boyuttan ele alırsak sosyal medya kullanımı şirketlerin kazancını arttırmak amaçlı halkla ilişkiler ve ürün tanıtımın da önemli rol oynamaktadır. Tüketici sosyal medya üzerinden kendini ilgilendiren ürünü, yeni malları ve onların tanıtımını aynı zamanda kampanyaları da takip edebilir. İnternet üzerinden tüketicinin istediğine kolayca erişilebilmesi ve bir tıkla istediğine elde edilebilmesi online alışveriş yapanları sayısını artırmakta. Ayrıca tüketicinin istediği ürünü arama, kontrol etme ve fiyat karşılaştırma imkanını sağlamaktadır. Tüketiciyi cesbeden indirimler ve kampanyalar da online sunulmakta.

Son on yıl içerisinde özellikle sosyal medya alanında sade ve sabit web sayfalardan gelişmiş, sanal alanda daha çok imkan sağlayan sayfalarda dönüşmüştür. Bu gelişmeler tüketicinin ürünü satın almasına daha çok teşvik etmiştir.

Bu araştırmanın temel amacı farklı kültürlerden gelen tüketicilerin üzerinde sosyal medya pazarlama uygulamalarının ne kadar etkiye sahip olduğu ve bu etki faktörlerini araştırmaktır. Bu yazı Tayland ve Türkiye'den sosyal medya hakkındaki nicel metotlarla toplanan verilere dayanacaktır. Araştırma anketinin dağıtımı elektronik ve kağıt halinde yapılmıştır. Örneklem olarak hedef kitle Tayland ve Türkiye'den seçilmiştir.

**Anahtar kelimeler:** Sosyal Medya, Sosyal Medya Pazarlaması, Kültürel Farklılıklar, Tayland, Türkiye

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## INTRODUCTION

In our daily life, we are engaged in marketing activities in every possible way when a product is newly launched or a service is offered. In the 21<sup>st</sup> century, marketing has changed and improved from its primitive beginning. As technology has advanced, marketers have more choices and opportunities to access and communicate to their customers than their traditional marketing strategies. Nowadays, all over the world has more access to the internet. Social media platforms are constantly emerged. People spend more time on social media sites. This allows companies to introduce their products and share the contents, enhance more creative communication, instantaneous interact with customers and be able to compete virtually etc.

People in this current society, they often spend their time on social media to connect with their friends online, to share their stories and to connect to new communities throughout the world. However, currently people not only spend their time on the internet just for entertainment or spreading their connections but they can also connect to entrepreneurs or producers who offer goods or services online. Subscribing to the social network sites, customers can get the latest news about products, deals, offers, or discounts. Also, they can read comments, give feedbacks or complaints, and spread them throughout the internet to create a buzz.

Nevertheless, people in each country access to different platforms of social media. It can be due to government restrictions or popularity of platforms or apps. They might also use social media for different purposes, for example, entertainment, education, work or religion. They tend to engage diverse groups of people or diverse topic contents on each platform (Nanji, 2014). Age ranges and gender also matter in the use of social media. The access to the internet in each country also plays a role. In some countries it might be limited to access to some social media platforms such as Facebook is blocked in China.

In this study, we will discover what could be the factors that has an effect on consumers from different cultural background in Social Media Marketing Practices. Which social media platforms are the most effective ones between Thailand and Turkey so that marketers will understand and conduct marketing strategies on point for both markets. We will also understand the main purposes of using social media from these two countries as well as factors that play a part in the success of Social Media Marketing Practices.

## CHAPTER 1

### 1. WWW AND SOCIAL MEDIA

#### 1.1. History of the World Wide Web

The World Wide Web (WWW) is a technology used to access available resources on the Internet. It is inexpensive, user-friendly, cross-platform, graphic interface which allows any users to easily navigate the complex web of linked computer systems (Lowe, et al., 1996:3).

The World Wide Web was invented by Tim Berners-Lee. He is a British computer scientist who was born in London. He invented the World Wide Web in 1989. After he graduated from Oxford University, he was working as an engineer at CERN - Conseil Européen pour la Recherche Nucléaire or European Council for Nuclear Research which is the world's largest particle physics laboratory located in Switzerland. While working there, Berners-Lee noticed difficulty in sharing information among scientists because in order to get the information, they had to log on to different computers to get at it. He desired to solve this problem and he realized that they could share information easier by exploiting the power of the existing Internet and emerging technology called HyperText (According to Burners-Lee, "HyperText is a way to link and access information of various kinds as a web of nodes in which the users can browse at will. It provides a single-user interface to large classes of information such as reports, notes, data-bases, computer documentation and on-line help"). So he came up with a proposal and began working with a NeXT computer, one of the inventions of Steve Jobs. By October 1990, he has written three primary technologies which remains a basis of today's web which are;

**HTML:** HyperText Markup Language. It is used to create hypertext documents to be viewed on various computing platforms (Goldfarb, 1990).

**URI:** Uniform Resource Identifier. It is a unique address used to identify to each resource on the web. There are two kinds of URIs; the Uniform Resource Locator (URL) and the Uniform Resource Name (URN) (World Wide Web Consortium, 2006).

**HTTP:** HyperText Transfer Protocol. It is a communication vehicle transferring data between the WWW client and the server (World Wide Web Consortium, 2000).

He wrote the first web page browser which is WorldWideWeb.app and the first web server, httpd. The first webpage on the open internet was launched by the end of 1990. In 1994, Burners-Lee left CERN and moved to the Massachusetts Institute of Technology (MIT) to establish the World Wide Web Consortium (W3C) and he is still the director of W3C until this day (S. Berners-Lee, n.d.; T. Berners-Lee, 1990).

### **1.1.1. Web 1.0 (From 1990-2000)**

Web 1.0 is the initial existence of World Wide Web. It was static and only readable web. User interaction is limited (West and Turner, 2010). It means that people could not publish content on the web, they can only search for information, exchange, and read it. Only web developers and web designers could have control over it (Al-Khalifa and Al-Salman, 2006:1; Choudhury, 2014). Websites are not interactive and mono-directional (Prasad, et al., 2013:350). In this version, the webpage's standard file extension are .htm or .html (Boonrasri, 2005:11). Internet users have to go directly to the specific web source (URL) in order to get information (Prasad, et al., 2013:350). In business perspective, companies can provide product catalogues or booklets on the web so customers can read them, contact, and make a purchase through shopping cart application provided on the web (Aghaei, et al., 2012:2). However, customers cannot respond or give any feedback as on traditional media such as radio or newspapers which makes the flow of communication limited. (Boonrasri, 2005:11)

### **1.1.2. Web 2.0 (From 2000-2010)**

Web 2.0 is the second phrase of World Wide Web. It was officially defined by Dale Dougherty, a vice-president of O'Reilly Media, in 2004 during a conference session between O'Reilly and MediaLive International (O'Reilly, 2005). Dale Dougherty defined Web 2.0 as *“Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them.”* (O'Reilly, 2006). New technologies of Web 2.0 make it become more as a platform. These technologies comprise of Wikis, blogs, RSS feeds, social bookmarking services etc. (Al-Khalifa and Al-Salman, 2006:1). Web 2.0 built online communities, files sharing, and blogging with its spontaneous web design, updates, collaborative content creation, and facilitated modification. Also, it is known as read-write web (Aghaei, et al., 2012:2). The well-known applications of Web 2.0 are Google Images, Wikipedia, Facebook, MySpace, Hi5, YouTube, and Skype (Boonrasri, 2005:14).

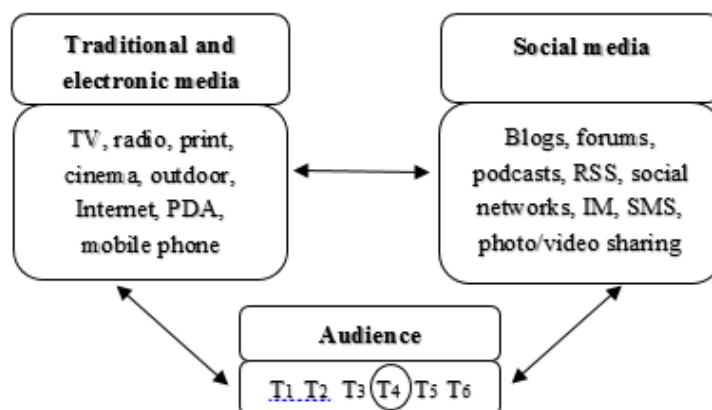
**Table 1: A Comparison between Web 1.0 and Web 2.0**

<b>Web 1.0</b>	<b>Web 2.0</b>
Reading	Reading/Writing
Companies	Communities
Client-Server	Peer to Peer
HTML, Portals	XML, RSS
Taxonomy	Tags
Owning	Sharing
IPOs	Trade sales
Netscape	Google
Web forms	Web applications
Screen scraping	APIs
Dialup	Broadband
Hardware costs	Bandwidth costs
Lectures	Conversation
Advertising	Word of mouth
Services sold over the web	Web services
Information portals	Platforms
Personal websites	Blogging
Mp3.com	Napster
Akamai	BitTorrent
Domain name speculation	Search engine optimization

(Adapted from: Aghaei, et al., 2012; O'Reilly, 2005)

The flow of communication and information on Web 2.0 are fast and easy. Users can respond and provide feedback to the providers or web masters unlike Web1.0 (Boonrasri, 2005:14).

**Figure 1: The Web 2.0 Flow of Communication Model**



\*Members of target audience communicate with each other with opinion leader (T4) who is most socially connected.

(Source: Kimmel, 2010)

### 1.1.3. Web 3.0 (From 2010-2020)

John Markoff, a reporter of The New York Times, stated in an article published in November 2006 about naming the third generation of the Web as Web 3.0 or the “semantic Web” (Markoff, 2006). In this generation of the Web comprises of microformats, natural language search, data-mining, machine learning, recommendation agents, and artificial intelligence technologies, these internet-based service could increase more value commercially and productive user experience (Spivack, 2007). Web 3.0 links various data items together, for instance, people, books, or songs to create meaningful context which helps users to understand the meaning of the information (Letts, n.d.). It is to improve discovery more effectively, automation, integration, and reuse across various applications (Prasad, et al., 2013:351). Also, this so-called “Semantic Web” is desired to reduce human's tasks and decisions and let the machines do its job by providing machine-readable contents on the web (read-write-execute) (Hamed and Mohammad Reza, 2011:27-38). The evolution of Web 3.0 leads to improvement of data management, support accessibility of mobile internet, stimulate factors of globalization phenomena, simulate creativity and innovation, and increase satisfaction of the users and help to systemize collaboration in social web (Prasad, et al., 2013:351).



**Table 2: A Comparison between Web 2.0 and Web 3.0**

<b>Web 2.0</b>	<b>Web 3.0</b>
Read/Write Web	Portable personal web
Communities	Individuals
Sharing content	Consolidating dynamic content
Blogs	Livestreams
AJAX	RDF
Wikipedia/Google	Dbpedia/igoogle
Tagging	User engagement

(Source: Aghaei, et al., 2012:6)

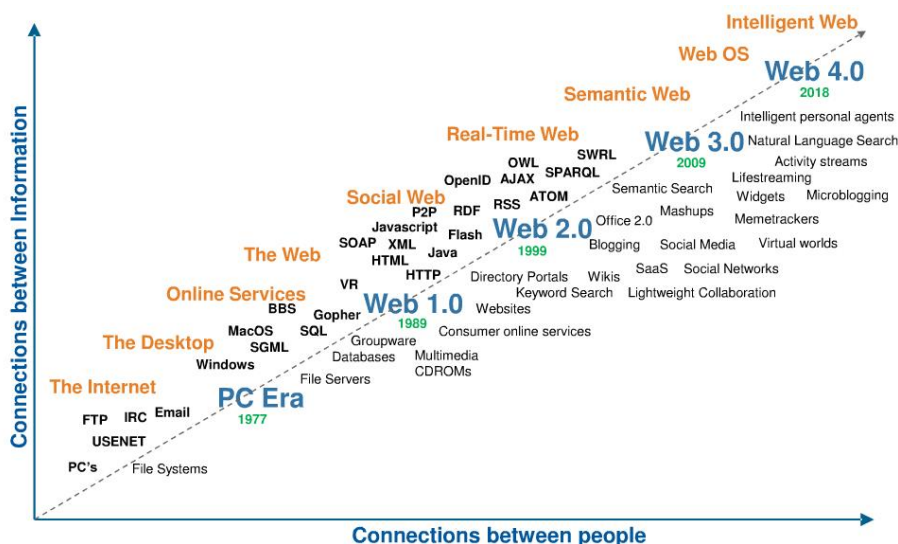
#### **1.1.4. Web 4.0 (From 2020-2030)**

Web 4.0 will be read-write-execution-concurrency web. There is still no inevitable definition of Web 4.0 as it is still an underground idea in progress. Web 4.0 is also known as “Symbiotic Web”. It is composed of ubiquity, identity, and connection (Boonrasri, 2005:38). The concept behind symbiotic web is that humans and machines interact in symbiosis. Machines can think and make decisions based on user searches and contents on the web and be able to give suggestions based on educated studies of how user live and need (Nath, et al., 2015:1-4; Aghaei, et al., 2012:2). It will also build more powerful interfaces and more commanding user interfaces (Prasad, et al., 2013:352). The attributions of Web 4.0 are; 1. More access to data which means the access to more products, images, customer reviews, and product attributes, 2. Extended capabilities which includes extended search functionality, save for later remote shopping cart, and wish list search, 3. Improved usability which comprises of more documentation and code samples, localized error messages and new error messages include very specific information about errors in user’s requests and provide troubleshooting guidelines, and built-in help functionality. (Boonrasri, 2005:39-40)

**Table 3: A Comparison between Web 1.0, Web 2.0, and Web 3.0**

No.	Web 1.0 (Static Web)	Web 2.0 (Social Web)	Web 3.0 (Semantic Web)
1.	1990-2000	2000-2010	2010-2020
2.	Tim Berners Lee	Tim O'Reilly	Tim Berners Lee
3.	Read Only Web	Read Write Web	Read Write Execute
4.	Million of Users	Billion of Users	Trillion of Users
5.	Connect Information	Connect People	Connect Knowledge
6.	Ecosystem	Participation	Understanding Itself
7.	Information Sharing	User Interaction	User Engagement
8.	Hypertext/CGI Web	Community Web	Semantic Web (for machines)
9.	Companies Publish Content Eg. CNN-Media	People Publish Content Eg. Flickr, YouTube	People Build Applications E.g. Facebook, Google Maps
10.	Personal Web Sites	Web Blogs	Semantic Blogs: SemiBlog
11.	Content Management System (CMS)	Wikis, Wikipedia	Semantic Wikis: dbpedia, SemperWiki, Platypus
12.	Search Engine: AltaVista, Google	Google Personalized App. Drive, maps, hokia	Semantic Search Engine: SWSE, Swoogle

(Adapted from: Prasad, et al., 2013:352)

**Figure 2: The Evolution of Web**

(Source: Komninos, 2011. Retrieved July 17, 2015)

## 1.2. History of the Internet Development in Thailand

Thailand started to connect to internet in 1987. It started with the network connection between universities or known as “Campus Network” with a support from National Electronics and Computer Technology Center (NECTEC). The first electronic mail (E-mail) connection started in June 1987 between Prince of Songkhla University, Asian Institute of Technology (AIT) and University of Melbourne with support from Australia under a cooperated project, The International Development Plan (IDP), with Thailand. They connected through the network 2 times a day using SUNIII software which is one of the operating systems of UNIX which was used in Australian Computer Science Network – ACSNet.

**Figure 3: The First Email sent on the Internet in Thailand**

Return-path: kre@sritrang.psu.th
Received: from mulga.OZ by munnari.oz (5.5)
id AA06244; Thu, 2 Jun 88 21:22:14 EST (from kre@sritrang.psu.th for kre)
Received: by mulga.oz (5.51)
id AA01438; Thu, 2 Jun 88 21:21:50 EST
Apparently-to: kre
Date: Thu, 2 Jun 88 21:21:50 EST
From: kre@sritrang.psu.th
Message-id: <8806021121.1438@mulga.OZ>
Hi.
Bye

(Source: [www.gotoknow.org](http://www.gotoknow.org), 2006. Retrieved June 5, 2017)

In July 1992, the first dedicated leased circuit for academic Internet connection was acquired by Chulalongkorn University at a speed of 9600 bps or 9.6 kbps using UUCP (Unix-to-Unix Copy) and MHSNet protocols connected to UUNET Technologies, Virginia, USA. Chulalongkorn University became a new “Internet Gateway” of another network project called ThaiNet which comprises of Asian Institute of Technology (AIT), Mahidol University (MU), Chiang Mai University (CMU), Assumption University (AU), and King Mongkut’s Institute of Technology Ladkrabang (KMITL). These six institutions connected to Chulalongkorn University’s network in order to connect to Internet. In December 1992, another 6 academic institutions were online on a full-time basis which are Chulalongkorn University (CU), Thammasat University (TU), Prince of Songkhla University (PSU), Kasetsart University (KU),

and NECTEC. This inter-university network project is called The Thai Social/Scientific Academic and Research Network (ThaiSarn). The purpose of this project is to allow public and private institutions to exchange electronic mail for education and research worldwide called “NWG: NECTEC E-mail Working Group” with a start of 28 users from 20 institutions from 8 computers. In 1993, NECTEC started first 64 kbps international leased circuit to UUNET which increased the internet users from 200 in 1992 to 5,000 in May 1994 and increased to 23,000 in June 1994. Also, in the same year, ThaiSarn set up the first WWW server in Thailand, <http://www.nectec.or.th>. It was given a name “Thailand: The Big Picture”. In 1995, Internet Thailand Service Center (ITSC) received an operating license from Communications Authority of Thailand (CAT) and accepted commercial use access to Internet. Since then the commercial Internet Service Providers (ISP) were born. It operated at full-scales service on 1 March 1995. It is considered as the IT-year of Thailand. In September 1995, ThaiSarn started 2Mbps link with SINET (Scientific Information Network) of Japan. It was the first 2Mbps international line in the history of Thailand. The country’s total International Internet Bandwidth reached 49.56 Mbps in January 1999. By October in the same year, Thailand has increased the capacity to more than 100 Mbps of international bandwidth (Koanantakool, 2001; Koanantakool, et al., 1992; Koanantakool, 1996).

**Table 4: Growth of Internet International Bandwidth of Thailand in January of each year.**

<b>January</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Mbps	32.75	49.5	153.25	316.365
Growth on previous year		51.15%	209.60%	106.44%

(Source: Koanantakool, 2001. Retrieved June 12, 2017)

**Table 5: Growth of Domestic Data Exchange Volume of Thailand**

<b>January</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Mbps at PIE/IIR	2.300	6.100	17.600	47.400
Growth on previous year		165.22%	188.52%	169.32%

(Source: Koanantakool, 2001. Retrieved June 12, 2017)

According to the Bureau of Economic and Social Statistics of Thailand, the first survey on the Use of Information Technology and Communication in Thai Households was conducted

in 2001. The purpose of the survey is to observe the numbers of population who have access to computer, internet, and mobile phones categorized by age, gender, education, and residential areas etc. Since 2003, the survey has been conducted annually. The tables below show the survey result of the first quarter (January-March) in 2013.

**Table 6: Distribution of Computer and Internet Usage in 2013 by Age**

Age Group	Computer (%)	Internet (%)
6-14	82.3	54.1
15-24	61.0	58.4
25-34	37.5	33.5
35-49	22.1	18.7
50+	7.9	6.6

(Source: Bureau of Economic and Social Statistics, 2013:19)

**Table 7: Distribution of Computer and Internet Usage in 2013 by Education**

Education Level	Computer (%)	Internet (%)
Below Primary School	23.0	15.9
Junior High School	36.9	33.9
Senior High School	43.1	37.4
Vocational School/Diploma	64.0	56.0
Higher Education	86.9	82.6
Others	35.2	31.5

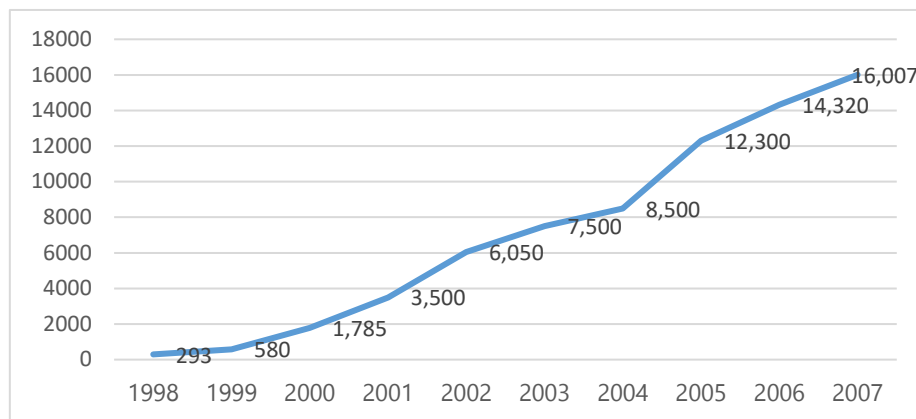
(Source: Bureau of Economic and Social Statistics, 2013:20)

### 1.3. History of the Internet Development in Turkey

Internet was first introduced to Turkey in 1987 through Ege University provided by a partnership between EARN (European Academic and Research Network) and BITNET (Because It's Time Network). This network was established under a name of TÜVEKA (Türkiye Üniversiteler ve Araştırma Kurumları Ağı or Turkish Universities and Research Institutions Network). In 1991, a need for a new network has emerged, so METU (Middle East Technical University - Orta Doğu Teknik Üniversitesi) and TUBITAK (The Scientific and Technological Research Council of Turkey) started a project under the name TR-Net. The first experiment of this project was a connection to the Netherlands. Due to a positive result, the

application for the rental line was made to PTT (The National Post and Telegraph Directorate of Turkey) (Demirci, 2006). On 12 June 1993, Turkey was officially introduced to the internet with the connection established between METU and Ankara-Washington by a leased line provided by PTT (Öçer, 2000). METU connected to a network at a speed of 64 kbps (MasivaTurk.com, 2016). In the same year, Middle East Technic University and Bilkent University introduced the first two Turkish website to public (Öçer, 2000) and reached 27,000 thousand visits in 2000 (Uzundağ, 2013:30). METU was the sole internet outlet of the country. Later, the internet connections were carried out by Ege University (1994), Bilkent University (1995), Bosphorus University (1995), and Istanbul Technical University (1996) (Parlak 2005). Since 1994, internet accounts were being given to institutions and businesses. In the same year, the first internet provider was available on Tr.net (Öçer, 2000). In August 1996, TURNET, which was established by a consortium with the tender that Turk Telekom opened in 1995, started to operate. In addition, a new center was established under a name “National Academic Network and Information Center - Ulusal Akademik Ağ ve Bilgi Merkezi (ULAKBIM)” in TUBITAK. One of the main tasks of ULAKBIM was to establish a rapid communication network and provide information services through this network, with the name of National Academic Network - Ulusal Akademik Ağ (ULAKNET) which will connect all education and research institutions across Turkey with the latest technologies (Ulusal Akademik Ağ ve Bilgi Merkezi (ULAKBIM), n.d.). By the end of 1998, ULAKNET has connected 58 universities from 92 with a total capacity of international link at 2.5 Mbps. As of January 2002, ULAKNET has reached to 80 universities and research institutions from 160. By the end of 2004, ULAKNET has reached to 100 universities and research institutions from 600. The first internet connection available was dial-up network (in 1998), however, since 2001 ADSL was available. Since 1999, Internet has gain popularity rapidly in Turkey in every field.

The number of internet users in the year 2000 was 1.785.000 and continued to increase its 100% surplus from 2003 to 2004. In 2005, the internet users had exceeded 12 million (Mestci, 2007:1).

**Figure 4: Internet Development Figures in Turkey between 1998 – 2007 (x1000)**

(Source: Mestci, 2007:1)

According to the result of the survey on Information Technology Usage in Turkish Household conducted by the Turkish Statistical Institute in April 2012, 47.2% of Turkish households have access to internet which means the internet have not met half of the population. The rate in April 2011 was 42.9%. In urban areas, the internet access rate is 55.5%, on the other hand, people in rural areas have access to internet at 27.3%. The tables below show the use of information technology in the Turkish households (internet and computer usage rates) in 2012.

**Table 8: Distribution of Computer and Internet Usage in 2012 by Age and Gender in Turkey**

Age Group	Computer (%)		Internet (%)	
	Male	Female	Male	Female
16-24	81.1	56.4	80.6	55.4
25-34	70.0	48.1	69.6	47.2
35-44	54.3	32.7	53.3	31.8
45-54	36.3	17.0	34.8	16.2
55-64	19.1	6.1	18.5	5.6
65-74	6.9	1.3	6.4	1.3

(Source: Turkish Statistical Institute, 2013. Retrieved July 18, 2017)

**Table 9: Distribution of Computer and Internet Usage in 2012 by Education in Turkey**

Education Level	Computer (%)		Internet (%)	
	Male	Female	Male	Female
Did not finish school	9.6	1.7	10.0	1.6
Primary School	23.1	14.5	22.0	13.5
Primary/Secondary School and Equivalent	64.5	51.0	63.8	49.4
High School and Equivalent	80.5	72.4	79.7	71.3
College and Higher	93.7	92.7	93.1	92.8

(Source: Turkish Statistical Institute, 2013. Retrieved July 18, 2017)

#### 1.4. Social Media

In the late 1990s, as broadband, Internet became more popular. It was a start for those websites that allowed users to create and upload content. It might seem like a recent innovation as it just became popular enormously lately, however, the first social network site appeared in 1997 which was SixDegrees.com. Since 2002 onwards, a lot of social network sites were launched including those for niche communities such as MySpace. By the late 2000s, social media had gained a great impetus and many social media sites were increasing (Dewing, 2010:2). For example; in 2004, Facebook was evolved. In 2005, Youtube was emerged. Twitter was launched in 2006 (Edosomwan, et al., 2011:3).

Social media is usually referred to media that is used to enable social interaction (Deil-Amen, et al., 2012:1). However, there is a term ‘social networking sites’ which is used as an umbrella term for social media and computer-mediated communication. Social media allow us to interface through not only mobile devices but also computers (Boyd and Ellison, 2007:210-230).

Boyd and Ellison (2007) define social network sites as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) form a joint list of other users with whom they share a connection, and (3) view and investigate their list of connections and those made by others within the system”. The nature and specific lexicon of these connections may differ from site to site. Social network sites allow users to make profile, make friends, create connection, meet new people, being visible to their social networks. Most of the social network sites today enable its users to add new friends, comment, share posts and photos, follow or even sending private text messages.



Primarily, social networking sites on the Internet has provided a new communication tool. It acts as a vehicle in the human communication process. It enables communication at any levels; intrapersonal, interpersonal, and mass communication (Aitken and Shedletsky, 2004). On the business perspective, it's today's most transparent, engaging, and interactive form of public relations. It combines the true grit of timely content with the beauty of authentic peer-to-peer communication. According to Sally Falkow, 'For businesses it's a way to access into what people are saying about your brand, your product and/or your service, participate in the conversations, be open to new ideas and then use these insights to make better business decisions' (Cohen, 2011).

### **1.4.1. Basic Forms of Social Media**

#### **1.4.1.1. Blogs**

Blogs are a community of online diaries and journals where users share a set of entries and publish information on the World Wide Web such as WordPress.com (D. Boyd, 2006:4).

#### **1.4.1.2. Content Communities**

Content Communities allow its members to share online multimedia materials. Users have to create an account, upload the materials, and share them online to the public. The popular content communities are YouTube and SlideShare (Pollock, 2012).

#### **1.4.1.3. Forums**

Forums are online discussion for specific topics or interests. Forums occurred before social media become popular element of online communities (Mayfield, 2008:6).

#### **1.4.1.4. Microblogging**

Microblogs are short messages that people use to provide updates on their activities and interesting contents directly or indirectly to others. It can be considered helpful for sharing information, keeping up to date on current events, and having broadcast communication to others (Ehrlich and Shami, 2010:42-49).

#### **1.4.1.5. Podcasts**

Audio and video files that are freely available online including Apple's iTunes (Pollock, 2012).

#### **1.4.1.6. Social Networks**

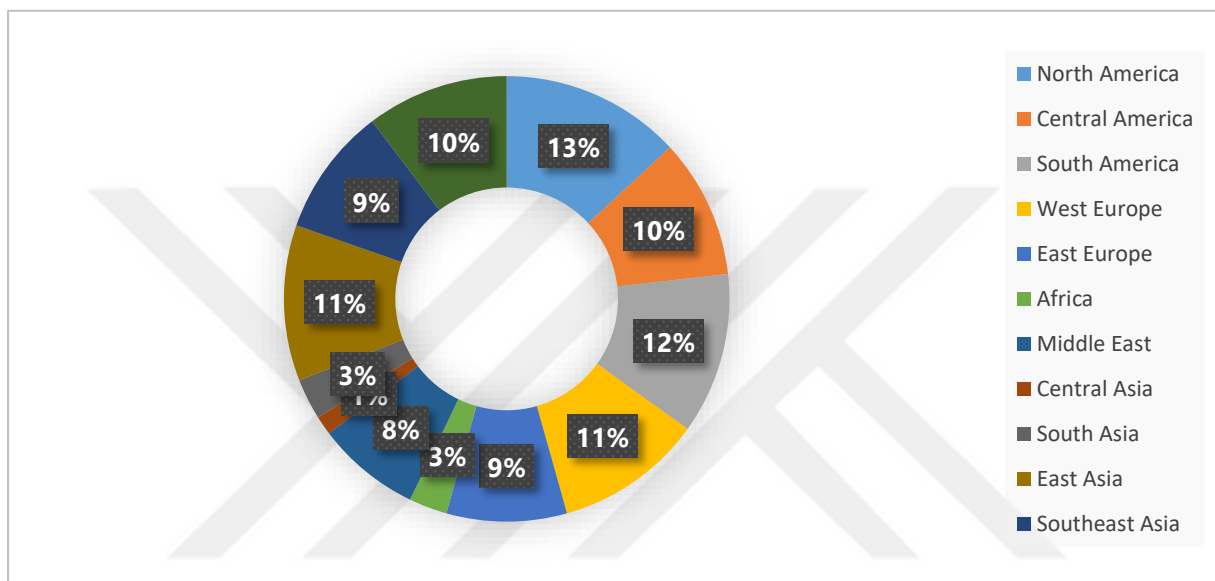
Social network allows people to create communities and communicate online. Users can share their personal information, common interests or experience. They

also can publish information that can be read or commented by their friends or followers. For example, Facebook or Twitter (National Security Agency, 2009).

#### 1.4.1.7. Wikis

Wikis are a form of collaborative project which allows anyone to modify the contents of articles by adding, removing or changing texts, images and links. The most popular example is Wikipedia (Pollock, 2012).

**Figure 5: Social Media Penetration by Region as of January 2017**



(Source: We Are Social Singapore, 2017)

## 1.5. Social Media Marketing

In a traditional media such as television, newspapers or magazines, is a one-way communication which organizations have to pay a large amount of money to deliver its contents to consumers. Consumers receive the transmitted messages however they cannot send instant feedback or comment back to the organizations. Nevertheless, with this new web technology, it allows everyone to create and distribute their own contents to their followers. The comments and feedback are received instantly (Zarrella, 2010:3).

Nowadays, Social Media is a trend in marketing. It can be an influential tool and strength to create great marketing publishing and reach out to customers. No matter how big or how small is a company, social media can be used as a communication medium with customers and boost a brand (SEOP, INC., 2011:2; Rafiee and Sarabdeen, 2013:934).

Barefoot and Szabo (2010:13) defines social media marketing as “using social media channels to promote your company and its product”.

Weinberg (2009:3) defines the term as “a process that enables individuals to promote their websites, products, or services through online social channels and to communicate with and access into a much larger community that may not have been available via traditional advertising channels”.

Lazer and Kelly’s (1973:ix) define social marketing as “concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions, and activities”.

Barker, Barker and Bormann (2012) indicate following characteristics of social media marketing that differ from traditional marketing;

- Control vs. contributions

Traditional marketing has a control over distributed messages about the brand while social media promotes the audience’s contribution which hardly managed by the marketers.

- Purchase motivation vs. trust building

Social media is seen primarily as a tool to increase the awareness about the brand and strengthen customers loyalty and trusting relation because companies cannot fully control user-generated content to build a positive brand image.

- Asymmetrical vs. interactive communication

Communication is usually one-way in traditional marketing. Messages are sent by companies to their customers. While in social media marketing, interactive communication is applied because it enables an instant feedback and evaluation from online users.

- Temporary vs. continuous activity

Traditional advertising campaign is usually limited in time. On the other hand, successful social media presence requires from a company’s a constant online activity and involvement.

### 1.5.1. Social Media as Promotion Tool

Social Media is an evolution of marketing communication. According to (Mangold and Faulds, 2009:357-365), social media is a hybrid element of promotion mix. Promotion implies the promotional elements mix a firm can use to communicate with its current or potential customers about its products or services. Promotion efforts can be directed to the ultimate consumer, to an intermediary such as a retailer, a wholesaler or a distributor, or to both. Promotion is primary to the accomplishment of firms, potential customers will not know about the existence and benefits of the product or service without promotion (Cuellar-Healey, 2013:4). Promotion includes personal selling, advertising, direct marketing, public relations, and sales promotion. Using social media as a tool of promotion mix enables consumers to talk to one another (consumer-to-consumer communication) unlike in traditional way, companies have more control in communication. To accomplish goals and performance, companies must carefully implement the elements of promotion mix so the message transmits to marketplace is unified and reflects company's value. The table below shows the distinctions between traditional media and social media.

**Table 10: A Comparison between Traditional Media and Social Media**

<b>Traditional Media</b>	<b>Social Media</b>
Fixed, unchangeable	Instantly updateable
Commentary limited and not real time	Unlimited real-time commentary
Limited, time-delayed best-seller lists	Instant popularity gauge
Achives poorly accessible	Archives accessible
Limited media mix	All media can be mixed
Committee publishers	Individual publishers
Finite	Infinite
Sharing not encouraged	Sharing and participation encouraged
Control	Freedom

Source: (Stokes, 2013)

One main function that social media serves is advertising tool. Contents created online can be shared and used as online marketing campaign (Stokes, 2013:368). It can create brand recognition and word-of-mouth. Also, contents shared online can be viewed, commented on, sent, and copied at low cost which means it can be measured and tracked. One of the social media's benefits is to go viral. Creating amazing contents can appreciate the consumers and they can spread the message online at very low cost. However, companies need to be aware of bad messages because it can be spread quickly as well and it can destroy brand images and pass bad messages to the audience. (Stokes, 2013:394)

### **1.5.2. Social Media and Reliability**

Information reliability is the extent to which one perceives information to be trusting (McKnight and Kacmar, 2007:423-432). Social Media are exceedingly being used as information source. In the Information Technology century, it increases the possibilities of how people receive information. Especially nowadays social media are being used immensely as new sources where people seek for information because they provide timely information and very easy to access. However, a major issue is how credibility and reliability of information shared on this source. As information shared on social media platform are uncontrollable and monitored, it is hard to tell whether the information is verified or authenticated (Ruohan and Ayoung, 2015:315).

### **1.5.3. Social Media and Security Risks**

The associated risks are increasing as the use of Social Network are increasing. It permits criminal and malicious activities such as cybercrime, identity theft, phishing, profiling risks, click jacking, fake product sales, fraud cash transaction, and click baits. Most of the users reveal their information online without aware of privacy and security risks. (Kumar, et al.,2013:2). Regarding to business world, some companies would try to mine for consumers' private data from Social Media as many Social Media platforms collect massive personal details including demographic information, geographic location, and temporal usage (Chung, 2016:105-106).

### **1.5.4. Social Media Usage in Thailand and Turkey**

According to a Digital Snapshot report in January 2015, Thailand total population is 64.9 million, Active internet users are 23.9 million. Active social media accounts are 32 million, mobile connections are 97 million vs population 150%, 28 million active mobile social accounts (Kemp, 2015). Thailand is the leader in the use of social media by companies in the

region for innovative product development which is a result of the high level of engagement of social media by Thai citizens (Leesa-Nguansak, 2016). The reason that companies adopt to social media is not only to promote and advertise their service, but also to target international markets. In Thailand, Facebook is a key social media marketing as it is the biggest social network in Thailand and top 20 brands are active on Facebook, following by Instagram and Twitter (Kritsch, 2014).

On the other hand for Turkey, the total population is 76.7 million, active internet users are 37.7 million, active social media accounts are 40 million, mobile connections are 69.6 million, active mobile social accounts are 32 million (Kemp, 2015). In Turkey, Facebook dominates social media usage, followed by Twitter. Social media is popular as a news destination for online users. Besides this, other purposes for social media usage are entertainment, sports, and lifestyles as well as following personalities or celebrities (Dogramaci and Radcliffe, 2015). According to Turkey's marketing leaders, search engine advertising and Social Media are two main digital marketing approaches in Turkey nowadays (Goodson, 2012).

## **1.6. Social Networks**

### **1.6.1. Facebook**

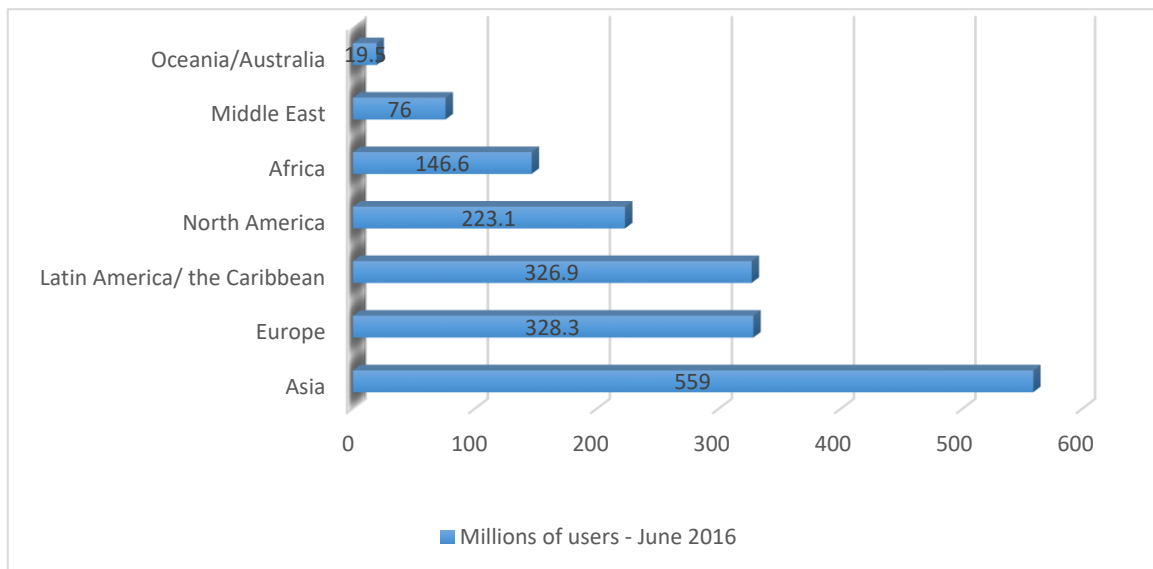
Facebook was launched in February 4, 2004 by Mark Zuckerberg and his co-founders, Dustin Moskovitz, Chris Hughes, and Eduardo Saverin (Facebook.com, n.d.). Originally, it was called thefacebook.com. The website was first designed for Harvard students and alumni. It consisted of a standard House face book and profile features which students can search for other students enrolled in their courses, social organizations, and Houses (Tabak, 2004). Zuckerberg had registered the domain on January 11, 2004. Twenty four hours after launching the website, 1,200 Harvard students had signed up. The network was extended to other Boston universities, Ivy League, and ultimately all US universities (Phillips, 2007). After six years he launched thefacebook.com, he turned it into a global enterprise (Carlson, 2010). In 2008 when Mark Zuckerberg was 23 years old, he was named the youngest ever self-made millionaire by Forbes (Sedghi, 2014).

Facebook features include;

- **Profile:** To express about yourself and your life, you can also put a profile photo and choose who you want to share your stories with.

- **News Feed:** Introduced in September 2006. It is an updates list of stories from Friends, Pages, Groups, or Events.
- **Messenger:** Introduced in August 2011. It is a messaging application on the phone which allow you to send private messages, photos, stickers, emoji, and group chat. You can also make phone calls or video calls.
- **Groups:** Introduced in September 2004. According to Facebook, every month there are more than 1 billion people around the world using Groups.
- **Events:** People can arrange meeting or gatherings and send out invitations and reminders to their friends.
- **Video:** People are sharing stories, discovering others' videos and engaging on their News Feed. According to Facebook, people watch more than 100 million hours of video on Facebook every day.
- **Photos:** Introduced in October 2005. There are more than 350 million photos uploaded every day. Users can upload photos, create an album, adding details e.g. caption and location, and also tag other people on that photo then share them on Facebook with their friends.
- **Search:** Introduced in March 2013. You can find people, posts, photos, and locations that people have shared on Facebook.
- **Pages:** Introduced in November 2007. It is a public profile that allows artists, public figures, celebrities, businessmen, companies, and organizations to create a presence on Facebook and share its content with its community. When someone likes a Page, then they can start to see updates from that Page in their News Feed (Facebook Newsroom, 2017).

**Figure 6: Facebook Subscribers in the World by Geographic Regions- June 2016**



\* Basis: 1,679,433,530 internet users estimated for June 30, 2016

(Source: Internet World Stats, 2016. Retrieved January 30, 2017)

### 1.6.2. Twitter

Twitter is a microblogging service which launched in 2006 by three technology entrepreneurs which are Evan Williams, Biz Stone, and Jack Dorsey. They were working at a company called Odeo. Dorsey was the one who came up with the original concept. First it was invented as an internal tool for the employees in the company (Fitton, et al., 2010:31). Twitter has become one of the essential platforms in social networking. It is the fastest growing Social Media besides Facebook and MySpace. Twitter is like a blog or a status as in Facebook where it allows you to ‘tweet’ with a maximum of 140 characters (Morris, 2009:8). Each status update or tweet will display an individual’s username and their posts. Tweets will be shown on Twitterfeed (Spencer, 2009:5). On Twitter, you can;

- Write a Tweet
- Edit your Tweet
- Post your Tweet
- Mention someone in your Tweet by using @
- Follow Followers
- Reply to a Tweet
- Retweet
- Reply to a Direct Message (DM)
- Manage Tweet archives



- Mark Tweet as favorite (Morris, 2009:72-88).

Businesses can use Twitter to communicate with their customers and increase brand awareness and recognition. It is considered as a communication platform and problem-solving tool which helps to create better relationships with its customers. Twitter is also a great tool for public relations and customer service. It offers ‘global reach, endless connections, networking opportunities, a promotion platform, and immediate event planning and feedback.’ Businesses can respond quickly to their customers. People around the world can see company’s responses to its customers which also helps to improve the company image (Fitton, et al., 2010:31).

Twitter usage;

- 313 million active users each month
- 1 billion Unique visits monthly to sites with embedded Tweets
- 82% Active users on mobile
- 3,860 employees around the world
- More than 35 offices around the world
- 79% accounts outside the U.S.
- More than 40 languages supported
- 40% employees in technical roles (Twitter, Inc., n.d.).

*( All numbers approximate as of June 30, 2016.)*

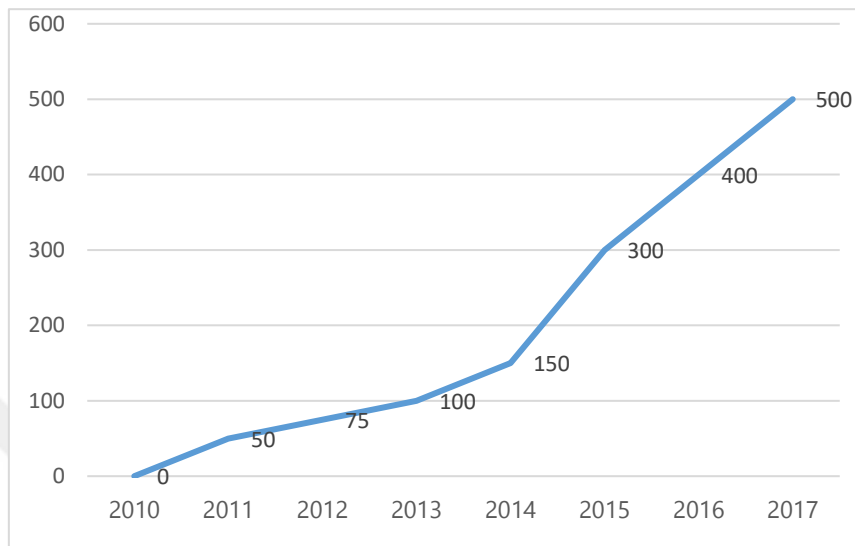
### **1.6.3. Instagram**

Instagram is a global community and image sharing platform with more than 600 million members. “Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever”. It was founded by Kevin Systrom (CEO, co-founder) and Mike Krieger (CTO, co-founder) (Instagram, 2017). In October 2010, Instagram was first introduced as an app for iPhones. It reached one million users by December 2010. In April 2012, it was launched in the Android market. Later in September 2012, Facebook announced an acquisition of Instagram for one billion dollars (Akron-Summit County Public Library, 2013). In June 2013, Instagram introduced video on its app and 5 million videos were uploaded in the first 24 hours (Van Grove, 2013). Instagram debuted Instagram Stories in August, 2016 (Mediakix, 2016).

600 million people are active on Instagram every month. 150 million people are using Instagram Stories every day (Saric, 2017). In the past 6 months, 100 million people were added.

This remarks the fastest growing rate in the Instagram history. According to Instagram, users now share approximately 95 million photos and videos per day (Instagram Press, n.d.).

**Figure 7: Instagram's Monthly User Growth (in millions)**



(Sources: [www.mediakix.com](http://www.mediakix.com), 2016. Retrieved March 30, 2017)

Instagram features include;

- Upload photos and brief videos
- Follow other users' feeds
- Geotag images
- Connect their Instagram account to other social media sites such as Facebook, Twitter, and Tumblr
- Like and Comment on the post
- Instagram Direct which allows users to send their photos directly to a specific or a group of user.
- Explore tab where users can search people, hashtags, or places
- Photographic filters which users can apply to their images
- Lux effect which allows you to adjust exposure and contrast of an image
- Instagram Stories which allow users to upload photographs and videos which will disappear after 24 hours
- Live Video on Instagram stories which allow users to stream live video of up to one hour

- Saved Posts Feature which allows users to bookmark photos or videos share by other accounts (Wikipedia, 2013; Eadicicco, 2016; Monckton, 2016).

#### 1.6.4. LinkedIn

LinkedIn is a social network or some people call it a business network that allows you to network professionally, post and find jobs, and answer questions. This interconnected network contains experienced professionals from around the world, representing 170 industries and 200 countries (Riley, 2010:4). Users can discover people who are employed by certain business or the various businesses that currently looking for employees (Hussain and Turner, 2011:6). Users can setup their profiles so others can find them. It has some similarities to resume where you can list schools, universities, jobs, or roles that you are interested in (Alba, 2007:12).

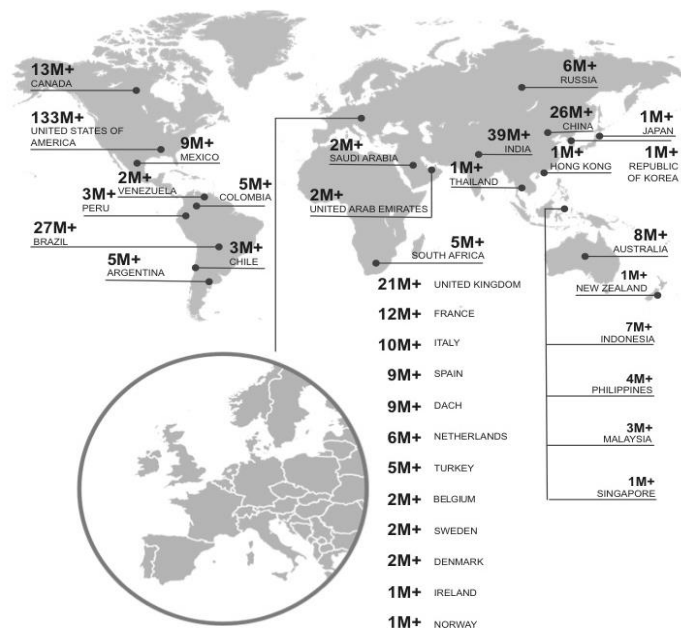
LinkedIn was started out from one of the co-founders' living room, Reid Hoffman, in 2002. The founders are Reid Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and Jean-Luc Vaillant. It was officially launched in May 5, 2003 with registered 4,500 members at the end of the first month (LinkedIn Corporation, n.d.). According to LinkedIn, there are more than 467 million LinkedIn members across 200 countries and territories worldwide. LinkedIn enables you to;

- Build your brand and profile
- Looking for jobs now and later
- Finding out all kinds of valuable information (Elad, 2011:15-17).

LinkedIn is not a social network site where you create fun communities like MySpace or Facebook. LinkedIn is for those professionals who want to develop their personal brand, or job seekers who want to find new job opportunities, or recruiters and hiring managers who find prospects for open positions, or entrepreneurs who want to be present online, establish a brand, and meet other entrepreneurs for potential business partners.

LinkedIn offers some benefits such as;

- Ability to be known
- Ability to be found
- Ability to find others
- Opportunity to learn and share
- Ability to connect with group members
- Opportunity to show you are plunged into current technology (Alba, 2007:15-17).

**Figure 8: Number of Registered Members on LinkedIn**

Total number that registered on LinkedIn is more than 467,000,000 members

(Source: LinkedIn Corporation, 2016. Retrieved April 3, 2017)

### 1.6.5. Google+

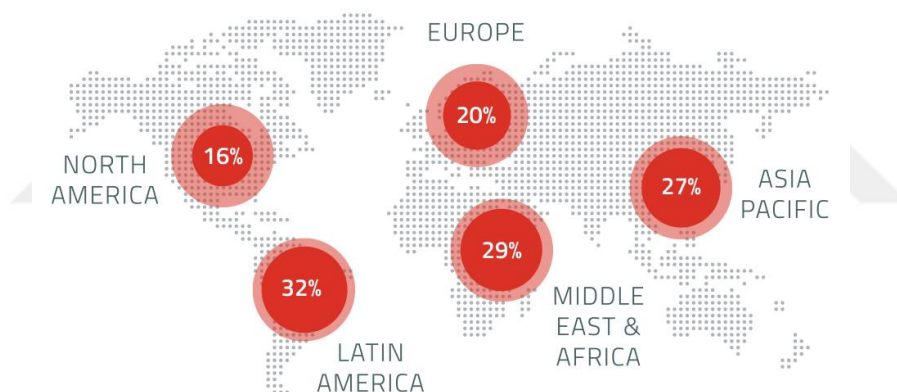
Google+ is an interested-base social networking service operated by Google with features that resemble Facebook. It was launched to a limited audience in July 2011. Larry Page reported that 20 million were using Google+ within the first few weeks (Brogan, 2012:2). It is easy to create network of connections if users have been using other Google tools like Gmail. Once users create a network on Google+, they can share all kinds of things with their friends. One of the best things that make Google+ better than other social network sites is 'Hangouts' which is a video chat feature that allow users to hold group video chats with up to 10 people. Another feature is that Google+ permit you have control over who can see things you share on Google+, and what kind of things you see and from whom (Purdy, 2012:xii). Google+ embraces the fact that people have several groups of people in their lives such as friends, relatives, co-workers, and so on. So, it allows you to share different things to different people (McNulty, 2012:x).

Google+ allows you to;

- Fill out your profile
- Streams: the main page of Google+ where you see all the updates.

- Organize your circles: it enables you to organize who you follow, who you share information with, and who can see your posts.
- Post: people can share photos, texts, information, video, links, and location data.
- Share
- Comment/Plus: Below any posts, you can reply, share a link, or press the +1 which means you agree with the sentiment of a post.
- Hangouts: A powerful video chat feature. Up to 10 users can talk forth and back on video.
- Chat
- Search
- Play Games (Brogan, 2012:149-157; Purdy, 2012:xi).

**Figure 9: Google+ Usage by Region as of 2015**



The usage portion of Google+ in North America is 16%, Latin America is 32%, Europe is 20%, Middle East and Africa is 29%, and Asia Pacific is 27%

(Sources: Buckle, 2015. Retrieved January 30, 2017)

### 1.6.6. YouTube

YouTube is the largest online video-sharing service owned by Google. Chad Hurley, Steven Chen, and Jawed Karim are former PayPal employees who created YouTube. They registered the domain name YouTube.com on 15 February 2005, San Bruno, California. The development of the site came about in Hurley's garage. The first video was uploaded on 23 April. Then the site went live in May 2005. The site was visited 50 million times a day by December 2005. In October 2006, Google took acquisition of YouTube paying 1.65 billion dollars.

YouTube features are simple and free of charge so subscribers grew really quickly. They can share short films, home movies, or video diaries to the world. By June 2008, 38% of viewed on Internet came from YouTube. The site has become a marketing tool even for traditional media outlets. It is low-budget and uploaded videos can be shared to any audience. Any business can afford it because the cost of posting video is zero. If the video is interesting, it can go viral and attracts more audience (Laco, 2010; Fahs, 2008:1-19; Miller, 2011:1-7).

YouTube Statistics:

- YouTube has over billion users
- People watch hundreds of millions of hours of YouTube videos everyday
- 300 hours of video are uploaded to YouTube every minute
- YouTube gets over 30 million visitors each day
- More than half of YouTube views come from Mobile devices
- 80% of YouTube views are from outside of the U.S.
- YouTube is available in 76 different languages
- YouTube has launched local versions in more than 88 countries (YouTube, n.d.; Donchev, 2017).

### **1.6.7. Pinterest**

“Pinterest is the world’s catalog of idea. Our mission is to help people discover the things they love, and inspire them to go do those things in their daily lives” (Pinterest, Inc., n.d.). Pinterest works as a virtual pinboard where users can collect, Pin It, organize and share things they have discovered on the site. Pinterest was created by Ben Silbermann, Evan Sharp, and Paul Sciarra co-founded in November 2009. The headquarter is located in San Francisco, California. After launched in 2009, the closed beta was launched in March 2010 then proceeded to operate in open data by invitation only. Nine months after the launching, the website reached 10,000 users. In June 2011, the users increased to 400,000. In August 2010, Pinterest was opened to everyone without any invitation or request required (Hinseth, 2013; Engauge, n.d.).

Pinterest has the most rapid growth among other websites in history. In August 2011, Pinterest was named one of TIME Magazine’s 50 Best Websites of 2011 (Engauge, n.d.). Pinterest is becoming a valuable marketing tool for businesses as the average order value of sales coming from Pinterest is \$50 – higher than any other major social platforms (Crook, 2014). 80% of Pinterest users are female. Over 80% of pins are re-pin while compared to Twitter, only 1.4% of tweets were retweets (J. Moore, 2012).

‘Boards’ on Pinterest is also a key to businesses. It acts as a medium to appeal your customers which can relate back to you, your products, or your industry (Gordner, 2014). Most popular Board names are For the Home (3.15%), My Style (1.97%), Products I Love (1.86%), Books Worth Reading (1.68%), Food (1.23%), Favourite Places & Spaces (1.00%), Recipes (0.75%), Craft ideas (0.74%), Christmas (0.72%), and Crafts (0.65%) (J. Moore 2012).

Pinterest allows users to;

- Uploading content directly to Pinterest
- Using the Pinmarklet, a browser plug-in that lets people pin images on the fly
- Using a Pin It button Works as Like, or Tweet buttons that allow you to share the content on other social networks.
- Follow all of a user’s various boards or just one board
- Users can view ‘Pin’ which is an image added to Pinterest
- Users can view or locate boards (where you pins are) based on a subject, topic, or theme
- Users can ‘Repin’ pins by other Pinterest users (Engauge, n.d.; Crook, 2014).

#### **1.6.8. Swarm**

Swarm is a mobile app that allows its users to share location on their social network. It was released in May 2014. Swarm is a by-product of Foursquare. While Foursquare’s primary activity is to check in to a specific place, on Swarm you can let the app broadcasts the neighborhood you are currently in without the need to check in to a specific spot. So, it is called ‘neighborhood sharing’ according to Foursquare (Aguilar, 2014). When users turn it on, it will show to their cycles of friends in their city if they are around the neighborhood and see when they are close (The Foursquare Blog, 2014).

Swarm’s features allow users to get social with their friends easier. It shows the recently checked-in spots, how close their friends are to them, what their friends are doing and they can try to meet up. Location sharing is categorized into five categories based on distance which are Right Here, within 500 feet, A Short Walk Away, 1 mile; Nearby, 5 miles; In The Area, 20 miles; Far Far Away for friends further than 20 miles away (Mitroff, 2015). Swarm also allows history search which users can search all their past check-ins (The Foursquare Blog, 2015). Users can also create Plans with nearby people in Swarm. There is no invite list needed and users can leave it as open-ended by posting a quick message and it will be visible to their friends in the city (The Foursquare Blog, 2014). Swarm includes stickers to express your mood when you check in. Once you unlock places by checking in to more locations, you will receive more

stickers and if you check in to a location more times than others in a given period of time, you will receive a Mayorship, meaning you become a mayor of that location (Mitroff, 2015). Users can also earn coins everywhere they check in and compete with their friends on weekly leaderboard. Users can use their coins exchange for Perks (Jan Kamps, 2016) which is a discount program that links with existing discount networks to add rewards to users' check-ins. The other half of Swarm Perks is called Challenges which users have a chance to win in a sweepstakes for a bigger reward (Crook, 2016).

#### **1.6.10. MySpace**

MySpace was officially launched in 2004 by Tom Anderson and Chris DeWolfe. MySpace was a social networking site, later they claimed to be a social entertainment site focusing on music, videos, photos, movies, blogs, groups, and gossips (Lacter, 2006; Stenovec, 2011). Many old features like private messaging had been discontinued (D. Cox, 2015). In 2005, Rupert Murdoch's News Corp bought MySpace for 580 million dollars. In less than three years after its launching, it became the most visited site on the Internet and in 2006 it became the most popular site in the U.S. (Random History, 2008; Cashmore, 2006). From 2005 to 2006, user profiles increased rapidly from 2 million to 80 million. However in 2008, there was a slowdown including the predominance of Facebook internationally. MySpace allowed advertiser to setup their profiles and build a community of their brand in hope of increasing its ad revenue (Random History, 2008).

MySpace allows users to modify and build a user profile according to already made themes, a profile text can also be modified to a custom format. Backgrounds can also be customized. Other features include Bulletins, Group where users can share common board, MySpace IM (instant message), My Space TV, MySpace Mobile, and News. MySpace also allows artists to upload their music and share on their page. In July 2009, MySpace launched an email service with unlimited file storage. By February 2010, users increased to over 15 million. Other features are Classified section, Karaoke section, Polls and forums (White, 2013; Diffen LLC., 2017).

#### **1.6.11 Flickr**

'Flickr is almost certainly the best online photo management and sharing application in the world. It has two main aims which are 1. To allow people make their photos available to the people who matter to them and 2. To enable new ways of organizing photos and videos' (Flickr, n.d.). It was founded by Stewart Butterfield and Caterina Fake in February, 2004 who



own Ludicorp, a Vancouver-based company. Their first intention was to build a game called Game Neverending, a web-based multiplayer online games (Butterfield and Fake, 2016). Later the company was sold to Yahoo on March 20, 2005 for between 22 and 25 million dollars (Gear, 2014). After it was bought by Yahoo, Instagram, Facebook, and Google+ took over the hit. However, in 2003 after changing a head of product, it was reported that more than 8 billion photos from more than 87 million users, more than 3.5 million new photos uploaded daily (Jeffries, 2013).

Flickr offers users 3 kinds of accounts which are Free, Ad Free and Dublr. The storage limited varies from one terabyte to twice. The Ad Free account allows users to avoid advertisement for an annual fee. Before May 2013, Flickr offered 2 kinds of account which are Free account which data storage, accessibility, and interaction are limited. Pro account received unlimited bandwidth and storage and unlimited of uploaded photos and videos each month. Photostream shows uploaded photos which can be displayed as can be displayed as a justified view, a slideshow, a "detail" view or a datestamped archive. After uploading photos, users can set privacy control whether to allow public access to the photo or limited to only the uploader or friends and family. Flickr users can follow other users' Photostreams and any user can comment on a Flickr photo on its photopage. Flickr Group is also another important feature which allows users interact around common photography interests. "Galleries" of photos from other photo streams may be curated by any signed-up Flickr user (Yahoo Inc., n.d.).

#### **1.6.12. Foursquare**

Foursquare is a tech company which provide a service app on mobile. "Foursquare uses location intelligence to build significant consumer experiences and business solutions" (Foursquare, n.d.). Foursquare was designed and built in New York City in late 2008 and launched in 2009 by Dennis Crowley and Naveen Selvadurai (Foursquare, 2015). Now Foursquare offers 2 apps which are Foursquare City Guide and Foursquare Swarm (a spin-off from Foursquare in May 2014). The first app helps users to discover new places with recommendations from community. The latter app allows users to check in and get a real-life reward. Not only users can discover and check in to places but it also allows brands to locate, send a message, and measure their own customers (Foursquare, n.d.). According to Foursquare, more than 50 million people use Foursquare City Guide and Foursquare Swarm with more than 10 billion check-ins. Further, more than 93 million place forms mapping businesses around the world.

Foursquare provides privacy in dealing with location and social information. The services determine current location in order to make the app work. It can show a list of nearby locations or friends and tips. Checking in on the app will not show real-time location. Your friends will see that you have been to that place. Further, the location information is only shared with others when users decide to check in on the app or if they turn on the 'check-in by friends' function. Users can go back and see all locations they have checked in since they created the account at 'Check-in History'. Foursquare also offers another feature called 'Off-the-Grid Check-ins' which is a way of adding locations to your check-in history, keeping track of streaks, and earning coins, without sharing your location to your friends. The services also give recommendation to users about where to go and specials and offers nearby. 'Here Now' feature allows users to connect with other users in their neighborhood. Lastly, users on Foursquare can share their activities on other social media such as Facebook or Twitter (Foursquare, 2016).

#### **1.6.13. Tumblr**

Tumblr is a microblogging tool and social community. "It allows you effortlessly share anything; Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. You can customize everything, from colors to your theme's HTML" (Tumblr, Inc., n.d.). Tumblr was founded in February 2007 in New York City by a software consultant David Karp (CEO) and web developer Marco Arment (Yu, 2013). Yahoo took an acquisition of Tumblr in 2003 for 1.1 billion dollars in cash (Liedtke, 2013). Tumblr's audience is numerous. The company's blogs obtain 300 million unique visitors per month and lurching to 120,000 new blogs created every day. Yahoo was estimated after the acquisition it would boost monthly visitors for Yahoo to 700 million and 300 million for Tumblr (Blodget, 2013).

A blog on Tumblr is called Tumblelog where they can publish texts, photos, quotes, links, audios, videos, and chats. Each user has his or her own Tumblelog. Users can reblog a post that was publish by another users just like a Retweet function in Twitter. Users can like the content on Tumblr rather than comment. Tumblr account can be linked to other social networks as well. Tumblelog can be set public or private and it can be scheduled to publish posts in the future. Also, you can feed your traditional blog or other RSS feed to your Tumblelog. Tumblr is free of charge to everyone. It is also good for companies to make their presence to reach and communicate with their audiences, drive brand and sales growth (Gunelius, 2016). Currently, Tumblr is available in 17 languages with a total of 340.7 million blogs, 33.8 million is an amount for daily posts (Tumblr, Inc., n.d.).

## CHAPTER 2

### 2. COMMUNICATION, NATIONAL CULTURE, AND FACTORS IMPACT CONSUMERS

#### 2.1. Communication and Culture

Communication is a process carried out through different media which become meaningful by the cultural context in which it takes place. A context is a place, an environment, a situation, or a conceptual framework in which communication occurs. It typically involves underlying understandings such as these we find in relationships, for example, in the family or the workplace (Williams, 2004:2; Aitken and Shedletsky, 2004:22).

Culture is viewed as anything that is human made. Hall (1959) believes that culture is communication and likewise, communication is culture.

Harris (1968) argues that culture “come down to behavior patterns associated with particular groups of people, that is, to ‘customs’ or to a people’s way of life.”

Communication and culture mutually influence each other. The culture which individuals came from can affect the way they communicate, and the way individuals communicate can alter the culture they share (Gudykunst and Ting-Toomey, 1988:17-27).

#### 2.2. Social Media Marketing across Culture and Hofstede’s Dimensions of National Culture

Professor Geert Hofstede, a Dutch social psychologist and the founder of the Hofstede Cultural Orientation Model, defines culture as “the collective programming of the mind distinguishing the members of one group or category of people from others”. Hofstede conducted one of the most comprehensive studies on national values, introducing the dimension concept by attempting to locate national value dimensions conducting cross-country and cultural comparison. The six dimensions of national culture are based on extensive research of more than 100,000 employees of the multinational IBM in 40 countries done by Professor Geert Hofstede, Gert Jan Hofstede, Michael Minkov and their research teams in 1970 (G. Hofstede, 2001:1-41).

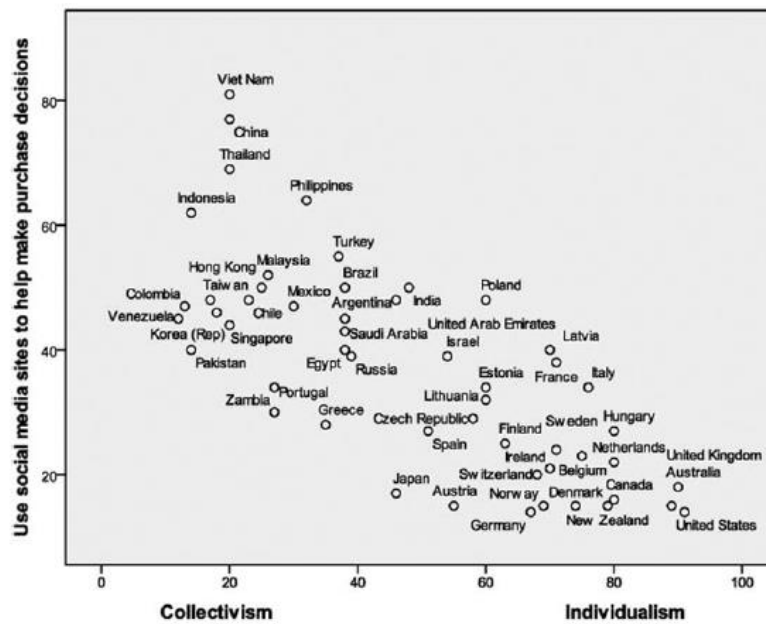
The model contains six dimensions. The cultural dimensions present independent preferences for one state of affairs over another that distinguish countries (rather than individuals) from each other. Culture can only be used purposefully by comparison. The model includes the following dimensions;

- **Individualism versus Collectivism (IDV):** It indicates how people determine themselves and relationship with others. In individualist cultures, the relationship

between people are loose. People pay attention more on themselves and their immediate families. The interest of individual surpasses the interest of the group. In collectivism cultures, the interest of the group surpasses the interest of individual. People are brought together into strong circle that continue throughout a lifetime to protect in exchange for loyalty.

- **Masculinity versus Feminity (MAS):** Hofstede (1980) found that women's social role varied less than men's from culture to culture. In masculine cultures, they struggle for utmost distinction between what men and women are expected to do. They also stress egoism, competition, and material reward. On the other hand, in feminine cultures, they allow more interlacing social roles between sexes. They emphasize interpersonal relationships, quality of life, and caring for the weak.
- **Power Distance Index (PDI):** It refers how each culture deals with inequality of power distributed. In high power distance cultures, children are expected to obey their parents. People with lower status are expected to pay more respect to people with higher status. For example, in Thailand. Power distance also refers to how power, wealth and prestige are distributed within a culture. They also tend to be more authoritarian. In low power distance culture, people are more democratic. The distribution of power is equalized and the demand for inequalities of power is argued.
- **Uncertainty Avoidance Index (UAI):** It expresses how people in a culture feel intimidated by hesitancy and unaware situations. People in cultures that are strong in uncertainty avoidance tend to be aggressive, eager, compulsive, sensational and intolerant. Whilst people from weak uncertainty avoidance culture tend to be less aggressive, ruminative, relaxed and rather tolerant.
- **Long Term Orientation Versus Short Term Normative Orientation (LTO):** Long-term orientation emphasizes thrift, savings, and endeavor. However, short-term orientation stresses less savings, keeping up with social pressure, and preference for quick results.
- **Indulgence versus Restraint Index (IND):** Indulgence refers to a society that permits free satisfaction of basic and natural human drives related to enjoying life and having fun. On the other hand, restraint refers to a society that suppresses satisfaction of needs and regulates it by means of strict social norms (Hofstede, et al., 2010:160-176; G. Hofstede, 2001).

**Figure 10: Individualism/Collectivism and Usage of Social Media for Purchase Decisions**



(Source: Goodrich and de Mooij, 2013)

The cross-cultural studies identify that even though the brand does not differentiate the local marketing strategies for local markets and has a uniform global image, a consumer still projects one's own personal expectations on it and recognize brand's characteristics and the product that resonate with one's own culturally biased preferences (Hofstede and Mooji, 2010:85-109). The same inclination was determined regarding the online behavior patterns that also differ remarkably among countries. According to the study, there is a strong difference between social media use across cultures mainly depending on individualism and power distance in the given society (Goodrich and de Mooij, 2013:11).

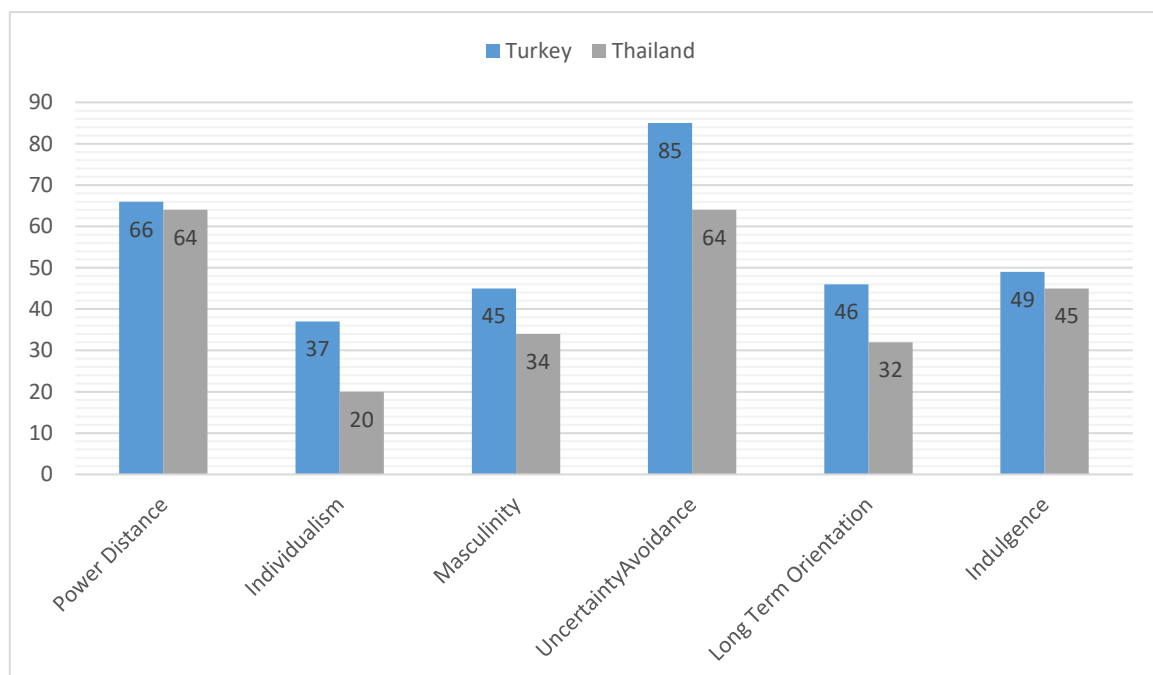
### 2.2.1. A Comparison between Thailand and Turkey of National Culture

*Turkey* has high Power Distance in the society which means power is centralized, employees are expected to be told what needs to be done by their bosses. Control is expected and attitude towards managers is formal. As in family unit, father is a kind of leader which others must obey. With a score of 37, Turkey is a Collectivistic society. A score of 45 of masculinity which is relatively low meaning that Turkey is on Feminine side. There are consensus and sympathy among Turks. Conflicts are avoided. Leisure time is important to spend with families and friends. Turkey scores high on Uncertainty Avoidance which means there is a huge necessity for laws and rules. There are traditional social patterns for people to

abide by in order to ease anxiety. Turkey scores 46 on the LTO dimension which is in the middle of the scale. It means that no dominant cultural preference can be concluded. For the last dimension, with a moderate score of 49, a characteristic corresponding to this dimension cannot be determined for Turkey.

**Thailand** scores 64 on Power Distance Index which means people can accept inequalities in the society. People with lower ranks show loyalty and respect to people with higher status which often times has more privilege in the society. This may lead to paternalistic management. Thailand is a highly collectivist society with a score of 20 on the scale. It's important to keep a commitment to the members of a group. Thai people don't like confrontation and very sensitive to feel shamed in the public. Personal relationship is key to conducting business. Thailand score 34 on a scale of masculinity which means Thailand is a feminine society. Thailand has the least Masculinity ranking among the average Asian countries of 53 and the World average of 50. It means that Thailand is not an assertive and competitive society. Thailand scores an intermediate 64 on Uncertainty Avoidance Index. However, people prefer to avoid uncertainty. Rules, laws, and regulated are implemented to avoid uncertainty in the society. Thailand's low score of 32 on Long-term Orientation Index indicates that Thais are more normative in their thinking and focus on achieving quick results. For the last dimension, with a moderate score of 45, a preference on this dimension cannot be determined for Thailand (G. Hofstede, n.d.).

**Figure 11: The 6-Model Cultural Dimensions compared between Turkey and Thailand**



(Source: G. Hofstede, et al., n.d.)

### **2.2.2. Barriers to Implement Social Media Marketing in Thailand and Turkey**

Thailand is considered as a potential country in running businesses because it provides high opportunities according to the result from the World Bank Survey of Ease of Doing Business in June 2011, regarding business opportunities, Thailand was ranked as the 3rd well performed country in Asia. According to previous studies, Thai corporations have made a development in using social media but the main obstacle is issues regarding culture as Thailand is a collectivist country. In the study reported by Burson-Masteller Asia-Pacific a global public relations and communications firm-in 2011 indicated that Thai nationals reserve to explicitly make an online conversation (Poo-im and Savaikiat, 2012:1-2). It also claimed that a potential influential factor that make the use of social media marketing not quite effective in Thailand is cultural dimension of collectivism (Poo-im and Savaikiat, 2012:4). Limanto's (2008) study shows that people in high collectivism nation like Thailand prefer to keep their feelings inside rather than expressing them outside. Also, his further interview stated that Thai students use social networks for chatting and discuss lighter topics like entertainment. User's actions are constrained on online society by Thai culture (Poo-im and Savaikiat, 2012:6).

Turkey is considered as the fourth most socially engaged nations in the world and Facebook is reported to be the most popular social media platform (Translate Media, n.d.). Turkish businesses has a high potential in growing opportunities for firms in social media. Though there is a the high level of activity online, the social media evolution is still at the premature stage as a result of insufficient adoption levels of firms. There are several reasons that can be obstacle to implement social media marketing, for instance, marketing is shaped by major players in the industry as well as consumer expectations and their online behavior. Also, the lack of engaging social media applications. Firms focus less on consumer-engaging social and cultural initiatives but more on reputation and complaint management. However, the main strategic issue is the inefficiency in terms of alignment and integration. The customer insight is not tracked or analyzed properly for the strategic improvement. The opinions of customers online are not internalized across the firms which is a main accountability for marketers (Toker, et al., 2012).

### **2.3. Consumer Buying Behavior Concept**

Solomon (1995) stated that "Consumer is the study of processes involved when individual or groups select, purchase, use, or elimination of products, services, ideas, or experiences to satisfy needs and desires" (Brosekhan and Velayutham, 2013:8).

Engel, et al. (1986) define consumer behavior as “those behaviors of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that lead and determine these behaviors’.

Consumer buying behavior is very essential in marketing planning because consumers are the kings of markets, without customers, businesses cannot be run. The central objective of marketing is to satisfy customer needs as consumers buy and use goods and service constantly (Priest, et al., 2013:1/2). Customer behavior study is studied based on consumer buying behavior with distinct three roles of user, payer, and buyer (Brosekhan and Velayutham, 2015:8). Knowing consumer behavior pattern helps marketers to realize how consumers think, feel, and select products, or brands and the alternatives and the like. Also, how the consumers get influence from their environment, family, reference group, salespersons and so forth. Buying behavior of a consumer in consumption activity is affected by cultural, social, personal, and psychological factors (Brosekhan and Velayutham, 2013).

Consumer behavior involves many different players. A consumer can be a purchaser and a user, or in some cases, a purchaser and a user may not be the same person. In another cases, a person can act as an influencer and provide recommendations to other users. Also, consumers which maybe organizations or groups that involve in decision making when purchase products (Solomon, et al., 2006:7). Market segmentation is also an important criteria in consumer behavior. Market segmentation varies on demographic factor which is an observable measure of a population such as birth rate, age distribution, or income. Psychographics is one of the important factors as well but it is not easy to measure. It includes differences in consumers’ personalities, lifestyles, and tastes which are subjective.

There are many views on consumer behavior but there are roughly two research orientations which are the positivist perspective which stresses the supremacy of human reason and consumer is a rational decision-maker. On the other hand, the interpretivist perspective emphasizes the subjective perspective which encircles the economic, behavioral, cognitive, attitudinal, and situational experience (Brosekhan and Velayutham, 2013; Solomon, et al., 2006)

Each individual makes different decision in purchasing products. According to Donthu and Gilliland, 1996, there are two main determinants affecting consumer’s decision making which are risk aversion and innovativeness. Risk aversion is a scale of how much consumers need to be certain and sure of what they are buying. Highly risk adverse consumers need to be



extremely sure of what they are buying while lower risk averse consumers can tolerate some risks and uncertainty in their purchasing decision. Innovativeness is a global measure which expresses the level to which consumers are willing to take chances and experiment new ways of doing things (Arora, et al., 2015:162).

## **2.4. Factors Influencing Consumer Behaviors**

There are a lot of factors influence consumer behavior and decision-making process. Mainly they are distinguished into four categories which are cultural, social, personal, economical and psychological factors. It is essential to understand how they influence purchasing behavior and decision in order to plan marketing strategies.

### **2.4.1. Cultural Factor**

Human behavior is shaped by the learning process as an individual grows up learning a set of values, perceptions, preferences, and behavior patterns through socialization within the family and some major institutions. Cultural factors contain culture, sub-culture, and social class.

- **Culture**

Culture is the most primary factor of a person's want and behavior. Culture is a set of beliefs and values that shared by most people within a group. Much of consumer behavior is determined by culture and it considerably influences the consumption and decision-making patterns. But culture is not permanent and can change over a period of time. However, the change is slow because culture is deeply built into people's behavior (Ramya and Ali, 2016:79).

- **Sub-culture**

Each culture comprises of smaller sub-cultures. It is a distinct cultural groups of learned and shared behaviors by members under the main culture (Brosekhan and Velayutham 2013, 18). Major subcultures comprise of nationalities, religions, racial groups and geographic regions. It enables marketers to identify particular needs, motivations, perceptions, and attitudes that are shared by members of a particular sub-culture groups (Schiffman and Kanuk, 2010:372-378).

- **Social class**

Social class is a relatively permanent and ordered groups in a society where they share similar values, behaviors, and interests. There is a combination of various factors in order to

determine social value, for instance, income, education, occupation, authority, power, property, ownership, lifestyles, wealth etc. (Ramya and Ali, 2016:79; Furaiji, et al., 2012:79).

#### **2.4.2. Social Factor**

Human purchase behavior are influenced by the social situation they are in or by surrounded people. They always seek confirmations from their own socials and rarely do things that are not acceptable socially (University of Minnesota, 2015:58). Social factor comprises of family, reference groups, roles and status, age and life cycle stage.

- **Family**

Family is a basic structure which can strongly impact a buy's behavior. There are two kinds of families; the first one is a family which someone is born and grows. The education, economics, religious and politics point of view depends straightly on that family. The second one is which the buyer's behavior is impacted includes children and people under supervision (Mirzaei and Ruzdar, 2013:3).

- **Reference group**

A reference group is a group of people which a person associates and intensely influence a person's attitudes, values, and behavior directly or indirectly. Their behavior become interdependent. Reference groups fall into many possible grouping (Ramya and Ali, 2016:79).

- **Roles and status**

A person is a member within many groups, for instance, family, clubs, and organizations. In each group, the person's position can be determined in terms of both role and status (Ramya and Ali, 2016:79). A role comprises of activities a person expected to perform and each role carries a status given to it by society (Gianie Abdu, 2013:71).

#### **2.4.3 Personal Factor**

Factors like age and life-cycle stage, occupation, economic situation, lifestyle are considered as personal characteristics which also influence buyer's decisions.

- **Age and life cycle stage**

People change purchasing behavior over their lifetimes. Target markets are specified in terms of family life-cycle stage. Markets will progress suitable plans and products for each stage (Furaiji, et al., 2012:79).

- **Occupation**

Occupation or profession also influence a person's buying behavior. The nature of the occupation determines the buying considerations and decisions on goods and services (Ramya and Ali, 2016:80).

- **Economic situation**

A person's economic situation or level of income influence product choice and consumption patterns. As income is an important financial source of purchasing power. Consumers will determine their choice of buying according to their economic status (Ramya and Ali, 2016:79).

- **Lifestyle**

Lifestyle is a person's living patterns as manifested in his or her activities, interests, and opinions. It captures a person's whole pattern of interaction with the environment and interchanging of consumer values which leads to buying behavior (Ramya and Ali, 2016:80; Gianie Abdu, 2013:71).

#### **2.4.4. Economic Factors**

Economic factors largely influence consumer's behavior. These factors include;

- Personal income,
- Family income,
- Income expectations,
- Savings,
- Liquid asset of the consumer,
- Consumer credit,
- Other economic factor (Ramya and Ali, 2016:79).

#### **2.4.5 Psychological Factors**

There are four psychological determinants that have an influence on buyer's purchasing behavior which are motives, learning, perception, beliefs and attitudes.

- **Motives**

A motive is an internal energy that stimulates a person's acting or activities towards satisfying needs or achieving their goals. Motives of behavior is considered the first step in analysis of human behavior in general. A theory of motivation which based on needs, is founded by Abraham Maslow, which arranged into hierarchy of needs which are;

- Physiological needs
- Security needs
- Social needs (love and belonging)
- Recognition needs
- Self-realization needs (Al-Jeraisy, 2008:203).

- **Learning**

It is a motive with a strong stimulus that calls for action. People learn when they take action. Consumer behavior acquires through individual's learning. Learning can be explained as changes in individual's behavior arising from experience (Furaiji, et al., 2012:79; Gianie Abdu, 2013:72).

- **Perception**

Perception is a way how an individual perceive when encounter problems or situations and translates and transfers from external world to the internal mental one. People can build diverse perceptions of a same stimulus because of the three perceptual process which are selective attention, selective distortion, and selective retention (Gianie Abdu, 2013:72; Al-Jeraisy, 2008:223).

- **Beliefs and attitudes**

Beliefs are a descriptive thought that an individual has towards something. Beliefs are based on knowledge, opinion or faith. Attitude is a person's consistent evaluations, feelings, and tendencies towards an object or idea. Attitudes are hard to change. People obtain beliefs and attitudes through doing and learning (Gianie Abdu, 2013:72).

## **2.5. Demographic Variables influencing Social Media Use**

Understanding user's characteristics is important in order to conduct marketing strategies. According to various studies, particular variables could impact social media usage.

### **2.5.1. Age**

Hughes, et al. (2012:567) determined that younger users are prone to use social networks for social purposes whereas older users likely to use social networks for information purposes. According to (Hayes, et al., 2015:507-511), the most significant way to distinguish social media usage between different age generations is the frequency of status updates, pictures sharing, and checking through friends' photos; Generation Y (born 1977- 1994) and Generation Z (born 1995-2012) are the most active users. Generation X (born 1966-1976)

mainly use social network to connect with their old school friends (Quinn, 013:397-420) where the Baby Boomers (born 1946-1965) are expected to become more active on the internet because of their retired lifestyle. Older adults are more concerned with privacy on social media (Chakraborty, et al., 2013:948-956). Therefore, it is possible that age generations of social media users can be segmented.

### **2.5.2. Gender**

Human social and communication behavior between different genders have been observed in various contexts. It is believed that men are frequently adopted to new technologies earlier than women. However, according to (Volkovich, et al., 2014:139-150), in the case of social media websites, women outnumbered men. Women tend to spend more time on social media platforms, owning gadgets, and playing social games. (Tufekci, 2008) studied key differences in social media usage between women and men. Women are more likely to use social media to maintain relationship with existing friends while men are more likely to find potential new friends or those who have similar interests. Also, Social influence in making decisions for women are dominant over personal decisions while personal decisions affect decision making in men more than social influence (Mazman, et al., 2009:229-232). Korkut (2005:143-149) stated that women are more social than men so their communication skills are more positive.

### **2.5.3. Education**

Over the past decade, it has been observed that those who have at least college experience are more likely to consistently use social media than those who have a high school degree or less (Perrin, 2015:3). Higher educators are able to approach social media in a deliberated and objective manner as social networking sites are being used by education institutions and students (Selwyn, 2012:1).

### **2.5.4. Family members/Friends**

Studies on human behavior display that individual behavior is always affected by their friends either directly or indirectly at different degrees. Because of the behavior of human that like to exchange ideas with others (Singla and Richardson, 2008:655-664). The main influencers are close family and friends or known as Known Peer Influencers. They have significant impact towards decision making and recommendations (Razorfish, 2009:14).

## CHAPTER 3

### 3. RESEARCH METHODOLOGY

#### 3.1. The Subject of the Research

Social media is a spotlight for entrepreneurs for either small or big scales to advertise their products. It requires various social media platforms to be implemented in order to achieve the marketing goals. According to Social Media Examiner, 97% of marketers are currently partaking in social media – but 85% of participants are not sure what social media tools are the best to use (DeMers, 2014). With social media, customers can communicate directly with companies to learn about its content, new products, promotions. Also, they can respond and give instant feedbacks unlike traditional marketing, a one-way communication. With this feature, social media marketing gains more popularity. Companies can save more advertisement and PR cost as well as gaining trust and reliability from customers easily. Further, when there are cultural differences involved in social media marketing, marketers need to understand how to approach each cultural practically so that they can maximize their performance. Social media platforms may vary in each country. Accessible to each platform and the usage of them are also a factor for marketing programs that need to be considered.

#### 3.2. The Purpose of the Research

The main purposes of this research are;

1. To study the demographic factors on consumers from different cultures in Social Media Marketing Practices.
2. To study the Social Media Marketing Practices
3. To study the combination factors that could have an impact on consumers from different cultures in Social Media Marketing Practices. A study on Turkey and Thailand

#### 3.3. The Importance of the Research

This study provides information about factors that can impact consumers in social media marketing practices from two different countries. It will also benefit those who study in social media marketing, and those who are interested in doing online marketing in Thailand and Turkey.

### **3.4. Research Methodology**

In this research, 2 methods are used which are;

#### **3.4.1. Descriptive Statistics**

1.1. Frequency and Percentage are used to describe the data in Part 1: Demographic information of respondents, and Part 2: Social Media Marketing Practices

1.2. Mean and Standard Deviation are used to describe the data in Part 3: Impacts on Consumers from Different Cultures in Social Media Marketing

#### **3.4.2. Inferential Statistics**

This section tests the following statistical hypotheses:

2.1. To compare the impacts on consumers from different cultures in Social Media Marketing Practices categorized by various demographic information by conducting One-way ANOVA analysis with significance level of 0.05

2.2. To analyze the combination factors of the Impacts the impacts on consumers from different cultures in Social Media Marketing Practices by conducting Multiple Regression Analysis.

### **3.5. Scale Development of the Research**

#### **3.5.1 Population**

In this study, populations are those consumers who live Thailand and Turkey. Questionnaires were randomly distributed mainly in Konya, Turkey and in Bangkok, Thailand.

#### **3.5.2. Sample design**

Due to the large number of population with limited time, non-probability sampling is applied in this research. The researcher chose Convenience Sampling method with a purpose to collect empirical data, and due to convenient accessibility and proximity to the researcher. Convenience Sampling can be applied in business studies to gain initial primary data (Saunders, et al., 2012:233-241) as well as in pilot studies. The paper-based survey were translated into Turkish and distributed to people who live in Konya, Turkey and the internet-based survey were translated into Thai and delivered to those who live in Bangkok, Thailand. However, the original birthplace does not matter.

#### **3.5.3. Sample size**

The populations are large, in order to calculate a sample size for proportions, Yamane's formula was applied (Yamane, 1967:886) where the size of population can be 100,000 or more.

$$n = \frac{N}{1 + N(e)^2}$$

Where, n = the sample size

N = the size of population

e = the error of 5% point

When replace the equation,

$$n = \frac{70,000,000}{1 + 70,000,000(0.05)^2}$$

$$n = 399.84$$

By using this formula, assume an error 5% (maximum variability) with a confidence coefficient of 95%, the calculation from a population of 70,000,000 (Thailand's population is  $\approx$  69 million and Turkey's population is  $\approx$  79 million) came up with the sample size of 400. However, to account for possible attrition, the number of sample size was increased to 500 of each country.

#### **3.5.4. Data Collection**

A quantitative method is utilized in this research. The questions have been adapted and taken from previous studies on social media marketing from Simona, et al. (2013), Akar and Topçu (2011), Sarwar, Haque and Yasmin (2013) . On the questionnaires, self-administered questions have been used to collect the data.

Part 1: Demographic data including residential area, age, gender, and education.

Part 2: The use of Internet, engagement level of social networks in the first part.

Part 3: Likert-type scale questions have been used to evaluate advertising and marketing activities via social media.

The questionnaires were received back a total of 1,000 where from Thailand were 500 and from Turkey were 500.

#### **3.6. Pilot Study**

Pilot study is “a small scale trial run of all the procedures planned for use in the main study” It is an important process in data collection (Monette, et al., 2002:9). According to (Calitz, 2009:256-289), a pilot test of questions helps to verify ambiguous or unclear statements



in the research process. Pilot study is believed to add value and credibility to the research. It helps to identify potential problems and areas that might need adjustments (Van Wijk and Harrison, 2013:570-586).

The first stage was to compile demographic concerning questions. Four academicians were reviewing and the editing was done. The second stage was to compile Likert-type scale questions, two academicians were reviewing and the complete questionnaires were translated into Thai and Turkish and the pre-test was done which five people of each country were given questionnaires to and feedback received which lead to the final adjustment of the questions. Online survey were done via Google Docs platform for those who live in Thailand and traditional survey were conducted in Turkey. 505 questionnaires were received back from Thailand. 500 questionnaires were done in Turkey but 5 out of the total number were incomplete.

#### **1.6.1. Factor Analysis**

Factor analysis is the concept to reduce measurable and observable variables to fewer potential variables that share a common variance and are unobservable, known as reducing dimensionally. The purpose is to interpret and understand the relationships and patterns of the data easier (Yong and Pearce, 2013:80). Factor analysis is selected according to the Kaiser-Meyer-Olken (KMO) measure, which inspects the suitability of data for factor analysis. KMO values are interpreted as follow; if KMO values are between 0.8 and 1, it means the sampling is adequate. If KMO values are lower than 0.5, it means that the sampling is not adequate (Cerny and Kaiser, 1977:43-47).

**Table 11: Factor Analysis**

Factor name	Items	Factor 1	Factor 2	Factor 3
Social Media as Promotion Tool	S19	0,817		
	S21	0,814		
	S16	0,771		
	S20	0,770		
	S17	0,753		
	S18	0,711		
	S12	0,671		
	S13	0,639		
	S15	0,522		
	S2	0,457		
Reliability in Social Media	S5		0,792	
	S3		0,745	
	S6		0,732	
	S10		0,705	
	S1		0,654	
	S8		0,512	
	S4		0,508	
	S14		0,481	
Security Risks	S11			0,778
	S9			0,753
	S7			0,600
Explanation rate		42,846	9,935	5,944
Total Explanation rate		58,725		
<i>Notes: (i) Varimax Rotation Principal Component Analysis (ii) KMO = 0, 949, Barlett's Test = 12140,39; p&lt;.001</i>				

As a result of the applied factor analysis, showing the factor analysis is suitable (KMO = 0.949, Bartlett's test = 12140,39, and  $p < .001$ ). As a result of analysis using varimax rotation method, the variables that were collected are 21 items divided into 3 groups. These dimensions

are called "social media marketing" (exp. 42,846), "social media reliability" (exp. 9,935) and "Security Risks" (exp. 5.944) This scale is designed to determine social media marketing practices, explains the concept to be disclosed in 58,725% of the total.

### 3.6.2. Reliability Analysis

Reliability indicates “the consistency, stability and repeatability of results”. Reliability test ensures the consistency of the result that it would be obtained in identical situations on different occasions. Hence, a measure can possibly be reliable but not valid (Twycross and Shields, 2004). After conducting factor analysis, reliability analysis is conducted and the reliability values are as below;

**Table 12: Social Media as Promotion tool**

<b>Reliability Statistics</b>					
	Cronbach's Alpha	N. of Items			
	.925	10			

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
S19	28.50	68.565	.777	.657	.914
S21	28.38	68.418	.773	.646	.914
S16	28.38	68.747	.770	.608	.915
S20	28.69	70.204	.751	.599	.916
S17	28.78	70.593	.753	.596	.916
S18	28.70	71.056	.703	.529	.918
S12	28.48	70.832	.710	.551	.918
S13	28.63	70.966	.694	.541	.919
S15	28.82	73.355	.623	.416	.922
S2	28.72	74.376	.569	.338	.925

According to the table above, the security level of the “Social Media as Promotion tool” factor is 92.5%. This indicates that the “Social Media as Promotion tool” factor is perfectly reliable.

**Table 13: Reliability and Social Media****Reliability Statistics**

Cronbach's Alpha	N of Items
,844	8

**Items Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
S5	18,04	29,292	,727	,808
S3	18,05	29,262	,693	,811
S6	18,01	29,319	,687	,812
S10	18,37	30,694	,559	,827
S1	17,99	30,276	,615	,821
S4	17,66	29,611	,573	,826
S8	17,86	30,487	,503	,835
S14	18,28	32,444	,327	,858

According to the above table, the safety level of "Reliability and Social Media" factor is determined as 84.4%. This suggests that the "Reliability and Social Media" factor is perfectly reliable.

**Table 14: Security Risks****Reliability Statistics**

Cronbach's Alpha	N of Items
,726	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
S11	6,56	4,912	,528	,663
S9	6,35	4,346	,566	,616
S7	6,18	4,366	,552	,633

According to the above table, the concern level of "Security Risks" factor is determined as 72.6%. This indicates that the "Security Risks" factor is perfectly reliable.

### 3.7. Measurement of Variables

Variable is a concept which can take on different values, for instance, age, income, height etc. The functional relationship of the variables is the main focus of a research study (Pandey and Pandey, 2015:29).

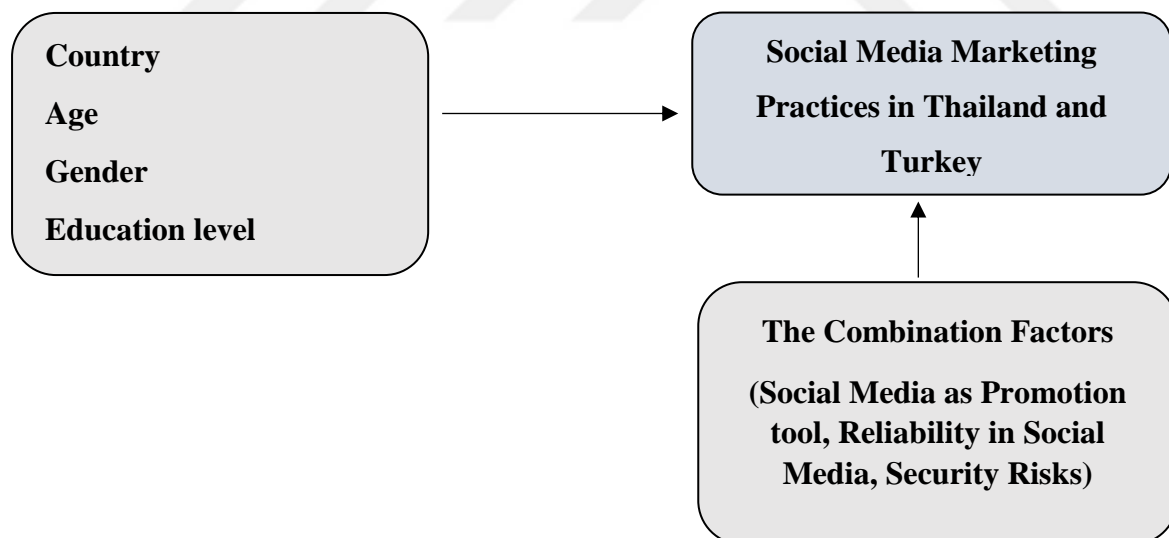
#### 3.7.1. Dependent Variable

Dependent variable is the basis on which the effectiveness of the independent variable is studied. Dependent variable is a consequence of another variable (Pandey and Pandey, 2015:29). In this study, “Social Media Marketing Practices” is the dependent variable.

#### 3.7.2. Independent Variable

Independent variable is other variables that explain dependent variable. The effect is to be known and explained the dependent variable (Bhattacharjee, 2012:12). Independent variables were received from previous studies when adapting questionnaire design which are; country, age, gender, education level, Social Media as promotion tool, reliability in Social Media, and Security Risks.

### 3.8. Conceptual Framework



## **Hypotheses**

**H<sub>1</sub>:** Different countries of consumers have an impact on consumers from different cultures in Social Media Marketing Practices.

**H<sub>2</sub>:** Different ages of consumers has an impact on consumers from different cultures in Social Media Marketing Practices.

**H<sub>3</sub>:** Different genders of consumers has an impact on consumers from different cultures in Social Media Marketing Practices.

**H<sub>4</sub>:** Different education levels of consumers has an impact on consumers from different cultures in Social Media Marketing Practices.

**H<sub>5</sub>:** The Combination Factors have impacts on consumers from different cultures in Social Media Marketing Practices.

### **3.9. Evaluation of Research Findings**

In the study of “The Impacts on Consumers from Different Cultures in Social Media Marketing Practices: A Study on Thailand and Turkey. Researcher collected 1,000 completed questionnaires and categorized evaluation of research findings as follow;

Part 1: Demographic Information

Part 2: Social Media Marketing Practices

Part 3: Impacts of Cultural Differences on Consumers in Social Media Marketing Practices

Part 4: The Results of Hypotheses Testing

Part 5: The Combination Factors of the Impacts of Cultural Differences on Consumers in Social Media Marketing Practices with Multiple Regression Analysis

#### **3.9.1. Part 1: Demographic Information**

The table below shows the result of demographic information analysis of respondents by analyzing frequency and percentage as follow;

**Table 15: The Demographic Information of Respondents**

Demographic Information		Frequency	Percentage
<b>Residence</b>			
	Thailand	505	50.5
	Turkey	495	49.5
	Total	1,000	100.0
<b>Age</b>			
	18 and below	38	3.8
	Between 18-24	273	27.3
	Between 25-34	294	29.4
	Between 35-44	156	15.6
	Between 45-54	119	11.9
	Between 55-64	108	10.8
	Between 65-74	12	1.2
	75 and older	0	0
	Total	1,000	100.0
<b>Gender</b>			
	Female	501	50.1
	Male	499	49.9
	Total	1,000	100.0
<b>Education</b>			
	Secondary Education	64	6.4
	High school	172	17.2
	Bachelor's Degree	549	54.9
	Master's Degree	204	20.4
	PhD	11	1.1
	Total	1,000	100.0

According to the table above, the demographic information of a total of 1,000 respondents are; **Residence:** 505 of the population are from Thailand which is 50.5 percent and 495 of the population are from Turkey which is 49.5 percent accordingly.

**Age:** 294 respondents are between 25-34 years old which is 29.4 percent of the total population, 273 respondents are between 18-24 years old which is 27.3 percent. Respondents between 35-44 years old are amounted to 156 which is 15.6 percent of the population. Respondents between

55-64 are amounted to 108 which is 10.8 percent. 38 respondents are below 18 years old which is 3.8 percent, and lastly 12 respondents are between 65-74 years old which is 1.2 percent.

**Gender:** From the sample group consisted of 501 females which is 50.1 percent and 499 males which is 49.9 percent of the total population.

**Education:** 549 respondents or 54.9 percent of the sample have bachelor's degree. 204 respondents or 20.4 of the population have master's degree. Follow by 172 respondents who are high school graduate which is 17.2 percent, secondary school graduates are 64 or 6.4 percent and lastly Ph.D. graduates are amounted to 11 or 1.1 percent of the total sample group.





### 3.9.2. Part 2: Social Media Marketing Practices

The results of “Social Media Marketing Practices” analysis are as follow;

**Table 16: Frequency and Percentage of Social Media Marketing Practices**

Practices		Frequency	Percentage
<b>Using social networks</b>			
	Yes	1,000	100.0
	Total	1,000	100.0
<b>The main purpose of using internet</b>			
	E-mail	79	7.9
	Reading mews	165	16.5
	Shopping	28	2.8
	Education	60	6.0
	Looking for jobs	11	1.1
	Getting information	270	27.0
	Entertainment	387	38.7
	Total	1,000	100.0
<b>The social media sites you use</b>			
	Facebook	248	24.84
	Twitter	97	9.72
	Instagram	156	15.62
	LinkedIn	41	4.12
	Space	5	0.52
	Google+	150	14.96
	YouTube	185	18.50
	Pinterest	23	2.31
	Swarm	40	4.01

**Table 16: Frequency and Percentage of Social Media Marketing Practices (Continue)**

<b>Practices</b>		<b>Frequency</b>	<b>Percentage</b>
	MySpace	6	0.60
	Flickr	2	0.22
	Foursquare	19	1.95
	Tumblr	13	1.26
	Other	14	1.37
	Total	1,000	100.0
<b>The main purpose of using social media</b>			
	To communicate with people	207	20.7
	To socialize	355	35.5
	To read news	270	27.0
	To browse and comment	168	16.8
	Total	1,000	100.0
<b>Frequency of using social media</b>			
	Very rarely	58	5.8
	Sometimes	117	11.7
	Uncertain	122	12.2
	Often	337	33.7
	Very often	366	36.6
	Total	1,000	100.0
<b>Frequency of noticing advertisement on social media</b>			
	Very rarely	109	10.9
	Sometimes	261	26.1
	Uncertain	88	8.8
	Often	302	30.2
	Very often	240	24.0
	Total	1,000	100.0

**Table 17: Frequency and Percentage of Social Media Marketing Practices**

Practices		Frequency	Percentage
<b>Frequency of using social media</b>			
	Everyday	793	79.3
	5-6 days a week	84	8.4
	2-4 days a week	74	7.4
	At least one a week	18	1.8
	Less than once a week	10	1.0
	Very rarely	21	2.1
	Total	1,000	100.0

The table above represents the features of “Social Media Marketing Practices” of total 1,000 respondents as follow;

**Using social network:** The total of 1,000 population use social networks.

**The main purpose of using Internet:** Most of the population use Internet for entertainment purpose which are 387 or 38.7 percent of total, following by the purpose of getting information amounted to 270 or 27.0 percent. 165 people or 16.5 percent use Internet to read news. 79 respondents or 7.9 percent use Internet for E-mail. 60 respondents or 6.0 percent use Internet for education. 28 people or 2.8 percent of the population use Internet for shopping and lastly, 11 people or 1.1 percent use Internet to look for jobs.

**The social media sites you use:** The most subscribed social media among the population is Facebook which is 24.84 percent, followed by YouTube, Instagram, Google+, Twitter, LinkedIn, Swarm, Pinterest, Foursquare, Other social media sites, Tumble, MySpace, Space, and Flickr with 18.50 percent, 15.62 percent, 14.96 percent, 9.72 percent, 4.12 percent, 4.01 percent, 2.31 percent, 1.95 percent, 1.37 percent, 1.26 percent, 0.60 percent, 0.52 percent, and 0.22 percent.

**The main purpose of using social media:** Most of the population or 355 respondents use social media to socialize and followed by 270 people or 27.0 percent who use social media to read news. 207 people or 20.7 percent use social media to communicate with people. Lastly, 168 respondents or 16.8 percent use social media to browse and comment.

Frequency of using social media: Most of the sample group use social media “very often” which are 366 people or 36.6 percent. 337 respondents or 33.7 percent “often” use social media. The use of social media of 122 people or 12.2 percent are “uncertain”. 117 respondents or 11.7 percent “sometime” use social media. Finally, 58 people or 5.8 percent “very rarely” use social media.

**Frequency of noticing advertisement on social media:** 302 respondents or 30.2 percent of the sample group “often” notice advertisement on social media, whereas 240 people or 24.0 percent notice advertisement “very often”. 261 respondents or 26.1 percent “sometimes” notice advertisement on social media. 109 people or 10.9 percent “very rarely” notice advertisement on social media. Lastly followed by 88 people or 8.8 percent “uncertainly” notice advertisement on social media.

**Frequency of using media:** 793 respondents or 79.3 percent of the population use social media “everyday” while 84 people or 8.4 percent use social media 5-6 times per week. 74 people or 7.4 percent use social media “2-4 times” per week. 21 or 2.1 percent of the sample group use social media “very rarely”. 18 or 1.8 percent of the respondents use social media at least “once a week”. Lastly 10 or 1.0 of the respondents use social less than once a week.

### 3.9.3. Part 3: Impacts of Cultural Differences on Consumer’s in Social Media Marketing Practices.

The results of analyzing Impacts of Cultural Differences on Consumers in Social Media Marketing Practices are as below;

**Table 18: A Table of Mean, Standard Deviation and the Level of Importance of Impacts of Cultural Differences on Consumer’s in Social Media Marketing Practices.**

Impacts of Cultural Differences	Mean	S.D.	Level of Importance	Rank
1. Social Media as Promotion tool	3.23	.825	Moderate	4
2. Reliability in Social Media	2.61	.693	Moderate	3
3. Security Risks	3.24	.868	Moderate	5
<b>Overall mean</b>	3.03	.615	Moderate	

The table above indicates the Impacts on Consumers from Different Cultures in Social Media Marketing Practices. The Level of Importance is moderate with an overall mean of 3.03. Ranking the factor from the most important to the least important is; Security Risks, Social Media as Promotion tool, and Reliability in Social Media with 3.24, 3.23, and 2.61 accordingly.

**Table 19: A Table of Mean, Standard Deviation of Impacts of Cultural Differences on Consumers in Social Media Marketing Practices on the Approach of Social Media as Promotion tool**

<b>Social Media as Promotion tool</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level of Importance</b>	<b>Rank</b>
1. I rely on a friend/family/colleague's recommendation whether to trust a site	3.12	1.038	Moderate	8
2. I get information about certain product/services through social networking sites.	3.37	1.116	Moderate	3
3. The information I get from the sites persuades me to buy the product/service.	3.22	1.137	Moderate	5
4. I am satisfied with the service/product that I ordered through the social network	3.01	1.047	Moderate	10
5. It is necessary for companies to use social media sites for the purposes of marketing	3.47	1.186	High	2
6. I like marketing with applications such as YouTube, Facebook, blogs etc., generally known as social media	3.05	1.069	Moderate	9
7. Marketing with applications such as YouTube, Facebook, blogs etc., generally known as social media is very interesting	3.12	1.116	Moderate	7
8. I think that companies should take part in social networking sites	3.34	1.205	Moderate	4
9. I believe that marketing with applications such as YouTube, Facebook, blogs etc., generally known as social media will be amusing	3.16	1.115	Moderate	6
10. I think that marketing with social media is the future of marketing	3.47	1.210	High	1
<b>Overall mean</b>	3.23	.825	Moderate	

From the table above, it can be explained that the overall Level of Importance of Impacts of Cultural Differences on Consumers in Social Media Marketing on the Approach of Social Media as Promotion tool is moderate with an overall mean of 3.23. Considering the Level of Importance from high to low is as follow; "I think that marketing with social media is the future of marketing" and "It is necessary for companied to use social media sited for the

purposes of marketing” is ranked equally with a mean of 3.47, followed accordingly by “I get information about certain product/service through social media sites” with a mean of 3.37. “I think that companies should take part in social networking sites” has a mean of 3.34. “The information I get from the sites persuades me to buy the product/service has a mean of 3.22. “I believe that marketing with applications such as YouTube, Facebook, blogs etc., generally known as Social Media will be amusing” has a mean of 3.16. “Marketing with applications such as YouTube, Facebook, blogs etc., generally known as Social Media is very interesting” and “I rely on a friend/family/colleague’s recommendation whether to trust site” shared a total mean of 3.12. “I like marketing with applications such as YouTube, Facebook, blogs etc., generally known as social media has a mean of 3.05. Lastly, “I am satisfied with the service/product that I ordered through social network” has a mean of 3.01.

**Table 20: A Table of Mean, Standard Deviation, Level of Importance of Impacts of Cultural Differences on Consumers in Social Media Marketing Practices on the Approach of Reliability in Social Media.**

<b>Reliability in Social Media</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level of Importance</b>	<b>Rank</b>
1. I trust the information which I learn from social networking sites	2.67	1.005	Moderate	3
2. I find the advertising and promotions on social media trust worthy	2.60	1.035	Low	5
3. I feel that social media advertising is a good source for updated information	2.99	1.135	Moderate	1
4. The content provided by social media is reliable	2.60	.976	Low	6
5. I trust the promotion made on social networks	2.64	1.024	Moderate	4
6. Social media does not endanger my privacy	2.79	1.139	Moderate	2
7. Social media websites are very secure	2.26	1.021	Low	8
8. I have been fraud through the social network	2.36	1.187	Low	7
<b>Overall mean</b>	2.61	.693	Moderate	

From the table above, the results show that the Impacts of Cultural Differences on Consumers in Social Media Marketing on the Approach of Reliability in Social Media has a moderate level of importance with an overall mean of 2.61. When ranking the level of importance of high to low, it shows that “I feel that social media advertising is a good source for updated information” with a mean of 2.99, followed by “Social Media does not endanger

my privacy “with a mean of 2.79. “I trust the information which I learn from social networking sites” with a mean of 2.67. “I trust the promotion made on social networks” with a mean of 2.64. “I find the advertising and promotions on social media trustworthy” and “The content provided by Social Media is reliable” shared the same mean of 2.60. “I have been fraud through the social network with a mean of 2.36. Lastly, “Social Media websites are very secure” with a mean of 2.26.

**Table 21: A Table of Mean, Standard Deviation, and Level of Importance of Impacts of Cultural Difference on Consumers in Social Media Marketing Practices in the Approach of Security Risks.**

Security Risks	Mean	S.D.	Level of Importance	Rank
1. I feel that information on social media is misleading.	3.44	1.170	High	1
2. I do experience concern regarding the confidentiality and privacy of my personal information.	3.28	1.175	Moderate	2
3. I think that marketing with applications such as YouTube, Facebook, blogs, etc., generally known as social media is worrisome.	3.02	1.083	Moderate	3
<b>Overall mean</b>	3.24	.868	Moderate	

From table 21, the result shows the Level of Importance of the Impacts of Cultural Differences on Consumers in Social Media Marketing in the Approach of Security Risks is moderate with an overall mean of 3.24. From high to low level of importance is as follow; “I feel that the information on social media is misleading”, “I do experience concern regarding the confidentiality and privacy of my personal information”, and “I think that marketing with applications such as YouTube, Facebook, blogs, etc., generally known as Social Media is worrisome” with 3.44, 3.28, and 3.02.

#### **3.9.4. Part 4: The Results of Hypotheses Testing**

In this part, a hypothesis testing is conducted to compare the impacts in order to know which variables have impacts on differences of cultures of consumers in social media marketing practices. It is categorized by the different demographic data and statistically tested using One Way ANOVA with a significance level of 0.05 and the results are;

**Hypothesis 1:** Different countries of consumers have an impact on consumers from different cultures in Social Media Marketing Practices.

H<sub>0</sub>: Different countries of consumers have no impact on the social media marketing practices.

H<sub>1</sub>: Different countries of consumers have an impact on the social media marketing practices.

**Table 22: A Comparison of the Impacts on Consumers from Different Cultures in Social Media Marketing Practices categorized by Residence.**

Factor	Residence				T	Sig.
	Thailand = 505		Turkey = 495			
	Mean	S.D.	Mean	S.D.		
1. Social Media as Promotion tool.	3.37	.883	3.09	.736	5.555	.000
2. Reliability in Social Media.	2.70	.678	2.52	.697	4.208	.000
3. Security Risks.	3.32	.917	3.17	.810	2.736	.006
Total	3.13	.689	2.93	.509	5.373	.000

\* Significance Level = 0.05

From table 22, it represents the comparison of the impacts on consumers from different cultures in Social Media Marketing Practices categorized by residence. It shows the overall difference because Sig. equals to .000 which is less than 0.05 so it supported H<sub>1</sub> which means that different countries of consumers has an impact on the social media marketing practices with a significance level of 0.05 which supported the hypothesis. Considering each factor, it explains that Social Media as Promotion tool, Reliability in Social Media, and Security Risks has an impact on the consumers from different cultures in Social Media Marketing Practices with 0.05 significance level.

**Hypothesis 2:** Different ages of consumers have an impact on consumers from different cultures in Social Media Marketing Practices.

H<sub>0</sub>: Different ages of consumers has no impact on the social media marketing practices.

H<sub>1</sub>: Different ages of consumers has an impact on the social media marketing practices.



**Table 23: A Comparison of the Impacts on Consumers from Different Cultures in Social Media Marketing Practices categorized by Age.**

Factor	Mean							F	Sig
	Age								
	18 and below	Between 18-24	Between 25-34	Between 35-44	Between 45-54	Between 55-64	Between 65-74		
1. Social Media as Promotion tool.	2.88	3.22	3.37	3.18	3.18	3.18	3.13	2.888	.009*
2. Reliability in Social Media.	2.49	2.57	2.62	2.65	2.64	2.62	2.88	.777	.588
3. Security Risks.	3.01	3.26	3.35	3.20	3.17	3.17	3.25	1.517	.169
Overall mean	2.79	3.01	3.11	3.01	2.99	2.99	3.09	2.054	.056

\* Significance Level = 0.05

From the table above, it illustrates the comparison of the impacts on consumers from different cultures in Social Media Marketing Practices categorized by age. There is no difference overall because Sig. is 0.056 which is more than 0.05 which supports  $H_0$ , it means that different ages of consumers has no impact on the social media marketing practice with a significance level of 0.05. Therefore,  $H_2$  is not supported. Considering each factor, Social Media as Promotion tool has an impact while Reliability in Social Media and Security Risks has no impact on the social media marketing practices with a significance level of 0.05.

**Hypothesis 3:** Different genders of consumers have an impact on consumers from different cultures in Social Media Marketing Practices.

$H_0$ : Different genders of consumers has no impact on the social media marketing practices.

$H_1$ : Different genders of consumers has an impact on the social media marketing practices.

**Table 24: A Comparison of the Impacts on Consumers from Different Cultures in Social Media Marketing Practices categorized by Gender**

Factor	Gender				T	Sig.
	Female = 501		Male = 499			
	Mean	S.D.	Mean	S.D.		
1. Social Media as Promotion tool.	3.31	.805	3.16	.840	2.959	.003*
2. Reliability in Social Media.	2.61	.657	2.61	.728	-.010	.992
3. Security Risks.	3.32	.876	3.17	.855	2.832	.005*
Overall mean	3.08	.609	2.98	.617	2.651	.008

\* Significance Level = 0.05

From the table 24, it shows a comparison of the impacts on consumers from different cultures in Social Media Marketing Practices categorized by gender. There is a difference overall because Sig is 0.008 which is less than 0.05. Therefore, it supports H<sub>1</sub> which means that different genders of consumers has an impact on the social media marketing practices with a significance level of 0.05. Considering each factor, Social Media as Promotion tool and Security Risks has an impact on consumers from different cultures in Social Media Marketing while Reliability in Social Media has no impact with a significance level of 0.05.

**Hypothesis 4:** Different education levels of consumers have an impact on consumers from different cultures in Social Media Marketing Practices.

H<sub>0</sub>: Different education levels of consumers have no impact on the social media marketing practices.

H<sub>1</sub>: Different education levels of consumers have an impact on the social media marketing practices.

**Table 25: A Comparison of the Impacts on Consumers from Different Cultures in Social Media Marketing Practices categorized by Education.**

Factor	Mean					F	Sig.
	Education						
	Secondary school	High school	Bachelor's Degree	Master's Degree	Ph.D.		
1. Social Media as Promotion tool.	2.81	3.20	3.25	3.34	3.19	5.296	.000*
2. Reliability in Social Media.	2.52	2.74	2.59	2.61	2.35	2.301	.057
3. Security Risks.	2.93	3.13	3.28	3.35	3.06	4.082	.003*
Overall mean	2.75	3.02	3.04	3.10	2.87	4.201	.002*

\* Significance Level = 0.05

From the table above, it illustrates a comparison of the impacts on consumers from different cultures in Social Media Marketing Practices categorized by education. There is a difference overall because Sig is 0.002 which is less than 0.05. Therefore it supports  $H_1$  which means different education levels of consumers have an impact in the social media marketing practices with a significance level of 0.05. Consequently, Hypothesis 4 is supported. Considering each factor, Social Media as Promotion tool and Security Risks has an impact on consumers in Social Media Marketing Practices while Reliability in Social Media doesn't have an impact with a significance level of 0.05.

### 3.9.5. Part 5 : The Combination Factors of the Impacts on Consumers from Different Cultures in Social Media Marketing Practices by using Multiple Regression Analysis

The result of analyzing the combination factors of the Impacts on Consumers from Different Cultures in Social Media Marketing Practices is as below;

Sig. is Significance Level

$R^2$  is the coefficient of multiple determinations

SEE is Standard Error of the Estimate

B is the unstandardized regression coefficient

Beta ( $\beta$ ) is the standardized regression coefficient

T is the coefficient divided by its standard error

**Table 26: A Table shows Regression Coefficient, Constant, and Standard Error**

Cultural Differences	Impacts			t	Sig.
	B	S.E.	Beta		
Constant	.010	.005		1.887	.060*
1. Social Media as Promotion tool. ( $X_1$ )	.479	.002	.619	283.048	.000*
2. Reliability in Social Media. ( $X_2$ )	.378	.002	.410	206.015	.000*
3. Security Risks. ( $X_3$ )	.138	.001	.188	100.872	.000*
$R^2 = .997, F = 1204.767, p^* < 0.05$					

The results of testing hypotheses by using Multiple Linear Regression shows that with a significance level of 0.05 on the approach of Social Media as Promotion tool Sig = .000, Reliability in Social Media = .000, and Security Risks Sig = .000, has impacts on consumers from different cultures in Social Media Marketing Practices. The result of hypothesis testing by using Multiple Linear Regressions shows the following equation model;

$$Y = .010 + .479 (X_1) + .378 (X_2) + .138 (X_3)$$

Where, Y is Social Media Marketing Practices

X is independent variables

Considering the standardized coefficient of each variable, it illustrates that Social Media as Promotion tool ( $\beta = .619$ ) has the most impact on Social Media Marketing Practices, followed by Reliability in Social Media ( $\beta = .410$ ) and Security Risks ( $\beta = .188$ ) accordingly. As  $R^2 = .997$  which means 99.7 percent of the independent variables; Social Media as Promotion tool ( $X_1$ ), Reliability in Social Media ( $X_2$ ), and Security Risks ( $X_3$ ) have impacts on consumers from different cultures in Social Media Marketing Practices.



## CHAPTER 4

### 4. CONCLUSION AND RECOMMENDATION

This research is to study the impacts on consumers from different cultures in Social Media Marketing Practices. The questionnaires were distributed online to those who live in Thailand and hand to hand to those who live in Turkey. The total respondents are 1,000. The results are analyzed by using mean, frequency, percentage, standard deviation, One-way ANOVA, and Multiple Regression Analysis.

#### 4.1. Discussion

Hypothesis analyses are conducted by using One-way ANOVA and Multiple Regression Analysis are resulted as table below;

**Table 27: Summary of Results**

Independent Variables	Analysis Method	Sig.	Evaluation
<b>Demographic Variables</b>			
Different countries have an impact on consumers from different cultures in Social Media Marketing Practices.	One-way ANOVA	.000	Support
Different ages have an impact on consumers from different cultures in Social Media Marketing Practices.	One-way ANOVA	.056	Not supported
Different genders have an impact on consumers from different cultures in Social Media Marketing Practices	One-way ANOVA	.008	Supported
Different education levels have an impact on consumers from different cultures in Social Media Marketing Practices.	One-way ANOVA	.002	Supported
<b>Combination Factors</b>			
Social Media as Promotion tool	Multiple Regression Analysis	.000	Supported
Reliability in Social Media	Multiple Regression Analysis	.000	Supported
Security Risks	Multiple Regression Analysis	.000	Supported

#### **4.1.1. Different Countries of Consumers have an Impact in Social Media Marketing Practices.**

From the study, it was found that different countries of consumers have an impact in Social Media Marketing Practices where Sig. is 0.000 which is less than 0.05. This finding was supported by earlier studies of Professor Geert Hofstede which he studied all levels of employees in a company from different 40 countries. Goodrich and De Mooji (2013:11) identified that there are different in online behavior patterns and social media usage among countries and across cultures because cultural values define personality of consumers.

#### **4.1.2. Different Ages of Consumers have an Impact in Social Media Marketing Practices.**

The study found out that different ages of consumers has no impact in Social Media Marketing Practices where Sig. is 0.056 which is more than 0.05. The age variable has a very limited influence of consumers regarding social media marketing as studied by Duffett (2017). Yet it contradicts with a study by Mulero and Adeyeye (2013:315-335) stated that social media marketing was outstandingly accepted and used by younger respondents (Moore, 2012:436-444). Also, it contrasts with a study by S. Cox (2010) that investigated a correlation between age and attitudes. Attitudes differ in some age groups, for example, between 18-28 age group has strong positive attitudes towards ads on Social Media.

#### **4.1.3. Different Genders of Consumers have an Impact in Social Media Marketing Practices.**

The result indicates that different genders have an impact in Social Media Marketing Practices which proves the hypothesis true where Sig. is 0.008 which is less than 0.05. It is consistent with a study by Bannister, Kiefer and Nellums (2013:1-20) and Ruane and Wallace (2013:315-335) revealed that males has less favourable attitudes towards social media marketing which is consistent with the result. Females express greater favour regarding social media marketing. MasterCard Worldwide also found out from the recent survey that women are shopping online and purchases more frequently than men over the Internet (Professional Public Relations (NZ) Limited, 2008).

#### **4.1.4. Different Education Levels of Consumers have an Impact in Social Media Marketing Practices.**

The result revealed that different education levels have an impact in Social Media Marketing Practices because Sig. is 0.002 which is less than 0.05 which proves the hypothesis true. Rozental, et al., (2010) found out from their study that higher level of education is related

closely to social networking use. Also, Lewis (2010) found from his research that education affect students' understanding and attitudes towards social media because being educated make them understand how social media works in the industry and have more positive attitudes than others.

#### **4.1.5. Combination Factors have Impacts in Social Media Marketing Practices.**

##### **4.1.5.1. Social Media as Promotion tool**

According to the result, Social Media as Promotion tool ( $\beta = .619$ ,  $t = 283.048$ ,  $p < 0.05$ ), has an impact in Social Media Marketing Practices. From a study by Sarwar, Haque and Yasmin (2013:100) found out that consumers prefer to purchase good from social media sites and are persuaded to buy products through the promotion made on Social Networking Sites. Also, a study of Motwani, Shrimali and Agarwal (2014:16) showed that consumers think that Social Media is the best tool for brand promotion, and more interesting, informative, and interactive than traditional marketing. They perceived a positive attitude on using Social Media as promotional tool in Social Media Marketing Practices.

##### **4.1.5.2. Reliability in Social Media**

According to the result, Reliability in Social Media ( $\beta = .410$ ,  $t = 206.01$ ,  $p < 0.05$ ) has an impact in Social Media Marketing Practices. Sarwar, Haque and Yasmin (2013:100) found that consumers prefer to purchase goods from social networking sites because it is a reliable source. Also, a study by Hassan, et al. (2013:327) revealed that when consumers believe that Social Media is credible and trustworthy, they tend to have favourable perceptions towards Social Media Marketing Practices.

##### **4.1.5.3. Security Risks**

According to the result, Security Risks ( $\beta = .188$ ,  $t = 100.872$ ,  $p < 0.05$ ) has an impact in Social Media Marketing Practices. A study by Sarwar, Haque and Yasmin (2013:100) and Akar and Topçu (2011) revealed that security is one of the important factors in Social Media Marketing Practices. If it is trusty, it will increase consumers' confidence and stimulate them to purchase products and service on social networking sites.

#### **4.2. Conclusion**

This study was to identify various factors that could have an impact on consumers from different cultures in Social Media Marketing Practices. The literature and previous studies were reviewed. Our sample groups consisted of 1,000 people equally distributed into 500 between Thailand and Turkey. The findings in this study show that among demographic factors, only



different ages of consumers has no impact in Social Media Marketing Practices while countries, genders, and education levels have impacts towards consumers in Social Media Marketing Practices. Further, the findings also include combination factors which are Social Media as Promotion tool, reliability in Social Media, and security risks are important factors that affect consumers in Social Media Marketing Practices. Social Media as Promotion tool ( $\beta = .619$ ) has the highest impact as consumers perceive Social Media as more interesting, informative, interactive, and provide timely information. Reliability in Social Media ( $\beta = .410$ ) and Security Risks ( $\beta = .188$ ) have impacts on consumers accordingly in Social Media Marketing Practices. Trustworthiness, credibility, privacy, and security etc. influence the success of conducting marketing on Social Media. If Social Media fail to provide security to avoid financial fraud or cybercrimes in any manners, it will decrease confidence in consumers and reflect negative attitudes in Social Media Marketing Practices.

#### **4.3. Limitation of the Study**

The limitation of this study is that only quantitative method is conducted. In future study, researchers can apply other methods, for example, qualitative research or mixed research. Also, the data collection is only 500 from each country which is small representatives compared to the whole populations. Due to time and proximity limitation of researcher, in future study, researchers can expand the number of the sample size, sampling method, as well as variables as it is limited to only seven variables.

#### **4.3. Recommendation for Future Study**

This research used only Thais and Turks as a main population and only to study impacts on consumers from this two countries. With enough supported research, a comparative study can be conducted to better understand consumers' behavior and attitudes from different cultures in Social Media Marketing Practices. Also, bigger sample size and more variables can be tested for more permanent and effective result.

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## APPENDICES

### Appendix 1: Questionnaire

#### QUESTIONNAIRE

Dear Participant ;

This survey is a part of Master's Thesis at Selcuk University, Institute of Social Sciences, Department of Business Administration, Major of Production Management and Marketing. The purpose of this study is to measure the impact of social media marketing in different cultural context towards consumers' perception under a title of "Impacts of Cultural Differences on Consumer's Perception in Social Media Marketing Practices: A Comparative Study on Turkey and Thailand". The information you provided will be kept confidential and will be used only for academic purpose under this research. We sincerely thank you for contributing your views and ideas.

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#### PART 1

*This part of the questionnaire is to classify demographic information*

1. Where do you reside?
  - Thailand
  - Turkey
  
2. How old are you?
  - Below 18
  - Between 18-24
  - Between 25-34
  - Between 35-44
  - Between 45-54
  - Between 55-64
  - Between 65-74
  - 75 years and older
  
3. Gender
  - Female
  - Male
  
4. Education
  - Middle school
  - High school
  - Bachelor's Degree
  - Master's Degree
  - Ph.D.

**PART 2**

***In this part of the survey you will find questions about the use of internet and measurement of your engagement level with social networks. Please indicate the answer to each question by marking appropriate one from the alternatives and writing the required explanation.***

5. Do you use social network
- Yes – please continue the survey
  - No – please terminate the survey
6. What is the main purpose you use internet
- E-mail
  - News
  - Shopping
  - Education
  - Searching for a job
  - Searching for information
  - Entertainment
  - Other (Please specify.....)
7. Which of the social media sites you use (you can choose more than 1)
- Facebook
  - Twitter
  - Instagram
  - LinkedIn
  - Space
  - Google+
  - YouTube
  - Pinterest
  - Swarm
  - MySpace
  - Flickr
  - Foursquare
  - Tumblr
  - Other (please specify.....)
8. What is the main purpose you use social media?
- Communicating with people
  - Socializing
  - Reading news
  - Commenting and browsing
  - Other (please specify.....)
9. How often do you use social media? (YouTube, Facebook, blogs etc.)
- Rarely
  - Sometimes
  - Uncertain
  - Often
  - Very Often



10. How often do you notice social media on social media?

- Rarely  
 Sometimes  
 Uncertain  
 Often  
 Very Often

11. How frequent do you use social media?

- Everyday  
 5-6 times a day  
 2-4 times a day  
 Once a week  
 Less than once a week  
 Rarely

### PART 3

*In this part of the survey, you are required to state your evaluations of advertising and marketing activities via social media. In the following statements, please indicate your opinion from (1) Strongly disagree, (2) Agree, (3) Neither agree nor disagree, (4) Agree, (5) Strongly Agree*

	<b>Dimensions</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>	<b>Strongly agree</b>
<b>1</b>	I trust the information which I learn from social networking sites	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>2</b>	I rely on a friend/family/colleague's recommendation whether to trust a site	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>3</b>	I find the advertising and promotions on social media trust worthy	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>4</b>	I feel that social media advertising is a good source for updated information	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>5</b>	The content provided by social media is reliable	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b>	I trust the promotion made on social networks	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>7</b>	I feel that information on social media is misleading	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>8</b>	Social media does not endanger my privacy	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>9</b>	I do experience concern regarding the confidentiality and privacy of my personal information	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>10</b>	Social media websites are very secure	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>11</b>	I think that marketing with applications such as YouTube, Facebook, blogs, etc., generally known as social media is worrisome.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>12</b>	I get information about certain product/services through social networking sites.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>13</b>	The information I get from the sites persuades me to buy the product/service.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>14</b>	I have been fraud through the social network	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>15</b>	I am satisfied with the service/product that I ordered through the social network	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>16</b>	It is necessary for companies to use social media sites for the purposes of marketing	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>17</b>	I like marketing with applications such as YouTube, Facebook, blogs etc., generally known as social media	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>18</b>	Marketing with applications such as YouTube, Facebook, blogs etc., generally known as social media is very interesting	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>19</b>	I think that companies should take part in social networking sites	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>20</b>	I believe that marketing with applications such as YouTube, Facebook, blogs etc., generally known as social media will be amusing	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>21</b>	I think that marketing with social media is the future of marketing	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>