ATILIM UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

BUSINESS ADMINISTRATION MASTER'S PROGRAMME

THE EFFECTS OF INFLUENCERS AND CELEBRITIES IN INSTAGRAM MARKETING ON CONSUMERS' BEHAVIORS

Master's Thesis

Amir Behrad Mahmoudian

Ankara, 2019

ATILIM UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

BUSINESS ADMINISTRATION MASTER'S PROGRAMME

THE EFFECTS OF INFLUENCERS AND CELEBRITIES IN INSTAGRAM MARKETING ON CONSUMERS' BEHAVIORS

Master's Thesis

Amir Behrad Mahmoudian

Supervisor

Assoc. Prof. Dr. Pelin ÖZGEN

Ankara 2019

ACCEPTION AND APPROVAL

This is to certify that this thesis "THE EFFECTS OF INFLUENCERS AND CELEBRITIES IN INSTAGRAM MARKETING ON CONSUMERS' BEHAVIORS" and prepared by Amir Behrad Mahmoudian meets with the committee's approval unanimously as Master's Thesis of School of Social Sciences in the field of Business Administration following the successful defense of the thesis conducted in 08.08.2019.

Prof. Dr. Dilaver TENGİLİMOĞLU (Director)

Assoc. Prof. Dr. Kadri Gökhan YILMAZ (Jury Chair)

Assoc. Prof. Dr. Pelin ÖZGEN (Supervisor)

Asst. Prof. Dr. Elif EŞİYOK (Jury Member)

ETHICS DECLARATION

I hereby declare that;

- I prepared this thesis in accordance with Atilim University Graduate School of Social Sciences Thesis Writing Directive,

- I prepared this thesis within the framework of academic and ethics rules,

- I presented all information, documents, evaluations and findings in accordance with scientific ethical and moral principles,

- I cited all sources to which I made reference in my thesis,

- The work of art in this thesis is original,

I hereby acknowledge all possible loss of rights in case of a contrary circumstance (In case of any circumstance contradicting with my declaration)

Amir Behrad Mahmoudian

08.08.2019

ÖZ

MAHMOUDIAN, AMIR BEHRAD. Instagram Pazarlamada Etkileyicilerin (Influencers) ve Ünlülerin Tüketici Davranışlarına Etkileri. Yüksek Lisans Tezi, Ankara, 2019.

Instagram, kullanıcıların fotoğraflarını, videolarını veya düşüncelerini belirli bazı başlıklar veya fotoğraflar ile paylaşmalarını sağlayan ve son yıllarda en fazla kullanılan çevrimiçi uygulamalardan biridir. Ulaştığı hedef kitle açısından bakıldığında Instagram uygulaması, şirketler ve markalar açısından müşterilerle yakın ilişki kurmaları için uygun bir platform olarak görülmektedir Statista raporlama şirketinin Instagram'la ilgili olan bir raporuna göre, Türkiye, Ekim 2018 itibariyle, 38 milyon aktif Instagram kullanıcısıyla kullanıcı sayısına göre dünya sıralamasında beşinci sırada yer almaktadır. Bu veri sosyal medyanın ve özellikle Instagram'ın Türkiye'deki yaygın kullanımını göstermektedir. Kulaktan kulağa reklamın yaratılması, tüketicilerin birbirleriyle etkileşimi ve internetin kolaylaştırdığı iletişim kanallarının geliştirilmesi, pazarlamacılar için yeni fırsatlar yaratmaktadır. Bu yeni fırsatlardan biri, etkileyici (influencer) pazarlama yöntemidir. Bu yöntem, şirketler adına, geleneksel reklam yöntemlerine kıyasla daha etkili ve ucuz bir yol olup etkileyiciler için (influencer), reklam karşılığında para kazanabilmeleri dolayısıyla finansal açıdan da bir avantaj yaratabilmektedir. Benzer şekilde, geleneksel reklamcılık yöntemlerinin güvenilir olarak görülmemeye başlanması, pazarlamacıların alternatif bir reklamcılık yöntemi olarak ürün yerleştirme uygulamalarına yönelmelerine ve özellikle de dijital pazarlama uygulamalarına yönelmelerine neden olmuştur. Bu çalışmada, Instagram'daki iki blogcu türü (etkileyici ve ünlü) karşılaştırarak, doğrudan ürün tanıtımı ve basit ürün yerleştirme olarak adlandırılan iki tür ürün yerleştirme yöntemi arasındaki fark incelenmeye çalışılmış, ayrıca blogcunun güvenilirliğin, tüketicilerin reklamlara karşı tutumları, ürüne karşı tutumları ve satın alma niyetleri üzerindeki etkileri incelemiştir. Online anket yöntemi ile toplam 442 kişiden veri toplanmıştır. Analizler sonucunda, bir ürünün tanıtımında, etkileyicilerin (influencer) paylaşımında yapılan reklamın, ünlülerin paylaşımından daha etkili olduğunu görülmüş olup, paylaşım türünün tüketicilerin davranışları üzerinde anlamlı bir etkiye sahip olmadığı ortaya çıkmıştır.

Anahtar Sözcükler: Instagram, Etkileyici (influencer) Pazarlama, Ürün Yerleştirme, Reklam, Tüketici Davranışı

ABSTRACT

MAHMOUDIAN, AMIR BEHRAD. The Effects of Influencers and Celebrities in Instagram Marketing on Consumers' Behaviors. M.A. Thesis, Ankara, 2019.

Instagram, is an online application for mobile phone, that lets the users to share their photos, videos or ideas as some captions or photos with text content which has become a new medium in the recent years. For companies and brands, Instagram is a chance to make close connection with customers. In a report by Statista about Instagram, Turkey holds the fifth place of the world with 38 million monthly active users as of October 2018, which demonstrates the popularity of social media, especially Instagram in this country. The creation of word-of-mouth, the consumers' interaction with each other and development of communication channels facilitated by internet offer endless possibilities for marketers. One of these new possibilities is influencer marketing which is a great opportunity for both companies and influencers. For companies, it is a more impressive and inexpensive way compared to traditional advertising methods and for influencers, it is a financial benefit since they can earn money in exchange for their advertisement. It is well known by the executives that their traditional ways of advertising are no longer credible and an alternative way of advertising is emerged as product placement efficiency especially in digital media. This study was implemented to evaluate the difference between two kinds of product placement which are direct product promotion (DPP) and simple product placement (SPP) on Instagram in terms of two blogger types (influencer vs. celebrity). Besides, effects of the blogger's credibility on the consumers' attitude towards the advertisement, attitude towards the product and their purchase intention was examined. A total number of 442 participants attended the online survey questionnaire. The results show that a product is better advertised in an influencer's blog post rather than a celebrity and type of the blog post had no significant impact on the consumers' behavior.

Keywords: Instagram, Influencer Marketing, Product Placement, Advertisement, Consumer Behavior

ACKNOWLEDGEMENTS

I would first like to thank my thesis advisor Asst. Prof. Pelin Ozgen of the School of Social Sciences at Atilim University. Her door office was always open whenever I had a question about my research or writing.

I would like to appreciate all the academic staff in the Master of Business Administration Department for devoting their valuable time and effort during these years of research.

I would like to appreciate and express my sincere gratitude to my dear sister and brother-in-law for providing their invaluable support. I would also specially thank my friends, Dr. Mohammad Ali Alamdar Yazdi and Sanaz Einollahi for their assistance and suggestions.

Finally, I would like to appreciate all my relatives and friends and others for their encouragement and participation in my survey questionnaire.

TABLE OF CONTENTS

CHAPTER THREE
FINDINGS AND ANALYSIS

CHAPTER FOUR
CONCLUSION

LIST OF TABLES

LIST OF FIGURES

INTRODUCTION

For a brand to be successful, it has to engage with the consumers. For years, advertisements have carried that burden to create a connection between customers and brands, however, it is well known now that the popularity and impact of traditional advertising is not as high as expected and other methods have emerged as an alternative to advertisements. Placing the brand in TV shows, in movies and lately in social media posts are the common examples for these methods. For example when a sportsman is surfing the web and comes across a post with Cristiano Ronaldo advertising a sugar free peanut butter, the brand of the peanut butter may not be kept in his mind. However, when that bodybuilder goes to the gym and his personal trainer gives him a diet program with 30 grams sugar free peanut butter in every morning meal, also gives a suggestion for a particular brand of peanut butter, most probably the athlete would keep that particular brand's name in his mind and buy it at the first chance. Similarly, if that sportsman comes across the same post after his trainer's diet program and his suggestion for peanut butter consumption, probably the first thing that the consumer may do, is to take a screenshot of the post, go to a market and buy the same peanut butter which was in the Instagram post. Therefore, the impact of a message can vary according to the source it is given by, which would be analyzed in this study.

In addition to the source, the medium is also important in marketing communication. In the new world, internet plays a significant role in our lives, which is able to connect people from all around the world (Husejnagic, 2015). The people use internet for networking, online shopping and to access information. (Starkov, 2003). Recent statistics from Statista (2018) showed that, "As of the most recent reported period, the number of internet users worldwide was 3.9 billion in 2018, up from 3.65 billion in the previous year". Nowadays people use the internet more frequently, because people are able to access to internet easier in comparison with the past. Almost everyone has a smartphone which is like a personal computer and is able to use all functions of the internet with that small gadget. Additionally, the modernization of countries pushes the people to get used to this online world (Statista,

2019) and after some of the social network platforms were getting popular day by day like Facebook in 2004, a term was created as Social Media (Kaplan, Haenlein, 2010).

In the last years, Instagram which allows the users to share their photos and videos, became one of the most successful social media networks by outstripping the other competitors. (Djafarova, & Rushworth, 2017). Utilization of the smartphones is increasing day by day and people use their smartphones in many cases instead of using their personal computers, according to the progress in the smartphones' technology leading to quick growth of social networking for smartphones. Statistics showed that, Instagram had more than 1 billion monthly active users in April 2019, which was 90 million in January 2013 and right after Facebook, YouTube, WhatsApp, Facebook Messenger and WeChat, it is the sixed-ranked most successful social network (Statista, 2019).

This rise of Instagram has also attracted the companies and brands which are active in this social media network. A research by Forrester in 2017 shows that, about 58% of the brands post 5.6 times on Instagram per week on average. Also, the engagement of the brands in Instagram, is 10 times higher than Facebook, 54 times higher than Pinterest and 84 times higher than Twitter. In addition, the engagement per post has risen 416% in two years. These Instagram data show that how this social media has become a trend for advertisers to reach their audiences (Rebelo, 2017). This trend has affected the world without doubt. With such a popularity, a large number of brands and industries have accompanied this trend and have increased their marketing activities on Instagram (Renga, 2017).

Marketers are challenging to find the best way of advertisement and improve their marketing techniques in order to influence their consumers. Influencer marketing, content marketing and product placement are some of the strategies that marketers try in order to influence customers without direct advertisement (Johansen & Guldvik, 2017). According to Korotina and Jargalsaikhan (2016) there are three different ways to promote products on Instagram: product placement, discount offering, or advice giving. However, promoting a product with the product placement strategy can be more impressive (Althoff, 2017) and we need to discuss in detail. According to Abidin

(2016), "Social media influencers are the ones who have a significant network of followers and who are seen as trusted tastemakers in one or several fields". Consumers will more likely frame a purchase intention, if they believe the content posted by the influencers (Sertoglu et al, 2014). In addition, the influencer's reputation and trustworthiness is crucial and effective.

The objective of this thesis is to reveal the credibility of influencers and their effects on consumers' purchase intention. For this purpose, first the difference in attitudes towards the same product in two type of blog posts – one with the interaction of the blogger as direct product promotion (DPP) in comparison with simple product placement (SPP) without the bloggers' presence in Instagram is investigated.

Additionally, a possible difference between the effects of a celebrity and an influencer bloggers' marketing post on the consumers' perceived message credibility is also tested. Therefore, the difference in attitudes towards the advertisement and purchase intention in a celebrity and an influencer's post is also investigated.

This research is composed of four parts. In the following pages, the needs development part will be presented. Then in the second chapter methodology of empirical analysis is explained followed by findings and conclusion part.

CHAPTER ONE

THEORITICAL FRAMEWORK

1.1. Evolution of Marketing

Marketing is one of the major functions of an organization that deals with identifying and satisfying the needs and wants of the consumers. Marketing has an interaction with publics which develops a relation between society and companies. The use of marketing as an academic term was launched in 1897. In the 1900s, Robert Bartels' work on marketing discipline gained importance. Bartels conceptualizes marketing thought literature in different periods (Jones and Shaw, 2002). In the first three quarters of the twentieth century, it is seen that the focus is on traditional marketing, and in the last quarter, and especially on the last 10 years of the last quarter, it has focused on other marketing approaches, particularly marketing relations. The 19th century, is a period which includes the activity of production/ product-oriented enterprises. The most significant feature of this period is that the enterprises only used to produce the product and wait for their customers' purchase. No customer-related information was evaluated, and no effort was made to sell the product to the customer. Because businesses were able to sell even if they produced products that did not meet the needs of the customers and were not sufficient in terms of quality. The development process of marketing up to modern marketing is firmed as production, sales and marketing periods. (Alabay, 2010).

The production period includes a period in which the consumer's wishes were ignored, the supply did not meet the demand and there were no marketing departments in the enterprises. The sales period is the period when it was understood that selling were more difficult than producing and covers a period in which sales efforts were made through a number of deceptive advertisements. In the marketing period, it was understood that the supply was more than demand, competition was increased, a number of products were not sold by some advertisements and sales efforts, marketing had to take place as a department in the enterprises and the requests and needs of the

customers in the target market had to be determined, that they had the targets of generating value and all business management and employees should work for marketing. (Alabay, 2010)

As for the periods spent by marketing, another author (Bose, 2002), as seen in Figure 1.1, discussed the development of marketing in the period between 1850 and 1990, and the last stage as a "customer-focused marketing approach" is defined. The years 1850-1900 are the period of production-oriented enterprises. In this period, since the supply did not meet the demand and the enterprises could sell all of the products they produced, they did not make sales efforts, promotion, advertising and such promotional efforts. In addition, no factor regarding the wishes and needs of the customers and the quality of the product was considered. 1900 - 1950 is the period of sales-oriented enterprises. The products intended to be dealt with by customers were tried to be revealed. Advertising, sales and distribution channels were at the forefront and it was observed that the market was evolving. In 1950-1990, the companies that made marketing using the database was emerged and marketing was carried out by taking into consideration the results of previous marketing activities and target audience. In this period, businesses began to understand that they had to produce what the customers wanted, rather than convincing people who did not want to buy their products. This situation was considered to be the beginning of the concept which was referred to focusing on customer needs of market segments and market orientation (Pride and Ferrell, 1999).

Production	Sales	Marketing	Customer-Focused
1850	1900	1950	1990
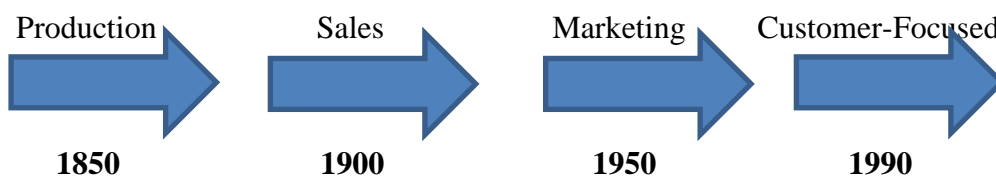
Figure 1.1. Periods of marketing (Bose 2002)

Marketing is a long term relationship between companies and consumers that marketers should try to keep it which can be defined as "marketing communications" (Smith, 2004). Marketing communication is a procedure which is based on customer's

attitude and feedback upon the product, which can lead to less waste and more profit (Schultz, 2013). The primary goal of marketing communication is to reach a defined audience to affect its behavior. Over the past three decades, marketing has had to keep up and contend with leaps in technology and our relation to it ever since. The evolution of marketing in the 21st century are explained in the following section.

1.1.1. Evolution of marketing media

According to Hutton (2001), "Marketing has its origin in economics, and focus laid on product, price, place and promotion, which are also known as the 4 P's of marketing". There are lots of ways for brands in order to reach their consumers. Companies have to make a smart decision in order to choose the best way (Lane Keller, 2001). Successful marketing communication relies on a combination of options called the promotional mix. These options include advertising, sales promotion, public relations and direct marketing (Rowley, 1998).

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor. The pages of professional newsletters and magazines are common avenues for advertising information products (Kotler & Armstrong, 2010).

Sales promotion is short-term incentives to encourage the purchase or sale of a product or a service, such as discounts for access to a database over a limited time period (Kotler & Armstrong, 2010).

Public relations is building good relations with the company's various publics by obtaining favorable publicity; building up a good corporate image; and handling or heading off unfavorable rumors, stories, and events (Kotler & Armstrong, 2010).

Direct marketing is the use of mail, telephone or other non-personal contact tools to communicate with or solicit a response from specific customers and prospects. Mail shots and leaflets inserted in professional magazines are used to promote information products (Kotler & Armstrong, 2010).

Typically, organizations will use a combination of these strategies, and indeed, one promotional strategy may be used to support another promotional event (Rowley, 1998).

In the past 30 years' time, the marketers believe that their efficiency in marketing area relies on their digital role (O'brien, 2011). Accordingly the traditional ways of advertising are no longer credible and an alternative way of advertising is emerged as product placement.

Advertisers often try to find out who the product is addressing rather than what it is the product and they work on it. For example, until the end of 90s, chocolate was addressed to children in Turkey. This perception was demolished by the advertisements of famous women and the perception that chocolate belongs to all ages and groups and that eating chocolate is not childish behavior and it was accepted by the society. What succeeded in this was the frequent use of celebrities, in which the society took role models, in these campaigns. (Pazarlamasyon.com)

According to Althoff (2017) "The idea is to implement products or brands covertly into movie, or TV show plots in order to generate brand awareness". Product placement can be divided to three relevant approaches: "screen placement", which is a visual placement of a product. "Script placement", which is the auditory or verbal dimension and "plot placement", which is related to a situation when a product is part of the content (Russell, 1998). The information that will be processed by the observer would determine the effectiveness of the product placement. According to Russel (1998) "The plot placement, which rely on both visual and audio information, will produce higher levels of brand recall than pure screen or script placement". As an example for plot placement in Instagram, think of a video post of an influencer which he/she is present in that and recommends a weight loss tea. On the other hand, imagine a post of an influencer that you come across in Instagram. In the post you see the blogger that he is writing an essay. But also you notice a drink which is on the corner of the blogger's desk and a phrase as 'mind refreshing juice' is written on it. Product placement without making a lot of noise, would influence the consumer more than a simple product placement.

In this study, two kinds of product placement will be discussed. First one is a simple product placement on Instagram, without the blogger's interaction with it (SPP). Second one is a direct product promotion on Instagram, as the influencer is present in the post and have an interaction with the product by holding or wearing it (DPP).

The concept of media refers to the environments that develop with communication and are subject to communication and interaction activities carried out with different tools in each period. According to current definitions; the media includes all environments that transmit and contain information (Islek, 2012). Media as a tool of connection and information, has an impressive effect on the image of the brands. In this context, the media can be seen as a means of expression as well as all of the information dissemination means that enable a message to be delivered to a group. (Karabacak, 1993). The concept of traditional media has emerged with the differentiation of media in time. Initially, while only printed materials and magazines and newspapers were available, differentiation and proliferation of media has been experienced with the invention of communication tools such as television, radio and telephone. The media formed by the stated means of communication is called traditional media (Islek, 2012).

The development of the Internet, have gathered so many items together and these factors have been caused big conversions in concept of the marketing and usage of the platforms (Alabay, 2010). The expansion of the Internet and the World Wide Web (www) in the 1990s, also the global sharing of information and resources, has decreased the effect of traditional marketing (Özturan, Roney, 2004). The Internet and the World Wide Web (www) change businesses' approach to customers and their relationships with customers. In addition, internet has changed the market opportunities, information technology and network infrastructure of enterprises. Besides, the internet affects the business model of enterprises, the emergence of new market opportunities and concepts such as redefinition of customer relations (Zineldin, 2000).

A large number of consumers have online interactions with each other through the internet and those interactions are increasing day by day. The result of this

communications is called online communities. (Hayoz, 2016). The rapid developments in the means of communication have led to the differentiation of the media and this non-traditional media has been called "new media". In this process, the media has taken many adjectives and led to the formation of different definitions. Firstly, differentiated as traditional media and new media, then they were subjected to many different classifications. As of today, media, besides traditional media; are classified in different platforms as online media, offline media, social media and interactive media. It is observed that these classifications are not separated from each other with definite lines and each of them intersects with each other at some points. What distinguishes new media from traditional media is that it allows digitalization and real-time exchange of content (Alabay, 2010).

Another important point where the new media differs from the traditional media is; it is not only providing people with the opportunity to access information through different channels, but also connecting people with social ties in the environment in which they reach information. In other words, while traditional media are only magazines, televisions and newspapers; new media tools are platforms that serve as all of these media and offer people the media where the mentioned media are watched. This feature of new media has given them a social meaning. As one of the benefits provided to users by the Internet, users are no longer just a content producer or follower, but they are also members of the environment where they can meet other users and share information (Polat, 2009). The new media has made a number of changes in the production, distribution and use of information. Accordingly, the new media has features such as being digital, interactive, hyper-textual, networked, and virtual and simulation (Lister et al., 2009).

Traditional marketing and online marketing differ in terms of marketing activities, advertising, customer services, sales and marketing research. While traditional tools such as TV, radio and newspapers are used in the traditional marketing, it is seen that the advertisement on the internet is quite easy and can only be designed and put on the site with moving advertisement pictures called banners. On the other hand, from the point of view of customer service, while there are communication tools such as individual calls, telephone and letters in traditional

marketing, online communication is more prominent in online marketing as it is available 7 days 24 hours. In terms of sales, while the physical promotion of the product is involved in traditional marketing, it is seen that in the internet marketing, the information obtained from instant communication and e-mail communication with customers is taken. In terms of marketing research, it is seen that the power of instant communication is utilized in internet marketing. In particular, the development and cheapening of information technologies offers businesses the opportunity to do business on a global level. In today's world where computer technologies and internet usage have increased, electronic commerce can address the global market more easily, and thus the market potential can be greater than traditional trade (Alabay, 2010).

Advertising is an important sales and marketing method that is as old as the history of humanity and has come up with different communication channels since then. "There's no such thing as bad advertising" expression is a cliché which has been used for many years. Therefore, businesses, enterprises and corporations have always given importance to advertising and will give after this. Briefly, the history of the advertisement is as follows.

The history of advertising, which is known to almost everyone in all areas of daily life, dates back to ancient times. In this context, messages written on walls, tablets and papyrus in Babylon, Egypt and Ancient Greece are shown as the first examples of advertising (Elden, Ulukok & Yeygel, 2005). The first examples of advertising were found in the 3000s before Christ. The advertisements, signs and repetitions made by the screamers showed the first formation of the ads. Afterwards, branding has developed and the ads have shifted to different functions and channels. Especially in the Middle Ages, conditions such as quality control necessitate brands and emblems. These emblems and brands had symbolic values and were an effective way of differentiating products and making people knowingly buy products. (Pazarlamailetisim.com)

Along with these examples, shouting the messages of various sponsors by the back-door advertisers, it is considered to be one of the earliest advertising practices, until the spread of writing and literacy (Wells, Burnett and Moriarty, 1998). These are the verbal and repeated advertisements in the history of advertising. With the invention

of the printing press in 1450, the printed advertising medium that still exists today has emerged. In 1480, the presentation of a book for the priests was hung on the church wall, thus, visual advertising products emerged. 17th century is known as the year of the birth of advertising. In newspapers and printed publications published in this century, advertising has reached very high levels. Especially in these advertisements, many different products were promoted. Tea, coffee and chocolate are some of these products. In 1588 the idea of the first advertising agency began to flourish and the first advertising agency was established in 1812 in London. In 1588, author Montague laid the foundation for the first advertising agency, saying that if a person has pearls and wants to sell it, he needs an office to apply to. (McFall, 2002)

The above examples are often studies that consider advertising as "making announcements about anything". Beyond this function, advertising we know today includes the production and distribution of information and persuasion-oriented information within an institutionalized commercial system (Grasshoff, Kristen & Williams, 2005). After the French Revolution in France, which affected the whole world, the nature of advertising and the content of the products advertised also varied. In particular, the products produced by industry and factories that emerged after this period were the main subject of advertising. Factories started to focus on advertising completely in order to spread their production to a wider audience and to sell as much as the products produced. During this period, so many advertisements brought the right to advertising and in 1874 John Wannamaker had to take the precautionary measure to be the first advertising right in order to prevent the advertisements from being stolen by other advertisers. In 1883, advertising was no longer limited to newspapers and the first magazine advertising was brought to the agenda. Academic studies and theoretical books for the advertising sector, which is now used in every field and which are highly sought after by people, started to be created since 1903. (Schudson, 1981)

Advertising is a part and gaining of a social process that is closely connected with the economy of Western industrialized countries (Tellan, 2009) and the prominent developments in this process can be listed as the rise of capitalism, the industrial revolution and the rise of modern mass communication (O'Guinn, Allen & Semenik, 2000). The year 1907 brought a whole new dimension to the advertising sector. Radio

advertising continues to exist for the first time this year and the million dollar advertising market has emerged. The dissemination of the power and influence of advertising required the adoption of the advertising law. In 1911, the first advertising law, called honesty in advertising, was introduced to protect consumers. (Jordan, 1979)

The 1940s led to the golden age of the advertising sector. Because during this period, television entered human life. Television was now one of the most important areas for advertisers and the whole advertising share shifted to television. In particular, small-scale newspapers and magazines were no longer used as advertising space, and all advertisements were made only through radio and television. There was television in every one of the ten houses in the United States, and the share of advertising in the US alone exceeded 3 billion dollars (Pazarlamailetisim.com). Technological developments and especially the rise of the Internet have led to the reshaping of the free market environment and the gradual disappearance of barriers to competition. Cyber environment has become the paradise of commercial actors and advertisers thanks to technological opportunities on the one hand and individual and commercial use of the Internet on the other hand. As more users and more consumers mean, the Internet has become a focus of profit-oriented applications and an appetizing marketplace. According to a predominant interpretation, capitalism has achieved an effective and deeper new environment in market access through internet advertising (Aydogan ve Basaran, 2012). In the Internet, which is dominated by capitalism, advertising has become more and more functional in different ways. While traditional advertising tactics and practices take place in this digital environment, new methods have been discovered like social media.

1.2. Social Media

In 21st century, after some new and successful platforms were launched like Flickr and Facebook, social media trend which was emerged with internet-based applications defined became more popular than in the past. These platforms provide an increasing interaction between the users and the applicants through the users they know with satisfaction. This content is varied, with mixed formations of photos,

videos, texts and media. Social media is a form of human communication in which sharing and discussion are essential without time and space constraints (mobile based). Social media includes social networks and collective groups. People introduce their institutions, establish friendships, and show commitment to product service, content of ideas and objects. Social media is one of the newest ideas where the highest degree of sharing takes place and offers opportunities as a new type of online media and includes a lot of features (Vural & Bat, 2010).

Social media is one of the most popular online activities (Statista, 2018). The idea of social media, which made the people online writers in all over the world, was developed with Open Diary (Kaplan and Haenlein, 2009). After some progresses in this field, Web 2.0, which described the new way of using the World Wide Web, was replaced. Since then, a lot of applications and social networks were created and upgraded (Kaplan and Haenlein, 2009). The term Web 2.0 was first used as a name for a series of commercial conferences in the fall of 2004 by technological trade exhibition and conference manufacturers. The productive market for this new wave is adapted to name and idea. This word, which was especially used by O'Reilly Media in 2004, defines second generation internet services - social communication sites, wikis, communication tools, so the system was created by the internet users jointly. (Vural & Bat, 2010)

Gunelius (2011) simply defines social media as the platforms where Web 2.0 technologies are utilized. Social media is an internet-based network that technologically enable the users to exchange information including videos photos and textual comments (Kaplan & Haenlein, 2010). Similarly, according to Abrahams et al. (2012) social media lets the users to create their own content without any expense. In addition to them, Social media can be defined as a group of applications over the internet. Social media is a term for connecting the people which allow users to communicate with the people from all over the world and share texts, photos or videos (Bergstrom & Backman, 2013).

According to Evans (2008), social media create a connection between the people who have something to share with mutual interests. The users share their ideas

and experiences for different reasons such as marketing or make a suggestion. In recent years, people use social networks in order to be socialized and collect some information. Therefore, new forms of online interactions, such as tagging, reviewer writings, re-tweeting and re-posting are increasing. (Johnson & Adams, 2011). Social media helps people to connect with friends and families, to make new friends and build new society in line with their mutual interest, hobby, and favorite activities or just to share the different ideas (Thomas et al., 2012).

Generally, members on social media sites have a personal profile page with areas for biographies, photographs and some other personal information. In addition, other site members who can comment have a space for pictures and names. Social media sharing was fully popular in 2004 when Flickr appeared with features such as easy image uploading, tagging, and ease of social networking (Zarella, 2010). YouTube also supports these features in videos. Video sharing sites are internet platforms where members have a profile and can upload video content to the site. Although there are many video sharing sites today, YouTube is the most popular one (Akar, 2010). More specific sites can be mentioned like "Twitter", which connects people with posts and messages called "tweets", and "LinkedIn", which aims to create useful business contacts and relationships. Most of these social networking platforms have features found in other social media tools. However, there is a social media which has most of these features together. Facebook is a platform that the user can upload videos as in YouTube, upload pictures as in Flickr, write notes like tweets, or share links like social bookmarking sites and create relationships like LinkedIn (Islek, 2012). It was the most important reason which made Facebook the most popular social media in the world.

Social media usually provides its participants with the opportunity to find social support, opportunities for new social and job opportunities, and to change financial resources, goods or services that include social capital. Social media sites connect people to each other through data from stored user profiles. These user profiles constitute a description for other users. The most important distinguishing factor among the various sites is the information rate and order in the profile information (Islek, 2012).

1.2.1. Instagram

Instagram, is an online application for mobile phone, that lets the users to share their photo, video or ideas as some captions or photo with text content which has become a new medium in the recent years. The idea of Instagram was to provide a mobile phone application with a simple way to share photos with friends (Berg & Sterner, 2015). Instagram brought a new type of social network and then the other social networks applied this form. In this network the users do not have to be friend with each other in the same time, It means that when someone follows a user, the other one does not need to follow and see his follower's posts (Hu, Manikonda & Kambhampati, 2014). This feature was useful for the celebrities and recognized people who wanted to share their posts with a large number of people but being exposed to millions of posts everyday would be a drama for them. Besides, users in Instagram are able to set their privacy preferences according to that they want their post to be seen by everyone or just their followers. Also in the new features which are upgraded by Instagram, users can make a close friend list from their followers in order to let limited number of their followers to see their storyline posts in some posts which are more private for them. They also are able to mute their followee people and not see their posts without unfollowing and being disrespectful to them. Since its launch in October 2010, it has attracted more than 1 billion monthly active users, 500 million daily active users, with an average of 100 million photosand videos uploaded by users per day, and more than 50 billion photos shared so far (99firms & Omnicoreagency, 2019).

For companies and brands, Instagram is a chance to make a close connection with customers. Since more than half of Instagram users (more than 500 million) are active every day on this platform, companies are able to share their picture of brand and advertise their brand to lots of audiences. Moreover, with some recent features, like "storyline" and "live video" a sense that the event is happening right now enable the companies to draw on a more honest picture of themselves. Also with hashtag feature, customers can share the brands' products which may lead to a better advertisement for the companies. (Bergstrom & Backman, 2013).

Facebook, Instagram, Twitter and other social networks not only entered our lives, but also began to change our habits and shape our behavior in the virtual world as time passed. There are some words and abbreviations that came with Social Media and 5 of them are as bellows: (Kaplaninternational.com, 2018)

Fitstagrammer: The word fitstagrammer, formed by combining the words of Instagram and fitness; It is dedicated to healthy living and fitness, and is used only to identify people who share these issues.

Ghosting: It means to cut off your communication with the person you've contacted before, like a knife, without any explanation or warning, and starting to ignore that person.

Shofie: It is combination of Shoe and selfie words. When you take photos of your shoes and upload them to social media, you share the Shofie.

DM: The abbreviation of Direct Message. "DM someone" means sending a private message to someone in Instagram.

Besides these new words there are some new phobias that began to multiply rapidly with the development of technology and becoming an important part of human life. FOMO, Nomophobia and Netlessphobia are the most famous examples of these phobias.

FOMO: FOMO is an acronym for "Fear of Missing Out". Used to mean fear of missing the latest news and rumors spreading on social media. In order to prevent this fear, in Twitter "you may have missed" feature, and in Instagram "You're All Caught Up" feature has been introduced. FOMO is one of the new types of Internet addictions that is particularly noticeable among young generation, partly thanks to popularization of smartphones (Tomczyk and Selmanagic, 2018).

Nomophobia: With the development of android systems, mobile phones have been involved in every field in every location. It is seen as an indispensable tool for

many people. Although Nomophobia which is the abbreviation of "No Mobile Phone Phobia", has not been clearly identified as a phobia in literatures, Nomophobia was presented in a research prepared by YouGov Plc under the sponsorship of UK Post Office Telecom in 2008, and as a result of the research conducted on 2163 people, Nomophobic rate was 58% for men and 48% for women (Ozturk, 2015).

Netlessphobia: All social networks, electronic shopping opportunities, e-government, and e-banking technologies that contribute to our lives lead to today's internet addiction of human beings. Sometimes the desire to socialize and stay in constant communication, and sometimes trying to get away from real life, to seek support on the internet as an anonymous environment, which hides the personality of people, pushes them to not be able to be without internet (Ozturk, 2015).

Youngsters use Instagram more than any other age people, since they find it more user friendly and interesting than other social networks (Pittman, 2016). Therefore, marketing on Instagram could be very advantageous, especially when the target group is fastidious like young people (Althoff, 2017).
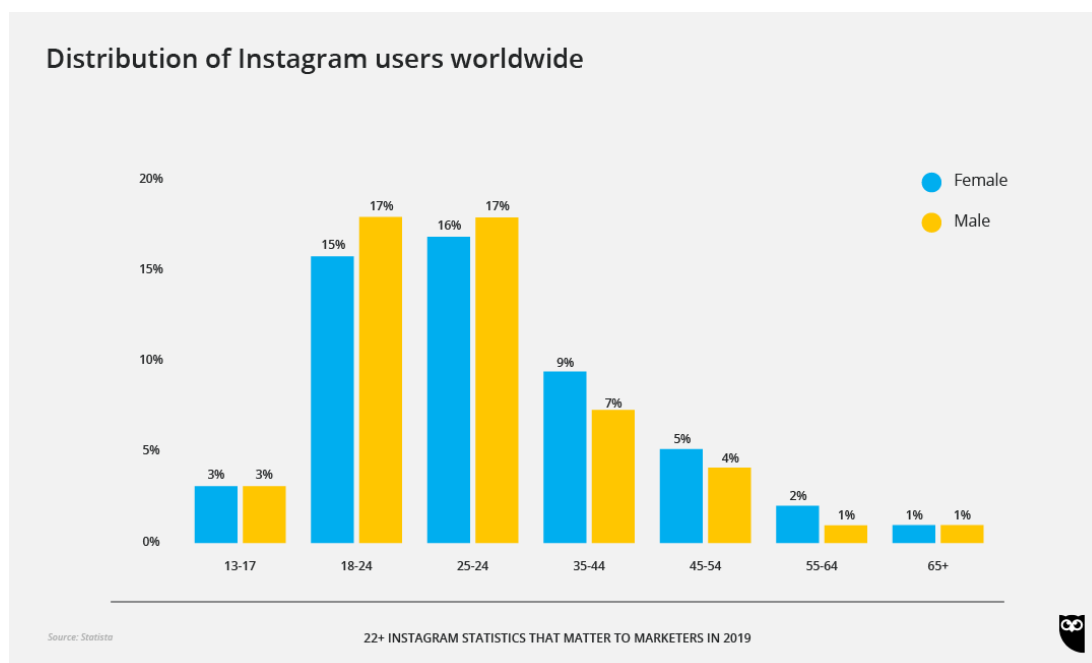
Figure 1.2. Distribution of Instagram Users Worldwide

1.2.2. Social media and Instagram in Turkey

Turkey is a country with a religious root but westernized manner. Turkey is a Muslim country where most of the people may have a religious thinking as well. However, the liberalism is a way of thinking that they search for it from time to time. To some extent it can be said that Turkey is a secular country where the government banned various social media sites such as YouTube for two and a half years and an information site like Wikipedia up to present. Turkish people are interested in fashion and modern life like the other Middle East countries, which shows a sign of flagging. Social media marketers of the Turkish market should figure out the dynamics of this nation in order to maximize their efficacy in this expansive yet unique national market (Rechargeasia, 2016)

According to the report of "Statista", that is engaged in internet and social media analysis, as of October 2018, the number of the people who use internet worldwide reached 4.2 billion. This report shows that 55 percent of the world population is online when the world population of 7.6 billion is considered. According to the report, the number of active users in social media increased to 3.4 billion and the number of mobile users increased to 5.1 billion. In the last one year (September 2017 to October 2018), the number of internet users increased by 284 million and the number of people using social media increased by 320 million.

As reported by "We Are Social, 2018", Turkey has 59.36 million Internet users which constitute 72% of the population. Additionally, 68% of the population which is equal to 52 million, are active social media users. In the report about Instagram, we see that Turkey is in the fifth place of the world with 38 million monthly active users since October 2018, which demonstrates that this social media is very popular in this country. However, the most surprising data, was about the e-commerce habits of Internet users. In the report, Turkey is the country with the highest output rate of doing research on the internet before buying any product. While the world average of 57 percent in this area, Turkey and Brazil reached a rate of 80 percent. These data shows that the people in Turkey, are interested in Instagram and they search for a product

before buying it on the internet more than any other country. Therefore, a study on the people's attitude towards the product placement on Instagram could be useful.
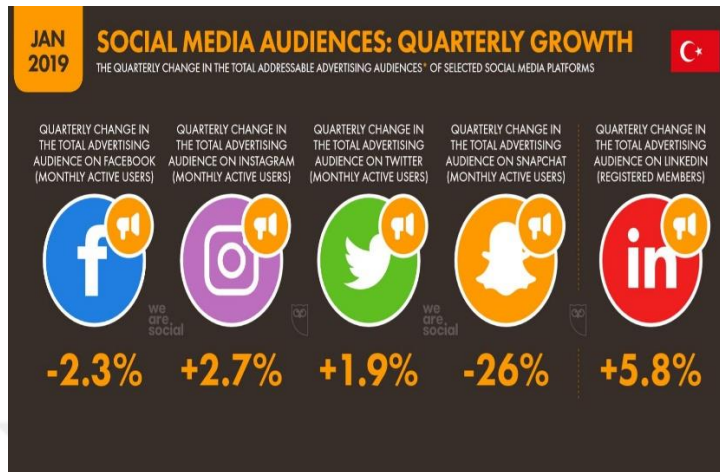
Figure 1.3. Annual Growth Rates for Social Media Users in Turkey (We Are Social, 2018)

1.2.3. Social media marketing

When it comes to advertising in the world, the first thing that comes to mind is how many different people you can reach. Today, only 2.38 billion people are active on Facebook (Statista, 2019). This number is higher than the world's most watched TV channels. In addition, while a person spends 1-1.5 hours in front of the TV; social media activity continues throughout the day. Therefore, the concept of "prime time", which is very important on TV, may not be meaningful for social media advertising.

People share their activities, memories, messages, photos and more on social media channels throughout the day. When all these data are collected on various social media platforms, big data is formed and in the light of these data, people can be divided into consumer classes. Those who like to shop, those who are interested in fitness, those who are interested in pets, those who are interested in women's clothing and many more. All these classes are created with our social media behaviors and targeted with the right message to get the right results. That is why social media advertising has become a sine qua non for all brands (Mobitek.com).

Social media platforms are a new opportunity for the marketers to market their brands. Companies are able to have a permanent connection with their customers and gain more benefit compare to traditional media. All kinds of company can use this network in order to keep in touch with their audiences all over the world (Kaplan & Haenlein, 2010). Social media enable the marketers to make their strategy in the field of reaching the customer and get their approval about the products (Barutcu, 2011).

By taking into consideration of these factors, according to Miletsky (2009), marketing strategies in social media are categorized in three groups:

Public relations: Staff in public relation has been made obliged to communicate the target groups of customers as a result of the rapid spread of conventional media news reposted and shared by people.

Marketing content production: Blogs, websites, and other contents that are marketed to users of internet, are designed in a way to draw the attention of online users.

Viral Marketing: Viral marketing is a marketing that spread message rapidly and exponentially like a virus and a words of mouth (WOM) influence created with a video, campaign or advertisement. It can be thought that the contents produced by firms engaging in social media marketing need to be characterized by its virality. They should be designed in a way to make users feel like sharing them such as interesting, fun, enthusiastic and sensitive. (Ernestad & Henriksson, 2010).

Dobele, Toleman and Beverland (2005) present three major benefits of viral marketing to the firms:

- The cost of message-containing brand is covered by consumers since it is transmitted by them directly.

- This messaging and transmission is voluntarily done by the senders, which characterizes it with a different identity and provokes more interest.

- Consumers share them with friends, family members or work mates who have similar interests, which enables these messages to be sent to the target mass automatically.

Thus, social media is one of the perfect areas for marketing activities. In other words, individuals and brands will take place in these platforms. Social media enables people to communicate with each other and share their experiences about the products which is called electronic word-of-mouth (eWOM) (Althoff, 2017). Through eWOM, consumers are able to have a common topic in order to share their ideas. Therefore, word-of-moth marketing has a high effect on consumers' decision. (Kim, Ferrin & Rao, 2009). WOM is more impressive and trustworthy in comparison with traditional media. (Cheung & Thadani, 2012). A study by Wu and Wang (2011) shows that product opinions in form of eWOM are trusted more than other corporate messages and according to Chih et al. (2013), purchase intention is directly affected by positive eWOM credibility. Therefore, Instagram can be considered as a network for eWOM, that users can share their contents in form of picture, videos and captions as a post (Althoff, 2017). Also in an almost recent feature, the Instagrammers are able to share these contents as a "story" which is more seen by their followers, therefore they can share their experiences and then influence the consumers' decision more than past.

1.3. Effect of Source in Social Media Marketing

Nowadays enterprises benefits of any item which can make their social media marketing activities more impressive. (Kocak et al., 2018). Social media, which is being used among the people in all ages and cultures, has gained importance for both individuals and brands. For this reason, social media monitoring has become very important. Social media allows companies to communicate directly with consumers, but also allows them to do so at lower costs than traditional communication tools (Kaplan & Haenlein, 2010).

In order to attract more customers and increase existing customer relations, businesses and brands use recognized people. Since these famous people have lots of

followers on social media, marketing the product through their accounts on social media platforms creates brand awareness, strengthens the company's connections with its customers, establishes new business partnerships, and provides information on products and services, as well as the shares they make on social media sites affect the buying behavior of consumers.

Nowadays with rise of the social media use in marketing area, a new source of marketing has started to shine which is through the "Influencers". Besides the influencers, the other source of marketing in social media is via celebrities who are the most recognized persons for a community. In the following chapter we will discuss the difference of marketing effect that these sources make in social media.

1.3.1. Use of influencers and celebrities in social media marketing

According to Abidin (2016), "influencers are people who have a large number of followers on their social media account and are considered as a trusted tastemakers in one or several niches". In the last years, Influencers' participation in social media increased apparently (Prinoidi, 2017). Many of these influencers are able to bring together people with mutual or different tastes and thus deliver their ideas to their audiences with the power of internet. (Booth & Matic, 2011). They shape their audience's attitudes through blogs, tweets and posts and they can be regarded as opinion leaders in the modern world. Nowadays, influencers play a very important role in the electronic word-of-moth marketing and at the same time their popularity is growing fast. Right place, right time, and a right person are the main factors that cause the consumer's tendancy to be influenced by an influencer (Lisichkova & Othman, 2017). When social media users perceive an advertisement with convincing goal, they have been shown to be enthusiastic in advertising (Bjurling & Ekstam, 2018).

According to Sudha & Sheena (2017), "there are two types of influencers: paid and earned". Brands hire the paid influencers in order to advertise their products. However, earned influencers spread eWOM without receiving any payment. But what is their benefit from their social media account? Most of these unpaid influencers are

able to earn money from their social media accounts as well. For example in YouTube, the bloggers are paid for their videos' viewing counts with some complicated calculations. Also in Instagram, the user can have an account which he/she uses to share contents about some interesting matters and it does not contains anything about the user him or herself. Therefore, with this account and impressive posts, the blogger can assemble a large number of followers. Then some companies become eager to advertise their products or services in that blogger's Instagram page and pay the blogger for their advertisement. It is different than paying an influencer to market a brand's product with influencing the consumer's decision. In the previous example, the follower of the blogger is completely aware of that the blogger shared the post only for advertisement. However, in the second one, the follower of the influencer know that the influencer may be paid for this post, or not, but in both cases the follower would be influenced to some extent, because the influencer shared it in his/her own account; The account which the blogger used all the time to influence the audiences.

Heretofore, influencers were celebrities with a particular or several areas of professions, but currently normal people have become "celebrities" because of the visibility that social media networks, especially Instagram has provided for them (Svensson & Johansson, 2018). In this respect, the Influencers can be divided into two groups: Celebrity influencers and blogger influencers. Celebrity is a famous person who draws the public attention and is the one who was popular before becoming an Instagrammer. However, the blogger influencer, is the one who became famous after being a blogger and assemble numerous followers. This difference would affect the consumers' attitude towards the posts of the influencer. Although, the consumers are aware of that both of the influencers are paid for the product placement in their posts, they know that the blogger influencer has achieved these achievements thanks to his/her trusted taste and right advices. However, the celebrity influencer were just paid to advertise the product.

Particularly, when it is planned to market a certain product, working with influencers who have a medium range of followers can be an advantage. Since small influencers have a specific knowledge in a specific field, they can be preferred in order to make the audience believe them. It would be more sensible when an influencer

really knows about the product and therefore is more convincing rather than just a celebrity with lots of followers that posts about a lot of topics but not really in depth about these topics.

1.4. Influencer Marketing

The creation of WOM, the consumers' interaction with each other and development of social media platforms assisted by internet make some new opportunities for marketers. Influencer marketing is one of the chances that brands can benefit from it in the last years (Althoff, 2017). According to Sammis, Lincoln and Pomponi (2016), influencer marketing is the "art and science of engaging people who are influential online to share brand messages with their audience in the form of sponsored content". The companies choose influencers in order to attain to their customers and promote their products. (Ewers, 2017). Influencer marketing is a marketing method based on influence theory, which recommends an opinion that a small number of recognized and impressive characters can be affective and convincing for a large number of audiences. Influencer marketing uses effective individuals to deliver a brand's message to larger group of people and influence buying decisions, instead of trying to approach all customers in traditional ways (Braatz, 2017).

The influencer marketing is a great opportunity for both companies and influencers. On the one hand, influencer marketing does not have a big amount of cost for the businesses, while it provides the chance to approach a great amount of people directly. On the other hand, since the influencers usually get some valuable products or they earn money in exchange for their advertisement, they also benefit of the influencer marketing (Ewers, 2017). In WOM marketing, it is not possible to control and trace that who says what and to whom. However, with influencer marketing it is reachable in some way. Because a company chooses an influencer based on the number of audiences and followers of that person. Within influencer marketing, the ones who will affect the consumers are influencers. Even though the companies usually pay the influencers to disseminate a particular content, this concept which leads to an idea of marketing with impressive people still seems to be reachable (Ewers, 2017).

The influencer marketing aims to turn the influencers to an agent who experience and talk about a special brand. Nowadays, brands send a sample of their products to the influencers. Then the influencer share a post in order to market that particular product and the company pays the person or give some of its products as a commission (Messiaen, 2017). The fact that consumers choose which influencers to follow, allows them to choose the one that will influence them. Therefore the consumers should trust their influencers and the influencer's attitude should be their favor (Almaadeed, 2018). On the other hand, since the influencers want their audience to believe them, they don't like to be seen as a person who just cares about the money that he/she earns. In some cases, the influencers do not avouch that they are being paid for marketing a certain brand or posting their products, which is called covert advertising and it is being forbidden in the world.

Influencer marketing can be taken from the posts or the social media channel that belongs to the influencer and it is called "content cooperation". Also in some cases, companies choose a character for their brands, which sometimes is called as the brand's face, and that influencer launch some campaigns in order to market the particular brand. The influencers can cooperate in different fields or social media channels in order to represent the company or involve audiences in the progress of the brand (Biaudet, 2017). The brands that have an Instagram account are able to have a clear idea of stakeholders, which can enable their brand to have better relationship with businesses and identify their marketing goals in order to reinforce the brand image (Rebelo, 2017). Since the people feel connected to social media on the visual based platform through their phone, Instagram has recently earned more attention from brands.

1.5. Consumer Behavior

Consumer behavior is one of the major fields in marketing. According to Sata, 2013 "Consumers' behavior is defined as the buying behavior of consumers, individuals and households who buy goods and services for personal consumption." Consumer is the one who acquires some goods or services and in order to meet the

required needs, he/she purchases some products or benefits from some services. Also two kinds of consumer, which are personal and organizational consumers, can be considered. Personal consumer acquire the goods for personal use, however, the organizational consumers provide the business requirements (Sata, 2013).

Consumer behavior is also related to consumer psychology in different nations and cultures. Consumers are in a big society that a large number of information are gathered in the marketing field. But also they have an access to the limited numbers of these information in order to make the best decision. In most of the cases it is the consumer's selection for being influenced by a marketer or not, but sometimes there are some opinion leaders in this area who can affect the majority of the consumers with their huge community (Johansen & Guldvik, 2017).

Consumer behavior is one of the most important factors which lead to the social media popularity. With respect to the consumer behavior, businesses and facilitators started to participate in the social network platforms and we can see the result as the large involvement in this area (Prinoidi, 2017). Since over the social media networks, consumers are exposed to a great number of choices, decision making process can be more difficult for them. However, this variety of the products enable the customers to have a lot of good options in line with their favor.

Since this topic can affect the companies' profit directly, consumer buying behavior has been always of great interest to marketers (Khan, 2007). In another view, consumers can be in the decision maker position (Renga, 2017). For example, the automobile company, Mercedes Benz, utilized the diesel motor of the Renault Company in some automobile models of this company. In this situation, Mercedes Company is a consumer that make a decision to use a good for its products that will be used by the company's customers.

The main objective for the companies is to understand the response of consumers to different kinds of marketing efforts that they use. The stimulus-response model of consumers' behavior shown in figure 1.4, which shows the effect of environment on buyer's "black box" and the consumer's responses. The outcome of

the thinking that takes place in the black box are the buyer's responses. These refer to buying attitudes and preference. Also, the purchase behavior is an outcome. What does the consumer buy, which, where, when, and in what quantities? These inputs enter the buyer's black box, where they are turned into a set of observable buyer responses: product choice (what), brand choice (which), dealer choice (where), purchase timing (when), and purchasing amount (what quantities). The market wants to understand how the stimuli are changed into responses inside the consumer's black box, which has two parts. First, the buyer's characteristics influence how they perceive and react to the stimuli. Second, the buyer's decision process itself affects the buyer's behavior (Kotler & Armstrong, 2010).
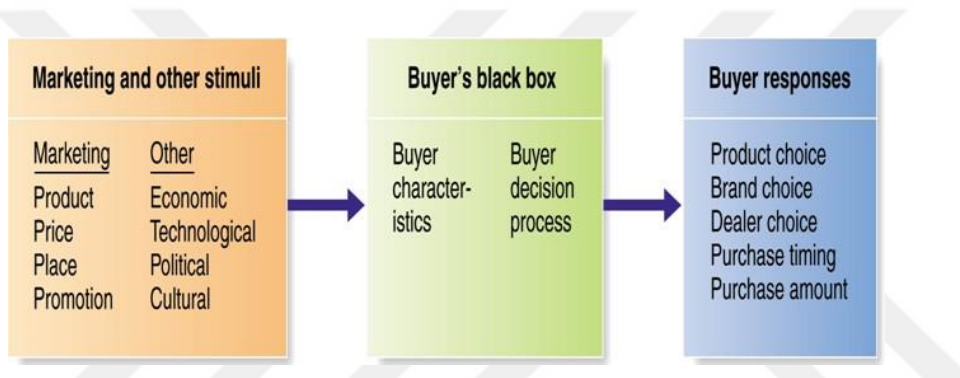
Figure 1.4. The Model of Buying Behavior (Kotler & Armstrong, 2010)

Businesses want to find the effect of environment on buyer's "black box" which has two parts. The first one is the "buyer's characteristics" that influence the consumer's reaction to the environment. These characteristics include variety of cultural, social, personal, and psychological factors. The second one is "buyer's decision process" which influences the consumer's behavior directly. This decision process begins before the actual purchase decision and continues long after (Kotler & Armstrong, 2010).

The consumer's behavior is affected by many factors as shown in figure 1.5, but there is a process of making decision to buy a product. Figure 1.5 shows that the consumer decision process consists of five stages: "need recognition", "information search", "evaluation of alternatives", "purchase decision" and "post-purchase behavior" (Kotler & Armstrong, 2010).

Figure 1.5. Buyer Decision Process

Need recognition is the first step that the consumer recognize the need or problem and tries to find the product or service that can meet his needs. This need can be caused by the consumer or the environment. In the environment part social media plays a significant role (Mihart, 2012). Steve Jobs the past CEO of Apple company had a statement which says: "It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them". In many cases you can induce a need to the consumer by creating an innovative product or market it through the strong mediums like social media.

Information search and evaluation of the alternatives are the second and third stages. In this parts, the consumer search for some useful information about the products or services which he would benefit from them (Mihart, 2012). In these stage social media plays an important role as well. The consumers are able to find a large number of products and services in social media, search about their efficiency and evaluate the alternatives in order to make the right choice.

Purchase decision is the 4th stage where the actual behavior takes place. At this point the theory of planned behavior by Ajzen should be mentioned. According to Ajzen (1991) The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in a behavior at a specific time and place. The theory was intended to explain all behaviors over which people have the ability to exert self-control. The key component to this model is behavioral intent; behavioral intentions are influenced by the attitude about the likelihood that the behavior will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome. The TPB states that behavioral achievement depends on both motivation (intention) and ability (behavioral control).

It distinguishes between three types of beliefs - behavioral, normative, and control. The TPB is comprised of six constructs that collectively represent a person's actual control over the behavior.

1. Attitudes - This refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior of interest. It entails a consideration of the outcomes of performing the behavior.

2. Behavioral intention - This refers to the motivational factors that influence a given behavior where the stronger the intention to perform the behavior, the more likely the behavior will be performed.

3. Subjective norms - This refers to the belief about whether most people approve or disapprove of the behavior. It relates to a person's beliefs about whether peers and people of importance to the person think he or she should engage in the behavior.

4. Social norms - This refers to the customary codes of behavior in a group or people or larger cultural context. Social norms are considered normative, or standard, in a group of people.

5. Perceived power - This refers to the perceived presence of factors that may facilitate or impede performance of a behavior. Perceived power contributes to a person's perceived behavioral control over each of those factors.

6. Perceived behavioral control - This refers to a person's perception of the ease or difficulty of performing the behavior of interest. Perceived behavioral control varies across situations and actions, which results in a person having varying perceptions of behavioral control depending on the situation. This construct of the theory was added later, and created the shift from the Theory of Reasoned Action to the Theory of Planned Behavior.

According to Johansen & Guldvik (2017), "purchase intention can be described as the cognitive behavior regarding the intention to buy a particular brand". Nowadays, consumers usually use internet or social media networks in order to look for the options and suggestions and deciding to purchase (Rebelo, 2017). Particularly, in Turkey, some of these websites are so reliable and most of the people trust to the recommendations given by them. Most of the consumers make decision after doing a search. In some cases they wait for discounts to purchase their favorite brands. Some products are routinely purchased by the consumers. The customer can make an evaluation about the products that are interesting for them and they usually are attracted to them (Wright, 2006). In addition, due to the time constraint and busy life that most of the people are dealing with, customers prefer to search for and buy their desired products over the internet. In this respect, the number of websites and social media accounts, which provide online shopping, are gradually increasing. Some of the most popular online shopping websites in Turkey are: Trendyol, Hepsiburada, Gittigidiyor and n11.

Due to the significant increase in online shopping desire, advertisement and influencer marketing over the social media networks or shopping websites would be one of the best ways in order to influence the consumer. According to Althoff (2017), "attitude towards the advertisement and attitude towards the product have influence on consumers' purchase intention of an advertised product". The credibility of the source, which can be an influencer, a website, or a brand will cause a better attitude towards the ad and product, and a more possible purchase intention. According to Torsello (2018), there are some other factors which may also affect the consumers' purchase decision. These factors are brand, dealer, quantity, timing and payment method. In addition, one of the ways that can be used by the marketers in order to gather the customers' attention and affect their attitude towards the brand, is product placement in the advertisements used by the businesses.

Finally the last stage is post-purchase behavior which is related to the satisfaction degree of the consumer. In this part social media has a major role as well. The consumers share their opinions and experiences in this platform about the product

or service that they used and this affects the other customers' attitude towards the brand. Therefore, the last stage is important for marketers as well.

In the following pages the methodology of the study will be discussed in details.

CHAPTER TWO

METHODOLOGY

2.1. Aim of the Study

The main purpose of this research is to examine and reveal how Instagram affects consumer behavior, especially the purchase intention. This study aims to investigate the effect of influencer marketing among the people who live in Turkey, and to explore which factors strengthen and which factors weaken their attitude towards the advertisement, attitude towards the brand, and purchase intention. This study will provide us with a view on the position of influencer marketing in Turkey and the results of the research are expected to provide benefits to marketing professionals, social media users and businesses in terms of "influencer marketing" on social media. Quantitative data will be gathered and analyzed to reach this objective.

2.2. Importance of the Study

The development that has led to this research is that social media is getting more and more into daily routines for both consumers and businesses. Consumers consider both traditional marketing communication efforts and consumer information as a source of information about products, services and brands. These sources are the factors that affect the consumer's decision to purchase. In addition, consumers are increasingly interested in conversations about brands and products online. At this point, it is important to reveal how much social media affects the consumer and how customer differentiates his pre- and post-purchase behavior. Besides, the development of Instagram platform in recent years, and the increasing activity of influencers in this field, underlines the importance of this research.

2.3. Hypotheses

As it was stated in the previous sections, the difference between two kinds of product placement in posts of Instagram influencer marketing, will be one of the subjects of this study.

*SPP:* Simple product placement without the interaction of the blogger

DPP: Direct product promotion with interaction of the blogger

As a result, the first hypothesis of this research would be:

H1: DPP will be considered more credible, and therefore consumer will have a better attitude towards the ad (A_{ad}), attitude towards the product or brand (A_b) and purchase intention (PI) compared to SPP.

The second hypothesis of this study will be in line with the difference between the effects of type of blogger (celebrity or influencer) on consumers' behavior.

H2: An influencer in the Instagram marketing will be more impressive and it would have a positive effect on the consumers' attitude towards the ad (A_{ad}), attitude towards the product (A_b), and purchase intention (PI) compared to a celebrity.
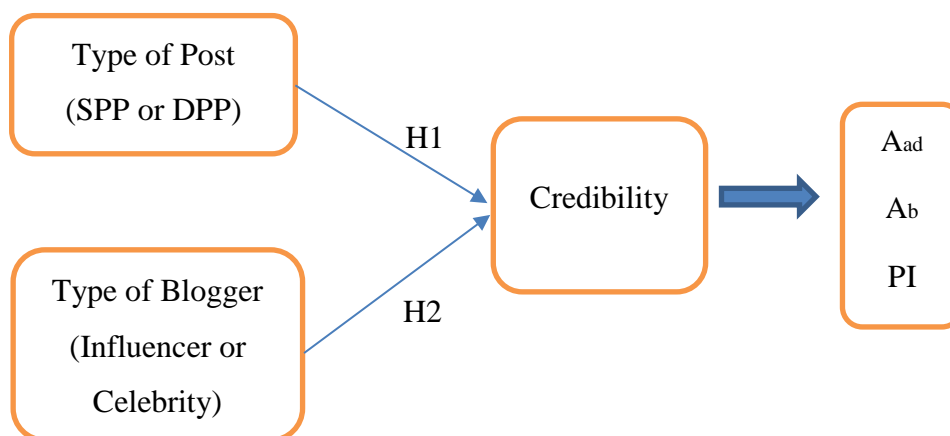
Figure 2.1. Conceptual Model of the Study

2.4. Research Design

Two different strategies of doing research can be used, qualitative and quantitative. In case of generate a theory, qualitative method can be implemented and in order to evaluate the theories quantitative method can be used. However, these do not need to be used separately, and can also be combined in a mixed method research (Gunnarsson, Postnikova & Folkestad, 2018). This research uses experimental design which is referenced to a research by Althoff (2017). Based on the literature review and the developed hypotheses, four influencers as two celebrities and two influencers were selected for the research. In order to have a more accurate evaluation, a male celebrity (Burak Ozcivit) and a male influencer (Adam Gallagher), were chosen for male participants, and a female celebrity (Fahriye Evcen) and a female influencer (Chiara Ferragni), were elected for female participants. In addition, a post in SPP and DPP structure was designed for each blogger as each participant was exposed to a celebrity and an influencer (male or female base on their gender) with two different condition. Half of the participants were exposed to SPP and the other half of them was exposed to SPP by a random selection.

The dependent variables of this study were attitude towards the advertisement (A_{ad}), the attitude towards the product or brand (A_b), and purchase intention (PI). Mediators of the research were credibility which consisted of trustworthiness and expertise, which expected to mediate the relationship between independent (type of product placement and ID of the blogger) and dependent (A_{ad}, A_b and PI) variables.

Primarily, the participants were asked about their general information (age, level of education, country of origin and gender). In the second part, the participants were directed to two random groups according to their gender. (Two random groups for males with male bloggers and two random groups for females with female bloggers). At first, a post of the male or female celebrity (DPP or SPP) were demonstrated to the participant. Then the questions about the participants' attitude towards the ads (What were your overall feelings about the Instagram post you just saw?) and attitude towards the product (What do you think about the product in the Instagram post you just saw?), their purchase intention (How likely would you buy the

product shown in the Instagram post?) and credibility of the blogger (What do you think about the Instagram blogger? and What do you think of the Instagram blogger presenting the product?) were subsequently exposed. Finally in the last part, some questions about the participants' Instagram activity were asked.

Table 2.1. Research Design (Althoff, 2017)

General Information	Age, level of education, country of origin, gender
Instagram post of the blogger	1. Male celebrity + DPP / Male influencer + DPP 2. Male celebrity + SPP / Male influencer + SPP 3. Female celebrity + DPP / Female influencer + DPP 4. Female celebrity + SPP / Female influencer + SPP
Attitude towards the post	What were your overall feelings about the Instagram post you just saw?
Attitude towards the ad	What do you think about the product in the Instagram post you just saw?
Purchase intention	How likely would you buy the product shown in the Instagram post?
Credibility of the blogger	What do you think about the Instagram blogger? What do you think of the Instagram blogger presenting the product?
Instagram activity	6 questions which are able in the appendixes

2.5. Selection of the Respondents

The survey was mainly distributed through e-mail among the workers of the ASAM (Association for Solidarity with Asylum Seekers and Migrants). ASAM is an association which is an implementing partner of UNHCR and some UN agencies in Turkey. Since around 1700 people work in ASAM all over the country, and most of the workers are the young people, it was a great opportunity to conduct this survey with these social media user youngsters. Additionally, the other part of the participants were the community of our Instagram followers. The online tool, Google Docs were used in order to design and distribute the survey questionnaire.

Besides, the sample size which is chosen for the survey has to be in a confident level. The confidence level shows the reliability of the survey. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means survey can be 95% accurate and the 99% confidence level means survey can be 99% accurate. Most researchers use the 95% confidence level and in this study the 95% confidence level is used as well. Taking into account the Turkish population which was measured as about 82 million by Turkey Statistical Institute in January 2019, the necessary sample size was calculated as 384 with 95% confidence level. This survey was conducted to 442 people which will be explained in the next chapter in details.

2.6. Procedure

Two male bloggers and two female bloggers were chosen for the online questionnaire, namely the Turkish actor Burak Ozcivit (13.2 million followers), the American influencer Adam Gallagher (2 million follower), the Turkish actress Fahriye Evcen (8.5 million followers) and the Italian influencer Chiara Ferragni (17 million followers).

Since the current study focuses on Turkish participants, Burak Ozcivit and Fahriye Evcen were selected as celebrities who have numerous followers and share

advertising posts. Burak Ozcivit is in the 3rd place after Nusret and Mesut Ozil among the male Turkish celebrities who have the most followers, also Fahriye Evcen is in the 3rd place after Hande Ercel and Hadise among the female Turkish celebrities (dijitalkralice.com, 2019). To have a counterpart and to control differences in blogger perception, the celebrities are chosen as Turkish and the influencers serves a global example.

Adam Gallagher is the founder and mastermind behind the highly-popular blog "I AM GALLA", which aids the men's demographic with styling tips, trend forecasts and third party inspiration. Adam Gallagher is one of the stars among the influencers due to his remarkable talent to demonstrate the traditional California aesthetic with a modern New York approach to fashion. Therefore he was chosen as the male influencer for this survey. (iamgalla.com)

Chiara Ferragni is one of the precursors in the influencer marketing area who is founder of theblondesalad.com, a blog that has turned into a famous fashion business. She has 17m followers on Instagram, which is considered as one of the most popular Instagram influencer pages. In September 2017, Ferragni was ranked first in the Forbes list of the most powerful fashion influencers (Wikipedia). Accordingly she was chosen as the female influencer for this study.

In the survey questionnaire, the bloggers were introduced by means of four short descriptions:

Burak Ozcivit: @burakozcivit

"Burak Özçivit is a 34-year-old Turkish actor and model. He starred in Muhteşem Yüzyıl as Malkoçoğlu Bali Bey,then played as Kamran in the adaptation of Çalıkuşu novel with Fahriye Evcen. Together with Fahriye Evcen, he made the movie Aşk Sana Benzer. Later they got married in 2017. Özçivit is also the producer of BRK'S Production." (Wikipedia)

Adam Gallagher: @iamgalla

"Adam Gallagher is a 27-year-old Instagram influencer. He is founder of the highly popular blog iamgalla where he showcases his impressive photography and blogs about menswear, travel and lifestyle. He is extremely popular on Instagram, with over 2 million followers." (iamgalla.com)

Fahriye Evcen: @evcenf

"Fahriye Evcen is a German-Turkish actress. She is best known for her roles as Necla Tekin on Yaprak Dökümü and as Feride in the TV series Çalıkuşu. She then starred in the film "Aşk Sana Benzer" with actor and model Burak Özçivit and later married to him. In 2017, she ranked ninth on Buzznet's list of the "World's 30 Most Beautiful Women"." (Wikipedia)

Chiara Ferragni: @chiaraferragni

"Chiara Ferragni is an Italian fashion businesswoman. She is an influencer who has collaborated with fashion and beauty brands such as Tod's and Pantene via her blog The Blonde Salad. In September 2017, Ferragni was ranked first in the Forbes list of the most powerful fashion influencers." (Wikipedia)

After the descriptions, the participant was exposed to an Instagram post of the celebrity and a post of the Influencer. All the posts which were chosen for the survey were a real post of the bloggers, except two of them. One is the Burak's SPP post and the other is Fahriye's SPP post. In the direct product promotion (DPP), the blogger had an interaction with the product and he/she was present in the post. In the simple product placement (SPP), blogger advertised the product indirectly, which means that the blogger was absent in the picture and the post. (Althoff, 2017)

After answering the general information questions, participants were randomly assigned to one of the four conditions: male + SPP, male + DPP, female + SPP or female + DPP. At the end, some control questions were asked about the users' involvement and overall activity on Instagram.

CHAPTER THREE

FINDINGS AND ANALYSIS

3.1. Reliability Analysis

"Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. Cronbach's alpha can be written as a function of the number of test items and the average inter-correlation among the items. Below, for conceptual purposes, we show the formula for the Cronbach's alpha" (stats.idre.ucla.edu).

Table 3.1. Range of Cronbach's Alpha for Testing the Consistency

$$\alpha = \frac{N.c}{v + (N-1).c}$$

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

The Cronbach's alpha test was conducted for the findings of the study which are as in the Table 3.2. According to the range of Cronbach's alpha test, most of the parts Cronbach's alpha amount is above the 0.8 which is good. One of them is above the 0.7 which is acceptable and one of them is above 0.9 which is considered excellent.

Table 3.2. Cronbach's Alpha Test for the Results of Study

	General	Present blogger	Absent blogger	Present male blogger	Present female blogger	Absent male blogger	Absent female blogger
Cronbach's Alpha	0.8583	0.8144	0.8871	0.7787	0.8209	0.9204	0.8470

3.2. Descriptive Statistics

The questionnaire was designed in two languages, Turkish and English to facilitate the Non-Turkish speakers for filling the survey through online web-link. 442 people were participated in the study which is significant number in this type of study. As previously explained the survey was conducted in Turkey among different type of nationalities, 372 preferred filling the form in Turkish and 70 continued with the English version of it.

Initially after the introduction and explanatory part, participants were asked whether they are using online application Instagram or not, to prevent receiving responses from non-Instagram users. 43 participants replied "No" to this question which is equivalent to 9.7% of total, and the rest (399) continued to fill the survey. The high percentage of using Instagram (90.3%) shows the popularity and desire of population in using social media like Instagram for many purposes like advertisement in Business.

The Survey first starts with some general questions regarding to the age group of respondents, their highest level of education, gender and the country of origin. As

it is showed in the chart vast majority of participants who are using Instagram belong to 25-34 years old age group which is around 68 percentage.
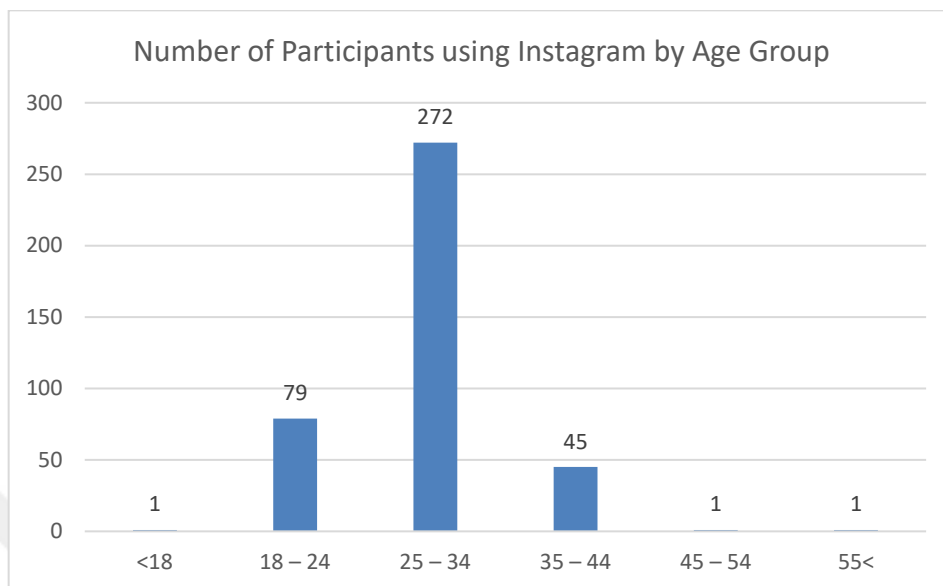
Figure 3.1. Number of Participants Using Instagram by Age Group

The analysis of participant's Education Level shows that almost 85% of them have University level education with minimum 47.5 % Bachelor Degree. This might not be extendable to overall population but it can be linked to the age group of 25-34 years old and we can say that high portion of this age group has university level education.
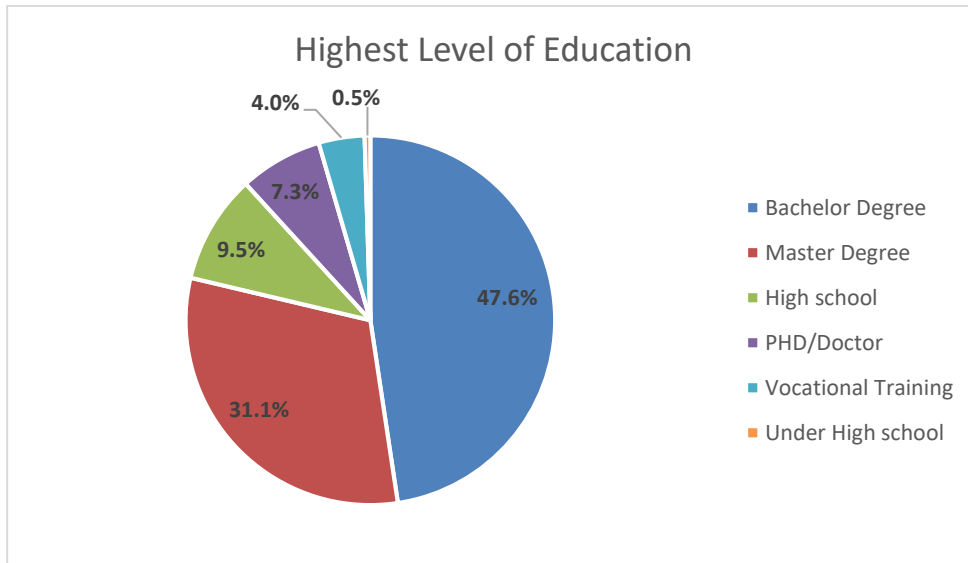
Figure 3.2. Highest Level of Education of the Participants

The survey was conducted in Turkey however not only among Turkish citizens. Although the main participants were Turkish with the percentage of 62.4, the next highest percentage was Iranians living in Turkey with the percentage of 31.6 which corresponds to 126 participants. Limited number of other nationalities like Iraqi, Syrian, Australian and etc. also have filled the survey.

The survey was not targeting specific gender group and was accessible to Male and Female respondents, however the result shows that either female group showed higher interest to fill and participate in the survey or we have reached females more than male group.

Out of overall Instagram users participated in study, 60 percent was female and the remaining 40 percent was male. The below chart reflects the breakdown of gender and age group together.
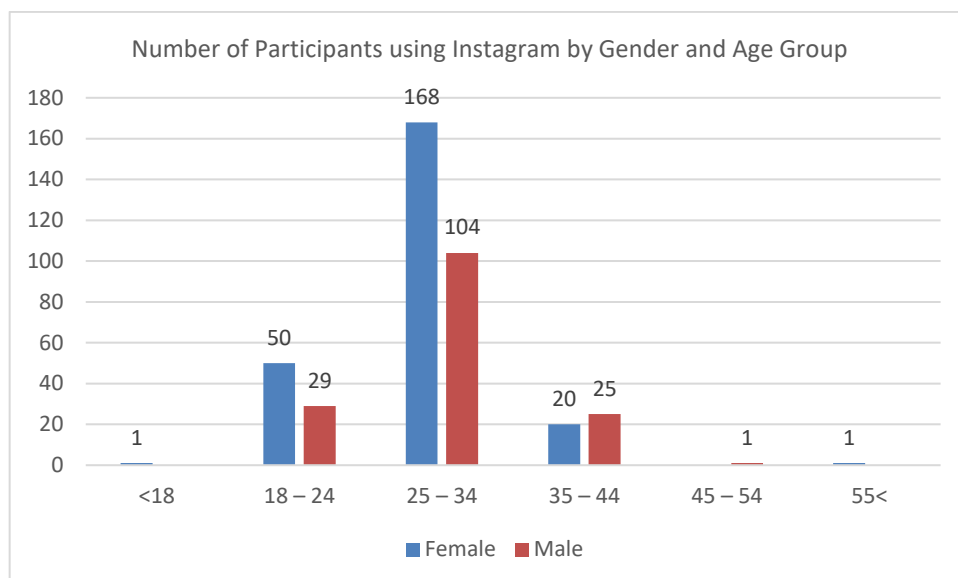
Figure 3.3. Number of Participants Using Instagram by Gender and Age Group

One of the interesting findings of the analysis is that 65% participants are using the application for more than 3 years and 56 percentage of this group has followers between 100 and 500. Meanwhile figures show that not only the users more than 3 years but also 56 percentage of all users have followers between 100 and 500.

Table 3.3. Table of Duration of the Participants' Instagram Use

| Duration of Using	<50	<100	<500	<1000	<5000	>5000	Grand Total
more than 3 years	2	31	**146**	70	9	4	**262**
more than 2 years	2	15	51	7	1		**76**
18 - 24 months	2	3	5	1			**11**
18 - 24 ay	1	1	6	1			**9**
12 - 18 ay	1	3	4				**8**
6 - 12 months	1	4	2	1			**8**
3 - 6 ay		6	2				**8**
12 - 18 months	1	1	2	2			**6**
6 - 12 ay	1	3	2				**6**
3 - 6 months			4			1	**5**
Grand Total	**11**	**67**	**224**	**82**	**10**	**5**	**399**

The interesting result in Table 3.3 is that out of 5 users with more than 5000 followers, one of them has reached to this number in a short period of 3 to 6 months. In addition to the demographic analysis of the users, we also wanted to evaluate the activity of them in Instagram. To commit this evaluation a set of questions were asked

during the survey in this regard. The activities and the frequency of action within a specific time period are summarized in the table below. Out of five activity, the "Occasionally" option obtained highest percentage in three of them. The most outstanding finding in this scoring is that the "Sometimes – 1x/week" option gained the highest percentage in "Visiting the profile of a brand".

Table 3.4. Table of Instagram Activity of the Participants

Please indicate how many times you did the followings on Instagram in the past 3 months?	Never		Occasionally (max. 3x /month)		Sometimes (1x/week)		Regularly (max. 3x/week)		Everyday	
	n	%	n	%	n	%	n	%	n	%
Post a picture/video	34	8.5%	214	**53.6%**	106	26.6%	33	8.3%	12	3.0%
Liked a post of other Instagram user(s)	10	2.5%	42	10.5%	57	14.3%	66	16.5%	224	56.1%
Comment on a post of other Instagram user(s)	54	13.5%	188	**47.1%**	91	22.8%	42	10.5%	24	6.0%
Visited the profile of a brand	47	11.8%	110	27.6%	113	**28.3%**	72	18.0%	57	14.3%
Visited the profile of a blogger	65	16.3%	119	**29.8%**	92	23.1%	73	18.3%	50	12.5%

Among 399 participants, 385 people are following celebrity profiles which is more than 62%. In the case of bloggers, most popular to follow are food bloggers (35%) and with slight different fashion bloggers (31%). Moreover, fitness bloggers with 26% seems to be more interesting to follow than beauty bloggers (21%). In addition to celebrities, we can see from results that company pages also are being followed almost by one third of participants (33%).
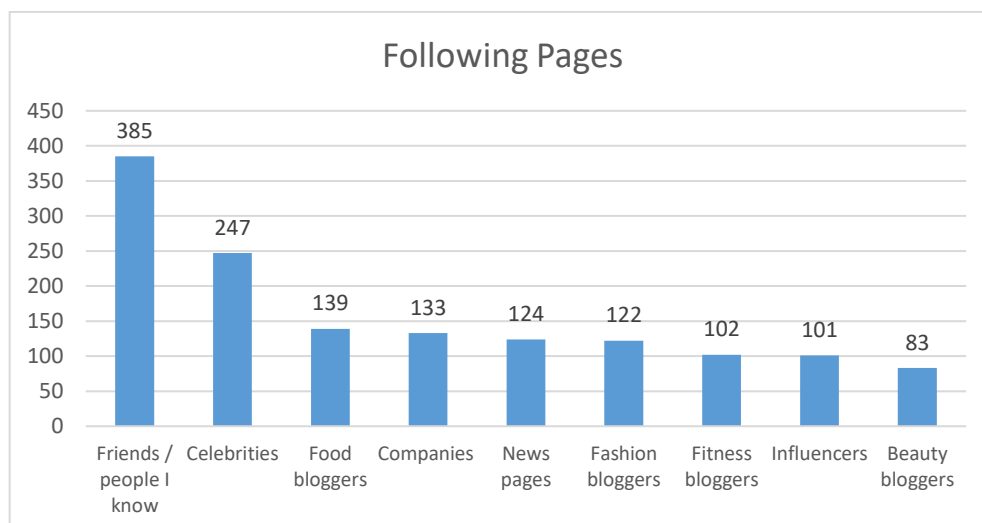
Figure 3.4. Number of the Participants Following the Instagram Pages

Most of the respondents of this study didn't know the two Instagram Influencer Chiara Ferragni and Adam Gallagher (74%) which is exactly in correlation with the percentage of people following influencer's pages with the result of 25 percentage. 81 of the respondents knew Chiara Ferragni, while only 2 of them were aware of Adam Gallagher. Despite that, in average 87% of participants knew the two celebrity selected for questioner, which could have an influence on the general outcome of this study.

3.3. Analysis of the Effect of Type of Blog Post

Credibility was hypothesized to be a mediator between the type of blog post on one hand and attitude towards advertisement, product, and purchase intention on the other hand. Hypothesize H1 proposed that DPP in comparison with SPP, will be considered more credible and has a more positive effect on attitude towards the ad (Aad), attitude towards the product (Ab) and purchase intention (PI).

For the test and analysis of the proposed hypothesizes the PROCESS macro in SPSS, written by Andrew F. Hayes (2012) was used (model 4 with bootstrap 50000). We defined the type of blog post (present of influencer/celebrity (coded as "0") vs. absent of influencer/celebrity (coded as "1") as the independent variable while dependent variables were the attitudes towards the advertisements, the attitudes

towards the product, and purchase intention. Also in the analysis of the hypothesis the credibility was proposed as the mediating variable. Considering the two dimensions of credibility, parallel mediation is applied as trustworthiness and expertise as mediators.

While analysis revealed the significant effect of trustworthiness on attitudes towards the ads, $b = .13$, $t (796) = 2.83$, $p < .05$, there is no significant effect of type of blog post on trustworthiness, $b = .02$, $t (796) = .27$, $p = .78$, that's why trustworthiness was no mediator between the type of blog post and attitudes towards the ads $b = .002$, 95% CI [-.0160, .0222]. In addition, type of blog post has no significant effect on expertise $b = -.12$, $t (796) = -1.60$, $p = .11$, while expertise has a significant effect on attitude towards the ads, $b = .37$, $t (796) = 8.74$, $p < .001$. Similar to the outcomes of trustworthiness, since type of blog post did not predict expertise, it cannot be a mediator between type of blog post and attitude towards the ads, $b = -.04$, 95% CI [-.0989, .0074].

In the above paragraphs the relationship between the type of blog post and attitude towards the advertisement summarized. Same procedure can be applied to the analysis of correlation between the type of blog post and attitudes towards the products. According to the outcomes of analysis, the indirect effect proves that trustworthiness does not mediate the relationship the type of blog post and attitude towards the product, $b = .002$, 95% CI [-.0166, .0221]. The reason of this conclusion is two folded. On one side trustworthiness predicts attitudes towards the product $b = .12$, $t (796) = 2.74$, $p < .05$, but on the other side the type of blog post did not predict trustworthiness, so trustworthiness is not a mediator between blog post type and attitude towards the product.

Further analysis revealed the mediation effect of expertise between blog post type and attitude towards product. While the blog type does not affect the expertise, $b = -.12$, $t (796) = -1.6$, $p = .11$, the attitude towards the product can be predicted by the expertise, $b = .30$, $t (796) = 7.15$, $p < .001$. Therefore, as the indirect effect proves, $b = -.035$, 95% CI [-.0830,.0089] expertise does not mediate the relationship between the type of blog and the attitude towards the product.

As the last dependent variable, the relationship between the purchase intention and the type of blog was analyzed. The outcomes shows that trustworthiness has no significant effect for mediating the relationship between the type of blog post and purchase intentions, b = -.00, 95% CI [-.0187, .0245] because type of blog post did not predict trustworthiness, b = .02, t (796) = .27, p = .78, in addition purchase intentions cannot be predicted by trustworthiness, b = .13, t (796) = 2.54, p = .011. Same results comes out for the mediator effect of expertise, b = -.03, 95% CI [-.0756, .0063], although expertise significantly predicted the attitudes towards the products b = .27, t (796) = 5.41, p < .001, the purchase intention cannot be predicted by the type of blog post, b = -.11, t (796) = -1.60, p = .11.

In conclusion, trustworthiness and expertise were both no significant mediators in the relationship between attitudes towards the ads, attitudes towards the product, and purchase intention on one hand and the type of blog post as the independent variable.

Table 3.5. Effect of Type of Blog Post

	Present blogger	**Absent blogger**
Attitude towards the ads (Average answers of the participants)	3.45	3.11
Attitude towards the product (Average answers of the participants)	3.29	3.26
Purchase intention (Average answers of the participants)	2.57	2.63
Trustworthiness (Average answers of the participants)	3.07	3.09
Expertise (Average answers of the participants)	3.02	2.90

3.4. Analysis of the Effect of Blogger Type (Influencer vs. Celebrity)

H2 suggested that while appears in the blog post, an influencer will perceived as more credible and therefore has more positive effect on the attitude towards the ad, attitude towards the product, and purchase intention compared to a celebrity. For this relationship, the same procedure as the previous section was applied. Influencer

trustworthiness and expertise are tested as the mediators between the blogger type (influencer and celebrity) on one hand and attitude toward the advertisement, product, and purchase intention on the other hand.

In the analysis, again the dependent variables were the attitudes towards the advertisements, the attitudes towards the products, and purchase intentions, while the independent variable was the blogger type, celebrity (coded with "0") versus influencer (coded with "1"), and the proposed mediating variables were trustworthiness and expertise.

The results of analysis revealed that trustworthiness significantly mediated the relationship between the blogger type and the attitudes towards the advertisement, $b = .02$, 95% CI [.0014, .0538], because blogger type predicted trustworthiness, $b = .17$, $t (796) = 2.52$, $p < .05$, and trustworthiness also predicted attitudes towards the ads $b = .12$, $t (796) = 2.77$, $p < .01$. In addition to that, expertise has a significant mediator effect in this relationship, $b = .12$, 95% CI [.0674, .1921], it's because blogger type predicted expertise, $b = .36$, $t (796) = 5.01$, $p < .001$, and expertise predicted the attitudes towards the ads, $b = .35$, $t (796) = 8.19$, $p < .001$.

Considering the relationship between the blogger type and the attitudes towards the product, the significance of trustworthiness as a mediator demonstrated by the analysis, $b = .02$, 95% CI [.0013, .0538], because the blogger type significantly predicted trustworthiness $b = .17$, $t (796) = 2.52$, $p < .05$, and trustworthiness predicted the attitudes towards the products, $b = .13$, $t (796) = 2.93$, $p < .005$, so trustworthiness as a mediator was significant.

Expertise on the other hand was a significant mediator in explaining the relationship between the blogger type and product attitudes, $b = .09$, 95% CI [.0485, .1525], because the blogger type predicted expertise, $b = .36$, $t (796) = 5.01$, $p < .001$, moreover, expertise predicted the attitudes towards the products, $b = .27$, $t (796) = 6.43$, $p < .001$.

Furthermore, trustworthiness mediated the relationship between blogger type and purchase intention, b = .08, 95% CI [.0371, .1359], because the blogger type predicted trustworthiness, b = .17, t (796) = 2.52, p < .05, and also trustworthiness predicted purchase intention, b = .14, t (796) = 2.78, p < .01. Expertise could be a mediator between the blogger type and the purchase intention dependent variable, b = .08, 95% CI [.0371, .1359], because the expertise can be significantly predicted by the blogger type, b = .36, t (796) = 5.01, p < .001 and also the purchase intention can be significantly predicted by expertise, b = .23, t (796) = 4.61, p < .001.

In conclusion as trustworthiness and expertise were both significant mediators, credibility could only be understood as a mediator in the relationship between the blogger type and the attitudes towards the advertisement. In addition, credibility could be considered as mediator in the relationship between the blogger type and attitudes towards the products, as well as in the relationship between the blogger type and purchase intention.

Table 3.6. Effect of Blogger Type

	Celebrity	Influencer
Attitude towards the ads (Average answers of the participants)	2.99	3.55
Attitude towards the product (Average answers of the participants)	3.05	3.50
Purchase intention (Average answers of the participants)	2.36	2.84
Trustworthiness (Average answers of the participants)	3.00	3.17
Expertise (Average answers of the participants)	2.78	3.13

CHAPTER FOUR

CONCLUSION

In today's world where information and communication technologies are becoming more and more powerful, consumers have started to gain an important position in people's lives due to the increasing use of the internet and the rapid circulation of information. Businesses should give due importance to this position of consumers and provide continuity. In this context, businesses should listen to and understand consumers' wishes and desires very well and keep their communication active. With this method, businesses can respond to ever-changing and evolving consumer demands and needs and offer their products and services to the market more quickly. Since consumer behavior is not merely a purchase behavior, businesses should take into account the periods before, during and after the purchase in communication with their customers and actively operate in all the media in which they can reach them. In this context, social media marketing is an important factor for both businesses and consumers.

Social media, particularly Instagram plays a significant role in people's daily routines. This can be observed from the descriptive analysis. Almost all of the participants (90%) use Instagram. Again, most of them enter this application and they like someone's post every day and spend a significant portion of their time on Instagram. In fact, comments are made to the content through Instagram and communication is made with friends from this social media. Instagram lets the users to benefit from both entertainment and relaxation and is used as a tool to send or receive messages, follow the agenda, access information and use it in many areas. In fact, many things we do in our daily lives have become indexed to the internet and social media. Nowadays, in which information and communication technologies have developed and renewed rapidly, consumers have become more powerful and more influential. It is vital that enterprises do not ignore this strong position of consumers and ensure continuity. In this sense, businesses should listen to consumers very well, understand and be in touch with them. Only in this way can businesses are able to

produce products and serve services to the market that can attract the customers' attention. Since consumer behavior is not merely a purchase behavior, businesses should consider the periods before, during and after the purchase in communication with their customers and be active in all media where they can address them. In this sense, social media offers many advantages to businesses.

Saarela and Penttala (2012), noted that consumers who read blogs and actively use them when buying fashion products, often communicate with the blogger and other consumers during and after the purchasing situation. These consumers see blogs as a valuable tool which helps them for example gather information, get unbiased opinions on products and get inspiration for future purchases. In this research we see the same outcomes as well. It is evaluated that consumers are interested in social media and blogs, especially the celebrities' blog pages.

The blogs also increase the amount of consumers' communication that occurs before the actual purchasing situation. Word-of-mouth has always been an efficient way of spreading opinions about products to other people. By writing a review online, bloggers have the attention of potentially a limitless amount of readers, giving them a large audience that might follow their recommendations, both the negative and the positive. Furthermore, since readers also have a possibility to interact with others by writing about their own opinions, discussions about past experiences can further convince other potential buyers to either buy the product or ignore it.

This study has explored the difference between direct product promotion (DPP) and simple product placement (SPP) on Instagram in terms of two blogger type (influencer vs. celebrity) and how this affects the credibility of the blogger and afterward the consumers' attitude towards the advertisement, attitude towards the product and purchase intention.

The results show that the presence or absence of the blogger does not have a significant effect on the consumers' behavior, which is not in line with the findings of the previous study by Althoff (2017). The reason of this result can be related to different items. One of them is the bloggers' type and appearance. The bloggers who

were chosen by Althoff, were famous because of their beauty or attractiveness. As it was also stated in the same study about the blogger Jen Selter, "who became famous through the fitness focus on her voluminous backside". The other factor can be the credibility of the bloggers. Most of the bloggers who were chosen in this study, were recognized and more credible persons in comparison with the previous study. Therefore, the presence or absence of the blogger did not affect the participants' attitude towards the post and product. In addition as a new assumption, findings also reveal that influencers are more credible and are able to effect the consumers more than celebrities. This result would be in line with some factors as well. The first reason is, generally the influencers' offers are more effectual compared to celebrities in the eyes of the people. Because the influencer are supposed to do this job more professionally, and they are perceived by people as a bloggers who have a pleasant taste. The other reason would be about the credibility of the influencers. The celebrities are perceived as bloggers who advertise the product just for making money, however, the influencers are not like thaem in the consumers' thought. The influencer may earn money from this market, but in most of the cases it is their main job and they won't endanger their career future.

4.1. Recommendations and Future Research

Together with the Instagram activity questions' results, the importance of social media and Instagram marketing issues has been demonstrated once again. The findings of the study reveal that Instagram tools in general have an effect on consumers' behavior and purchase intention. The study also shows that Instagram users in Turkey use this platform with what purpose and in what proportion and this makes it a resource to be used for marketing academicians and professionals in the future. The findings have indicated that effects of the influencers on consumers' behavior are stronger in comparison with celebrities. Future research could evaluate the effects of different kinds of influencers (like fitness bloggers, cosmetic bloggers and etc.) on the consumers' behavior. The influence that these influencers would have on the audiences and their perceived credibility would be varied. In addition this

difference of the effect between influencers and celebrities could be considered by the companies in order to optimize their benefit from the influencer marketing.

Furthermore, the different types of products can be applied to the survey and the consumers' attitude towards these products would be examined. Type of the product which is being advertised by the influencer would have some effects on the consumers' purchase intention. The consumers trust influencers in some type of products, however they would not believe the influencer about the products that they choose with a lot of precision and sensitivity.

Finally, Instagram is growing fast among the people with new features for the users. A new function as "Story" started on Instagram which can be seen by the followers more than posts in most cases. This feature also can be evaluated as a separate function or compared to other features. Subsequently the other new functions which are upgraded to the network from time to time can be examined in this way.

REFERENCES

Abidin, Crystal. "Visibility labour: Engaging with Influencers' fashion brands and OOTD advertorial campaigns on Instagram." Media International Australia 161.1 (2016): 86-100.

Ajzen, Icek. "The theory of planned behavior." Organizational behavior and human decision processes 50.2 (1991): 179-211.

Akar, Erkan, and Birol Topçu. "An examination of the factors influencing consumers' attitudes toward social media marketing." Journal of Internet Commerce 10.1 (2011): 35-67.

Alabay, M. N. "The process of transition from traditional marketing to a new one." Suleyman Demirel University Journal of Faculty of Economics and Administrative Sciences 15.2 (2010): 213-235.

Almaadeed, Kummam Mohammed. "The effect of the perceived usefulness of Instagram beauty influencer on the attitude and purchasing intention of young females." Qatar University, Master Thesis, Jan 2018. 41-50.

Althoff, Marie. "Product Placement on Instagram: the Power of shaping Consumers' Attitudes and Intentions?" Tilburg School of Humanities, Mater Thesis, Jun 2017.

Aydoğan, Aylin, and Funda Başaran. "Yeni medyayı alternatif medya bağlamında anlamak." Ömer Özer, Alternatif Medya Alternatif Gazetecilik: Türkiye'de Alternatif Gazetecilik Üzerine Değerlendirmeler, İstanbul: Literatürk (2012): 213-246.

Barutçu, Süleyman. "Mobile viral marketing." İnternet Uygulamaları ve Yönetimi Dergisi 2.1 (2011): 5-13.

Berg, Linnea, and Lisa Sterner. "Marketing on Instagram: a qualitative study on how companies make use of Instagram as a marketing tool." Umea School of Business and Economics, Bachelor thesis, (2015).

58

Bergström, Thamwika, and Lisa Bäckman. "Marketing and PR in Social Media: How the utilization of Instagram builds and maintains customer relationships." JMK, Department of Journalism, Bachelor Thesis, (2013).

Biaudet, Sofie. "Influencer marketing as a Marketing Tool: The process of creating an Influencer Marketing Campaign on Instagram." Yrkeshögskolan Arcada, Degree Thesis, (2017).

Booth, Norman, and Julie Ann Matic. "Mapping and leveraging influencers in social media to shape corporate brand perceptions." Corporate Communications: An International Journal 16.3 (2011): 184-191.

Bose, Ranjit. "Customer relationship management: key components for IT success." Industrial management & Data systems 102.2 (2002): 89-97.

Braatz, L. "Influencer marketing on instagram: consumer responses towards promotional posts: the effects of message sidedness." MS thesis. University of Twente, 2017.

Cemre Üçhisarlı. "Reklamlarda Ünlü İş Birlikleri Artık Neden İşe Yaramıyor?" 14 Nov. 2017. 25 Apr. 2019. <https://pazarlamasyon.com/reklamlarda-unlu-is-birlikleri-artik-ise-yaramiyor>

Cheung, Christy MK, and Dimple R. Thadani. "The impact of electronic word-of-mouth communication: A literature analysis and integrative model." Decision support systems 54.1 (2012): 461-470.

Chih, Wen-Hai, et al. "Investigating electronic word-of-mouth effects on online discussion forums: the role of perceived positive electronic word-of-mouth review credibility." Cyber psychology, Behavior, and Social Networking 16.9 (2013): 658-668.

Dilan Chazallet. "SOSYAL MEDYA İLE BİRLİKTE ORTAYA ÇIKAN İNGİLİZCE KELİMELER". 01 Oct. 2018. 10 Feb. 2019. <https://www.kaplaninternational.com/tr/blog>

Djafarova, Elmira, and Chloe Rushworth. "Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users." Computers in Human Behavior 68 (2017): 1-7.

Dobele, Angela, David Toleman, and Michael Beverland. "Controlled infection spreading the brand message through viral marketing." Business Horizons 48.2 (2005): 143-149.

Ekstam, Victor, and Livia Bjurling. "Influencer marketing's effect on brand perceptions–A consumer involvement perspective." Master Thesis, (2018).

Elden, Müge, Özkan Ulukök, and Sinem Yeygel. "Şimdi Reklamlar." İletişim Yayınları, İstanbul (2005).

Ernestad, Victor, and Robert Henriksson. "Social Media Marketing from a Bottom-Up Perspective: The Social Media Transition." (2010).

Evans, Jonathan St BT. "Dual-processing accounts of reasoning, judgment, and social cognition." Annu. Rev. Psychol. 59 (2008): 255-278.

Ewers, N. L. "Sponsored–Influencer Marketing on Instagram: An Analysis of the Effects of Sponsorship Disclosure, Product Placement, Type of Influencer and their Interplay on Consumer Responses." MS thesis. University of Twente, 2017.

Grasshoff, Kirsten, and Patti Williams. "Special Session Summary Ordering, Layering, and Mixing Emotions: the Impact on Advertising Response." ACR North American Advances (2005).

Gunelius, Susan. Content marketing for dummies. John Wiley & Sons, 2011.

Gunnarsson, Lovisa, Anna Folkestad, and Alena Postnikova. "Maybe Influencers Are Not Worth The Hype: An explanatory study on influencers' characteristics with perceived quality and brand loyalty." (2018).

Hayes, Andrew F. "PROCESS: A versatile computational tool for observed variable mediation, moderation, and conditional process modeling [White paper]." (2012).

Hayoz, M. "The influence of online brand community on brand loyalty and the role of brand commitment." University of Fribourg Faculty of Economics and Social Sciences Department of Economics (2016).

Husejnagić, Damir, and Alojzij Sluga. "A conceptual framework for a ubiquitous autonomous work system in the engineer-to-order environment." The International Journal of Advanced Manufacturing Technology 78.9-12 (2015): 1971-1988.

Hutton, James G. "Defining the relationship between public relations and marketing: Public relations' most important challenge." Handbook of public relations (2001): 205-214.

Hu, Yuheng, Lydia Manikonda, and Subbarao Kambhampati. "What we instagram: A first analysis of instagram photo content and user types." Eighth International AAAI conference on weblogs and social media. 2014.

Iamgalla. "About Galla". 06 Jan. 2019. 29 Mar. 2019. <iamgalla.com>

İşlek, Mahmut Sami. "Sosyal medyanın tüketici davranışlarına etkileri Türkiye'deki sosyal medya kullanıcıları üzerine bir araştırma." MS thesis. Karamanoğlu Mehmetbey Üniversitesi Sosyal Bilimler Enstitüsü, 2012.

Johansen, Ida Kristin, and Camilla Sveberg Guldvik. "Influencer marketing and purchase intentions: how does influencer marketing affect purchase intentions?" MS thesis. 2017.

Johnson, Larry, and Samantha Adams. "Technology Outlook for UK Tertiary Education 2011-2016: An NMC horizon report regional analysis." The New Media Consortium, 2011.

Johansson, Evelina, and Frida Svensson. "The effect of influencer marketing in dense content on brands on Instagram." (2018).

Jones, DG Brian, and Eric H. Shaw. "A history of marketing thought." Handbook of marketing (2002): 39-65.

Jordan, Ellen R., and Paul H. Rubin. "An Economic Analysis of the Law of False Advertising." The Journal of Legal Studies8.3 (1979): 527-553.

Kaplan, Andreas M., and Michael Haenlein. "The fairyland of Second Life: Virtual social worlds and how to use them." Business horizons 52.6 (2009): 563-572.

Kaplan, Andreas M., and Michael Haenlein. "Users of the world, unite! The challenges and opportunities of Social Media." Business horizons 53.1 (2010): 59-68.

Karabacak, Esen. "Medyanın tüketici davranışları üzerindeki etkisi ve pazarlama yönetimi açısından önemi. Diss." Selçuk Üniversitesi Sosyal Bilimler Enstitüsü, 1993.

Khan, Matin "A. Consumer behaviour and advertising management. New Age International." 2007.

Kim, Dan J., Donald L. Ferrin, and H. Raghav Rao. "Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration." Information systems research 20.2 (2009): 237-257.

Koçak Alan, Alev, Ebru Tümer Kabadayi, and Tuğbay Erişke. "İletişimin yeni yüzü: dijital pazarlama ve sosyal medya pazarlamasi." Electronic Journal of Social Sciences 17.66 (2018).

Kotler, Philip, and Gary Armstrong. Principles of marketing. Pearson education, 2010.

Lane Keller, Kevin. "Mastering the marketing communications mix: Micro and macro perspectives on integrated marketing communication programs." (2001): 819-847.

Lisichkova, Nadezhda, and Zeina Othman. "The impact of influencers on online purchase intent." (2017).

Lister, Martin, et al. New media: A critical introduction. Routledge, 2008.

McFall, Liz. "What about the old cultural intermediaries? An historical review of advertising producers." Cultural Studies16.4 (2002): 532-552.

Messiaen, Julie. "Influencer Marketing: How the popularity threshold of Instagram influencers impacts consumer behavior and the moderating role of purchase involvement." (2017)

Mihart, Camelia. "Impact of integrated marketing communication on consumer behaviour: Effects on consumer decision-making process." International Journal of Marketing Studies 4.2 (2012): 121.

Miletsky, Jason I. Principles of internet marketing: New tools and methods for web developers. Cengage Learning, 2009.

Mobitek. Copyright 2018 Mobitek. 02 Apr. 2019. <https://mobitek.com/sosyal-medya-reklamlari>

O'Brien, Clodagh. "The emergence of the social media empowered consumer." Irish marketing review 21.1/2 (2011): 32-40.

O'Guinn, T. C., C. T. Allen, and R. J. Semenik. "Advertising. South." (2000).

Omnicoreagency. "Instagram by the Numbers: Stats, Demographics & Fun Facts". 06 Jan. 2019. 29 Mar. 2019. <https://www.omnicoreagency.com/instagram-statistics>

Özturan, Meltem, and Sevgin Akış Roney. "Internet use among travel agencies in Turkey: an exploratory study." Tourism Management 25.2 (2004): 259-266.

Öztürk, Umut Can. "Bağlantida kalmak ya da kalmamak işte tüm korku bu: internetsiz kalma korkusu ve örgütsel yansimalari." Journal of International Social Research 8.37 (2015).

Pazarlama İletişimi. "Reklamın Tarihçesi". 02 Feb. 2016. 20 Mar. 2019. <https://pazarlamailetisimi.com/reklamin-tarihcesi>

Pittman, Matthew, and Brandon Reich. "Social media and loneliness: Why an Instagram picture may be worth more than a thousand Twitter words." Computers in Human Behavior 62 (2016): 155-167.

Polat, İsmail Hakkı. "Yeni Bir İletişim Ortamı, Yeni Bir Medya. L. Baruh, ve M. Yüksel içinde." Değişen İletişim Ortamında Etkileşimli Pazarlama (2009): 29-36.

Pride, W. M., and O. C. Ferrell. "Marketing: concepts and strategies, Houghton Mifflin Company, Boston, MA." (1999).

Prinoidi, Maria. "Are you being influenced? An exploratory study of influencer bmarketing in Austria's fashion and lifestyle sector", 2017.

Rebelo, Marta Figueiredo. "How influencers' credibility on Instagram is perceived by consumers and its impact on purchase intention." Doctoral dissertation, 2017.

Rechargeasia. "Turkey: Surprisingly, One of the Largest Social Media Markets on Earth". Copyright 2012 Recharge Asia Corp. 15 Jan. 2019. <https://www.rechargeasia.com/index.php/Magazine/article/235/turkey-surprisingly-one-of-the-largest-social-media-markets-on-earth.html>

Renga, Giuseppe, and Daniel Seelhofer. "From YouTube to protein powder: How Social Media influences the consumption and perception towards nutritional supplements." (2017).

Rowley, Jennifer. "Promotion and marketing communications in the information marketplace." Library review 47.8 (1998): 383-387.

Russell, Cristel A. "Toward a framework of product placement: theoretical propositions." ACR North American Advances (1998).

Saarela, Heidi, and Sanna Penttala. "Study on the effect of blogs on young women's online buying behaviour when purchasing fashion items from online stores." (2012).

Sammis, Kristy, Cat Lincoln, and Stefania Pomponi. Influencer marketing for dummies. John Wiley & Sons, 2015.

Sata, Mesay. "Factors affecting consumer buying behavior of mobile phone devices." Mediterranean Journal of Social Sciences 4.12 (2013): 103.

Sertoglu, Aysegul Ermec, Ozlem Catlı, and Sezer Korkmaz. "Examining the effect of endorser credibility on the consumers' buying intentions: an empirical study in Turkey." International Review of Management and Marketing 4.1 (2014): 66-77.

Schudson, Michael. Discovering the news: A social history of American newspapers. Basic Books, 1981.

Schultz, Don, Charles H. Patti, and Philip J. Kitchen, Eds. The evolution of integrated marketing communications: The customer-driven marketplace. Routledge, 2013.

Smith, Paul Russell, and Jonathan Taylor. Marketing communications: an integrated approach. Kogan Page Publishers, 2004.

Starkov, M. "Brand erosion, or how not to market your hotel on the web: critical online distribution issues revisited a year later." Hotel Online, available at: www. hotel-online. (2003)

Statista. "Number of monthly active Instagram users from January 2013 to June 2018". 2019. 18 Feb. 2019. <https://www.statista.com>

Sudha, M., and K. Sheena. "Impact of influencers in consumer decision process: the fashion industry." SCMS Journal of Indian Management 14.3 (2017): 14-30.

Tellan, Derya. "Reklam Etkilerini ve Reklamın Etkinliğini Ölçmek: Modeller ve Teknikler" içinde Reklamcılık: Bakmak ve Görmek, D." Tellan (der.) 1 (2009): 290-325.

Thomas, Jane B., et al. "Social media and negative word of mouth: strategies for handing unexpecting comments." Atlantic Marketing Journal 1.2 (2012): 7.

Tomczyk, Lukasz, and Elma Selmanagic-Lizde. "Fear of Missing Out (FOMO) among youth in Bosnia and Herzegovina—Scale and selected mechanisms." Children and Youth Services Review 88 (2018): 541-549.

Torsello, Melanie, "The Role of Social Media in Influencing Millannials' Consumer Behavior, A Study on Consumers' Perception and the Purchase Decision Process". University of Vaasa, Master Thesis, 2018.

Vural, Z., and Mikail Bat. "Yeni bir iletişim ortamı olarak sosyal medya: ege üniversitesi iletişim fakültesine yönelik bir araştırma." Journal of Yasar University 5.20 (2010).

WeAreSocial. "Digital in 2019". 2019. 22 Feb. 2019. <https://wearesocial.com/global-digital-report-2019>

Wells, W., J. Burnett, and S. Moriarty. "Advertising. Principles and Practice. Prentice Hall Int." (1998).

Wikipedia. January 2019. 18 Jan. 2019. <https://en.wikipedia.org/wiki/Instagram>

Wright, Ray. Consumer behaviour. Cengage learning EMEA, 2006.

Wu, Paul CS, and Yun-Chen Wang. "The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude." Asia Pacific Journal of Marketing and Logistics 23.4 (2011): 448-472.

Zarella, Dan. "The Social Media Marketing Book, Sebastopol, CA: O'Reily Media." (2010).

Zineldin, Mosad. "Beyond relationship marketing: technologicalship marketing." Marketing Intelligence & Planning 18.1 (2000): 9-23.

66

99firms. 24 Aug. 2018. 99firms.com All rights reserved. 08 Jan. 2019.

    <https://99firms.com/blog/instagram-marketing-statistics>

Appendixes

Appendix 1: Survey Questionnaire – English

Dear Instagram user,

Thank you for taking time to participate in this short survey for my master thesis at Atilim University. My study aims to investigate effects of Influencers on marketing in Instagram, therefore your input is of high value.

Influencer is a user on social media who has established credibility in a specific industry. An Instagram influencer has access to a large audience (large number of followers) and can persuade others by virtue of their authenticity and reach.

Completing this survey will take about 10 minutes. All answers will be handled with care and processed anonymously. If you have any questions, do not hesitate to contact me at amirbehrad.mah@gmail.com.

Please click the link to get started.
Enjoy,
Behrad Mahmoudian

Are you using the online application Instagram? *

◯ Yes

◯ No

General Information

What is your age? *

○ <18

○ 18 – 24

○ 25 – 34

○ 35 – 44

○ 45 – 54

○ 55<

What is the highest level of education you have or are currently undertaking? *

○ Under high school

○ High school

○ Vocational Training

○ Bachelor Degree

○ Master Degree

○ PHD/Doctor

What is your country of origin? *

○ Turkey

○ Other: _____

What is your gender? *

○ Male

○ Female

*According to the gender, participant will be referred to the relevant Celebrity and Influencer

In the following I will introduce two Instagram bloggers to you. Please read their description carefully.

Fahriye Evcen

Fahriye Evcen is a German-Turkish actress. She is best known for her roles as Necla Tekin on Yaprak Dökümü and as Feride in the TV series Çalıkuşu. She then starred in the film "Aşk Sana Benzer" with actor and model Burak Özçivit and later married to him. In 2017, she ranked ninth on Buzznet's list of the "World's 30 Most Beautiful Women".

Imagine you would come across his profile on Instagram. Please examine the following post carefully.

Fahriye Evcen + LOreal Paris Hair

Option 1

Option 2

evcenf

393,136 likes

evcenf Saçlarımın en güzel günü, o mucizevi dokunuşla tanıştığım gün.💛
L'Oréal Paris Elseve'in Saç Güzelleştirici Mucizevi Yağ Kremi için çektiğimiz reklam filmi Cuma akşamı yayında. Ben çok heyecanlıyım 😍
Reklam filminden önce heyecanı biraz daha arttırmak için size bir sürprizimiz var. Birazdan @lorealhair hesabının hikayelerinde karşınıza çıkabilirim 🙋 Takip etmeyi unutmayın, bugün birlikte izleyelim! #elseve #saçlarımınengüzelgünü #lorealparis

evcenf

393,136 likes

evcenf Saçlarımın en güzel günü, o mucizevi dokunuşla tanıştığım gün.💛
L'Oréal Paris Elseve'in Saç Güzelleştirici Mucizevi Yağ Kremi için çektiğimiz reklam filmi Cuma akşamı yayında. Ben çok heyecanlıyım 😍
Reklam filminden önce heyecanı biraz daha arttırmak için size bir sürprizimiz var. Birazdan @lorealhair hesabının hikayelerinde karşınıza çıkabilirim 🙋 Takip etmeyi unutmayın, bugün birlikte izleyelim! #elseve #saçlarımınengüzelgünü #lorealparis

Chiara Ferragni

Chiara Ferragni is an Italian fashion businesswoman. She is an influencer who has collaborated with fashion and beauty brands such as Tod's and Pantene via her blog The Blonde Salad. In September 2017, Ferragni was ranked first in the Forbes list of the most powerful fashion influencers.

Imagine you would come across his profile on Instagram. Please examine the following post carefully.

Chiara Ferragni + Estee Lauder

Option 1

Option 2

chiaraferragni

Liked by jamaliyasaman and 535,421 others
chiaraferragni Guys thank you for all the sweet messages and

chiaraferragni

Liked by jamaliyasaman and 535,421 others
chiaraferragni Guys thank you for all the sweet messages and

Burak Özçivit

Burak Özçivit is a 34-year-old Turkish actor and model. He starred in Muhteşem Yüzyıl as Malkoçoğlu Balı Bey, then played as Kamran in the adaptation of Çalıkuşu novel with Fahriye Evcen. Together with Fahriye Evcen, he made the movie Aşk Sana Benzer. Later they got married in 2017. Özçivit is also the producer of BRK'S Production.

Imagine you would come across his profile on Instagram. Please examine the following post carefully.

Burak Özçivit + altınyıldızclassics

| Option 1 | Option 2 |

Adam Gallagher

Adam Gallagher is a 27-year-old Instagram influencer. He is founder of the highly popular blog iamgalla where he showcases his impressive photography and blogs about menswear, travel and lifestyle. He is extremely popular on Instagram, with over 2 million followers.

Imagine you would come across his profile on Instagram. Please examine the following post carefully.

Adam Gallagher + armanibeauty

Option 1   Option 2

iamgalla
Paid partnership with **armanibeauty**
Madison Square Park Tower

71,104 likes
iamgalla Where the sea meets the sky. 🏙 #acquadigio is an

iamgalla
Paid partnership with **armanibeauty**
Lake Como

31,517 likes
iamgalla Essentials on the lake…equipped with my

What were your overall feelings about the Instagram POST you just saw? *

	1	2	3	4	5	
unappealing	○	○	○	○	○	appealing

	1	2	3	4	5	
bad	○	○	○	○	○	good

	1	2	3	4	5	
unpleasant	○	○	○	○	○	pleasant

	1	2	3	4	5	
unfavorable	○	○	○	○	○	favorable

	1	2	3	4	5	
unlikable	○	○	○	○	○	likable

What do you think about the PRODUCT in the Instagram post you just saw? *

	1	2	3	4	5	
unapplealing	○	○	○	○	○	appealing

	1	2	3	4	5	
bad	○	○	○	○	○	good

	1	2	3	4	5	
unpleasant	○	○	○	○	○	pleasant

	1	2	3	4	5	
unfavorable	○	○	○	○	○	favorable

	1	2	3	4	5	
unlikable	○	○	○	○	○	likable

How likely would you BUY the product shown in the Instagram post? *

	1	2	3	4	5	
never	O	O	O	O	O	definitely

	1	2	3	4	5	
very low purchase interest	O	O	O	O	O	very high purchase interest

	1	2	3	4	5	
probably not buy it	O	O	O	O	O	probably buy it

What do you think about the Instagram blogger? *

	1	2	3	4	5	
dependable	O	O	O	O	O	undependable

	1	2	3	4	5	
honest	O	O	O	O	O	dishonest

	1	2	3	4	5	
reliable	O	O	O	O	O	unreliable

	1	2	3	4	5	
sincere	O	O	O	O	O	insincere

	1	2	3	4	5	
trustworthy	O	O	O	O	O	untrustworthy

What do you think of the Instagram blogger presenting the product? *

	1	2	3	4	5	
expert	○	○	○	○	○	not an expert

	1	2	3	4	5	
experienced	○	○	○	○	○	inexperienced

	1	2	3	4	5	
knowledegable	○	○	○	○	○	unknowledegeable

	1	2	3	4	5	
qualified	○	○	○	○	○	unqualified

	1	2	3	4	5	
skilled	○	○	○	○	○	unskilled

Since when are you using Instagram? *

○ 3 - 6 months

○ 6 - 12 months

○ 12 - 18 months

○ 18 - 24 months

○ more than 2 years

○ more than 3 years

Please indicate how many times you did the followings on Instagram in the past 3 months? *

	Never	Occasionally (max. 3x/month)	Sometimes (1x/week)	Regularly (max. 3x/week)	Everyday
Post a picture/video	○	○	○	○	○
Liked a post of other Instagram user(s)	○	○	○	○	○
Comment on a post of other Instagram user(s)	○	○	○	○	○
Visited the profile of a brand	○	○	○	○	○
Visited the profile of a blogger	○	○	○	○	○

Is your Instagram profile private? *

○ Yes

○ No

Are you accepting strangers to follow your Instagram profile? *

○ Yes

○ No

How many followers do you have on Instagram? *

○ <50

○ <100

○ <500

○ <1000

○ <5000

○ >5000

What profiles are you following on Instagram? (Multiple answers
are possible) *

☐ Friends / People I know

☐ Celebrities (e.g. actors/actresses, models, TV personalities, etc.)

☐ Influencers

☐ Companies (e.g. NIKE, MAC cosmetics, ZARA, etc.)

☐ Fitness bloggers

☐ Fashion bloggers

☐ Beauty bloggers

☐ Food bloggers

☐ News Pages

☐ Other: _____

Do you know the celebrity Burak Ozcivit? *

○ Yes

○ No

Do you know the influencer Adam Gallagher? *

○ Yes

○ No

Do you know the celebrity Fahriye Evcen? *

○ Yes

○ No

Do you know the influencer Chiara Ferragni? *

○ Yes

○ No

Appendix 2: Survey Questionnaire – Turkish

Sevgili Arkadaşlar,

Atılım Üniversitesindeki yüksek lisans tezim için bu kısa ankete katılmaya zaman ayırmanızı rica edeceğim. Çalışmam, Instagram'daki influencer'ların, pazarlama üzerindeki etkilerini araştırmayı amaçlamaktadır, bu nedenle cevaplarınız çok değerlidir.

Influencer, takipçisi yüksek sayıda olan ve güvenilirliği ve özgünlüğü sayesinde başkalarını ikna edebilme kabiliyetine sahip olan Instagram kullanıcısıdır.

Bu anketi tamamlamanız yaklaşık 10 dakika sürecektir. Tüm cevaplar dikkatle ele alınacak ve isimsiz olarak işlenecektir. Herhangi bir sorunuz varsa, amirbehrad.mah@gmail.com adresinden benimle iletişim kurabilirsiniz.

Başlamak için lütfen alttaki linke tıklayın.
Teşekkürler,
Behrad Mahmoudian

Instagram uygulamasını kullanıyor musunuz? *

◯ Evet

◯ Hayır

Genel Bilgi

Kaç yaşındasınız? *

○ <18

○ 18 – 24

○ 25 – 34

○ 35 – 44

○ 45 – 54

○ 55<

Sahip olduğunuz veya şu anda üstlendiğiniz en yüksek eğitim düzeyi nedir? *

○ Lise altı

○ Lise

○ Mesleki Eğitim

○ Lisans

○ Yüksek lisans

○ PHD / Doktor

Menşe ülkeniz neresidir? *

○ Türkiye

○ Other: _____

Cinsiyetiniz nedir? *

○ Erkek

○ Kadın

*According to the gender, participant will be referred to the relevant Celebrity and Influencer

Aşağıda size iki Instagram blogcusunu tanıtacağım. Lütfen tanımlamayı dikkatlice okuyunuz.

Fahriye Evcen

Fahriye Evcen bir Alman-Türk oyuncu. En çok Yaprak Dökümü'nde Necla Tekin, Çalıkuşu dizisinde ise Feride rolüyle tanınıyor. Daha sonra Aşk Sana Benzer filminde oyuncu ve model Burak Özçivit ile rol aldı ve daha sonra onunla evlendi. 2017 yılında Buzznet'in "Dünyanın En Güzel 30 En Güzel Kadını" listesinde dokuzuncu oldu.

Instagram sayfasının karşınıza çıkacağını hayal edin. Lütfen aşağıdaki paylaşımı dikkatlice inceleyin.

Fahriye Evcen + LOreal Paris Hair

Option 1	Option 2

evcenf

393,136 likes

evcenf Saçlarımın en güzel günü, o mucizevi dokunuşla tanıştığım gün.💛
L'Oréal Paris Elseve'in Saç Güzelleştirici Mucizevi Yağ Kremi için çektiğimiz reklam filmi Cuma akşamı yayında. Ben çok heyecanlıyım 🥰
Reklam filminden önce heyecanı biraz daha arttırmak için size bir sürprizimiz var. Birazdan @lorealhair hesabının hikayelerinde karşınıza çıkabilirim 📱 Takip etmeyi unutmayın, bugün birlikte izleyelim! #elseve #saçlarımınengüzelgünü #lorealparis

evcenf

393,136 likes

evcenf Saçlarımın en güzel günü, o mucizevi dokunuşla tanıştığım gün.💛
L'Oréal Paris Elseve'in Saç Güzelleştirici Mucizevi Yağ Kremi için çektiğimiz reklam filmi Cuma akşamı yayında. Ben çok heyecanlıyım 🥰
Reklam filminden önce heyecanı biraz daha arttırmak için size bir sürprizimiz var. Birazdan @lorealhair hesabının hikayelerinde karşınıza çıkabilirim 📱 Takip etmeyi unutmayın, bugün birlikte izleyelim! #elseve #saçlarımınengüzelgünü #lorealparis

Chiara Ferragni

Chiara Ferragni, İtalyan ve tarz bir iş kadınıdır. Tod's ve Pantene gibi moda ve güzellik markaları ile The Blonde Salad adlı blog aracılığıyla işbirliği yapan bir influencer. Eylül 2017'de Ferragni, en güçlü moda tasarımcılarının Forbes listesinde ilk sırada yer aldı.

Instagram sayfasının karşınıza çıkacağını hayal edin. Lütfen aşağıdaki paylaşımı dikkatlice inceleyin.
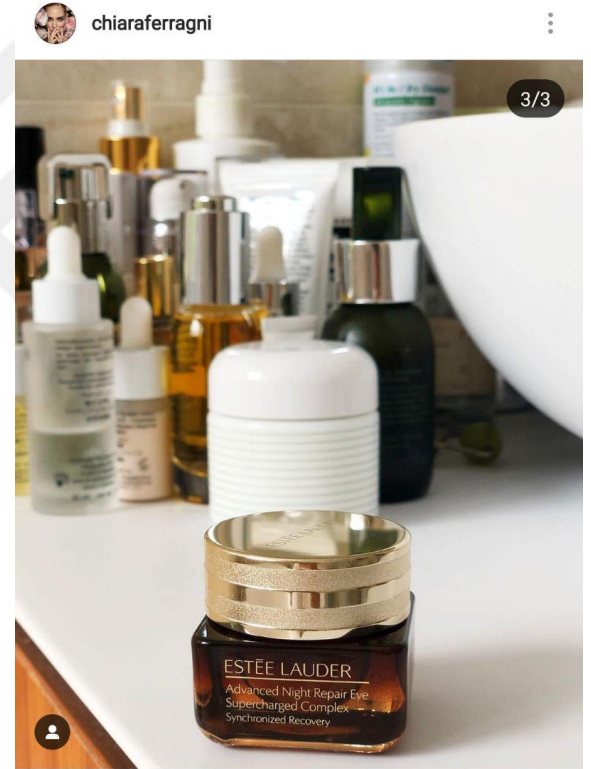
Chiara Ferragni + Estee Lauder

Option 1

Option 2

chiaraferragni

Liked by **jamaliyasaman** and **535,421 others**
chiaraferragni Guys thank you for all the sweet messages and

chiaraferragni

Liked by **jamaliyasaman** and **535,421 others**
chiaraferragni Guys thank you for all the sweet messages and

Burak Özçivit

Burak Özçivit, 34 yaşında bir Türk oyuncu ve model. Muhteşem Yüzyıl'da Malkoçoğlu Bali Bey, ardından Çalıkuşu dizisinde Fahriye Evcen'le birlikte Kamran olarak rol aldı. Fahriye Evcen ile birlikte Aşk Sana Benzer adlı filmi çekti ve daha sonra 2017 senesinde iki ünlü oyuncu evlendiler. Özçivit, aynı zamanda BRK Production'ın da üreticisi.

Instagram sayfasının karşınıza çıkacağını hayal edin. Lütfen aşağıdaki paylaşımı dikkatlice inceleyin.

Burak Özçivit + altınyıldızclassics

Option 1   Option 2

burakozcivit

475,035 likes
burakozcivit @altinyildizclassics 🍁
View all 3832 comments
altinyildizclassics 🖤
NOVEMBER 15, 2018

burakozcivit

BURAK ÖZÇİVİT X ALTINYILDIZ CLASSICS
KRUVAZE DENİZCİ KABANİ

475,035 likes
burakozcivit @altinyildizclassics 🍁
View all 3832 comments
altinyildizclassics 🖤
NOVEMBER 15, 2018

Adam Gallagher

Adam Gallagher 27 yaşında bir Instagram influencerı. Etkileyici fotoğrafçılığını, erkek giyim, seyahat ve yaşam tarzıyla ilgili bloglarını sergilediği son derece popüler blog, iamgalla'nın kurucusudur. 2 milyondan fazla takipçisi ile Instagram'da oldukça popüler.

Instagram sayfasının karşınıza çıkacağını hayal edin. Lütfen aşağıdaki paylaşımı dikkatlice inceleyin.

Adam Gallagher + armanibeauty

Option 1

Option 2

Az önce gördüğünüz Instagram PAYLAŞIMıyla ilgili genel hisleriniz nelerdi? *

	1	2	3	4	5	
zevksiz	○	○	○	○	○	çekici

*

	1	2	3	4	5	
kötü	○	○	○	○	○	iyi

*

	1	2	3	4	5	
nahoş	○	○	○	○	○	hoş

*

	1	2	3	4	5	
olumsuz	○	○	○	○	○	olumlu

*

	1	2	3	4	5	
sevimsiz	○	○	○	○	○	sevimli

Az önceki Instagram paylaşımında gördüğünüz ÜRÜN hakkında ne düşünüyorsunuz? *

	1	2	3	4	5	
zevksiz	○	○	○	○	○	çekici

*

	1	2	3	4	5	
kötü	○	○	○	○	○	iyi

*

	1	2	3	4	5	
nahoş	○	○	○	○	○	hoş

*

	1	2	3	4	5	
olumsuz	○	○	○	○	○	olumlu

*

	1	2	3	4	5	
sevimsiz	○	○	○	○	○	sevimli

Az önce Instagram paylaşımında gösterilen ürünü satın alma isteğiniz ne kadardır? *

	1	2	3	4	5	
asla	○	○	○	○	○	kesinlikle

*

	1	2	3	4	5	
Çok düşük alım meyli	○	○	○	○	○	Çok yüksek alım meyli

*

	1	2	3	4	5	
Muhtemelen satın almam	○	○	○	○	○	Muhtemelen satın alırım

Bu Instagram blogcusu hakkında ne düşünüyorsunuz? *

	1	2	3	4	5	
güvenilir	○	○	○	○	○	güvenilmez

*

	1	2	3	4	5	
dürüst	○	○	○	○	○	sahtekar

*

	1	2	3	4	5	
inanılır	○	○	○	○	○	inanılmaz (inanmamak gerek)

*

	1	2	3	4	5	
samimi	○	○	○	○	○	samimiyetsiz

*

	1	2	3	4	5	
emin	○	○	○	○	○	emin değil

Ürünü sunan Instagram blogcusu hakkında ne düşünüyorsunuz?

*

	1	2	3	4	5	
uzman	○	○	○	○	○	uzman değil

*

	1	2	3	4	5	
deneyimli	○	○	○	○	○	deneyimsiz

*

	1	2	3	4	5	
bilgili	○	○	○	○	○	bilgisiz

*

	1	2	3	4	5	
nitelikli	○	○	○	○	○	vasıfsız

*

	1	2	3	4	5	
yetenekli	○	○	○	○	○	yeteneksiz

Ne zamandan beri Instagram kullanıyorsunuz? *

○ 3 - 6 ay

○ 6 - 12 ay

○ 12 - 18 ay

○ 18 - 24 ay

○ 2 yıldan fazla

○ 3 yıldan fazla

Geçtiğimiz 3 ay içinde, aşağıda bulunanları, Instagram'da kaç kez yaptığınızı lütfen belirtiniz. *

	Asla	Nadiren (en fazla 3 kez ayda)	Bazen (1 kez haftada)	Düzenli olarak (en fazla 3 kez haftada)	Her gün
Bir fotoğraf / video paylaşmak	○	○	○	○	○
Diğer Instagram kullanıcılarının bir paylaşımını beğenmek	○	○	○	○	○
Diğer Instagram kullanıcılarının bir paylaşımına yorum yapmak	○	○	○	○	○
Bir markanın sayfasını ziyaret etmek	○	○	○	○	○
Bir blogcunun sayfasını ziyaret etmek	○	○	○	○	○

Instagram sayfanız gizli mi? *

○ Evet

○ Hayır

Instagram sayfanızı takip etmek için yabancıları kabul ediyor musunuz? *

○ Evet

○ Hayır

Instagram'da kaç takipçiniz var? *

○ <50

○ <100

○ <500

○ <1000

○ <5000

○ >5000

Instagram'da hangi sayfaları takip ediyorsunuz? (Birden fazla cevap mümkündür) *

☐ Arkadaşlar / Tanıdığım insanlar

☐ Ünlüler (örneğin, aktörler / aktrisler, modeller, TV kişilikleri, vb.)

☐ Influencer'lar

☐ Şirketler (örneğin, NIKE, MAC kozmetikleri, ZARA, vb.)

☐ Fitness blogcuları

☐ Moda blogcuları

☐ Güzellik blogcuları

☐ Yemek blogcuları

☐ Haber sayfaları

☐ Other: _____

Ünlü Burak Özçivit'i tanıyor muydunuz? *

○ Evet

○ Hayır

Influencer Adam Gallagher'i tanıyor muydunuz? *

○ Evet

○ Hayır

Ünlü Fahriye Evcen'i tanıyor muydunuz? *

○ Evet

○ Hayır

Influencer Chiara Ferragni'yi tanıyor muydunuz? *

○ Evet

○ Hayır

CURRICULUM VITAE

Name and Surname: Amir Behrad Mahmoudian

Place and Date of Birth: 21 Feb 1991, Tabriz, Iran

Education:

Degree	Field	University	Year
Undergraduate	Mechanical Engineering	University of Science and Technology	2009/2015
Graduate	Masters of Business Administration	Atilim University	2015/2019

Work Experience:

Work Place	Position	Year
ASAM	Child Protection Officer	2015-Present

Foreign Languages: Farsi, Azeri, Turkish, English

E-mail: abm_8854@yahoo.com

Phone: +905366587176

Date: 27.05.2019

Behrad Mahmoudian