

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**SOCIAL NETWORK MARKETING: SOCIAL
NETWORKS' EFFECTS ON CONSUMER
BUYING BEHAVIOR**

Master's Thesis

GÜLÇİN ŞAHAN

ISTANBUL, 2010

THE REPUBLIC OF TURKEY

BAHCESEHIR UNIVERSITY

THE INSTITUTE OF SOCIAL SCIENCES

MARKETING MANAGEMENT

**SOCIAL NETWORK MARKETING: SOCIAL NETWORKS' EFFECTS
ON CONSUMER BUYING BEHAVIOR**

Master's Thesis

GÜLÇİN ŞAHAN

Thesis Supervisor: PROF. DR. SELİME SEZGİN

ISTANBUL, 2010

THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSTY
THE INSTITUTE OF SOCIAL SCIENCES
MARKETING MANAGEMENT

Name of the thesis: Social Network Marketing: Online Social Networks' Effects on Consumer Buying Behavior

Name/Last Name of the Student: Gülçin Şahan

Date of Thesis Defense: 01/09/2010

The thesis has been approved by the Institute of Social Sciences.

Prof. Dr. Selime SEZGİN
Director

I certify that this thesis meets all the requirements as a thesis for the degree of Master of Arts.

Prof. Dr. Selime SEZGİN
Program Coordinator

This is to certify that we have read this thesis and that we find it fully adequate in scope, quality and content, as a thesis for the degree of Master of Arts.

Examining Committee Members

Prof. Dr. Selime SEZGİN -----

Prof. Dr. Nimet URAY -----

Yrd. Doç. Dr. Gülberk GÜLTEKİN SALMAN -----

ABSTRACT

SOCIAL NETWORK MARKETING: ONLINE SOCIAL NETWORKS' EFFECTS ON ONLINE BUYING BEHAVIOR

Şahan, Gülçin

Marketing Management

Thesis Supervisor: Prof. Dr. Selime Sezgin

May, 2010, 71 Pages

Parallel to increasing usage rates of internet, both consumers and marketers have become aware of the importance of online world. Nowadays, every person has their own internet connection in his/her home. The information age, growing with the easy and cheap accessibility made the internet more useful and more indispensable. In 10 years, the other important element of internet is the increase of the usage of online social networks. With the penetration of internet in their daily life, people started to create their online social networks. This evolution have deep effects on the marketing world. Today, with the main concept of marketing, consumer is the king and marketers should have to get involved within the online world in order to be successful reaching and listening to the consumer.

In this respect, the aim of our study is to find out the effects of online social networks on consumers' buying behavior and investigate the significant differences between the traditional shopping behavior and online shopping behavior. In order to reach our goal, a survey was administrated on a sample of people who are between the ages of 18 and older who are distributed in different parts of Turkey. According to the results of the study, most of the respondents agreed that, online social networks will be one of the indispensable marketing tools in the future. The model of the research consists of both economic and psychographic variables and there is a correlation between economic and demographic variables and the consumers' engagement on social networks.

Key Words: Social Network Marketing, Social Media Marketing, Virtual Consumers, On-line Consumer Behavior, Social Networks, Buying Behavior.

ÖZET

SOSYAL AĞLARDA PAZARLAMA: ONLINE SOSYAL AĞLARIN ONLINE SATIN ALMA DAVRANIŞINA ETKİLERİ

Şahan, Gülçin

Pazarlama Yönetimi

Tez Danışmanı: Prof. Dr. Selime Sezgin

Mayıs, 2010, 71 Sayfa

İnternet kullanımının yaygınlaşması ile birlikte, hem tüketiciler, hem de pazarlama profesyonelleri online dünyanın önemini farkına varmışlardır. Günümüzde neredeyse herkes evinden kolaylıkla internete bağlanabilmektedir. Bilgi çağı, kolay ve ucuz erişim interneti daha yararlı ve vazgeçilmez kılmaktadır. On yılı aşkın süredir, internet kullanımının yaygınlığına paralel olarak gelişen bir diğer önemli öge de sosyal ağlardır. İnternetin hayatımıza girmesiyle birlikte, kişiler internet üzerinde de bir sosyal yaşam oluşturmaya başlamışlardır. Bu gelişme pazarlama dünyasını da yakından etkilemektedir. Günümüzde pazarlama profesyonellerinin de başarılı olabilmeleri adına bu online ve kontrol edilmesi güç dünyayı yakından takip etmeleri gerekmektedir.

Bu doğrultuda, çalışmamızın amacı,online sosyal ağların müşteri satın alma sürecindeki etkilerini anlamak ve geleneksel satın alma davranışı ile online satın alma davranışı arasındaki farklılıkları saptamaktır. Çalışmamızın amacına ulaşmak için, 155 kişilik 18-46 yaş ve üzeri katılımcı grubundan oluşan bir anket düzenlenmiştir. Bu çalışma sonucunda, katılımcıların büyük bir çoğunluğunun online sosyal ağların gelecekteki en önemli pazarlama araçlarından biri olacağı konusunda ortak bir noktada buluştukları görülmüştür. Araştırma modelimiz ekonomik ve demografik değişkenleri içermekte olup, her iki değişkenin de kullanıcıların online sosyal ağlara katılım ve kullanım seviyelerini etkilediği görülmüştür.

Key Words: Sosyal Ağlarda Pazarlama, Sosyal Medya Pazarlaması, Sosyal Ağlarda Tüketici Davranışları.

TABLE OF CONTENTS

LIST OF TABLES	vii
LIST OF FIGURES	ix
ABBREVIATIONS	x
1. INTRODUCTION	1
2. THE POWER OF INFORMATION TECHNOLOGY AND ITS IMPACTS ON MARKETING	3
2.1 WHAT IS ONLINE SOCIAL NETWORKS?	4
2.2 BRIEF HISTORY OF ONLINE SOCIAL NETWORK SITES	6
2.2.1 Facebook	7
2.2.2 Twitter	8
2.3 THE POWER OF SOCIAL MEDIA	10
2.4 SOCIAL IMPACTS	12
3. INTERPERSONAL INFLUENCE	13
3.1 REFERENCE GROUP INFLUENCE	13
3.2 WORD OF MOUTH COMMUNICATION	14
3.2.1 Motivational Factors on the Use of E-Word-Of-Mouth Communication	15
3.3 FORMS OF VIRTUAL COMMUNITIES	16
3.3.1 Virtual Community Types According to Involvement Degree	16
3.4 INFLUENCING ONLINE CONSUMER BEHAVIOR	18
3.5 CREATING WEB EXPERIENCE	20
3.5.1 Functionality Factors	21
3.5.2 Psychological Factors	21
3.5.3 Content Factors	21
3.6 OPTIMIZING SOCIAL NETWORKS	22
3.7 MINING SOCIAL NETWORKS	22
3.8 HOW TO MANAGE WITH CONNECTED MARKETING?	23

3.9 CREATING AND NURTURING LOYALTY	25
3.10 MEASUREMENT OF EFFECTIVENESS	26
4. METHODOLOGY OF THE RESEARCH	28
4.1 AIM OF THE RESEARCH	28
4.2 METHODOLOGY OF THE RESEARCH	28
4.2.1 Research Model	28
4.2.2 Research Method and Sample	29
4.2.3 Limitations of the Research	30
4.3 ANALYSIS AND RESULTS	30
4.3.1 Demographic Structure of the Sample	30
4.3.2 Descriptive Statistics of PNI	33
4.3.3. Descriptive Statistics of NEB	38
4.3.4 Descriptive Statistics of CBB	40
4.3.5 Reliability Analysis and Results	40
4.3.6 Normality Tests and Results	41
4.3.7 Regression Analysis and Results	43
4.3.8 Wilcoxon Signed Rank Test and Analyses of Hypothesis	45
5. CONCLUSION AND DISCUSSION	55
REFERENCES	58
APPENDICES	64
APPENDIX 1- Questionnaire	65

LIST OF TABLES

Table 1.1 : Relative Buzz about Facebook, MySpace and Twitter	9
Table 4.1 : Distribution of Gender	30
Table 4.2: Distribution of Age	31
Table 4.3: Mean of Age	31
Table 4.4: Distribution of Educational Level	31
Table 4.5: Distribution of Monthly Individual Income	32
Table 4.6: Mean of Monthly Individual Income	32
Table 4.7: Distribution of Marital Status	33
Table 4.8: Descriptive Statistics of PNI	34
Table 4.9: Frequency of connecting to the internet	34
Table 4.10: Time spending rates on internet per day	35
Table 4.11: Avarage Time Spent per day on Social Network Sites	36
Table 4.12: Involvement degree to the brand news that shared on the social network sites	37
Table 4.13: Becoming a fan of a brand in online environment	37
Table 4.14: Allowing the brand to follow his/herself	38
Table 4.15: Descriptive Statistics of NEB	38
Table 4.16: Descriptive Statistics of OBB	40
Table 4.17: Reliability Statistics	41
Table 4.18: One-Sample Kolmogorov-Smirnov Test	42
Table 4.19: Coefficients of regression model	44
Table 4.20: Model Summary	45
Table 4.21: Relationship between PNI and OBB	46
Table 4.22: Test Statitistics of Hypothesis	47
Table 4.23: Relationship between PNI and NEB	47

Table 4.24: Test Statistics of Hypothesis	48
Table 4.25: Relationship between CBB and NEB	48
Table 4.26: Test Sytatics of Hypothesis	49
Table 4.27: Relationship between education and NEB	49
Table 4.28: Test Statistics of Hypothesis	50
Table 4.29: Relationship between age and NEB	50
Table 4.30: Test Statistics of Hypothesis	51
Table 4.31: Relationship between gender and NEB	52
Table 4.32: Test Statistics of Hypothesis	52
Table 4.33: Relationship between education and NEB	53
Table 4.34: Test Statistics of Hypothesis	53
Table 4.35: Relationship between income and OBB	54
Table 4.36: Test statistics of Hypothesis	54

s

LIST OF FIGURES

Figure 1.1: Virtual Community Types According to Involvement Degree	17
Figure 2.1: Forces Influencing the Online Consumer's Behavior	19
Figure 4.1: Model of the Research	29
Figure 4.2 Histogram of Income	33
Figure 4.3 The most visited social network sites	35
Figure 4.4: Content of the information shared on social networks	36

ABBREVIATIONS

Consumer Buying Behavior	:	CBB
Network Effect Behavior	:	NEB
Personal Network Involvement	:	PNI

1. INTRODUCTION

Since its evolution, the Internet has many information sharing platforms by “www-world wide web.” Nowadays, a new phenomenon exploded in popularity that is called generally as “online social networks.” The world changes every day, and the boundaries between the countries and regions have disappeared on the virtual arena. When we look at the information side, the world has become just like “a big global village” as McLuhan (1964) has coined the term and we have international information neighbors. Most brands and companies have become global and most of them want to become global too. The information exchange has become easier between the continents and the marketers – both scholars and professionals – have to discover the new phenomenon in order to get success and get the biggest part of the market pie.

According to comScore’s research report that was published on 2009, all over the world, there are 1.1 billion active internet users at the age of 15 and older. ComScore’s report examines the online behavior of Internet users in Turkey also. According to research results, in April 2009, 17 million people in Turkey have accessed the Internet and these people are consuming an average of 3.044 pages per visitor. The usage hours of the population can not be underestimated because internet users in Turkey are spending 32 hours per month. When we look at the outcome of the research, we can find out that the Turkish internet users are the most engaged users in Europe (Marketing Türkiye, IP, 15 August 2009, “Dünya İnternette Sosyalleşiyor”). According to Mike Read who is the Managing Director of the comScore Europe, Turkey has exceeded the rest of Europe by time spent rates and content consumption per visitors. He also underlines that, this powerful engagement is a result of the high usage rates of social networking sites (http://www.comscore.com/Press_Events/Press_Releases/2009). According to research results of comScore, in Turkey, there are 12.8 million Facebook users.

In the terms of usage, Facebook, Myspace, Twitter, LinkedIn, YouTube, Google, BlogSpot are important social network sites.

Unlike the traditional media, social web is largely organized by content. From the beginning, social network sites have attained millions of users and many people have been using regularly these sites in their daily life. Social web has become an online place where people can share

thoughts, comments, experiences and opinions freely and now the marketers' new goal must be to influence the opinion leaders via web. But it is not actually easy. It is important to manage conversations and content carefully in the frames of making sense in marketing.

Thus, the goals of this thesis can be defined in threefold.

Our first goal is to understand the evolution of social web in the large context. While we are trying to achieve this aim, we have to examine early social networks with understanding the importance of word of mouth marketing and viral marketing. In this way, we can clearly understand the content and channel changes.

Our second goal is, to examine the social web's influence on the functions of marketing. Still, marketers have some concerns about social network marketing. Thus, it can be useful to clarify the effects of social networks on marketing channels as being a new marketing tool.

Our third goal is to understand the "new society" which has a huge tendency to use the social web and socialize on the web. In this part, we are going to analyze customers' behavioral change on the landscape of social web. This part includes the social feedback cycle, controlling the content and feedback, influencing the opinion leaders and nurturing the customer loyalty on the social web.

As the main goal, this thesis tries to understand the impact of social networks impact on the consumers' buying behavior especially in Turkey. We are going to analyze this point by analyzing the literature, looking at the related works and also analyzing the results of the survey.

2. THE POWER OF INFORMATION TECHNOLOGY AND ITS IMPACT ON MARKETING

As Holbrook and Hulbert noted (2002), marketing faces something of a Y2K problem. According to them marketing concept may survive but its function is dead.

In order to better understand the effects of information technology on consumer behavior and on the functions of marketing, firstly we have to present a brief history of the marketing changes. In barter economy, there was no need for marketing, parties were in direct contact and in this manner there was no need for any mediation and exchange occurring between two parties offering products to their counterparts.

Then, the economy passed through the new era that was mass-production based. Producer presents his/her offerings in the same size, same color, same style and this market is based on the producer power. But when demand started to grow, producer became inadequate to answer the increase in demand so new technologies have emerged.

According to Keith (1960), when supply began to overpass demand, the need for marketing emerged as consumer power began to increase.

As consumers' needs and wants became more diverse, marketing faced another phenomena that is called "segmentation". As producers realized that different consumers have different needs, wants, desires and values, the importance of segmentation has become apparent and the concept of marketing has cahanged.

As the consumers started to realize their power, differentiated segmentation has began to change into fragmented segments, sizes becoming smaller and smaller with micro-marketing strategies backed up with data mining methods, segment sizes get smaller and individual consumer's customized needs become more important. With the development of relationship marketing, marketers concentrated on every individual customer in depth and tried to analyze them.

The next step was mass-customization as producer wants the consumer to be involved in the production stage. In this situation, consumers have gained a role in the design of the offering.

In such mass-customized production stage, consumers started to design their own products on the internet and with this development in technology, consumers can clearly ask for their specific needs and find the options that best fit their desires. In this situation, we again turn back to the old system as having no separation or gap between the producer and consumer.

Some arguments have been constructed on this issue and there are lots of views developed on the new system of marketing. Firstly, the first concern is the developments of information technology, as consumers have become the producers at the same time. This blurring of edges give rise to concerns, as to the role of marketing.

The other view on this issue is more optimistic. In spite of mass-customization becoming more attractive in the business world, and being no separation between the two parties and no need for any mediation so while one phase may be dying, it is giving birth to another phase and a new role to marketing (Wotruba and McFall 1974).

At the end, marketing's frame is not only based on functional specialization, but also it has a wide range of business functions. Marketing as a business integrative function is supported by the new information technology based in the new digital age. With the increase in the new technology power, interactive media gained more importance. By this way, new research techniques will appear in the new marketing system because of the new developments in information technology and as marketers, we can gain information more easily on the problems that are occurring while getting into contact with our consumers.

2.1 WHAT IS ONLINE SOCIAL NETWORKS?

For clearing the path for this thesis, firstly we have to define the phenomenon of "online social networks".

According to Boyd and Ellison (2007), social network sites are web-based systems that allow users to establish public or semi-public profile on a regular system, help listing the other people who use the same sites and users can view and use crosswise passing between their lists of connections and those used by others within this system. But these characteristics change according to the site' design and according to the site's target audience.

In their study, Boyd and Ellison also believe that there is a difference between the terms that are “network” and “networking” in terms of scope and emphasis. The word “networking” includes constituting relationship between strangers too, as compared to “network”. This is possible on most of the social network sites but it is not the most important pattern for many of them also.

What makes social network sites different is that, they give a chance to users for articulation of their ideas and make their social groups visible. But these meetings are mostly in the frames of offline connections. In 2005, Haythornthwaite mentioned this issue as a “latent ties” on her social networks study. This means that most of the social network site users are not aiming to meet strangers. They prefer to communicate with people who are already member of their social network. The sites which give a chance to its users for communicating with their extended social networks can be defined as “social network sites.”

Even if the online social network sites have lots of technical attributions, the user can create their own profile by filling the specialized questions of the site. They can add their photos, their videos, links and multi-media contents. By doing all of these, they can create their modified pages. According to Sundén (2003), profiles are basic pages where individuals can “type oneself into being.” But, sometimes people can create their profiles not only according to who they are but also they create profiles according to whom they want to be.

On the other hand, according to the usage ability of the user, the visibility of the profile pages can vary. Some of the social network sites like friendster.com, tribe.net allow people to check the profiles whether they are the member of the site or not. But MySpace gives an option to its users to present their profile for just their friends. When facebook.com is analyzed, we can clearly identify that, users can view all the profiles that they are connected with and also they can view their friends’ social community’s profile if the owner of the profile gave permission.

The other side of the social network sites are based on blogging and instant messaging. The best example of this kind of social network sites is twitter.com. In twitter pages, users can connect to people who are in their social network or who are not in their social network. But the visibility of the profile is up to the users’ choice. Constructional differences in terms of access and visibility can differentiate each social network from each other. Most of social network sites include

mobile support. The user can connect to the social network site via their mobile phone wherever and whenever they want to connect to.

Thereby, as has been mentioned previously, the number of the users of social network sites are increasing. We can clearly say that, this can not only be explained just in terms of trend, but it mostly seems like an ever lasting phenomenon.

2.2 BRIEF HISTORY OF ONLINE SOCIAL NETWORK SITES

According to Evans (2008), with the “content” becoming an important issue on media, the new era has been started for marketing. Evans underlines that, there are two major factors on this change. One of them is the rise of baby boomers, as they are the ones who are spending too much on electronic devices. The other one is the growth of personal computer with internet connection. When the internet connection has become an important part of daily life, everything in social and professional life has been changed. According to Evan’s study, the number of internet sites became more than 1 million and this was only the first steps of the internet. People started to get connected to their social networks by e-mails as taking the first step.

Socialization on networks started in the shape of generalized online communities. The pioneers of this movement were “The Well” in 1985, The Globe.com in 1994, geocities and tripod.com according to Cotriss (2008) study. These web sites mostly focused on the type of chat rooms. Users of the sites were sharing personal information with personal homepage publishing tools that acted as an announcer to the blogging phenomenon. Thereby, classmates.com in 1995 was constructed which allowed users to find their school friends. But in this site, users can not create a link to other users, they can only link to each other through their schools (Mislove 2009, p.13). Then, sixdegrees.com was created in 1997, which was focusing on indirect ties differently from classmates.com. According to Ellison and Boyd (2007), this site is matching with the definition of the social network sites, because in this site people can create profiles and links, users can send messages to their lists, and they can see the other users who are in the same social network.

In 1999, epinions.com was developed in a different format which enables users to control the content and connectivity (http://en.wikipedia.org/wiki/Social_network_service). Online social network sites began to have popularity with the increasing usage of the internet. Especially

between the 2000 and 2004 very important social network sites has emerged. Friendster, MySpace, LinkedIn and lastly Facebook have emerged as the most popular forms and grew rapidly. All of these sites have different content styles that are including multimedia content sharing, blogging, professional networking and news aggregation. Lastly, the most popular content form of online social networking is micro blogging and twitter.com was created. But these sites and contents have been continuously improving and also continuing to adding new enclosures to its contents.

Within the next part of the thesis, the most popular online social network sites such as Facebook and Twitter are going to be examined in depth.

2.2.1 FACEBOOK

Facebook has been established in 2004 for collage and university students. At the first stage it was the site only for Harvard students. Marc Zuckerberg is the founder of Facebook with his college friends Eduardo Saverin, Dustin Moskovitz and Chris Hughes (Carlson, 2010).

Aim of this site was to create a connection between Harvard students in order to help them to know each other better. Then, with the large interest for the site, they had opened it to the public. Today, according to Zuckerberg's statement on his Facebook account in September, 2009, there are 300 million people who have logged to Facebook from all around the world (<http://blog.facebook.com/blog.php?post=136782277130>).

The target audience of Facebook is young people rather than adults. It can be identified from the usage conditions of the site. People who are above the age of 13 and have an e-mail account can be members of the site. Users are able to add their friends, they can send messages to their friends or join the groups. The video and photo sharing models are also available. Users can use the site as a blog and they can also update their profiles. According to news.com article, Facebook is the most logged in and viewed site in USA. Average usage time is 20 minutes on the site daily (www.news.com/8301-13577_3-9804688-36.html).

As can be seen from the results of the above cited research, the usage rates are incredible but there are also some concerns about the privacy issues of Facebook. These concerns are mostly

related to the fact that, Facebook share the information of users with the government or companies when they are asked. The changes on the terms of usage of the site caused the users to be suspicious about their privacy. But Zuckerberg denies this kind of blames in a strict way in his Facebook blog (<http://blog.facebook.com/blog.php?post=54434097130>). He guarantees that the company wouldn't share information of users in a way that they wouldn't want. But he underlines that if you want to share information on Facebook, you need to grant Facebook a license to use that information so that Facebook can show it to the other people. And he adds without this license the site can not help you to share your information and you also can not see the information of your friends. By the way, the number of people who still have concerns about the user terms of Facebook can not be underestimated.

Both B2C marketers and also B2B marketers should have a presence on Facebook (http://media.wiley.com/product_data/excerpt/23/04704876/0470487623.pdf).

For B2C marketers, Facebook has extended viral marketing capabilities and the site allows marketers to create the best brand building environment. Companies can have interaction with their customers or prospects easily. Additionally, the company's search engine rankings will be improved by Facebook. On the other hand, B2B marketers can use Facebook as a recruitment tool. The B2B companies can take quick feedbacks with online forums. And lastly, Facebook offers companies that are established in different areas to have a centralized online interaction, simplified employee communications.

2.2.2 TWITTER

Twitter has been launched on July, 2006, in San Francisco (<http://twitter.com/about>). According to the site, twitter is a real-time information channel which enables people to interact with each other and discover what's happening "now".

Twitter is launched as a micro-blogging site. The site allows 140 character text messaging capacity per case. The text messages are called as "tweets", and the people who read and check messages of others are called as "followers" within the site.

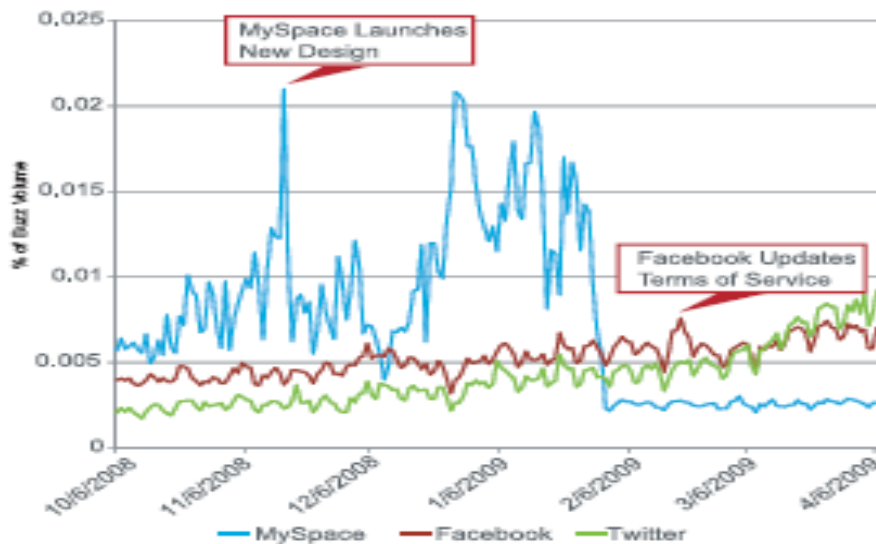
Tweets are displayed on both user’s profile page and can be delivered directly to followers via instant messaging, Short Message Service (SMS), Really Simple Syndication (RSS), Twitterrific.

Hence, businesses and organizations of all shapes and sizes are able to stay connected instantly with their customers in site. Twitter is an online place and an important resource which nurtures the online word-of-mouth. In the age of Twitter, feedback barriers have disappeared.

Users of twitter are able to connect with their social networks and it works with all of the major mobile phone manufacturers. And recently, the site announced that they are working additional language options for all over the world (<http://twitter.com/about>). German, French, Italian, Japanese and Spanish options are upcoming languages of Twitter.

According to AC Nielsen’s “The Global Online Media Landscape” research in April 2009, as one of the most popular micro-blogging sites Twitter will be likely to become the biggest social media tools in incoming years. Exhibit of the research (Figure 1), shows the relative buzz about Facebook, MySpace and Twitter.

Table 1.1: Relative Buzz about Facebook, MySpace and Tweeter.



Source: AC Nielsen Research Report, April 2009, “The Global Online Media Landscape: Identifying Opportunities in a Challenging Market”.

According to the research data, at the end of the 2008 and at the first quarter of 2009, conversations around Facebook beat MySpace. But in March, Twitter surpassed Facebook and Twitter seems to lead in the year ahead.

2.3 THE POWER OF SOCIAL MEDIA

The practice areas of internet have been increasing and the internet usage rates are increasing date by date. This rapid evolution brings some new implementations on the usage style of the internet. Social media is one of these new implementations. By the new web 2.0 people can interact on the web, reach the information easily and communicate with other people.

Social media gains attention by its new practice areas like web sites, blogs, podcasts, message boards, content sharing sites, and social network sites. Social media has an important impression on its users.

According to Yeliz Kuşay's research on social media, social media allows people and companies socialize on web, makes people dispel their loneliness, create differentiation, and express their feelings and thoughts (Kusay, 2010, p. 61). In this study, she also underlines that the effects of social media on users and stresses that the social media shouldn't be used contingently, because, there isn't any definite rule of social media and, the users, both personally and corporately, want to create a power on this media.

On on-line social networks, it is easy to reach the target audience, but it is really difficult to control the messages. When we examine the old marketing studies, most of them require one-way communication. But today's world became smaller and as Scoble and Shel (2005) mentioned, in the new information era, statements and notions are rapidly shaped. This statement has been proven with the developments on the internet usage and social media earns importance every passing date.

We can identify this notion clearly by the research of Motorola's Media Engagement Barometer (<http://mediacenter.motorola.com/content/detail.aspx?ReleaseID=12363&NewsAreaID=2>). It was created to explore the shifts in media consumption across all generations. It was designed to help Motorola understand consumers' everyday behaviors and social experiences and to gain

insights into emerging social trends and future desires for engaging with others and accessing content. A 15-minute telephone survey was conducted among a census representative sample of 3,500 Europeans aged 16-64. Interviews were conducted between November 13 and December 11 2009, in France, Germany, Spain, Sweden and the UK. Quotas were established in each market for age, gender and region. The generations are: Millennials (age 16-29), Generation Xers (age 30-44), Baby Boomers (age 45-64). Over half of those asked in the UK were interested in TV applications that customize the viewing experience.

The findings also show that across generations, consumers are engaging with social networks and would like to be able to use their television set to recommend programs to likeminded people. For example, 45 per cent of Millennials mostly would like to make content recommendations to family, friends and colleagues via their television. All generations currently engage with social networks, Millennials (99 per cent), Generation Xers (99 per cent) and Baby Boomers (93 per cent). When consumers were asked what devices they would like to use to access social media, 70 per cent answered as television, whilst usage of computers (71 per cent) and mobile phones (84 per cent) are the most popular access methods. This suggests that integration of a user's community could enable service providers to alleviate pan-generational consumer frustration caused by content overload.

According to Steve McCaffery, vice president of Motorola Home and Networks Mobility, this research shows that we are entering a new era for TV and this era is termed by him as "The Internet Era of TV". He also believes that, the internet, social networks and smart phones have changed customers and they have become more engaged with the content. Thus, the companies should rely on the content much more than before.

On the other hand, according to Croft (2008), the power of social media is not only influential in the borders of one country, but it also affects the whole entities in the world. Geographical distances have disappeared by the internet and the effects of this new phenomenon can be perceived all over the world.

2.4 SOCIAL IMPACTS

The sociological aspects of this rapid growth and adaptation of online social networks has also become the major subject of much scholarship. Alan E. Mislove (2009) clarifies this notion as user-centric nature of online social networks in his Ph. D. thesis. The content of these sites are oriented on users themselves, as their own photos, status, videos and blogs.

Social networking sites are the most popular ones amongst young generation. According to Boyd (2007), parental figures that include the restrict rules, limits the area of social interaction in real world and as a result the youth become more socialized with online social networks. This can be true in some senses but this kind of information can not be generalized. The reasons of being on-line social networks can vary among people.

On the other hand, young people connected to social networks to create elaborate profiles that show their creative urges, publicly announce their relationships with others and writing comments on their friends' pages. Most of the users of social network sites are expressing themselves and their individuality, and they use it primarily to stay in touch with all their friends at the same time.

According to AC Nielsen's "Building Great Brands in the Digital Age" research report on 2009, younger internet users are those that are most involved with social media sites and they are most likely to avail themselves of on-line entertainment, such as watching videos, listening to music and gaming. Contrary to this, older users are getting more involved with e-mail as an on-line communication platform. Consumers aged 35-64 engage in shopping on-line than socializing on internet.

3. INTERPERSONAL INFLUENCE

In the context of the subject of this thesis, interpersonal influence refers to influence by social networks, opinion leaders or reference groups. This kind of influence is indicated at this study as “network effect behavior (NEB)”. Virtual communities continue their existence with persistence of information exchange between members (Hagel, 1997). Whether for what reason they are connecting to each site, contact is made by producing and processing member contributions (Valck et al, 2009). And, interpersonal influence occurs in the context of these contributions which are stored in the memory and in any time it can be turned into the behavior. Because of these reasons, interpersonal influence in buying behavior is very important. But, it also depends on the credibility of the source.

3.1 REFERENCE GROUP INFLUENCE

When we examine most of the researches on consumer behavior, it can be seen that consumers give more importance to the opinions of others in the buying process. According to Valck *et al.* (2009, pp.185-203), consumers are influenced from others because they interact and communicate with others. They usually ask for advice from their family members, relatives, friends and colleagues.

When some definitions of “reference group,” are analyzed, the major statement on reference group is that it is a person who actually influences the other person while they are trying to make decisions (Bearden and Etzel, 1982). But there are some differences between the traditional reference groups and virtual reference groups. Membership in traditional reference groups may be imposed by chance of birth or proximity of residence. In this respect, Bagozzi and Dholakia (2002) stated that, being a virtual reference community member is more of conscious and voluntary activity than being a member of traditional reference community. These differences of virtual reference groups make the virtual communities more influential reference group than traditional reference groups.

When we look at this voluntary perspective, the most important issue is what motivates people for being a virtual reference group member. Bagozza and Dholakia’s study (2002), also underlines that there are essentially two reasons for being a virtual reference group member

which can be identified as positive anticipated emotions and social identity. According to this classification, social identity is a part of group level motive but, positive anticipated emotions are indebted at more individual level. Positive anticipated emotions are connected to the person's self. But, when we examine the social identity we can say that it is more group oriented and people mostly increase their participation if they see similar features between group and his/her personality.

The communication style between the virtual reference groups and traditional reference groups is also different from each other as Park *et al.* (1977) have stated. Virtual groups communicate via online channels. Conversations are built with online places.

Hence, if somebody is not a member of the virtual community, the conversations are not visible for them. Moreover, when we look at the marketing perspective, we can say that there are low entry and exit barriers for virtual groups. It is easy to go into the group and it is also easy to go out from the group.

3.2 WORD OF MOUTH COMMUNICATION

While we are trying to understand the behavioral process of virtual communities, we should examine the information flowing process within the members.

There are several ways of communication processes and styles on social web. One of the traditional information flowing processes between the social groups is word of mouth communication. This way of communication is also popular between online social networks members. According to Blackwell *et al.* (2001), word of mouth communication is an informal transmission of ideas, thoughts or emotions about the product or service between two or more people. When we examine virtual communities, we can identify all kinds of this transmission steps occurring between the groups.

In addition, according to Kristine de Valck *et al.* (2009), virtual communities have a multiple dyadic nature and these communities can be considered as word-of-mouth networks. The interaction in these communities occurs with one source and there are multiple receivers or there are multiple sources for one receiver.

As in all communication processes, the most important thing is effectiveness. At this point, we have to determine in what way the effectiveness can be created and what are the determinants of word-of-mouth communication's effectiveness of online networks. In the study of Brown and Reingen (1987), the impact of word-of-mouth communication within virtual communities is dependant on two factors which can be classified as both structural and interactional characteristics. This two dimensional characteristics effect the impact of virtual communities. Structural characteristics contain the size of the web site, the size of the social network, number of connections and relationships.

The site such as Facebook, Twitter or LinkedIn has a large number of users. There are several connections and connection types on these sites. Extensive usage rate nurtures the effectiveness of virtual communities. They reach large number of people and within their social networks they have a power on decision process. In this way, interactional characteristics consists of the strength of the tie and degree of homophily among the members of the network. Strength ties between the group and homophily-which include age, gender, class and organizational role similarities- creates effectiveness of the members on other users who belong to the same social network.

3.2.1 Motivational Factors on the Use of E-Word-Of-Mouth Communication

There are different motivational factors for engaging on social networks, which have been backed up by several consumer behavior researches on this issue as what it is really important to learn why people engage on online social networks, to find out what grabs their attention and how do they control their messages.

One of the influential researches on this subject is by Henning-Thurau et al. in 2004. According to this research, there are eight different motivations which create engagement. These can be classified as, (1) show negative feelings, (2) concern about other consumers, (3) self-enhancement, (4) looking for an advice, (5) taking some social benefits, (6) economic motives, (7) platform assistance and (8) helping the company. Furthermore, according to this research results, the most motivational factor is social benefits. People are more engaged if they are getting social benefits. As a result, companies should rely on these motivational factors in order to create social web and nurture this virtual community in the frames of these motives.

3.3 FORMS OF VIRTUAL COMMUNITIES

At the first step, we need to identify the meaning of “virtual community of consumption”. According to Solomon (2008), it is a collection of people who interact online to share their knowledge and enthusiasm for a specific buying activity. These groups share common love for a product, service or brand. The members of the group remain anonymous because they are only interacting with the group in cyberspace and in this way they make their voices heard by millions of people.

On the other hand, Shrum (1998) has grouped these in four major forms of virtual communities. In this study he classifies the forms of communities according to usage types. First one is called “Multiuser Dungeons (MUD)”. This form of virtual community is mostly engaged with the environments in which players of fantasy games meet. They interact with each group members through the structured form of role and game-playing.

Second one is named as “Rooms, Rings and Lists”. These are the members of chat rooms. Rings refer to organizations of related home pages and lists include groups of people on a single mailing list.

The other type is called as “Boards”. Boards refer to communities which are organized around interest oriented e-bulletins and post comments sorted by date and subject.

The last one is “Blogs”. This is the renewed form of online communities. This type of virtual community work as personal journalists and they are building an avid flowing among internet users. When we look at the number of users of the Internet, they have a huge power in online social networks. This kind of virtual channels allow users to create online diaries.

3.3.1 Virtual Community Types According to Involvement Degree

The other important point is the degree of involvement within the virtual communities. According to Solomon (2008) the intensity of engagement with a virtual community is a result of two important factors. Firstly, the most relying on self-concept results on the more active participation in a community. Secondly, intensity of the relations between the group members can identify the extent of involvement.

On the other hand, related to these two factors Kozinets (1999) addressed four different user types. These member types are classified as (1) tourists, (2) minglers, (3) devotees, (4) insiders according to intensity of the relations and also self-centrality of the activities.

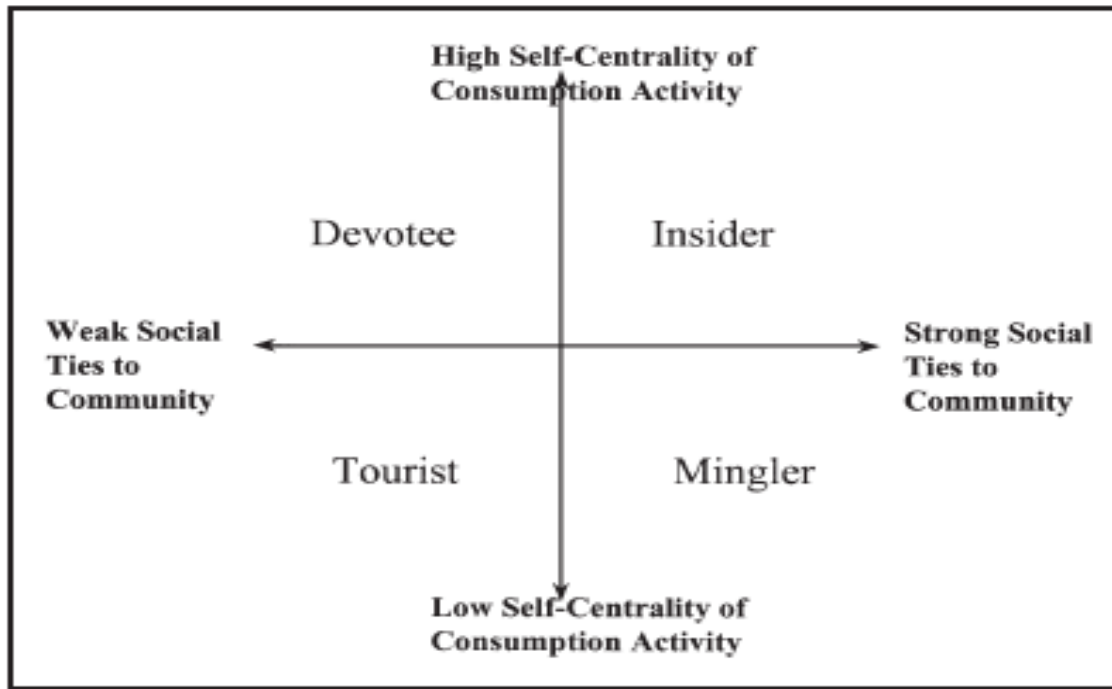


Figure 1.1: Virtual Community Types According to Involvement Degree

Source: Robert V. Kozinets, “E-Tribalized Marketing: The Strategic Implications of Virtual Communities of Consumption,” *European Management Journal* 17, 3 (June 1999): pp. 252-264.

According to this classification, tourists have less strong social ties to the group and they only express their interests in the activity. On the opposite side, minglers have strong ties to the group but they are not very interested in the central consumption activity. On the other hand, devotees are interested in the activity but are different from other types as they have few social ties to the group. The most active one is insiders. They have both strong social ties and they are deeply interested in the activity.

For marketers, devotees and insiders are the most important virtual community members who have to be communicated on the social web. But it is also important to make tourists and minglers more active with the reinforcing usage.

Consumers' involvement degree have been stated as personal network involvement (PNI) in our research model.

3.4 INFLUENCING ONLINE CONSUMER BEHAVIOR

Consumer behavior has been the most popular subject of marketing within the last years. As the study of Constantinides (2004) has noted, early approaches explain the consumer buying behavior as a learning, information processing and decision making activity and divide this process in several steps as problem identification, information search, alternative searching, purchase decision and post-purchase behavior. But there is a behavioral difference between the high and low involvement buying behavior. According to Boyd (2002), high or low involvement process is also related with buyer experience. Buyer experience is related to the frequency of purchase of the product class.

The most important issue for marketers is how consumers decide purchase, in what way they are making their choices, how they react to changes and how the interaction can be settled between the buyer and seller.

Thereby, the marketing practitioners and scholars are also interested in online consumer behavior in recent years and they are studying this issue in depth because of the expanding and fast moving nature of virtual markets. Whereas, the consumers' wants, desires, life styles and purchasing behaviors are changing, marketing tools and the marketing structure are also changing. With the large expansion of the Internet users, marketers get face to face with the new consumer types who shop in virtual markets.

Many marketing scholars don't believe that there is a significant difference between the online buying behavior and traditional buying behavior. On the other hand, there is a compromise on the new perspective which includes trust and confidence (Lee 2002, pp. 75-85). These issues are

important on online places, because consumers pay for product or service without touch or feel. The whole buying process occurs in a virtual way.

Eventually, when we examine the model of Cheung *et al.* (2003), we can clarify the factors that are affecting online consumer. According to his study, he divides the factors that are affecting online consumer behavior into two groups: Controllable factors and uncontrollable factors. Controllable factors refers to the factors which can be controlled by the marketers. Uncontrollable ones are the factors that can't be controlled by marketers.

Their study identifies uncontrollable factors into two groups: consumer characteristics and environmental influences. Consumers' characteristics, wants, desires, expectations and experiences are determinant factors in the terms of buying decision time process.

Controllable factors can be classified as product/service characteristics, medium characteristics and merchant/intermediary characteristics. These are the factors which can be influenced by marketers by using effective marketing tools and channels.

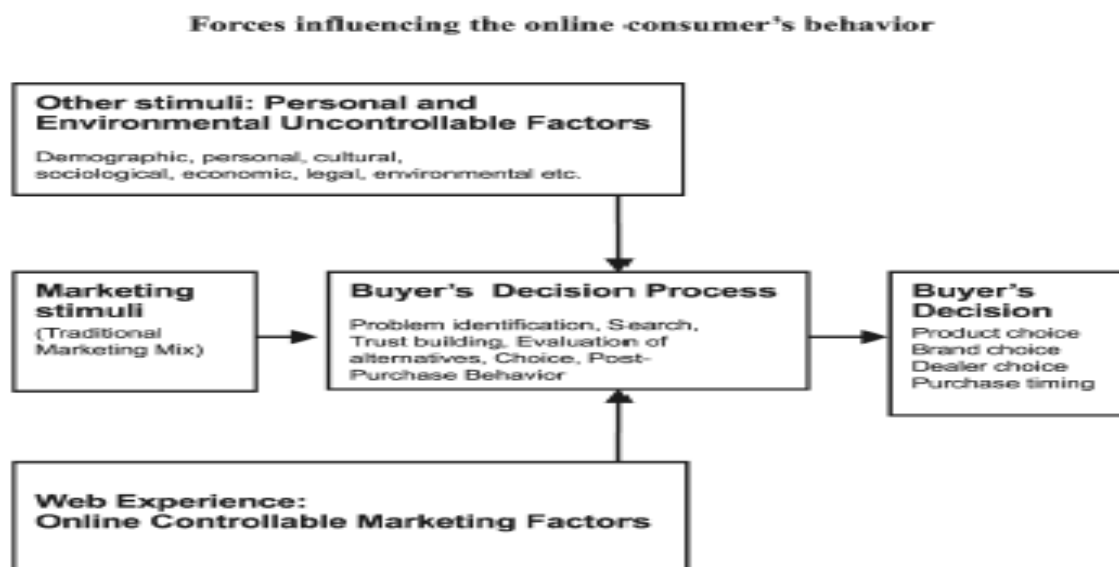


Figure 2.1: Forces Influencing the Online Consumer's Behavior

Source: Constantinides E., "Influencing the Online Consumer's Behavior: The Web Experience", (2004), Internet Research, Vol. 14/2, p. 112.

3.5 CREATING WEB EXPERIENCE

Online marketers can influence the virtual consumers' decision making process by unifying traditional and physical marketing tools and creating web experience for customers. Constantinides (2002 b), defines the web experience as a combination of online functionality and a complex mix of elements which are beyond the 4 P's of the traditional marketing mix. Internet presents lots of opportunities for both virtual shoppers and vendors. Online consumers have different decision making process and different motives while they are shopping online. At this point, traditional marketing tools and elements are inadequate for engagement. There are lots of web sites but very few ones that make profit. So, at the first step, creating a web experience for the consumer is the most important element for online marketers. Web experience is important for both the firms which are founded on online channels and also traditional multi-channel vendors.

The most important part of creating web experience is creating corporate Web site which allows companies to interact with online consumers. Cho and Park (2001) states that, online consumer can not be considered just as a shopper but also an information technology user and they are more complicated ones than physical shoppers. Sophisticated information technology and the easy network access on online world give an opportunity and power to consumers in the terms of comparing and sharing their opinions in the uncontrollable way.

The web experience starts with the browsing, searching, finding, selecting, comparing and at the last step, consumer evaluates an opinion about the product or service. Either of these stages, consumer can change his/her mind. Because of this reason, the web experience process should be managed in the best way by the marketers.

According to Constantinides, there are some elements of building blocks of the Web experiences. There are three major categories which are classified by the factors which affect online consumer behavior: Functionality factors, psychological factors and content factors. These are also divided into subcategories and we are now going to discuss all of these classifications (Constantinides, 2004, p. 112).

3.5.1 Functionality Factors

The best and easy way to conduct interaction between the online consumer and the vendor is to create a functional web site. Web site should be easy to use and should be fast. Searching and reach processes should be simple for all user stages. Site navigation, information architecture, findability and customization are also very important while trying to impress the customer. Briefly, the web site should be functional for all of the firm's target audience. Functionality contains "usability" and "interactivity" features.

3.5.2 Psychological Factors

Credibility is the most important element for the consumer in online buying decision process. The web site should be credible for the user. The infrastructure of the web site should be constructed in terms of powerful security walls. If the consumer does not feel his/herself in confidence, or if he/she suspects that the information will be seen by others, he/she does not buy the service or product. The company's first goal should be to protect its customers from misuse.

On the other hand, guarantees and return policies should be consumer oriented for gaining customer confidence.

3.5.3 Content Factors

Content factors can be examined in two categories: aesthetics and marketing mix. Design, presentation quality, style and atmosphere are building block of the web site. Web site should be worth to log in and surfing there.

But it means nothing if the site is aesthetically powerful, but presents worthless products and services. Communication links, product, fulfillment, price, and promotions make the site valuable and powerful.

As a conclusion, the web experience framework that Constantinides evolved and clarified can be useful for both practitioners and scholars.

3.6 OPTIMIZING SOCIAL NETWORKS

If the company use the social web as a marketing tool, creating a content which is consistent to the product/service and the company's corporate identity is important in order to achieve their marketing object.

According to David Meerman Scott (2009), there are some basic clauses which can be effective for everlasting and profitable social web performance. He advices that firms should focus on a niche group in order to avoid complexity and unnecessary crowds. Otherwise, the web site will be complicated and consumers will get bored and step out of the site. The best way to avoid complexity is targeting niche groups on online social networks.

Also, being an opinion leader is also important for being followed in social networks. Presenting creative ideas and acting as a solution partner is also an effective way to reach the online target.

As a sum, Mary David Meerman Scott underlines that being transparent makes people trust the company and the prospects feel themselves close to the brand. Creating links on the right sites also helps to create brand recognition and brand recall easily. Also companies should encourage their target audience to communicate with them on social web and the software should be constructed which allows people to interact with the company. And the most important issue is that there is nothing like specialization in social web. The only way to achieve specialization on the social networks is by trial and error because customer profiles are changing quickly and the producer have lots of things to learn from consumers.

3.7 MINING SOCIAL NETWORKS

According to Domingos's (2009) view, early social network models were descriptive than being predictive. And this situation had been hard for constructing future predictions on behavior of the networks. But when we look at today's social network models, with the revolution of Internet, we can examine the change easily. Colossal quantities of data on the large scale of social network sites are available from blogs, online games, vlogs, wikies, filtering systems, knowledge sharing sites, and detailed user profiles. Online social networks have a powerful potential for new understanding, reliable predictions and they can be used productively in decision-making. So,

these kinds of contents on the social network sites, allow marketers to design viral marketing plans that create positive word-of-mouth and gain the customer value.

The term of customer value is important for the marketers especially in today's globally competitive market situation. According to Gale (1994), customer value is perceived quality adjusted for relative price of the product. Gale stressed that, the customer value equals to quality that the marketer served and the price that the customer believes to be worth to pay. But in a broader sense, it is an emotional relationship between the product/service and customer according to Butz and Goodstein (1996) study. Additionally, if a customer value is constructed between the product/service and customer, and there is an emotional tie between them also, customers can make their social network try the product or service too.

In the age of technology, there are several sources which enable companies to measure the network value of the customer. By using these sources, marketer can identify for whom the marketing campaign should be designed and enable the creation of effective online social networks. Newsgroups, online forums, blogs, mailing lists, knowledge-sharing sites are possible sources for mining social networks. With relying on these sites, companies can easily identify and mine their viral groups and take an effective action plan for their online marketing strategies.

3.8 HOW TO MANAGE WITH CONNECTED MARKETING?

Establishing positive word of mouth connections with the consumers is very hard and complicated business. The control of this process is even harder than constructing it. In his article Martin Oetting (2008) stresses that, it all begins with the product or brand differentiation. Because, the first step of creating positive word of mouth passes from being different than others. The company, brand or product should be worth to establish a conversation.

On the other hand, the needs of the company should be identified clearly. Do the brand or product need viral, word of mouth or buzz marketing? And, in what way the company can establish this communication is other important point. Oetting also implies that, whatever the context, the basic first step plan should include two issues: How do I motivate word of mouth and what are customers saying today?

As we said before, the first step is by creating differentiation. The brand or product should give something new and different to the target market. Secondly, the other important point can be to create affiliate or online referral programme. In this way, as Aberdeen Group –IT research and consulting group– refers, affiliates can generate sales through third party education and validation (<http://linkshare.com/press/aberdeen.pdf>). Differently from traditional word of mouth, introducing referral can change company and customer relationship. There are lots of referrals in the online marketing process and this makes people getting suspicion if they are paid or even without payment. Paid agents sometimes can make the things harder than it should be. Trust between the company and customer can be damaged.

The other important point is that the marketer should identify what customers are already saying. George Silverman (2001) underlines that, research is the most successful way to create word of mouth. In this way, the company can identify what consumers are already saying about the product/service. Secondly, it enables spreading of word of mouth. One person in focus group can change the whole groups' opinions. And this person can be encouraged as a brand/product advocate.

In addition, Larry Weber (2009) underlines in his book, managing the conversation on the online social network doesn't mean that the firm construct a social platform and then can wait for the consumers to write down their positive ideas on their social web pages. It is just a beginning. There are seven steps to marketing on the social web according to his point of view. These can be listed as: observe, recruit, evaluate platforms, engage, measure, promote and improve.

During the observation phase, the firm can learn what people say about themselves. Also, the firms understand the most influential places within the social web. They can observe which site is popular within their target audience.

At the second step, companies must list their core group. This step is based on the results of the company's observation results. When these steps are examined very clearly, next footstep is deciding the best platforms for the company. Which social network site best suit the company's expectations, and the target group. Thereby, the company should decide its way on social web: blogs, wikies, comment pages, complaint management sites or creating their own customer social network.

Creating engagement is also important while obtaining a social web. This is mostly relevant with the content. The company should identify what kind of content will catch the attention of its customers.

Measurement step refers to the things that actually catch up what the company needs to measure. The important point is finding out what type of marketing metrics to use to evaluate the target audience characteristics.

Also, the online social platform needs to be promoted. The way of promotion can vary from one target audience or the market that the company is in. Some sites or some sectors don't need to be promoted but most of them need to be promoted. Lastly, social web has an organic nature. Improvement to the site is a vital way for surviving on the social web landscape.

3.9 CREATING AND NURTURING LOYALTY

Customer loyalty has been defined as the intention and desire to stay with an organization or a brand according to Zeithaml *et al.* (1996). But it is too hard to make the consumers loyal to a product or brand on online cyberspace in a competitive market situation.

There are apparently several differences between the traditional store environment and online shopping experience. When people decide to buy, instruments of the store environment also effect his/her buying decision. But within the online area, creating store environment is too hard. To skip to other web sites or another brand is easier than skipping from traditional stores. It is really hard to control e-customers. In this sense, according to de Ruyter *et al.* (2001), the marketer should serve value-added services with easy accessible capabilities to create sustainable relationships with consumers. If the web site has been approved by the customer, then they are more likely to revisit the web site.

Although, according to Cyr *et al.* (2006), online loyalty can be measured in several ways but mostly used techniques are based on behavioral research which include observing the amount of time spent and the return visits to the web site. Differently from traditional loyalty analysis, e-loyalty also refers to perceived loyalty towards an online site, with intent to revisit the site or make a purchase from it in the future according to their study.

As mentioned before, there is no physical appearance on online stores. People can not touch or smell an online purchase. As Nohria and Eccles (1992) stated, absence of simultaneous existence in time and space, absence of human network attributes and absence of feedback and learning capability are the treats for building online trust. While they are shopping on internet they use credit cards or other financial devices. In this sense, loyalty can be created in the frames of trust and credibility. By the way, for creating trust to the web site, it must be structured on the basis of several security walls and good customer service should be constructed.

In addition, as Luarn and Lin (2003) stated, e-services have interactive content-centered side and it is driven by consumers. In this frame, the content is one of the important steps for creating loyal e-customers. If the company wants to create retention and attention, the content of the web site must be discoursed to target consumers wants, needs and interests. It must be enjoyable for the respondents.

And lastly, for creating loyalty it is important for a website to have perceived usefulness and perceived ease of use. Davis (1989) has stressed the notion within the frames of TAM model (Technology Acceptance Model). The main scope of this model is how users accept and use a new technology. The model clarified the process of being introduced with a new technology, then numerous factors influence their decision on how and when they will use it. TAM model clarifies this notion with perceived usefulness (PU) and perceived ease of use (PEOU). These two determinants of the model help to create purchase intentions and loyalty on online market.

3.10 MEASUREMENT OF EFFECTIVENESS

The measurement process varies depending upon the campaign's objectives and the strategies that has been used. But there are some general measurement styles which are the basic instruments of measuring the effectiveness of the social media.

Michael Brito who is Senior Marketing Manager of Yahoo, states that measurement can be within the frames of both standard engagement metrics and also social media metrics (<http://www.searchenginejournal.com/measuring-social-media-marketing-its-easier-than-you-think/5397>). According to his classification, the standard engagement metrics include monitoring (1) unique visitors, (2) page views per visitor, (3) time spent on site, (4) total time spent per user,

(5) frequency of visits, (6) depth of visits, (7) conversions. All of these metrics can be monitored by special software programs.

Hence, Kozinets (2002) mentions “netnography,” which is a tool of qualitative research that adopts ethnographic research techniques for studying virtual communities is also one of the important ways to measure the effectiveness of the social media usage. In netnography metrics, information is taken from online forums to study the attitudes and behaviors of the communities. Kozinets recommends several steps for effective usage of this technique in the sense of measuring effectiveness. First of all, it is important to identify online communities from whom information will be provided also a particular topic or segment for the research should be focused. Secondly, it is important to learn the culture of the group and to identify them according to involvement stages. Additionally, keeping a journal of observations and data records is also necessary. Applying these steps to research process, provides strong foundation to refine future strategies.

4. METHODOLOGY OF THE RESEARCH

4.1 AIM OF THE RESEARCH

The main scope of this research is to provide an insight into the effects of online social networks on consumers buying behavior.

More specifically we can define our goal as,

- a) identifying the profile of online consumers,
- b) providing a significant picture of online consumer and contribute to the development of online marketing strategies which addresses online social networks,
- c) determining the psychographic and demographic criteria which are related to online consumer behavior.

4.2 METHODOLOGY OF THE RESEARCH

In this part of the study, model of the research as well as sample and research methods are presented. Additionally, limitations of the research are cited in this part.

4.2.1 Research Model

Relationship between psychographic, demographic and socio-economic criteria and consumer buying behavior (CBB) will be analyzed in the study. Personal network involvement degree on on-line social networks (PNI), and network effect behavior (NEB) are taken into consideration because of there is a positive relationship has been found between these variables and CBB both in literature and in our research.

As an addition, demographic variables such as gender, age, marital status, education and socio-economic criteria are added to the research model.

According to our research objectives, the model of the research attempts to determine the relationship between the PNI, and NEB on CBB. The model identifies these relationships and aims to explain the online drivers of CBB.

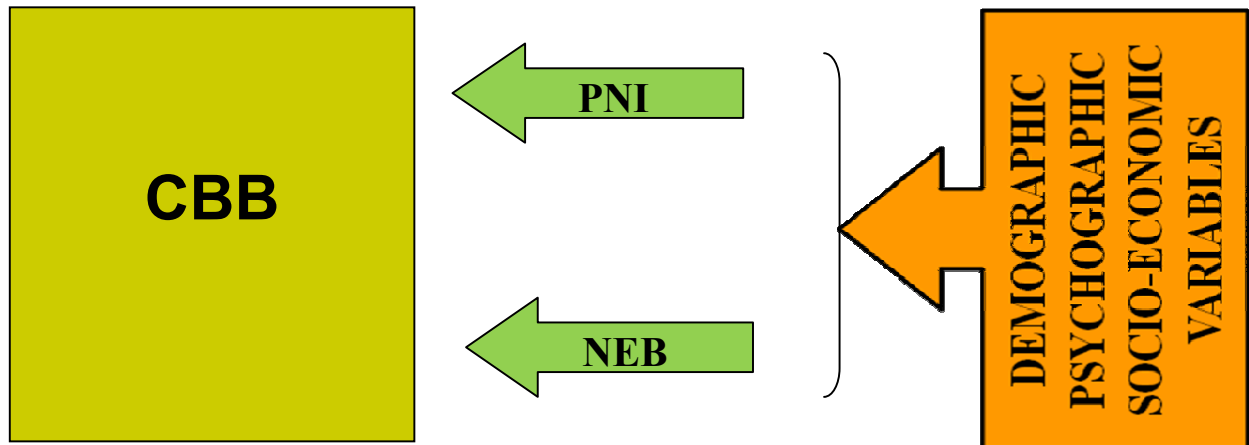


Figure 4.1: Model of the Research

4.2.2 Research Method and Sample

An online survey has been conducted with using primary data. Online questionnaire was shared on the web within the period of 29.03.2010 and 29.04.2010.

155 respondents have been asked to answer the questions who are between the ages 18-46 and living in different parts of Turkey.

The questionnaire comprised of 40 questions; 9 of them aimed to measure personal network involvement degree (PNI) on online social networks, 6 of them aimed to measure online buying behavior (CBB) and 18 of them aimed to measure network effect behavior (NEB). The rest of the question types conducted to identify demographic, psychographic and socio-economic variables.

Research samples were selected through random sampling. And the results had been analyzed with SPSS 17.0.

4.2.3 Limitations of the Research

Although, we have examined indispensable online buying behavior studies, it was hard to access the speed of the new implications on online environment. There are lots of social network sites in different applications and also there are lots of people who are engaged in online environment. So, we focused on the members of the most popular sites and the study couldn't examined at micro level because of the limited time for collecting the data.

The other limitation is that, there are limited studies which focused on Turkish consumers' attitudes towards online purchase.

The other important constraint can be regarded as the biased answers of the respondents on some questions like as an average time spending rate on internet and online social networks. They replied the question as what it should be at the high level. So, there is a lack of reliability on this sense.

4.3 ANALYSIS AND RESULTS

In this part of the study, we examined the demographic and psychographic characteristics of the respondents by using descriptive statistics of CBB, PNI and NEB; reliability test of the scale, normality tests, Wilcoxon signed rank test as a non-parametric measurement and regression analyses. These analyses were conducted on 155 questionnaires.

4.3.1 Demographic Structure of the Sample

As we can see from the Table 4.1, 61.7 per cent of the respondents are women and men comprised 38.3 per cent of the sample. There is one missing answer. But, the distribution of gender in the sample of the study can be considered as equal.

Table 4.1: Distribution of Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Women	95	61,3	61,7	61,7
	Men	59	38,1	38,3	100,0

	Total	154	99,4	100,0	
Missing		1	,6		
Total		155	100,0		

Table 4.2: Distribution of Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<18	6	3,9	3,9	3,9
	18-25	74	47,7	47,7	51,6
	26-35	73	47,1	47,1	98,7
	36-45	2	1,3	1,3	100,0
	Total	155	100,0	100,0	

When we look at the distribution of age ranges of the respondents, we can identify that 3,9 per cent of them are under 18 years old, 47,7 per cent of the respondents are 18-25 years old, 47,1 per cent of the respondents are 26-35 years old and only 1,3 per cent of the respondents are 36-45 years old. As it can be seen from the Table 4.3, the mean of age of the respondents is approximately 25.

Table 4.3: Mean of Age

Age		
N	Valid	155
	Missing	0
Mean		2,4581

The other important demographic criteria is educational level. 72,3 per cent of the sample are university graduates, 14,2 per cent of the respondents have master's or Ph. D. degree, 9 per cent of them are graduated from high school, 1,9 per cent of the respondents are graduated from secondary school and lastly, 2,6 per cent of the respondents are graduated from primary school.

Table 4.4: Distribution of Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	4	2,6	2,6	2,6

	Secondary School	3	1,9	1,9	4,5
	High School	14	9,0	9,0	13,5
	University	112	72,3	72,3	85,8
	Master/ PhD	22	14,2	14,2	100,0
	Total	155	100,0	100,0	

Distribution of the monthly individual income level of the respondents has shown at Table 4.5. According to the research results, 27,1 per cent of the respondents are earning 1000-1500 TL, 25,2 per cent of the respondents are earning 500-1000 TL, 19,4 per cent of them are earning under 500 TL, 14,8 per cent of respondents are earning 1500-2000 TL and lastly minority part of the respondents with 11 per cent are earning 2000 TL and above 2000 TL. Mean of monthly individual income level is 1260 TL.

Table 4.5: Distribution of Monthly Individual Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<500	30	19,4	19,9	19,9
	500-1000	39	25,2	25,8	45,7
	1000-1500	42	27,1	27,8	73,5
	1500-2000	23	14,8	15,2	88,7
	2000<	17	11,0	11,3	100,0
	Total	151	97,4	100,0	
Missing	System	4	2,6		
Total		155	100,0		

Table 4.6: Mean of Monthly Individual Income

Income		
N	Valid	151
	Missing	4
Mean		2,7219
Std. Deviation		1,26047

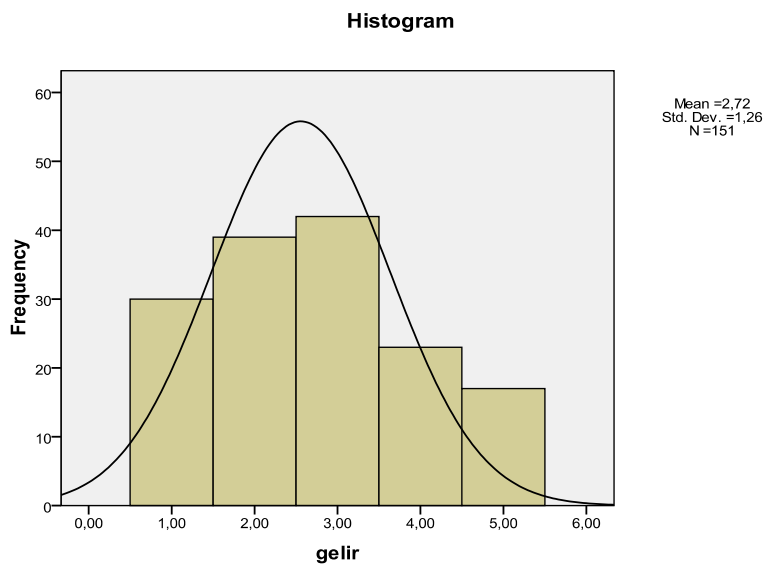


Figure 4.2 Histogram of Income

Our last demographic criteria is marital status of the respondents. As it can be seen at the Table 4.7, 71,4 per cent of the respondents are single, 25,3 per cent are married, 1,3 per cent are divorced and 1,9 per cent of the respondents are widow.

Table 4.7: Distribution of Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	39	25,2	25,3	25,3
	Single	110	71,0	71,4	96,8
	Divorced	2	1,3	1,3	98,1
	Widow	3	1,9	1,9	100,0
	Total	154	99,4	100,0	
Missing	System	1	,6		
Total		155	100,0		

4.3.2 Descriptive Statistics of PNI

In this part of the research, we are going to analyze the responses of the respondents on the questions which are conducted to analyze the PNI.

Table 4.8: Descriptive Statistics of PNI

Nr of Question	Question	Mean	Std. Deviation
Q 8	Do you connect to Internet in everyday?	1,2680	,76954
Q 9	How many hours do you spend on Internet per day?	2,2876	,87864
Q 11	Which one of the following social network sites you have an account? Please select the first 3 of the most visited.		
Q 12	How many hours per day do you spend your time on social network sites?	4,3312	1,69604
Q 13	What kind of contents do you share on your social network? Please indicate 3 of them.		
Q 15	Do you read the news from the companies or brands that are posted on social networks?	2,6863	,85433
Q 18	In what purposes do you use social network sites mostly? Please mark 3 of the most important ones.		
Q 19	Have you ever become a fan and add a web page of the brand or product on your profile page?	1,9870	,90016
Q 27	If a brand wants to follow your profile page on social network, do you allow them?	2,4797	1,04634

According to survey results, the 88.2 per cent of respondents are connecting to the internet in every day.

Table 4.9: Frequency of connecting to the internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	135	87,1	88,2	88,2
	No	2	1,3	1,3	89,5
	Sometimes	9	5,8	5,9	95,4
	Oftenly	7	4,5	4,6	100,0
	Total	153	98,7	100,0	
Missing	System	2	1,3		
Total		155	100,0		

More than half of the respondents spend 2-4 hours on internet per day.

Table 4.10: Time spending rates on internet per day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1	24	15,5	15,7	15,7
	2-4	80	51,6	52,3	68,0
	5-6	30	19,4	19,6	87,6
	7+	19	12,3	12,4	100,0
	Total	153	98,7	100,0	
Missing	System	2	1,3		
Total		155	100,0		

When we look at the most visited social network sites, the majority of the respondents are logging in facebook.com and MSN. Besides, dictionaries and private blogs are also prominent.

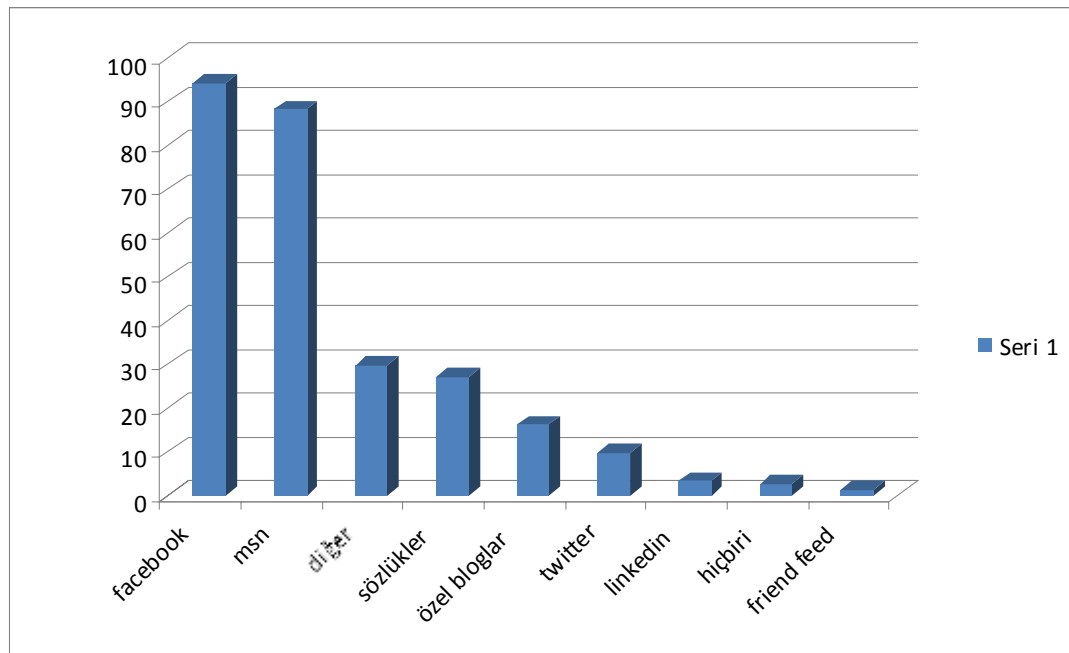


Figure 4.3 The most visited social network sites

As it can be seen at the Table 4.9, 39.6 per cent of respondents are spending more than 51 minutes on social network sites per day on average.

Table 4.11: Average Time Spent per day on Social Network Sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5-10 min.	12	7,7	7,8	7,8
	11-20 min.	15	9,7	9,7	17,5
	21-30 min.	25	16,1	16,2	33,8
	31-40 min.	21	13,5	13,6	47,4
	41-50 min.	20	12,9	13,0	60,4
	51+ min.	61	39,4	39,6	100,0
	Total	154	99,4	100,0	
Missing	System	1	,6		
Total		155	100,0		

Most of the respondents declared that they are mostly sharing funny and interesting videos on social network sites.

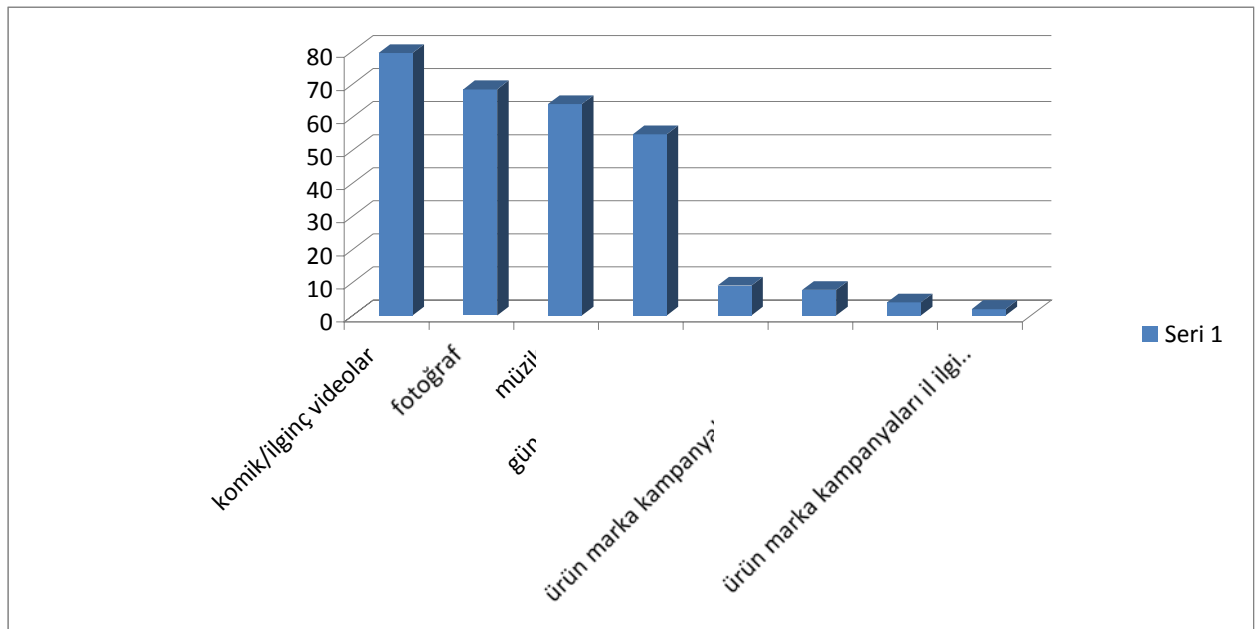


Figure 4.4: Content of the information shared on social networks

52.9 per cent of the respondents said that they are “sometimes” looking at the brand news which are published on social networks.

Table 4.12: Involvement degree to the brand news that shared on the social network sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	11,6	11,8	11,8
	No	33	21,3	21,6	33,3
	Sometimes	81	52,3	52,9	86,3
	I'm reading the brand news if I have a membership of the brand's network	21	13,5	13,7	100,0
	Total	153	98,7	100,0	
Missing	System	2	1,3		
Total		155	100,0		

When we asked respondents if they have ever become a fan and add web page of the brand/product on their profile page, as it can be seen from the Table 4.13, 50.6 per cent of the respondents said that they have never added a brand/product on their profile page. This is one of the important outcomes of the research. Also, when asked if they will allow the brand which wants to follow them on their social network, 31.1 per cent of the respondents said that they wouldn't allow the brand to follow his/herself (Table 4.14).

Table 4.13: Becoming a fan of a brand in online environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	47	30,3	30,5	30,5
	No	78	50,3	50,6	81,2
	Sometimes	13	8,4	8,4	89,6
	I don't remember	16	10,3	10,4	100,0
	Total	154	99,4	100,0	
Missing	System	1	,6		
Total		155	100,0		

Table 4.14: Allowing the brand to follow his/herself

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	20,0	20,9	20,9
	No	46	29,7	31,1	52,0
	Sometimes	40	25,8	27,0	79,1
	Only the brands that I am already using	31	20,0	20,9	100,0
	Total	148	95,5	100,0	
Missing	System	7	4,5		
Total		155	100,0		

4.3.3 Descriptive Statistics of NEB

Questions about NEB and descriptive statistics of the responses are given at Table 4.15. The means of NEB questions show that respondents of the research trust on the recommendations and product reviews which are published on social network sites. But they are not intended to influence their friends for adding the brand/product's link to their profile pages. On the other hand, if one of their friends add a brand to their profile pages, the respondents said that they "sometimes" add the brand on their profile pages too. Previously, the important part of the respondents said that they have never added a brand as a friend on their profile page. In this point, it has to be said that network membership effect behavior is a very important determinant. The underestimated part of the respondents said that they are informing their friends via their online social network sites if they shop online. When we look at the mean of the Q 29 and Q 30 we can see that, the respondents are highly obtrusive from the product advertisements which are appearing on their profile pages and they have intention to buy a product that they have seen the link of a brand on their friends' profile pages.

The answer of the questions 31 to 40 will be analyzed according to the Likert Type scales measurement.

Table 4.15: Descriptive Statistics of NEB

Nr of Question	Question	Mean	Std. Deviation
----------------	----------	------	----------------

Q 14	Do you trust the recommendations and product reviews on social networks?	2,9477	,93746
Q 17	In which channel do you learn the news of the brand or product?		
Q 20	As a friend/fan of a brand how likely are you to promote your friends to also add the brand to their friend space/profile?	1,9664	,76597
Q 21	If your friend become a friend/fan of a brand, would you become friend/fan of that brand too?	2,3399	,70863
Q 24	If you bought a product or service from a brand via web would you want your friends to be notified of this purchase?	2,3179	1,16831
Q 26	Please write down 3 of any brands that have appeared on your profile page by its advertisements.		
Q. 29	How obtrusive do you think product advertisements appearing on your profile page?	2,2877	,89411
Q 30	How likely are you to purchase a product or service that you have seen the profile page of your friends?	1,8630	,34502
Q. 31	I share my opinions on product or services on my profile page.	2,6351	1,27321
Q 32	It is easier to promote a product or brand via online social networks.	1,6781	,93907
Q. 33	The advertisements on social networks make people to consume.	2,0135	,98275
Q. 34	The online social networks increase the brand awareness.	1,6389	,95793
Q. 35	It is possible to influence the large audiences by social networks.	1,5811	,84928
Q. 36	Online social networks would be the generation next marketing tool.	2,0340	1,12515
Q. 37	I would be appreciate if my friends share their opinions on a product.	2,1849	1,25398
Q. 38	Before purchasing a product I would read previous product reviews.	1,6959	1,07323
Q. 39	I would try to persuade my friends on online social networks about the products that I already use.	2,6892	1,17717
Q. 40	Online social networks can not be used as marketing tool.	2,8571	1,11650

4.3.4 Descriptive Statistics of CBB

In this part of the thesis, we are going to analyze the questions which were asked to respondents in order to analyze CBB.

When we analyze the mean ranges of answers of the respondents to Q 10, Q 16, Q 23 and Q 28, we can say that, the respondents of the research often shop online and there is a positive relationship between the CBB and NEB. The mean values of Q 22 and Q 25 show us that the respondents don't like the advertising messages which are posted on their profile pages by companies. And the responses that are given by the company to their complaints effect their attitudes positively toward a brand/company.

Table 4.16: Descriptive Statistics of CBB

Nr of Question	Question	Mean	Std. Deviation
Q 10	Are you shopping on-line often?	2,6169	,95793
Q 22	How would be your attitude toward a brand which sent you information and advertising messages?	3,1438	1,71456
Q 23	Have you ever bought a product of a brand which you have seen the advertisement of it on your profile page?	2,8013	,87954
Q. 25	If the company give an answer to your complaint message on your profile page, how would be your attitude toward a company?	1,1921	,45775
Q 28	Have you ever tried a product after you see the ad on your profile page?	1,7671	,42412
Q 16	Do the ads and product reviews effect your online buying behavior?	2,3072	,85287

4.3.5 Reliability Analysis and Results

Reliability analysis can be used to construct reliable measurement scales to improve existing scales and evaluate the reliability of scales which are already in use. In order to examine the internal consistency of attitudes, reliability analysis have developed regarding with Likert Type scale, and using Cronbach alpha coefficient (Tavşancıl, 2005, p.152). Because, there are several subjects who respond to our items, then we can compute the variance for each item, and the variance for the sum scale.

Reliability of the scale could be interpreted based on alpha coefficient in Cronbah's alpha tests (Kalaycı 2006).

If $0.00 \leq \alpha < 0.40$, then the scale is not reliable,

If $0.40 \leq \alpha < 0.60$, then the reliability of the scale is low,

If $0.60 \leq \alpha < 0.80$, then the scale is fairly reliable,

If $0.80 \leq \alpha < 1.00$, then the reliability of the scale is quite high.

Table 4.17: Reliability Statistics

Cronbach's Alpha	N of Items
,620	21

According to the results of reliability analysis of our study, since Cronbach's alpha of all CBB, PNI and NEB items is 0,620 (Table 4.17), so our study could be considered as reliable.

4.3.6 Normality Tests and Results

In statistics, normality tests are used to determine whether a data set is distributed normally or not. For various reasons, the data may have a deviation from normal distribution. Because of this reason, normality tests should be performed while analyzing statistical data.

In Kolmogorov Smirnov's one sample test, it is assumed that the distribution of the underlying variables being tested is continuous in nature. The Kolmogorov Smirnov's one sample test is appropriate for those types of variables that are tested on an ordinal scale. In the respect of this, we conduct Kolmogorov Smirnov's one sample test in order to test the normality assumption in analysis of variances.

Table 4.18: One-Sample Kolmogorov-Smirnov Test

	N	Normal Parameters ^{a,b}		Most Extreme Differences			Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
		Mean	Std. Deviation	Absolute	Positive	Negative		
Gender	154	1,3831	,48773	,401	,401	-,280	4,974	,000
Age	155	2,4581	,59477	,303	,296	-,303	3,769	,000
Education	155	3,9355	,73571	,399	,323	-,399	4,973	,000
Income	151	2,7219	1,26047	,174	,174	-,130	2,132	,000
Marital status	154	1,7987	,55283	,389	,325	-,389	4,826	,000
PNI	153	1,2680	,76954	,519	,519	-,364	6,414	,000
PNI	153	2,2876	,87864	,308	,308	-,215	3,810	,000
CBB	154	2,6169	,95793	,246	,163	-,246	3,057	,000
PNI	154	4,3312	1,69604	,234	,163	-,234	2,898	,000
NEB	153	2,9477	,93746	,254	,164	-,254	3,145	,000
PNI	153	2,6863	,85433	,310	,219	-,310	3,834	,000
CBB	153	2,3072	,85287	,275	,169	-,275	3,406	,000
PNI	154	1,9870	,90016	,306	,306	-,201	3,797	,000
NEB	149	1,9664	,76597	,209	,207	-,209	2,548	,000
NEB	153	2,3399	,70863	,301	,207	-,301	3,727	,000
NEB	153	3,1438	1,71456	,231	,231	-,122	2,861	,000
CBB	151	2,8013	,87954	,205	,203	-,205	2,522	,000
NEB	151	2,3179	1,16831	,203	,203	-,130	2,498	,000
CBB	151	1,1921	,45775	,497	,497	-,337	6,108	,000
CBB	148	2,4797	1,04634	,197	,197	-,170	2,396	,000
CBB	146	1,7671	,42412	,476	,291	-,476	5,747	,000
NEB	146	2,2877	,89411	,369	,220	-,369	4,463	,000
NEB	146	1,8630	,34502	,517	,346	-,517	6,251	,000
NEB	148	2,6351	1,27321	,252	,252	-,127	3,064	,000
NEB	146	1,6781	,93907	,299	,299	-,235	3,614	,000
NEB	148	2,0135	,98275	,357	,357	-,217	4,341	,000
NEB	144	1,6389	,95793	,317	,317	-,252	3,804	,000
NEB	148	1,5811	,84928	,321	,321	-,247	3,901	,000
NEB	147	2,0340	1,12515	,322	,322	-,179	3,899	,000
NEB	146	2,1849	1,25398	,271	,271	-,172	3,274	,000
NEB	148	1,6959	1,07323	,336	,336	-,258	4,091	,000
NEB	148	2,6892	1,17717	,214	,214	-,137	2,605	,000

NEB	147	2,8571	1,11650	,197	,197	-,177	2,393	,000
a. Test distribution is Normal.								
b. Calculated from data.								
c. The distribution has no variance for this variable. One-Sample Kolmogorov-Smirnov Test cannot be performed.								

Ho: The population is normally distributed.

H1: The population is not normally distributed.

“Asymp. Sig. (2-Tailed)” value for PNI, NEB and CBB was smaller than 0.025 (Table 4.18). As a consequence, distribution of the all variables do not follow the normal distribution and we reject H0. It was not possible to carry out parametric tests and we continued with non-parametric tests.

4.3.7 Regression Analysis and Results

Regression analysis is a statistical method for investigating the relationships between variables (http://www.law.uchicago.edu/files/files/20.Sykes_Regression.pdf). More specifically, regression analysis is used for ascertaining the causal effect of one variable upon another variable.

This research model also helps us to clarify how the typical value of dependent variable changes when one of the independent variable is varied, while the other independent variables are fixed (Mason and Lind, 1996). In this respect, the regression model is built as $Y = \beta_0 + \beta_1 X + \epsilon$. In this formula, Y refers the dependent variable, β refers the unknown parameters and X refers the independent variables.

According to Mason and Lind (1996), β_0 conveys amount of dependent variable (Y) when X equals to 0. β_1 value shows that if there is a change of one unit in X, how much Y value also changes. If β_1 value is positive, both independent variable (X) and dependent variable (Y) increases at the same time. As opposite, if β_1 value is negative, independent variable (X) increases but, dependent variable (Y) decreases.

In our model;

- a) $Y = CBB$
- b) Independent variables are NEB and PNI.

According to this model, it is examined that in which proportion CBB changes, while the values of NEB and PNI change. As a result, a specified model was examined.

Table 4.19 shows the coefficients of our regression model which is based on t-statistic method. The hypothesis can be seen below which are analyzed according to t-statistic for coefficients.

H0: PNI and NEB's coefficient is not statistically significant.

H1: PNI and NEB's coefficient is statistically significant.

Table 4.19 Coefficients of regression model

Coefficients ^{a,b}						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	PNI	,409	,057	,447	7,216	,000
	NEB	,218	,025	,541	8,724	,000
a. Dependent Variable: CBB						
b. Linear Regression through the Origin						

As for the model, H0 is rejected since t-value (sig.) is smaller than significance level, which is 0,05. We examine that, PNI and NEB's coefficient is statistically significant at the significance level. With this result, we can say that, personal network involvement and network effect behavior have a significant effect on online buying behavior.

If we imply this result to our model, it can be shown as;

$$CBB = \beta_0 + \beta_1 PNI + \beta_2 NEB + \epsilon.$$

$$CBB = \beta_0 + 0,409 PNI + 0,218 NEB + \epsilon.$$

β_1 in the model is 0.409 that means the effect of one unit change in PNI's value is 0,409 units change in CBB which means the relationship is positive. β_2 in the model is 0,218 refers that, if NEB increases or decreases one unit, CBB also increases or decreases 0.218 units.

Model summary has shown at the Table 4.20.

Table 4.20: Model Summary

Model	R	R Square ^b	Adjusted R Square	Std. Error of the Estimate
1	,979 ^a	,959	,959	2,80341
a. Predictors: NEB, PNI				
b. For regression through the origin (the no-intercept model), R Square measures the proportion of the variability in the dependent variable about the origin explained by regression. This CANNOT be compared to R Square for models which include an intercept.				

To sum up, the significance test result is 0,979. According to this data, we can say that NEB and PNI have statistically significant level at 97.9 per cent ratio while explaining the CBB.

4.3.8 Wilcoxon Signed Rank Test and Analyses of Hypothesis

The Wilcoxon signed rank test is one of the non-parametric tests. In this thesis, we have used this test model in order to analyze the null hypothesis and if a distribution is equal to some value.

The Wilcoxon signed rank test measures the dependency between the variables with using signed ranks(<http://www.statisticssolutions.com/methods-chapter/statistical-tests/what-is-the-wilcoxon-sign-testper cent3f/>). As like the t-test for correlated samples, this testing method applies to two-sample designs which are involving repeated measures, matched pairs or “before” or “after” measures. Basicly, this method is used for investigating whether there are differences in median values of two variables. It is explained below how we worked with Wilcoxon signed rank test formulas while we are measuring the dependency between our variables:

- a) begin with taking the absolute difference for each paired values ($X_a - X_b$),
- b) omit the cases if it results ($X_a - X_b = 0$),
- c) rank the absolute differences from smallest to largest and employ tied ranks if it is appropriate,
- d) if ($X_a - X_b > 0$) we assigned “+” sign; if ($X_a - X_b < 0$) we assigned “-“ sign
- e) calculate the value of W for Wilcoxon test with the sum of the positive signed ranks

$$W = \sum R(+)$$

If W close to 0 we can interpret that the data were sampled from a population with the hypothetical mean.

- f) in large sample Z-test statistic should be implied like as

$$Z = \frac{W - \mu_w}{\sigma_w}$$

- g) $\alpha = 0.025$ and “P” refers Asymp. Sig. (2-tailed) results.

if $P < \alpha$ H_0 is rejected.

If $P > \alpha$ H_0 is accepted.

According to this research method we analyzed several hypothesis which can be seen below:

Hypothesis 1:

H_0 : There is not a positive relationship between connecting to the internet in everyday and frequency of buying.

H_1 : There is a positive relationship between connecting to the internet everyday and frequency of buying.

Table 4.21: Relationship between PNI and CBB

Ranks

		N	Mean Rank	Sum of Ranks
Online buying	Negative Ranks	11 ^a	41,64	458,00
	Positive Ranks	114 ^b	65,06	7417,00
Connect everyday	Ties	27 ^c		
	Total	152		
a. Online buying < Connect everyday				
b. Online buying > Connect everyday				
c. Online buying = Connect everyday				

Table 4.22: Test Statistics of Hypothesis

Test Statistics ^b	
	X1 – X2
Z	-8,746 ^a
Asymp. Sig. (2-tailed)	,000
a. Based on negative ranks.	
b. Wilcoxon Signed Ranks Test	

$P < \alpha$ and H_0 is rejected. According to our research model, there is a positive relationship between PNI and CBB.

Hypothesis 2:

H_0 : There is not a positive relationship between “being a fan of the brand on online social network” and “becoming a fan of the brand after a friend became a fan of the brand”.

H_1 : There is a positive relationship between “being a fan of the brand on online social network” and “becoming a fan of the brand if a friend add the brand as a friend”.

Table 4.23: Relationship between PNI and NEB

Ranks

		N	Mean Rank	Sum of Ranks
After friend add – being a friend of the brand	Negative Ranks	25 ^a	34,84	871,00
	Positive Ranks	57 ^b	44,42	2532,00
	Ties	71 ^c		
	Total	153		
a. After friend add < Being a friend of the brand				
b. After friend add > Being a friend of the brand				
c. After friend add = Being a friend of the brand				

Table 4.24: Test Statistics of Hypothesis

Test Statistics ^b	
	X1 - X2
Z	-3,978 ^a
Asymp. Sig. (2-tailed)	,000
a. Based on negative ranks.	
b. Wilcoxon Signed Ranks Test	

$P < \alpha$ and H_0 is rejected. According to our research model, there is a positive relationship between PNI and NEB.

Hypothesis 3:

H_0 : There is not a positive relationship between shopping often on online and trust on the recommendations and product reviews on social networks.

H_1 : There is a positive relationship between shopping often on online and trust on the recommendations and product reviews on social networks.

Table 4.25: Relationship between CBB and NEB

Ranks				
		N	Mean Rank	Sum of Ranks

Trust recommmandations – Shopping online oftenly	Negative Ranks	37 ^a	57,88	2141,50
	Positive Ranks	73 ^b	54,29	3963,50
	Ties	42 ^c		
	Total	152		
a. Trust recommendations < Shopping online oftenly				
b. Trust recommendations > Shopping online oftenly				
c. Trust recommendations = Shopping online oftenly				

Table 4.26: Test Sytatistics of Hypothesis

Test Statistics ^b	
	X1 – X2
Z	-2,802 ^a
Asymp. Sig. (2-tailed)	,005
a. Based on negative ranks.	
b. Wilcoxon Signed Ranks Test	

As it can be seen from the Table 4.25 and Table 4.26, $P < \alpha$ and H_0 is rejected. According to our research model, there is a positive relationship between CBB and NEB.

Hypothesis 4:

H_0 : Difference in education has not an effect on sharing opinions on profile page about products/services.

H_1 : Difference in education has an effect on sharing opinions on profile page about products/services.

Table 4.27: Relationship between education and NEB

Ranks				
		N	Mean Rank	Sum of Ranks

Sharing opinions on profile education	Negative Ranks	108 ^a	66,37	7168,00
	Positive Ranks	16 ^b	36,38	582,00
	Ties	24 ^c		
	Total	148		
a. Sharing opinions on profile < education				
b. Sharing opinions on profile > education				
c. Sharing opinions on profile = education				

Table 4.28: Test Statistics of Hypothesis

Test Statistics ^b	
	X1 – X2
Z	-8,362 ^a
Asymp. Sig. (2-tailed)	,000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

According to existing data, $P < \alpha$ and H_0 is rejected. Education has an effect on NEB.

Hypothesis 5:

H_0 : Difference in age has not an effect on becoming a fan of the brand if a friend adds the brand as a friend.

H_1 : Difference in age has an effect on becoming a fan of the brand if a friend adds the brand as a friend.

Table 4.29: Relationship between age and NEB

Ranks				
		N	Mean Rank	Sum of Ranks
After	Negative Ranks	50 ^a	50,63	2531,50

friend add– Age	Positive Ranks	42 ^b	41,58	1746,50
	Ties	61 ^c		
	Total	153		
a. After friend adds < Age				
b. After friend adds > Age				
c. After friend adds = Age				

Table 4.30: Test Statistics of Hypothesis

Test Statistics ^b	
	X1 – X2
Z	-1,670 ^a
Asymp. Sig. (2-tailed)	,095
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

In Table 4.29 and Table 4.30, it can be seen that $P > \alpha$ and we can not reject H_0 . In this sense, we can interpret the data that age has not an effect on NEB.

Hypothesis 6:

H_0 : Difference in gender has not an effect on persuading friends about already used products/brands by online social networks.

H_1 : Difference in gender has an effect on persuading friends about already used products/brands by online social networks.

Table 4.31: Relationship between gender and NEB

Ranks				
		N	Mean Rank	Sum of Ranks
Gender Persuading friends	- Negative Ranks	109 ^a	61,24	6675,00
	Positive Ranks	8 ^b	28,50	228,00
	Ties	30 ^c		
	Total	147		
a. Gender < Persuading friends				
b. Gender > Persuading friends				
c. Gender = Persuading friends				

Table 4.32: Test Statistics of Hypothesis

Test Statistics ^b		
		X1 – X2
Z		-8,923 ^a
Asymp. Sig. (2-tailed)		,000
a. Based on positive ranks.		
b. Wilcoxon Signed Ranks Test		

According to existing data, $P < \alpha$ and we reject H_0 . Gender has an effect on NEB.

Hypothesis 7:

H_0 : Difference in education has not an effect on reading previous product reviews before deciding to buy.

H_1 : Difference in education has an effect on reading previous product reviews before deciding to buy.

Table 4.33: Relationship between education and NEB

Ranks				
		N	Mean Rank	Sum of Ranks
Education - Reading product reviews	Negative Ranks	6 ^a	24,17	145,00
	Positive Ranks	129 ^b	70,04	9035,00
	Ties	13 ^c		
	Total	148		
a. Education < Reading product reviews				
b. Education > Reading product reviews				
c. Education = Reading product reviews				

Table 4.34: Test Statistics of Hypothesis

Test Statistics ^b		
		X1 - X2
Z		-9,975 ^a
Asymp. Sig. (2-tailed)		,000
a. Based on negative ranks.		
b. Wilcoxon Signed Ranks Test		

As it can be seen from the Table 4.33 and Table 4.34, $P < \alpha$ and H_0 is rejected. According to our research model, there is a positive relationship between education and NEB.

Hypothesis 8:

H_0 : Difference in income has not an effect on purchasing online oftenly.

H_1 : Difference in income has an effect on purchasing online oftenly.

Table 4.35: Relationship between income and OBB

Ranks				
		N	Mean Rank	Sum of Ranks
income – CBB	Negative Ranks	57 ^a	54,54	3108,50
	Positive Ranks	56 ^b	59,51	3332,50
	Ties	37 ^c		
	Total	150		
a. income < CBB				
b. income > CBB				
c. income = CBB				

Table 4.36: Test statistics of Hypothesis

Test Statistics ^b	
	X1 – X2
Z	-,329 ^a
Asymp. Sig. (2-tailed)	,742
a. Based on negative ranks.	
b. Wilcoxon Signed Ranks Test	

As it can be seen, $P > \alpha$ and we can not reject H_0 . In this sense, we can interpret the data as income has not an effect on CBB.

5. CONCLUSION AND DISCUSSION

With the growth of the internet, electronic word of mouth communication gained an importance (De Bruyn *et al.* 2004). People started to create their online social networks within the capabilities of the internet. With the social network sites, they started to interact and communicate with others throughout their social network memberships. As in traditional communication processes, interpersonal influence has occurred obviously on the virtual communication process. As it is clear that the sociological changes also effect the marketing context. In this frames, now we have a new phenomenon on buying behavior issue, which is named as “online buying behavior”.

Specifically, objective of this study is defined as identifying the profile of online consumers in Turkey, providing a significant picture of online consumer and contribute to the development of online marketing strategies which addresses online social networks and lastly, determining the psychographic and demographic criteria which are related to online consumer behavior. In order to reach our objectives, a survey consisting of 40 questions was applied via web to 155 participants aged between 18-46 who are living in different parts of Turkey.

Personal network involvement degree on on-line social networks (PNI), and network effect behavior (NEB) are taken into consideration in order to prove the positive relationship between these variables and online buying behavior (CBB) both in literature and in our research. These variables are also examined in the context of psychographic and demographic criterias. In order to verify the relationships, descriptive statistics of CBB, PNI and NEB; reliability test of the scale, normality tests, Wilcoxon signed rank test as a non-parametric measurement and regression analyses have been used in the analysis of the results of the survey.

Profile of our sample in the context of psychographic and demographic criterias can be summarized as below:

- i. 61.7 per cent of the respondents were females and 38.3 per cent of the respondents were males.
- ii. The mean of the age of participants was 25 and our sample can be considered as young.

- iii. 72,3 per cent of the sample were university graduates, 14,2 per cent of the respondents have master's or Ph. D. degree, 9 per cent of them were graduated from high school, 1,9 per cent of the respondents were graduated from secondary school and lastly, 2,6 per cent of the respondents were graduated from primary school. In this way, we can say that the education level of the respondents is high.
- iv. 71,4 per cent of the respondents were single, 25,3 per cent were married, 1,3 per cent of them divorced and 1,9 per cent of the respondents were widow.
- v. The mean of the income level of participants have been found as 1260 TL.

With the descriptive statistics on PNI, NEB and CBB we have analyzed the answers of the respondents and we had important outcomes about the significant picture of online buying behavior in Turkey, which are listed below:

- i. 88.2 per cent of respondents are connecting to the internet every day.
- ii. 52.3 per cent of the respondents spend 2-4 hours on internet per day. And they are spending more than 51 minutes on social network sites per day on average.
- iii. The underestimated amount of respondents are highly obstrusive about the product advertisements on their profile page.
- iv. The main aim of the respondents as being a member of an online social network is communicating with their friends.
- v. And the responses that are given by the company to their complaints effects their attitudes positively toward a brand/company. That means, nurturing the feedback by creating two-way communication among the customers and the brand/product is an important issue according to the research results.

According to the results of the regression analysis, the regression model which includes the PNI and NEB's variables are observed as statistically significant at the significance level and it is need to be said that, personal network involvement and network effect behavior have a significant

effect on online buying behavior. Additionally, the effect of one unit change in PNI's value causes a unit change in CBB which means the relationship is positive.

Consequently, eight hypothesis tests have been conducted. The findings allowed us to prove that personal network involvement degree and especially network effect behavior have a significant effect on online buying behavior. Moreover, the results of the research show that both psychographic and demographic variables are effecting both personal network involvement degree and network effect behavior in the context of the online buying behavior process. Thus, the firms and marketers could reach their goals by using and analyzing both the psychographic and demographic variables.

REFERENCES

Books

Boyd, D., 2007, *Why Youth (heart) Social Networking Sites: The Role of Networked Publics in Teenage Social Life*, Youth, Identity and Digital Media, pp. 119-142.

Boyd, H. W., Walker, O. C., Mullins, J. and Larreche, J. C., 2002, *Marketing Management, A Strategic Decision-Making Approach*, McGraw-Hill/Irwin, Columbus, OH.

Cotriss, D. 2008, *Where Are They Now: The Globe.com*, The Industry Standart.

D. Cyr, K. Hassanein, M. Head, A. Ivanov, *The Role of Social Presence in Establishing Loyalty in e-Service Environments*.

Domingos, P., *Mining Social Networks for Viral Marketing*, p.1, Department of Computer Science and Engineering, University of Washington.

Evans, Dave, 2008, *Social Media Marketing: An Hour a Day*, Wiley Publishing Inc., p. 6.

Gale, Bradley T., 1994, *Managing Customer Value*, New York: Free Press.

J. Hagel III, A. G. Armstrong, 1997, *Net Gain: Expanding Markets Through Virtual Communities*, Boston, MA.

Kalaycı, Ş., 2006, *SPSS uygulamalı çok değişkenli istatistik teknikleri*, 2.Baskı. Ankara: Asil Yayın Dağıtım.

Kuşay, Yeliz, 2010, *Sosyal Medya'nın Gücü ve Uygulama Örnekleri*, İkinci Medya Çağında İnternet, Alfa Publication, p. 61.

M. R. Solomon, *Consumer Behavior: Buying, Having, Being*, Pearson International Edition, 8th Edition, pp. 446-449.

Mason, R. D., Lind, D. A., 1996, *Statistical techniques in business and economics*, 9th Edition, New York: Irwin/McGraw-Hill.

McLuhan, Marshall, 2003, *Understanding media*. Gingko Press, 1964, p 6.

N., Eccles, R. C. (Eds), *Networks and Organizations: Structure, Form and Action*, Harvard Business School Press, Boston, pp. 288-308.

Nohria, N., Eccles, R. C., 1992, *Face-to-Face: making network organizations work*, In: Noria,

Oetting, M., *How to Manage Connected Marketing?: The viral buzz and word of mouth revolution*, pp. 232-263, Elsevier Ltd.

R. D. Blackwell, P. W. Miniard, J. F. Engel, 2001, *Consumer Behaviour*, Orlando, FL.

Scoble Robert & Israel Shel, 2005, *Çıplak Sohbetler*, İstanbul, Media Cat Yayınları

Scott, David M., 2009, *Pazarlama ve İletişimin Yeni Kuralları*, pp. 247-248, MediaCat Digitalage Yayınları.

Silverman, G., 2001, *The Secrets of Word of Mouth Marketing*, American Management Association.

Sundén, J., 2003, *Material Virtualities*, New York, Peter Lang.

Weber, L., 2009, *Marketing to the Social Web: How Digital Customer Communities Build Your Business*, John Wiley & Sons, Inc., pp. 65-76.

Periodicals

Aberdeen Group Inc., September 2003, Revisiting Affiliate Marketing: A New Sales Ties Emerges in the *Digital Commerce Network An Executive White Paper*, archived at <http://linkshare.com/press/aberdeen.pdf>.

AC Nielsen Research Report, April 2009, The Global Online Media Landscape: Identifying Opportunities in a Challenging Market.

AC Nielsen, September, 2009, Building Great Brands in the Digital Age, *Research Report*, p. 4.

Alan E., Mislove, April, 2009, Online Social Networks: Measurement, Analysis, and Applications to Distributed Information Systems, *Rice University*.

Boyd, Danah M. & Ellison, Nicole B., 2007, Social Network Sites: Definition, History and Scholarship, *Journal of Computer-Mediated Communication*, 13(1).

Boyd, Danah M. & Ellison, Nicole B., 2007, Social Network Sites: Definition, History and Scholarship, *Journal of Computer-Mediated Communication*, 13(1).

Butz, Howard E., and Leonard D. Goodstein, 1996, Measuring Customer Value: Gaining the Strategic Advantage, *Organizational Dynamics* 24 (Winter), pp. 63-77.

C. W. Park, P. V. Lessing, September 1977, Students and Housewives: differences in susceptibility to reference group influence, *Journal of Consumer Research* 4.

Carlson, Nicholas, 2010, At Last- The Full Story of How Facebook Was Founded, *Business Insider*.

Cheung, C. M. K., Zhu, L, Kwong, T., Chan, G. W. W., and Limayem, M., 2003, Online Consumer Behavior: a review and agenda for future research, *Proceedings of the 16th Bled eCommerce Conference*, Bled, 9-11 June.

Cho, N. and Park, S., 2001, Development of Electronic Commerce User-Consumer Satisfaction Index (ECUSI) for Internet Shopping, *Industrial Management and Data Systems*, Vol. 101 No. 8, pp. 400-6.

Constantinides E., 2004, Influencing the Online Consumer's Behavior: The Web Experience, *Internet Research*, Vol. 14/2, p. 112.

Constantinides E., 2004, Influencing the Online Consumer's Behavior: The Web Experience, *Internet Research*, Vol. 14/2, p. 112.

Constantinides, E., 2002, (b), The 4 S Web-Marketing Mix Model, *E-commerce Research and Applications*, *Elsevier Science*, Vol. 1 No. 1, pp. 57-76.

- Croft, A. C., 2008, *Public Relations Quarterly*, Vol. 52, Iss: 1, Rhinebeck.
- Davis, F. D., 1989, Perceived usefulness, perceived ease of use, and user acceptance of information technology, *MIS Quarterly*, pp. 319-333.
- De Bruyn, Arnaud and Gary L. Lilien, February, 2004, A Multi-Stage Model of Word of Mouth Through Electronic Referrals, *eBusiness Research Center Working Paper*.
- De Ruyter, K., Wetzels, M., Klaijnen, M., 2001, Customer Adoption of e-service: an experimental study, *International Journal of Service Industry Management* 12(2), pp. 184-207.
- Dünya İnternette Sosyalleşiyor, 15 August 2009, *Marketing Türkiye*, IP.
- Haythornthwaite, C., 2005, Social Networks and Internet Connectivity Effects, *Information, Communication and Society*, 8 (2), pp. 125-147.
- Holbrook, Morris B. and James M. Hulbert, Elegy on the Death of Marketing, *European Journal of Marketing*, Vol:36, pp. 706-732.
- J. Johnson Brown, P. H. Reingen, December, 1987, Social Ties and Word-of-Mouth Referral Behavior, *Journal of Consumer Research* 14.
- Keith, R. J., 1960, The Marketing Revolution, *Journal of Marketing*, 24, January, pp.35-8.
- Kristine de Valck, Gerrit H. Van Bruggen and Brend Wierenga, 2009, Virtual Communities: A Marketing Perspective, *Decision Support Systems* 47, pp. 185-203.
- L. J. Shrum, Robert S. Wyer, and Thomas C. O'Guinn, 1998, The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes, *Journal of Consumer Research* 24, No.4, pp. 447-58.
- Lee, P-M., 2002, Behavioral Model of Online Purchasers in E-Commerce Environment, *Electronic Commerce Research*, Vol. 2, pp. 75-85.
- Luarn, P., Lin, H., 2003, A Customer Loyalty Model for e-service Context, *Journal of Electronic Commerce Research* 4 (4), pp. 156-167.
- R. P. Bagozzi, U. M. Dholakia, 2002, International Social Action in Virtual Communities, *Journal of Interactive Marketing* 16 (2).
- R., Kozinets, 2002, The Field Behind the Screen:Using Netnography for Marketing Research in Online Communities, *Journal of Marketing Research*, 39, No.1, pp. 61-72.
- Robert V. Kozinets, June, 1999, E-Tribalized Marketing: The Strategic Implications of Virtual Communities of Consumption, *European Management Journal* 17, 3, pp. 252-264.

T. Henning-Thurau, K. P. Gwinner, G. Walsh, D. D. Gremler, 2004, Electronic Word-of-Mouth via Consumer Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?, *Journal of Interactive Marketing* 18 (1).

W. O. Bearden, M. J. Etzel, September, 1982, Reference Group Influence on Product and Brand Purchase Decisions, *Journal of Consumer Research* 9.

Wotruba, Thomas R. and John B. McFall, April 1974, Should We Bury the Marketing Concept?, *Advanced Management Journal*, pp. 15-22.

Zeithaml, V.A., Berry, L. L., Parasuraman, A., 1996, The Behavioral Consequences of Service Quality, *Journal of Marketing* 60, pp. 31-46.

Other Sources

http://www.comscore.com/Press_Events/Press_Releases/2009/5/Turkey_has_Seventh_Largest_Online_Audience_in_Europe

<http://www.statisticssolutions.com/methods-chapter/statistical-tests/what-is-the-wilcoxon-sign-testpercent3f/> (cited on June, 2010)

Sykes, Alan O., “An Introduction to Regression Analysis”
http://www.law.uchicago.edu/files/files/20.Sykes_Regression.pdf (cited on March,2010).

M., Brito, 2007 (July), “Measuring the Social Media Marketing: It’s Easier than You Think,
<http://www.searchenginejournal.com/measuring-social-media-marketing-its-easier-than-you-think/5397/>

<http://blog.facebook.com/blog.php?post=136782277130> (cited in July, 2010).

www.news.com/8301-13577_3-9804688-36.html (cited in September, 2009).

<http://blog.facebook.com/blog.php?post=54434097130> (cited in February, 2010).

http://media.wiley.com/product_data/excerpt/23/04704876/0470487623.pdf (cited in April, 2010).

<http://twitter.com/about> (cited in January, 2010)

<http://twitter.com/about> (cited in May, 2010)

http://en.wikipedia.org/wiki/Social_network_service

McCaffery, S.’s interview, Vice President of Motorola Home and Networks Mobility,
<http://mediacenter.motorola.com/content/detail.aspx?ReleaseID=12363&NewsAreaID=2>

APPENDICES

APPENDIX-1

QUESTIONNAIRE

1- Gender:

2- City:

3- Age?

- a) < 18
- b) 18-25
- c) 26-35
- d) 36-45
- e) > 46

4- Education level?

Primary School
Secondary School
High School
University
Master/ PhD

5- Occupation?

- a) Worker
- b) Officer
- c) Retired
- d) Job owner
- e) Housewife
- f) Student
- g) Private sector worker
- h) Don't have a job
- i) Other.....

6- Monthly income?

- a) < 500.00 TL
- b) 500.00 – 1000.00 TL
- c) 1000.00 – 1500.00 TL
- d) 1500.00 – 2000.00 TL
- e) 2000.00 TL and more

7- Marital Status?

- a) Married
- b) Single
- c) Divorced
- d) Widow

8- Are you connecting to Internet in everyday?

- a) Yes
- b) No
- c) Sometimes
- d) Oftenly

9- How many hours do you spend on Internet per day?

- a) 0-1
- b) 2-4
- c) 5-6
- d) 7 and more

10- Do you shop on-line often?

- a) Yes
- b) No
- c) Sometimes
- d) I have never shop online

11- Which one of the following social network sites you have an account?

- a) Facebook
- b) MSN
- c) Special Blogs
- d) FriendFeed
- e) Twitter
- f) LinkedIn
- g) Dictionaries
- h) Other
- i) None

12- How many hours per day do you spend your time on social network sites?

- a) 5-10 min.
- b) 11-20 min.
- c) 21-30 min.
- d) 31-40 min.
- e) 41-50 min.
- f) 51 min. and more.

13- What kind of contents do you share on your social network? Please indicate 3 of them.

- a) Funny/Interesting videos
- b) Videos about brands or products
- c) News
- d) Brand/Product news
- e) Comments about brand/product
- f) Photograph
- g) Music
- h) None

14- Do you trust the recommendations and product reviews on social networks?

- a) Yes
- b) No
- c) Sometimes
- d) Look just for having an idea.

15- Do you read the news from the companies or brands that are posted on social networks?

- a) Yes
- b) No
- c) Sometimes
- d) I just look the sites which I have a membership

16- Do the ads and product reviews effect your online buying behavior?

- a) Yes
- b) No
- c) Sometimes
- d) Effectted by the group that I have a membership

17- In which channel do you learn the news of the brand or product?

- a) Mail
- b) Social network sites
- c) Tv/Newspaper/Magazine ads
- d) Friends or Family

18- In what purposes do you use social network sites mostly? Please mark 3 of the most important ones.

- a)Look for old friends
- b)Find new friends
- c) Chat with friends
- d)Get benefits of fun pages and social group
- e)Get information about brand or products

f) Publish own ideas about brand or product

19- Have you ever become a fan and add a web page of the brand or product on your profile page?

- a) Yes
- b) No
- c) Sometimes
- d) I don't remember

20- As a friend/fan of a brand how likely are you to promote your friends to also add the brand to their friend space/profile?

- a) Yes
- b) No
- c) Sometimes

21- If your friend become a friend/fan of a brand, would you become friend/fan of that brand too?

- a) Yes
- b) No
- c) Sometimes

22- How would be your attitude toward a brand which sent you information and advertising messages?

- a) I like
- b) I don't like
- c) Ignore
- d) I won't interested in
- e) I ask them not to sent
- f) No change

23- Do you buy a product of a brand that you have seen an advertisement on your profile page?

- a) Yes
- b) No
- c) Rarely
- d) I don't know

24- If you bought a product or service from a brand via web would you want your friends to be notified of this purchase?

- a) Yes
- b) No
- c) Rarely
- d) I don't know

25- If the company give response to your complaint message on your profile page, how would be your attitude toward a company?

- a) Positively change
- b) No change
- c) Get worse

26- Please write down 3 of any brands that have appeared on your profile page by its advertisements.

- 1.
- 2.
- 3.

27- If a brand wants to follow your profile page on social network, do you allow them?

- a) Yes
- b) No
- c) Sometimes
- d) Just already used brands/products

28- Have you ever tried a product after you see the ad on your profile page?

- a) Yes
- b) No

29- How obtrusive do you think product advertisements appearing on your profile page?

- a) Yes
- b) No
- c) Sometimes

30- How likely are you to purchase a product or service that you have seen the profile page of your friends?

- a) Yes
- b) No

31- I share my opinions about product or services on my profile page.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

32- It is easier to promote a product or brand via online social networks.

Absolutely agree

Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

33- The advertisements on social networks make people to consume.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

34- The online social networks increase the brand awareness.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

35- It is possible to influence the large audiences by social networks.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

36- Online social networks would be the generation next marketing tool.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

37- I would be appreciate if my friends share their opinions on a product.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

38- Before purchasing a product I would read previous product reviews.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

39- I would try to persuade my friends by online social networks about the products that I already use.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide

40- Online social networks can not be used as marketing tool.

Absolutely agree
Partially agree
Absolutely not agree
Partially don't agree
Couldn't decide