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**MEDIA AND ITS IMPACT ON THE PURCHASING
BEHAVIOR OF CONSUMERS**

A FIELD STUDY IN THE PROVINCE OF SULAYMANIYAH

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SOSYAL BİLİMLER ENSTİTÜSÜ

İŞLETME ANA BİLİM DALI

**MEDYA VE MEDYANIN TÜKETİCİNİN SATIN
ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİ:
SÜLEYMANİYE'DE BİR ALAN ARAŞTIRMASI**

HAZIRLAMA

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SCIENTIFIC ETHICS

The thesis project [Media and its impact on the purchasing behavior of consumers] as soon as the results of the judicial work have been concluded, the scientific ethics and academics rules have been met, I have acquired all the information in the project on scientific ethics and tradition. I undertake, in this work, that I have properly or indirectly done all the work I have done in the course of preparing the project, and that the works I have used are of the kind shown on the source.



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EMAD ABDULLA ABDALLQADIR

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ETHICAL AND SCIENTIFIC NOTICE

This work is prepared in accordance with the rules of thesis writing which I have prepared according to scientific ethics, traditions and all information contained in the letter, which met with scientific ethics and rules of academic carefully until the completion of the recommendation phase of the master's thesis [Media and its impact on the purchasing behavior of consumers] announce that work has shown and utilized for each citation It consists of those that appear in the source.



Signature

EMAD ABDULLA ABDALLQADIR

.... /... / 2018

SOCIAL SCIENCES INSTITUTE

This work entitled [Media and its impact on the purchasing behavior of consumers], prepared by [EMAD ABDULLA ABDALLQADIR], was found to be successful because of the thesis defense examination held on the date of [Defense Examination] and accepted by our juror as the Master's Degree in the Department of Business Admiration.

Thesis jury members [Media and its impact on the purchasing behavior of consumers], prepared by [EMAD ABDULLA ABDALLQADIR].

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Supervisor: Prof. Dr. Sait PATIR Signature:

Member: Signature:

CONFIRMATION

The jury determined in th (... /... / 2018) have accepted this thesis, Session of the Board of directors of the Institute of Social Sciences of Bingol University.

ACKNOWLEDGEMENT

[Media and its impact on the purchasing behavior of consumers] is emphasized in the context of "consumer-focused" approaches that are increasingly emphasized in maintaining the competitive position of today's businesses.

[PROF. DR. SAIT PATİR] I would like to thank all the contributors who contributed to the [PROF. DR. SAIT PATİR] person who contributed to the writing and correction of the thesis and who contributed to my education throughout my life While completing my work, I offer my gratitude for helping to keep my morale and motivation at a high level.

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ÖZET

Çoğu araştırma İnternet ve sosyal medya ve medya kullanımının tüketici davranışlarını değiştirdiğini ve modern bir eğilimin Irak gibi gelişmekte olan ülkelerde de görüldüğünü gösteriyor. Bu çalışmada, tüketicilerin karar verme aşamasındaki sosyal medyayı nasıl kullandıklarına ve davranışlarını etkileyen psikografik değişkenlere ilişkin genel bir bakış sunulacaktır. Anket Sulaymaniye ilinde tesadüfi seçilen 110 tüketiciden, sosyal medya ve kitle iletişim araçları kullanımından ne ölçüde etkilendiklerini ve karar verme sürecinde hangi rolü oynadığını öğrenmek için yürütülmüştür.

Tüketici satın alma davranışı üzerindeki ilişkiyi ve medya ve sosyal medyayı etkilemeye çalıştık. Daha sonra anketin sonucunu (SPSS) kullanarak analiz etmek ve konuya değinmek amacıyla bilgi ve veri toplamak için gözlem yöntemleri. Tez ana amacı aşağıdaki gibi gösterilebilir:

- Medyayı anlamak ve tüketicinin satın alma davranışını etkilemek.
- Tanımlama kitle iletişim araçları ve sosyal medya.

Tezin en önemli sonuçları aşağıdaki gibi açıklanabilir:

1. Bu çalışmanın sonuçları, tüketicinin satın alma davranışı ile korelasyon içinde en yüksek pozitifliği sağladığını göstermektedir.

2. Sosyal medya, kitle iletişim araçlarından daha yeni platformlarla ilgili olarak daha etkilidir, sosyal medya kitle iletişim araçlarından daha önemliydi.

3. Ayrıca, sosyal medya tüketici satın alma davranışı üzerinde en yüksek etkiye sahiptir. Öte yandan, kitle iletişim araçları, tüketicinin satın alma davranışları üzerinde sosyal medya ile karşılaştırıldığında en zayıf etkiye sahiptir.

Anahtar Kelime: Medya, tüketici davranışı, karar verme süreci, Süleymaniye.

ABSTRACT

Goal summary most studies suggest that the Internet, social media and the use of the media are changing consumer behavior, as has the recent trend in developing countries such as Iraq. This paper will provide an overview of how consumers use social media at the decision-making and psychological variables that affect their behavior. A questionnaire. of the 110 randomly selected consumers in the province of Sulaymaniyah in - Iraq was conducted to see how their impact on the use of social media and the mass media, and what role they play in the decision-making process.

we tried to recognize the relationship and impact media and social media on consumer buying behavior. Then analyzing the result of the questionnaire by using (SPSS), and the observations methods to collect information and data with the aim to address the issue.

The dissertations main objective can be illustrated as follows:

- Understanding the media and impact on the purchasing behavior of the consumer.
- Identification mass media and social media.

The most important outcomes of the dissertation can be explained in the following:

1. The results of this study show that the media accomplished the highest positive with the correlation with consumer buying behavior.

2. Social media are more effective in relation to new platforms than mass media, Social media were more important than mass media.

3. Further, social media has the highest impact on consumer buying behavior. On the other hand, mass media has the weakest impact on consumer buying behavior In comparison with social media.

Keywords: Media, consumer's behavior, decision-making process and Sulaymaniyah.

SHORTCUT WORDS

ACRONYMS	THE MEANING
RCD	Remote Control Device
USA	United States of America
VCR	Video Cassette Recorder
BFF	Best Friend Forever
CMS	Content Management System
AOL	American Online
SNS	Social Networking Site
CB	Citizens' Band
MSM	Mainstream Media
AOL	America Online Mail
BBM	BlackBerry Messenger
SOV	Share of Voice
NYDJ	Not Your Daughter's Jeans
MADD	Mothers Against Drunk Driving
PSA	Public Service Announcement

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INTRODUCTION

The emergence of Web 2.0 is one of the most formidable developments in the history of commerce. Social media, another buzzword that came along with, is an evolution based on the Web 2.0, where not only it encourages user-generated contents, but also extends the focus to the users by allowing them to exhibit contents to share among networks. This particular technical revolution during the last decade has drastically revolutionized the traditional marketing approaches and brought marketers to a new era. In the new marketing era, the social media has likely to revolutionize the relationships marketers have with retailers, channels of distribution, their ultimate consumers, etc. It is an information age, and consumers are inundate with overwhelming quantities of information each day. Based on the findings from McKinsey (2011), it has revealed that when companies go about their business and interact with individuals, they are generating a tremendous amount of digital “exhaust data,” i.e., data that are created as a by-product of other activities. Social media sites, smartphones, and other consumer devices have allowed billions of individuals around the world to contribute to the amount of big data available (Makinsey, 2011). By looking at the enormous amount of social media campaigns, e-commerce websites, sales emails, forums, and so on. it appears that companies of all sizes have been translating their marketing approaches to the Internet because of its accessibility to their target audience and the money required to do so. (Chui and Manyika, 2012) By contrast, the traditional advertising approach of mass media communication, for instance newspaper, magazines, and televisions, aims at conveying messages to a broader group of audience in the hope of reaching the few interested ones. With more stimuli bombardments, individuals are more cautious and adept in allocating attention to information; thus, it is essential for marketers to find the reasons that speak to particular customers’ concerns, and to seek ways to speak to customers individually, or in smaller communities (Zyman, 1999). Internet offers favorable solutions to marketers these days.

CHAPTER ONE: MEDIA

1.1.MEDIA

Media is the plural of medium. It is used to refer to news media or entertainment media or advertising media. Comedian Fred Allen said radio was called a medium because nothing was well done. Media buyers buy time on internet and TV and radio and space in newspapers and magazines to place their clients' advertising messages.

McLuhan defines medium for us as well. Right at the beginning of *Understanding Media*, he tells us that a medium is "any extension of ourselves." Classically, he suggests that a hammer extends our arm and that the wheel extends our legs and feet. Each enables us to do more than our bodies could do on their own. Similarly, the medium of language extends our thoughts from within our mind out to others. Indeed, since our thoughts are the result of our individual sensory experience, speech is an "uttering" of our senses we could consider it as a form of reversing senses - whereas usually our senses bring the world into our minds, speech takes our sensor ally-shaped minds out to the world.

However, McLuhan always thought of a medium in the sense of a growing medium, like the fertile potting soil into which a seed is planted, or the agar in a Petri dish. In other words, a medium - this extension of our body or senses or mind - is anything from which a change emerges. in addition, since some sort of change emerges from everything we conceive or create, all of our inventions, innovations, ideas and ideals are McLuhan media.(McLuhan, 1964.199).

1.1.1 MASS MEDIA

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

Mass media are tools for the transfer of information, concepts, and ideas to both general and specific audiences. They are important tools in advancing public health goals. Communicating about health through mass media is complex, however, and challenges professionals in diverse disciplines. In an article in the *Journal of Health Communication*, (Liana and Lawrence, 1996) wrote that "using the mass media to improve public health can be like navigating a vast network of roads without any street signs—if you are not sure where you are going and why, chances are you will not reach your destination" (Winett and Wallack, 1996, 173).

1.1.2 TYPES OF MASS MEDIA

Newspapers

Daily newspapers reach their greatest circulation in U.S in 1957 with 58 million even so, the trend to one paper towns continued, and (Nixon 1973, 63) predicted that economic factors would eliminate more competitive situations in the future .after finding high degree of duplication of content and little variation in opinion in a competitive situation, (Willoughby, 1984, 98) raised the question whether competition made much difference .so also did Nixon and Jones,1973, 64) after a careful content analysis of a matched sample of competitive and noncompetitive papers. They found no differences .the suggestion of standardization in these studies was pinpointed by (Breed, 1994, 9) who found a remarkable consensus in news judgment across the country. Geber, 1998, 28) studying a small sample of telegraph editors, found that their jobs were dominated by routine. (Carter, 1985, 14) found that southern papers handled desegregation news gingerly, with little local effort and a general “downplay” How does the public feel about the press? (Nixon, 1973, 61) studied attitudes toward the Boston press and found that a great majority favorably viewed even the least liked paper.

Surveyed Washington, DC, readers at the time, the consolidation of the post and the Times Herald. There has been little complaint about the absorption of the leading Conservative paper by a liberal one. Only 6% saw the Times Herald lose its identity. There was an ongoing interest in the convergence of newspapers from political price campaigns suggested a way to analyze campaign coverage.

Substantive studies, primarily on the 1952 Campaign, provided limited support for the assumption that newspapers give better treatment to news pages for candidates who agree to an editorial. This was the conclusion of (Klein and McCoy, 1997, 46) in a study of Democratic and Republican identical papers, from (Hegby, 1992, 36) to 14 daily newspapers in Wisconsin, The study of San Francisco 1896 compared the coverage with 1952 coverage, and found less bias in the latter, but a qualitative study of the 1956 campaign by Rose also supported the hypothesis of bias as did the careful Schlesinger study of dealing with McCarthy's argument of leaves New York. suggested that the political environment might reflect such a trend in the Florida Daily Journal. In this traditionally democratic state, Stevenson's mainstream news show has gone despite Eisenhower's prevailing editorial support. Bloomberg concluded "non-bias" in a qualitative study of the 1952 campaign. (Markham and Stimble, 1956, 56), the study of Pennsylvania papers performance. He concluded that this bias did not appear statistically

The quantitative and experimental trend was demonstrated in a number to studies. (Kerrick. 1978, 44) showed the effects addition of brief captions to ambiguous pictorial material. Variation of single caption word produced considerable modification in response of viewers. experimenting with different treatments of controversial material, found biased leads less effective than neutral ones in producing learning of the issues (Berlo and Kumata, 1956, 5) investigated the impacts of a satirical radio drama on attitude and found that there was an upper limited to the effectiveness of a message. If messages were one-sided, they tended to produce a boomerang effect. (Rogers, 1984, 73) examined prospective teacher's attitude toward freedom information. (Zimmerman and Bauer, 19 101) showed how an anticipated audience produces effects upon the learning of persons to communicate material being presented to them, found that a fluoridation campaign provided an excellent natural field experiment .Learning from a newspaper was clearly demonstrated as was attitude development. (Hideya and Paul, 1958. 149).

Magazine

For the serious student of magazine history there was Volume 4, of a history of American Magazines by (Mott, 1950, 60), covering the 1885- 1905 period? A less specializes study was presented by (Peterson, 1998, 69), treating the growth of the mass magazine, its economic characteristics, its social setting, and its place in the American mass media system today. Two content analyses compared American and foreign publications. Ginglinger (1993, 29), looking at Readers Digest, its French edition, selection, and a native French rival, constellation, found that American publication emphasized political and social values, while French publication emphasized individual and playful values. Selection stood between the two. Wayne (1983, 96), who studies life and a Soviet picture magazine, provided another demonstration of how mass media contend illuminate differences in national values. Bogart (1976, 8) summarized circulation trends. They were upward but with disparities. Highbrow, middlebrow, made and general family appeal magazines gained more Lowbrow, female appeal magazines gained less or lost.

Even through circulation gained 30 leading publication up 28 percent from 1946 to 1954, the growth was probably dampened by television and the paperback, Bogart concluded. In TV- saturated metropolitan areas the gain was 18 percent; in places under 100,000 in population it was 33 percent (Hideya and Deutschmann, 1958, 149). Magazines have the advantage that a large audience can be reached. Furthermore, special interest magazines or magazines directed such as females or youngsters create the possibility of a selective approach for different target groups. depend on the kind of magazine, a high-quality context can be offered, making it a good medium for image building (e.g. Vogue).

Special interest magazines, such as computer magazines, also have benefit of inducing a high involvement level and being perceived as highly credible, adding a certain value to the inserted ads. For magazines, in general, the quality of reproduction is high and a little information can be distributed. The message life is relatively long, people can process the messages at their own pace, and the same message or ad may be seen several times since it is very likely that no reader read the magazine only once, but rather takes it up several times before he or she disposes of it. Major disadvantages are that it is a rather slow medium, which leads to a delay in

reach. People can buy a monthly magazine this week, but not read it for the next two weeks. Furthermore, the medium is not so flexible in the sense that last-minute changes are not tolerated and regional versions are impossible. Some magazines also suffer from high clutter, rendering an advertising message less effective (Patrick and Joeri, 2005, 141).

Radio

Radio is a nearly ubiquitous medium: nearly 100 p.c of whole homes in the United States have radios; most homes have several radios; virtually all cars have a radio; and over 60 million radios are bought of United States each year. (Marc Beauchamp, 1987, 200) These impressive figures indicate radios strong potential as an advertising medium. Although radio has usually being a favorite of local advertisers, it is exclusive in recent years which regional and national advertisers have begun to appreciate radios advantages as an advertising medium. This trend is largely because Americans are listening more now than any time in recent decades. One of the study found that Americans aged 12 and older average 24 hours a week listening to the radio. (Riccardo, 1994, 49).

Radio reached, the major benefit of radio advertising is that potentially very people can be medium Furthermore, the production costs are low and radio is a very dynamic terms of different people (not only in terms demographic characteristics, but also in to lifestyle, etc.) seem to listen to of selective medium different radio stations, making it a target a specific consumer group. That people use the Limitations are that the lifetime of a message is very short and that will be radio as background noise. The latter means that the potential attention paid to a message is low (Patrick and Joeri. 2005, 143).

Television

Television is practically ubiqestions on the U.S and throughout the rest of the industrialized world. Television sets are present in over 98 percent of all American households (Marketers Guide, 1998, 33). As an advertising medium, television is uniquely personal and demonstrative, yet it is also expensive and subject to considerable competitive clutter. Consumers consider television the most cluttered of all ad media. Before we elaborate upon television's specific strengths and

weaknesses, it first will be instructive to examine two specific aspects of television advertising: (1) the different programming segments, or so-called day parts, and (2) the alternative outlets for television commercials (network, spot, syndicated, cable, and local) (Terence A shimp, 2000, 388).

Program options for viewers were restricted to the offerings of the 3 national networks that delivered content on a linear through the day schedule shows were obtainable solely at appointed times in an exceedingly routinized daily sequence of programming .This technological configuration left the viewer with very little to try and do. of course, we tend to seldom suppose in these formal terms; nor can we usually mirror abundant upon our ritualized behavior with the medium The networks' perception of their target as a family audience semiconductor diode to reliance on content that includes broad and universal themes, and competition pushed them toward uniform content doubtless to be accepted by a heterogeneous audience. difficult, unconventional, or contentious "edgy "content were planed from programming to abstain from distancing family gatherings of individuals. one of the three systems for the more part asked for the same technique, thus in spite of the presence of competition, tokenism separated the comes airing at a particular time. Throughout this era, the networks may assume that audiences would read programs at the days they transmitted them. within the network era, viewing was, perforce, a shared cultural expertise. Television's standing as a subject of "water cooler conversation" was supported the affordable assumption that others had viewed constant programming as oneself the night before.

New technologies within the 1980s-the remote device (RCD), tape recorder (VCR), and therefore the beginnings of cable services all undermined the networks' power to outline the reading state of affairs by giving viewers management over once they would watch and increasing alternative in what they may view. Industrial practices like the extremely regular arrangements between studios and networks for procuring and funding shows; the deliberate patterns of marketing content through varied domestic and international markets; and therefore the division of labor and payment among advertisers. Advertising agencies. In addition, networks, to call simply a couple of the foremost vital practices diode to plain production norms and standardized merchandise. the assembly practices developed within the network era

became the of the business and in time assumed hegemonic standing. Such developments steady multiplied the accessible vary and magnificence of program content because the TV business adjusted to vary happening within the Nineteen Seventies and Nineties. The medium's restrictive framework was a key issue, and it's maybe here that the peculiarity of U.S. TV is most apparent.

Once the TV business got entering into the Fifties, however, government involvement in its operation became borderline. Occasional incursions like the enforcement money Interest and Syndication Rules within the Nineteen Seventies and therefore the prohibition of fag advertising needed some shifts in industrial practices, except for the foremost half, the logic of commerce provided the restrictive mechanism .The existing, however borderline, governmental expectations obligated the networks to keep up big-ticket news operations that needed prices they'd ne'er recoup. The buyouts of the networks within the mid-1980s, however, junction rectifier shriveled institutional commitment to the democratic, informational role of TV as business goals (Amanda, 2009. 52- 53).

The context surrounding the message can also add value to the message b inducing in the audience a certain mood (e.g. by the programmer or movie during which the message is shown). Furthermore, many people can be reached in a short period. Local TV make it visible to exert a regional approach. Research on viewing habits reveals that different personalities and people with different life- styles watch different programmers, making the chance of using TV, as selective medium Major drawback is the rising production costs that are involved and the fact that it is not always possible to direct a message at a selective target group. Often many occasional viewers are reached, which results in a low effective reach. Furthermore, the lifetime of a message is extremely short: 15 or 30 seconds pass very quickly and often nothing is left of the message afterwards. Increasing advertising clutter further impedes the effectiveness of messages, making more exposures a necessity, which adds to total costs. Television as well has a seasonal influence. During the summer, more people spend time outdoors instead of spending their evening opposite the television screen In other words, during winter a TV commercial will reach a greater audience than in the summer (Patrick and Joeri, 2005, 142).

Internet

The Internet is a huge global network of connected computers that allow for electronic transmission of information a major research organization has claimed that the Internet revolution is sweeping the world so quickly that companies are trying desperately to understand what is happening. What it all means, where is it going and how to capitalize on this new opportunity more than millions of individuals everywhere the planet access the net and to the planet Wide Web (web, or woo). Here are some key aspects of Internet users:

Approximately 35 million U.S households were on-line (i.e., had internet access) as of 1999, the number of on-line households is expected to rise to 57 million by 2000.

Approximately 24 million non – U.S household were on-line in 1999.

- The rate age of web users in the U.S is about 35.
- Women represent about 42 percent of the on-line population.
- Internet users are economically upscale in comparison to the general population.

Specially, over 65 percent of internet users have incomes of \$ 50,000 or more (compared with 35 percent of the total U.S population), and over 75 percent have attended or graduated college (Terence, 2000, 176).

✓ **Internet forums**

An Internet forum or message board, is an on-line discourse webpage where individuals can hold discussions as posted messages. They contrast from talk rooms in that messages are frequently longer than one line of content, and are in any event briefly documented. Moreover, a go-between could need on support contingent upon the doorway level of a consumer or the gathering set-up, a given message before it lands up perceptibly obvious. Gatherings have a particular arrangement of language related with them; e.g., a solitary discussion is known as or subject. A dialog discussion is progressive or tree-like in structure: a gathering can contain various sub gatherings, each of which may have a few subjects.

Inside a gathering's theme, each new dialog began is known as a string, and can be answered to by selfsame number of individuals as so wish. Contingent upon the gathering's settings, clients can be unknown or need to enlist with the discussion and afterward accordingly sign in keeping in mind the end goal for post messages., clients don't need to sign in to peruse existing messages.

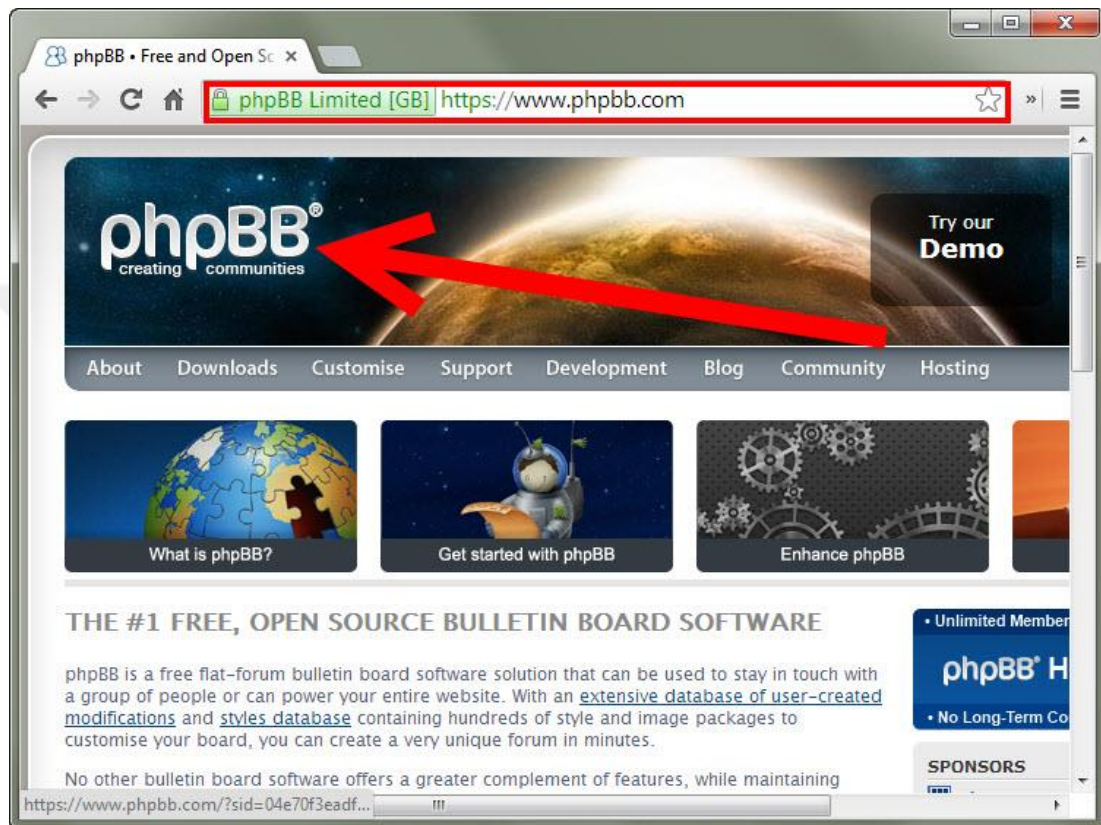


Figure 1.1: Shows an Internet forum powered by phpBB

Source: (<https://www.wikihow.com/Add-Forums-to-a-Website>).A.D.09.12.2017

✓ Website

Websites that includes helpful and informative material on geographic area and its myriad parts still proliferate. This 2013 release of the sites area offers proposals for locales that may demonstrate accommodating to researcher's information. Portrayals of the profiled locales are drawn specifically looking for data, information, and realistic material for instructing, research, and general from the site home pages or gave by singular benefactors. Supporters of are urged to submit

recommendations for consideration in this segment to the Sites supervisor (Robinson, 2011, 201).

✓ **Social networking sites**

A long-range social communication webpage is an internet stage that permits shoppers to form Associate in Nursing open profile and join forces with very different shoppers on the positioning. Informal communication locales more usually than not have another client input a rundown of individuals with whom they share an association and after that enable the general population on the rundown to affirm or deny the association. After associations are built up, the new client can look through the systems of associations with make more associations. A person-to-person communication webpage is otherwise called an interpersonal interaction site or social site. Truncated, as (SNS) a long-range informal communication website is the expression used to portray any Site that empowers clients to make open profiles inside that Site and frame associations with different clients of a similar Site who get to their profile. Person to person communication destinations can be utilized to depict group based Sites, online talks gatherings, visit rooms and other social spaces on the web.

Top 15 Most Popular Social Networking Sites | July 2017

Here are the top 15 Most Popular Social Networking Sites as derived from our *eBizMBA Rank* which is a continually updated average of each website's U.S. Traffic Rank from *Quantcast* and Global Traffic Rank from both *Alexa* and *SimilarWeb*. "*"#" Denotes an estimate for sites with limited data.

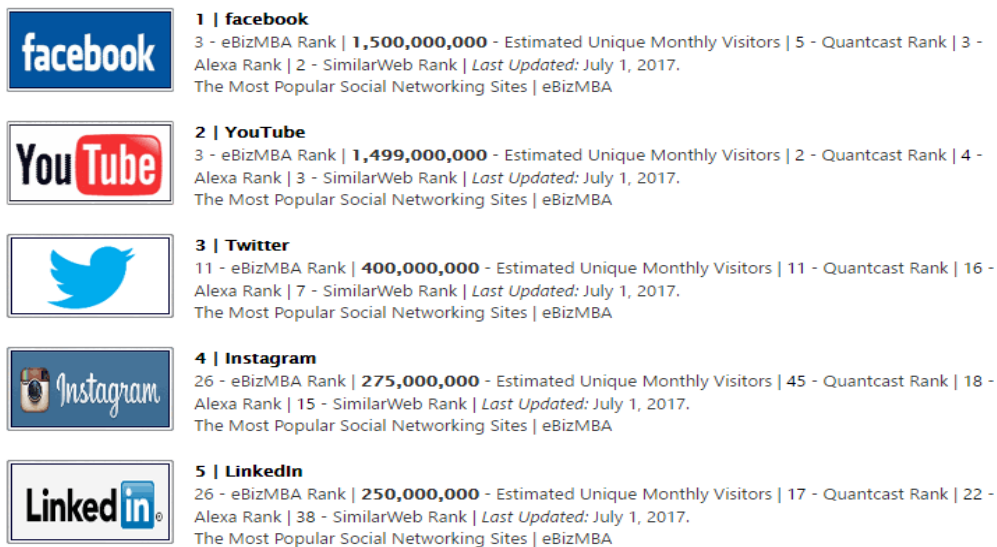


Figure 1.2: Shows most visitors Social networking sites.

Source: <http://www.ebizmba.com/articles/social-networking-websites>. .A.D.12.07.2017.

1.2. SOCIAL MEDIA

Many previous studies of social media emphasize specific platforms, together with books and papers dedicated to only one explicit platform like Facebook or Twitter. Two it is clearly necessary to grasp Witter, for instance, as a platform: the corporate that owns it, the manner it works and therefore the terribly plan of social media supported message that has to stay below hundred and 40 characters. From associate social science perspective, however, it is the content instead of the platform that is most important once it involves why social media matters.

As will be described in our individual ethnographies of social media round the world, genres of content merrily migrate between quite completely different platforms, being seen one year on Or Lunt and also the next on Facebook, one year on BBM and also the next on Twitter. Platform like Facebook have themselves often-changed functionality, developing and introducing new features. This research project is not therefore a study of platforms: it is a study of what people post and communicate through platforms, of why we tend to post and therefore the conclusion of those postings. We have found this content to be terribly very different across the 9 field sites during which we tend to worked. Content manifests and transforms native relationships and problems. Our study has therefore clothed to be the maximum amount concerning however, the planet modified social media as concerning however, social media modified the planet.

Clearly, this can be not entirely a one means method potential for communication and interaction that we tend to failed to antecedently possess. we'd like initial clearly to determine what those potentials are and so to look at what the planet afterward did with those prospects. it's easier to know what social media is that if we tend to return to a time before it existed. therefore wind back although Snap chat and spunk, past Facebook and QQ, through MySpace and Friendster to life before all that.

Prior to all these technologies, people communicated using media in two main ways. The first was public broadcast media such as television, radio and newspapers. With such media, anyone at all, providing that they can gain access to it, can be the audience. The broad-caster has no direct control over who makes up their audiences, though they may attempt to persuade people to join them. Also available

for little sometime were media that facilitated private communication between two people as one-to-one conversations, for example a telephone conversation. This is also called 'dyadic' communication. People could meet in groups face to face, but it was uncommon to create group-based interactions within media such as the telephone.

With the development of the net, this polarization between public and private media started to change. An email could be sent to a group. There were bulletin boards, specialized forums, chat rooms and blogging that appealed to wider audiences as alternative cluster media like CB radio. Nonetheless, most everyday communication through media remained dominated by the two previous forms, public broadcasting and the non-public II. The initial development for social 13 networking was, in effect, a scaling-down of public broadcasting to become people posting to teams. Sometimes these teams enclosed no more than a pair of hundred folks. Additionally, those that shaped those teams would move among themselves, as an example commenting upon the comments of others.

At identical time, the event of text electronic messaging and net services like MSM and AOL came about. These developed further with raising of smartphone such services took non-public electronic communication and emotional it upwards in scale by together with varied cluster functions. This trend has been consolidated more the last 4 years with the remarkably fast rise of platforms like What Sapp and that we chat. These tend to be wont to type smaller, many non-public teams than QQ or Facebook, usually around twenty individuals less. They will not be focused upon anybody individual. Generally, all members will post equally; these are teams instead of the networks of anybody person. They are notably necessary since for youth such text-based communication has mostly replaced voice-based use phone.

Clearly to define what social media is based only on those that presently exist is limiting. For our definition and approach to be sustainable, we also have to afford in mind the new social media platforms that are constantly being developed, and the likelihood that some will become very successful in the future. This helping that we are starting to see a pattern in the way new forms of social media emerge. a number of these platforms have scaled down from public broadcasting, whereas others have scaled up from personal communication. With the addition of latest platforms within

the future, we tend to be seemingly to finish up with a result that in result creates some scales between the personal and therefore the public, on that we will find these platforms.

We will conceive of two key scales. The primary is that the scale from the foremost personal to the foremost public. The second is that the scale from the littlest cluster to the biggest teams. At one finish of each of those scales, we tend to still see non-public two-voice communication and at the opposite finish, we tend to still see public broadcasting. What is it that is being scaled? The core to the study of scientific discipline is that the means during which individuals escort one another to kind social relations and societies. This is called sociality. The simplest thanks to outline what's popularly referred to as social media however additionally includes previous media is so to explain the new scenario as more and more 'salable socialite'. one amongst the clearest samples of however social media has created on-line marketable personage emerged from the analysis on schoolchildren within the English village field website.



Figure 1.3: Scalable sociality

Source: Miller and Haynes, 2016, How the World Changed Social Media, 3.

In an earlier work, along with, Miller had developed an approach called polymeric which recognizes that none of these platforms can be properly understood if considered in isolation because the meaning and use of each one is relative to the others. Previously people might have assumed that cost or access explained why users chose one media or platform rather than another. Today, however, people seem increasingly free to choose between these platforms, and so may be judged on their choices. For example, children living abroad who want to tell their parents gently about something that will not please them, such as a new tattoo or a need for more money, might for that reason avoid a medium that includes a visual element or one that allows a person to respond immediately perhaps, in such a case, in anger. With polymeric people can also map different kinds of sociality onto the diversity of their social media platforms. Within the case of those faculty pupils, we can begin with the continuity of two communications, as they message or phone to speak in camera to somebody like their Beast or BFF (Best Friend Forever).

Next comes Snap chat that, because it often includes items such as a particularly ugly photograph of one's own face, relies on trust. Indeed, it may be used to establishing and maintain trust within a small group. The next size up consists of groups created in What Sapp. Typically, in a school class there will be one What Sapp group that includes all the boys where they could talk about girls (or vice versa). There may be another that includes all the class. Reaching a still larger group are Tweets that reach all those who follow an individual on Twitter. This is the main site for school banter, and may include pupils from other classes in the year. Beyond the class is Facebook, mainly used by these school pupils as their link to family, neighbors and others beyond the school.

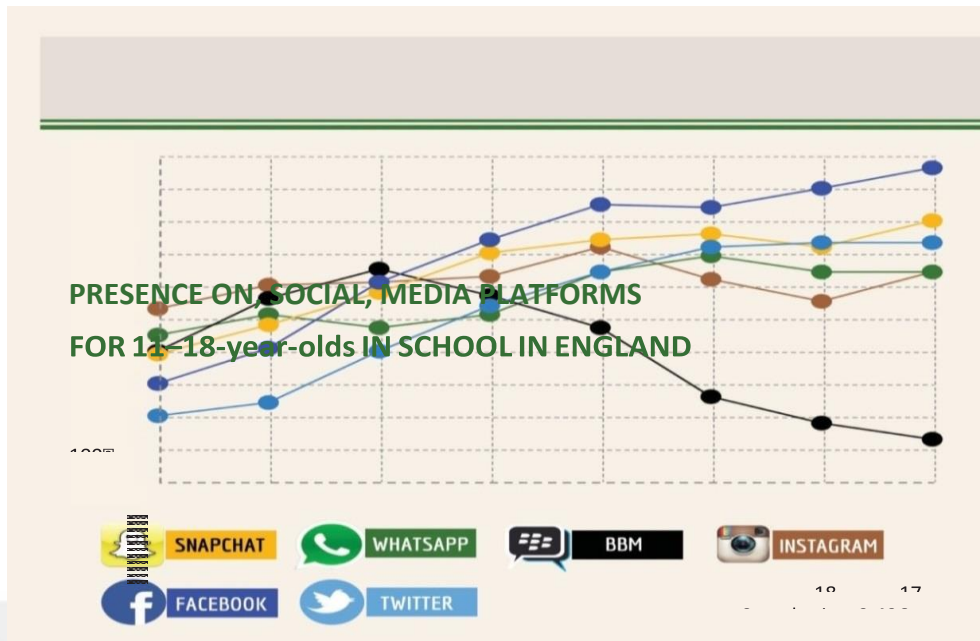


Figure 1.4: presence on social media platforms for 11-18 year olds

Source: Miller and Haynes, 2016, *How the World Changed Social Media*, 5.

Finally, we have Instagram, wherever every pupil's social circle is usually comprised of equivalent college pupils. However, the only site where they actually welcome strangers because the contact shows that someone who the children do not know has appreciated the aesthetic qualities of the image they have posted on Instagram. The usage of social media by English schoolchildren demonstrates an ascendant nature therein every of those platforms corresponds to a grip of larger or lesser privacy and smaller or larger teams. There are not any rules behind this. Groups and platforms may overlap, but mostly we find platforms become associated with specific genres of communication, which people view as suitable for the groups betrothed with which particular platform?, scalable sociality. It is perfectly canceled as well as inside a single podium. A person may post a comment or image on their social media, which will make sense only to the people to whom they are close, who understand what it refers to. Other people may be on the same site, but they will not get the significance and are thereby excluded despite being present on this same platform. We have started with this instance of scalable sociality so as to handle the question of process social media. While definitions may be useful.

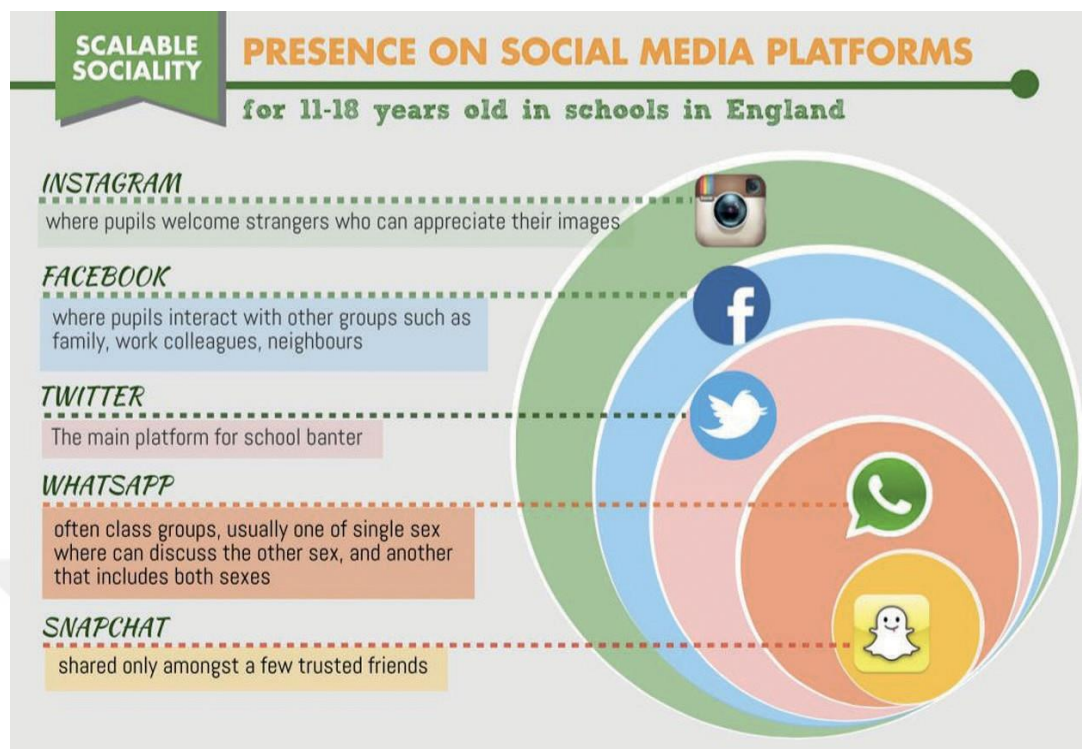


Figure 1.5: the scales of social media use by English school pupil.

Source: Miller and Haynes, 2016, *How the World Changed Social Media*, 6.

Platforms remain central to our analysis since these are the primary units through which we think about and use social media. Yet we must always watch out in presuming that there are unit properties of the platforms that are unit answerable for, or in some sense cause, the associations that we have inclination to observe with platforms. These same schoolchildren give proof for why we must always not infer cause merely from association. First off, the means they use Twitter, primarily for banter between themselves, contrasts sharply with the adult use of Twitter as chiefly a supply of data. Is that the 'true' Twitter the one used for data or the one used for banter? Moreover, this faculty banter accustomed air BBM; it then migrated to Facebook and is currently virtually entirely on Twitter. This means a genre of interaction could stay quite stable despite migrating between purportedly terribly completely different platforms. Such an association degree, for example, if sustained by others in our studies, would recommend that the platform is astonishingly immaterial to finding explanations for why and the way individuals use social media. It provides the place, however not the cause nor the

it's concerning social media as another place in which people live, alongside their office life, home life and community life.

If we have defined here the term social media, what about 'the world'? Clearly, we cannot study the world or the 'global' as a whole. However, we are able to hope to review decent numbers of locations to be able to build statements regarding diversity and generality round the world.. A quick account of the 9 field sites is also found in AN appendix. Finally, we might couch these queries in terms of AN approach developed by Miller and Sinanan known as a 'theory of attainment. As deny to we tend to shall see in reference to the ten standard questions/topics thought of during this volume, new technologies square measure typically in the midst of a sort of ethical panic, oft fostered by journalism. These counsel that owing to this new technology we have lost some an essential portion of authentic humanity. as an example, such panics incorporate the concept that face to-face communication is richer or less mediate than communication using digital technology, or that we have inclination to square measure losing psychological feature skills like long-run attention spans. These responses to technology are common ever since philosopher argued that the invention of writing would harm our capability for memory.

At the same time, others have a utopian view that new technologies make us in some manner post human. Our theory of attainment argues that these technologies make no difference what so ever to our essential humanity. The sociologist Goffman showed convincingly how all communication and sociality takes place within cultural genres, including face to face. There is no such issue as immediate, pre- or non-cultural nature or communication. Instead, we must always acknowledge that no matter we have an inclination to do with new technologies must be latent in our humanity, i.e. one thing that as groups of people we've continually had the possibility to try to and to be. Such a capability is currently earned attributable to the new technology.

This theory do not demand to adjudicate on whether or not any new capability to send memes or altruistic through social media, as an example, is either sensible or unhealthy. It simply acknowledges that this has currently become merely a part of what groups of people will do, as has driving an automobile. (Miller and Elisabetta, 2016, 8) There square measure still several in progress debates and

discussions concerning social media’s universal definition; as social media has been reworking And integrate into evolving evolution recent Media (Solis, 2010). Regardless of what the standardized definition per se would be, many of the existing studies and articles have stated out common core purpose of social media.

According to figure, (Dann and Dann, 2011) have shown how online networking is framed in light of the interconnected components – social cooperation, substance, and correspondence media. Web-based social networking has made another scene in supporting the socialization of data (Solis, 2007), therefore it has encouraged and improved correspondence stream by make it less requesting and to more individuals, and to spread valuable data with conceivably huge online gatherings of people. (Smith and Zook, 2011, 10), in which the conversation may be taken place on Media locally but lead to a global impact.

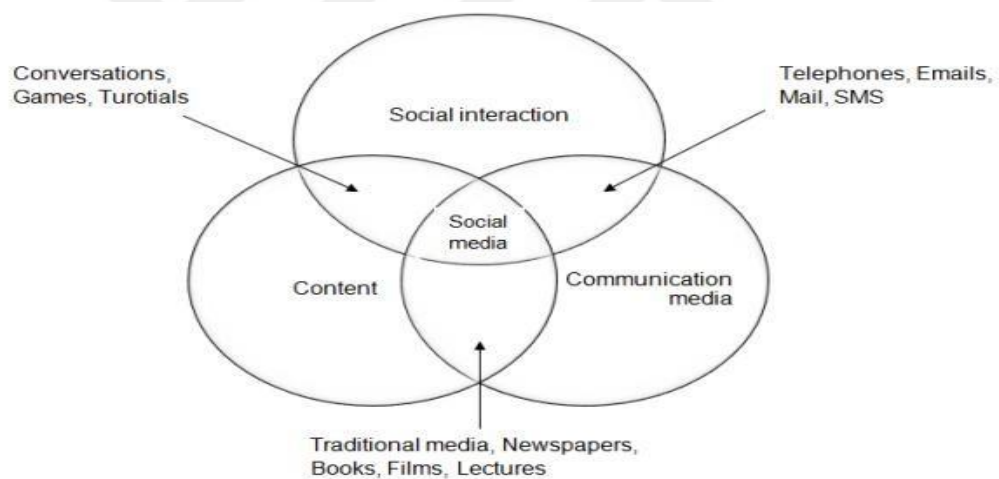


Figure 1.6: Social media components.

Source: Dann and Dann, 2011, E-Marketing: Theory and Application, 345.

Safko and Brake (2009, 6) have confirmed the concept suggested by Kaplan and Haenlein (2009). as they have alluded web-based social networking to “exercises, practices, and practices between groups of Peoples that collect on-line to share data, learning, and conclusions utilizing conversational media”. In any case, web-based social networking speeds up the stream of correspondence by empowering commitments and criticism from everybody who is intrigued and it is a

two-way discussion when contrasting with the conventional media since web-based social networking outlets are open up to input and investment (Mayfield, 2008) At its substance, online networking depicts the effective new ways people are drawing in with content on the Web, and the other way around web-based social networking is client anti-extremist in which it underlines and encourages the way toward making, remarking, altering and sharing. Even more essentially, online networking is the democratization of substance (Solis, 2007).

1.2.1. Types of Social Media

In the discussion relating to completely different classes of social media, five distinct kinds of social media retailers are centered on –1) social networking sites, 2) social news, 3) media sharing, 4) blogs, and 5) micro blogging. Each of these social media platforms has provided unique features and experiences to individuals and entities, for instance marketers and consumers, in the social media sphere. According to (Zarrella), there square measure some forms of social media, like: Blog, small diary (Twitter), Social Networks (Facebook, LinkedIn), Media sharing (YouTube, Flickr), Social news and your link. The sensitivity of the edges to customers such as saving customers time and higher reporting capabilities of a lot of reliable data, low price notification, high communication with companies, and reduction Costs use nearly half of the world's network population as well as social media outlets, the trend of rising very fast (Zarrella, 2010, 3).

1.2.2. Social Networking

Social Networking Site (SNS) area unit platforms wherever people are able to connect with others, as an example Facebook and MySpace. Social networking sites, as (Weinberg, 2009, 149) states, “are generic terms for sites that area unit wont to connect users with similar backgrounds and interests”. These platforms, generally, have few common components across most of them – (1) users are able to produce interactive and customized profiles, either a public or a semi-public, among a delimited system, (2) a listing of advised “friends” (3) read and pass through the list of connections and persons created by others between the system (Boyd and Ellison, 2007, 211).

1.2.3. Social News and Bookmarking Sites

Social News sites and Social Bookmarking sites, for instance Digg, Reddit, and Scoop it, are similar, and are very much in the trend of online community. Social News enables users not only to be in monitoring of their news streams, but also allows individuals to “submit and vote on content around the Web” but the core value of the latter one is to allow users “to collect and interesting links they have discovers and may wish to revisit.” (Zarrella, 2010, 103).

1.2.4. Media-Sharing Sites

Media-Sharing sites (e.g. YouTube and Flickr) are outlets where individuals can upload, store, and share their multimedia files, for instance photos, videos, and music, with other users. There are myriad opportunities through the engagement to these websites, because these certain platforms within the social media section has continually been a defense to online societies, as they provide users opportunities to create their own podcasts with affordable technology and to propaganda their identical “channels” via subscriptions. One of the main components of those media-sharing sites has to be highlighted is that the tag. “A tag is a word assigned to a piece of content that helps describe it”, which means that businesses have to acknowledge the importance of the search words on the search engines (Zarrella, 2010, 81).

1.2.5. Blogs

A blog is an online magazine that refers to a type of contents management system (CMS), which is usually held by individuals or groups and shows comments and ideas to a bigger audience (Safko and Brake, 2009). Blogs create good hubs for other social media marketing tools (videos, hyperlinks, pictures, and so on), because they can be integrated into the platforms and posts; besides, blog programming gives an assortment of social highlights, for example, remarks, blog moves, trackbacks, and memberships (Zarrella 2010, 9). Then again, (Weber, 2009) has indicated due the way that sites permit everybody to distribute and to join multi strung discussions on the web, in which a portion of the bloggers have no publication controls and approach the whole Web; accordingly, their posts can affect individual, items, or brand notoriety destructively. Blogs are customized journals

wherever individuals and organizations will keep a running dialogue. individuals will scan, comment on, and hook up with your journal, making a strong network that conjointly includes different topical and news blogs.

Marketers can use Blogs in several ways. First, organizations can place banner ads in blogs and package ads with blog feeds. Second, they can use product sampling by getting their products into the hands of well-known bloggers in the category with the idea that they will create buzz about them on their blogs. This strategy was used successfully by a new wine company, which bypassed the traditional launch approach of going through wine magazines. The result was a doubling of sales in one year. A third way marketers can use blogs is by observing important blog sites for marketing intelligence. As one expert indicates: “A manufacturer who is not paying attention to web- sites, chat rooms, and blogs is either clueless or it. (Ridder, 2007, 120)

1.2.6. Micro blogging

Micro blogging is a real-time information network, which shares similarity to blogging, yet it limits the size (number of words) of each post and encourages a quicker mode of communication. Micro blogging allows users to spread their short-texted messages via instant messages, mobile Phones, e-mails, or the Web. For instance, Twitter, launched in 2006, is one of the primal moreover, leading micro blogs that currently has over 140 million users as of 2012 and handles over 1.5 billion seeking queries per the day (Twitter, 2011).

Many companies have been using Twitter to take advantage of business prospects, influencers, and customers; by doing, therefore, businesses are ready to take advantage in relationship building, achieving on-line and off-line markets objective, and complete building etc. (Weinberg, 2009) Withdraw may be a standout between the foremost effective systems for advertisers, in which people can reorder what others have posted on their Twitter stream. Thus, the specific tweet gets the opportunity to spread crucially in an irate speed (Ingram, 2012). Miniaturized scale web journals, as a type of online networking, are situated between customary web journals and interpersonal interaction destinations, as they are portrayed by a high level of self-introduction/self-revelation and a medium to low level of social nearness/media lavishness Smaller scale websites have been

characterized as web based applications which enable clients to trade little components of substance, for example, short sentences, singular pictures, or video joins. (Kaplan and Haenlein, 2011, 106).

1.3. COMMUNICATION

Communication is the procedure whereby musings are passed on and importance is shared between people or among associations and people. Displaying correspondences speaks to the gathering of all components in a brand's promoting blend that encourage trades by building up imparted importance to the brands clients, or clients.

Communication: is the transmission of a message from sender to a receiver via a medium or channel of transmission (Schiffman and Kanuk, 2007, 276).

1.3.1. Communication objectives

All marketing Communications efforts are directed at accomplishing one or additional of the following objectives (Rossiter and Percy, 1987, 131). Building produced category wants.

1. Creating brand awareness.
2. Enhancing attitudes and influencing intentions.
3. Facilitating purchase.

1.3.1.1. Building Produced Category Wants

Every marketing organization is interested ultimately in having people select its specific offering rather than choosing a competitive offering, as the discussion in the opening Vignette illustrated in the "wars" between diet soft drinks and drinking water. However, consumers have to want the general product category, say diet soft drinks, before they buy a specific brand, for example, Diet Coke, in that category. this is what marketers mean building category wants, additionally spoken as making the primary demand. Every new product introduction brings with it the responsibility for the innovator to build consumer wants aggressively. In addition, marketers in

established categories, such as diet soft drinks, must do everything possible to maintain or build their category. Creating brand awareness, and

1.3.1.2. Enhancing Attitudes and Influencing Purchase Intentions

Once category wants are create, marketers compete against one another for shares of total customer expenditures, each attempting to establish secondary demand for its particular brand. Each marketer must direct its efforts at creating awareness for its brand and favorably influencing attitudes and intentions. Brands in the soft drink and bottled water categories compete for the consumer's interest and use image-oriented advertising campaigns in attempts to sway consumer purchase loyalty. Awareness involves familiarizing consumers via advertising, sales promotion, and other marketing communications about a brand, informing people about its special features and benefits, and showing how it is different and hopefully superior in a functional or symbolic sense to competitive brands. If the communicator is successful in creating consumer awareness, consumers may form favorable attitudes toward the company's brand and possibly develop an intention to purchase that brand the next time a product want arises.

1.3.1.3. Facilitating Purchase

Whether customers finally buy the marketers brand depends on whether or not the promotion and marketing communications variables facilitate purchasing. That is, advertising may generate consumer awareness and build favorable attitudes, but if a new replacement brand new brand is unavailable at the purpose of purchase or if consumers evaluate say, overpriced compared to its competitors, and then the likelihood of that brand being purchased is reduced. but if a company's marketing communications efforts are really effective, consumers will understand why the brand is higher worth and perhaps can find it more desirable owing to its premium price. Effective advertising, attractive in-store displays, and other marketing communications variables serve to facilitate purchasing and possibly overcome impediments created by the non-promotional marketing mix variables Effective advertising, attractive in-store displays, and other marketing communications variables serve to facilitate purchasing and possibly overcome impediments created by the non-promotional marketing mix variables (product, price, distribution) (Shimp, 2000, 116).

1.3.2. The Communication Process

The word communications are came from the Latin word communes, which means "common." Communication then will thought of because the process of building a commonness, or oneness, of thought between a sender and receivers. (Schramm, 1955, 22) The key point in this definition is that there must be a commonness of thought developed between sender and receiver if communication is to occur. Commonness of thought implies that a sharing relationship should exist between sender an advertiser, for instance and receiver the consume, Consider a situation in which a salesperson is delivering a submitting to a purchasing agent who appears to be listening to what the salesperson is saying but who actually is thinking about personal problem. Contrary to what an observer might perceive, communication is not occurring because thought is not being shared. The reason for the lack of communication in this instance is, of course, the inattentiveness of the intended receiver. Although sound waves are bouncing against his eardrums,

A TV is persistently barraged by electromagnetic waves from various stations; yet will just get the station to that the channel elector are tuned. Human beneficiaries are additionally assaulted with boosts from numerous sources, and, similar to the TV, individuals are particular in what data they process. every sender and addressee should be dynamic members in the same open relationship all together for to be shared. Communication is something one does with another person, not something one does to another person. A British advertising researcher conveys the same idea when she reminds us the question for advertisers is not "What does advertising to do people? Rather What do people use advertising for? (Lannon, 1986, 6).

1.3.3. Elements the communication process

All communication activities involve the following eight elements

- A source
- Encoding
- A message

- A channel
- A receiver
- A decoding
- The possibility of noise
- Feedback potential

As shown in the model in Figure (2.7) the **source** (or sender) is a persons or group of peoples (such as a business firm) who has thoughts (ideas, sales points, etc.) to share with another people or cluster of individuals. The supply encodes a message to accomplish the four communication objectives represented antecedently encryption is that the method of a translating through into a symbolic type. The supply selects specific signs from a virtually infinite selection words, sentence structures, symbols, and nonverbal components to encipher a message that may communicate strongly with the audience.

The **message** itself is a symbolic expression of a sender's thoughts. In marketing communications, the message takes the form of an advertisement, a sales presentation, a package design, and point-of-purchase cues; and so on. The message channel or medium is that the path through that the message moves from supply to receiver. is impersonal (e.g., a mass medium) or interpersonal (a proper spoken language between a salesman and client, or a casual spoken language between 2 or a lot of those that takes place face-to-face, by phone, by mail or on-line (Leon and Leslie, 2007).

Companies use broadcast and print media and print to channel advertising message to current and potential customers. Messages also are transmitted to costumers directly via salespeople, by telephone, direct-mail brochures, point-of-purchase displays, and indirectly via word of mouth, in marketing communications, receivers are the perspective and present consumers of an organization's product or service.

Decoding includes the activities of receivers to interpret or devise such means of strengthening communication (Because the meaning the formation process plays all marketing communication, the following section discusses the nature of meaning in detail.) A message traveling through a channel is liable to the impact of unessential and diverting boosts. These jolts meddle with gathering of the message in its unadulterated and unique frame, such obstruction and twisting is

called clamor. Commotion happens at any phase in the correspondence procedure, For example, at the communication process. Noise likewise happens in the message station - a fluffy TV flag, a swarmed a magazine page on which a promotion is encompassed by focused mess, and an individual deals collaboration that is interfered with repeatedly by phone calls. Commotion likewise can be available at the beneficiary/disentangling phase of the procedure.

Feedback, manages the source a method for checking how precisely the planned message is being gotten. Input enables the source to decide if the first message hit the objective precisely or whether it should be adjusted to inspire a clearer picture in the recipient's brain. Consequently, the input component offers the source some measure of control in the correspondence procedure Advertisers frequently discover that their target markets do not interpret campaign themes exactly as intended. Using research-based feedback from their markets, management can reexamine and often correct ineffective or misdirected advertising message. (Shimp, 2000, 119).

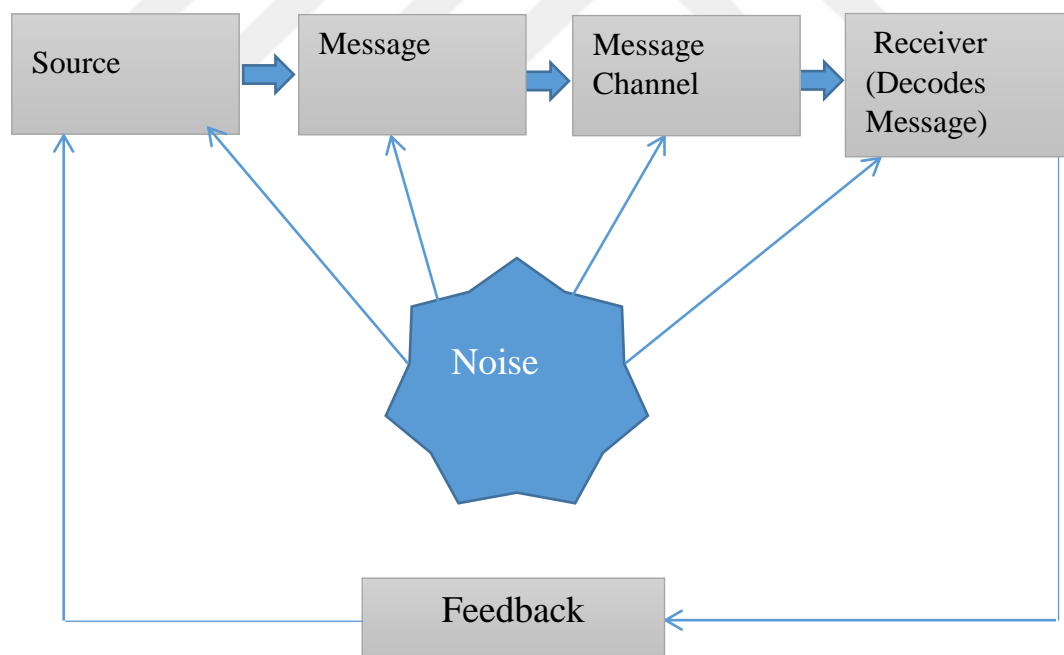


Figure 1.7: Elements in the communication process.

Source: Shimp, Advertising Promotion Supplemental Aspects of Integrating Marketing Communication, 2000, 118.

The media we use has long been a means of describing the sorts of people we are. Our images of what we are can be based more on assumption and myth than on fact. The specialists in this area (media researchers) tend to know a lot more about the people who are committed to specific media than the people who write or perform in them. The typical Guardian or Telegraph readers, for example, are likely to be substantially different to the people conjured up by the titles. Guardian readers will be more prosperous, more conventional and less liberal than expected and Telegraph readers more enlightened and younger. Media researchers know all this because there is large body of research to who consumes what media, when, how, why and how often. The basic findings are available a number of libraries and can be easily found and studied so that you may have a good comprehension of just exactly who is likely to read the Sun every day. In addition to the general media, we have an enormous wealth of other specialist media. Magazines and newspapers are supplemented by radio and TV programmers and stations, and by a plethora of web sites specializing in narrow and subjects. These provide clear access to people who, aside from the other characteristics they enjoy, can be classified according to their particular interests. Very few people, for example, are likely to buy a helicopter pilots magazine unless they have deep interest within the subject. This amplified greatly if the person actually subscribes to the publication. Whereas number of those media area unit supported self-selection (not all chopper pilots purchase the magazine however all patrons of the magazine area unit, or have an interest in becoming, helicopter pilots), others are based on membership. (Smith, 2003, 35-36).

1.4. MEDIA PLANNING AND MEDIA PLANNING PROCESS

Media planning is receiving more and more attention. This is not surprising since the cost of buying advertising time and space makes up 90% of the advertising budget (Donnelly, 1996). The latter also explains the recent attention paid to integrated marketing communications, the purpose of which is to use all advertising media, so long as other communications tools, as effectively and with efficiently as possible. Media planning is not just a subject of selecting the appropriate media given the target group of the advertising campaign and the characteristics of the different advertising media. it is also a technical issue in which the components of media objectives (such as frequency, reach, weight, continuity and cost) are calculated and compared. Both technical media objectives and standard for selected

the media mix and characteristics of the different media are discussed in depth. Furthermore, creativity on the usage of media and possible influences of the media context play role in advertising effectiveness. Choices incorporate broad communications, for example, TV, daily papers, radio, and magazines (and the decisions accessible inside each of these classes) and additionally out-of-the-home media, for example, outside promoting, travel publicizing, and electronic boards. An assortment of help media, for example, coordinate displaying, intuitive media, limited time items publicizing, and in-store purpose of-procurement choices should likewise be considered (George and Michael, 2001, 304).

The purpose of media planning is to draw up an adequate media plan. A media document specifying which media and vehicles will be purchased when, at what price and with what expected results. It includes such things as flow charts, the names of specific magazines, reach and frequency estimates, and budgets. Creating a media plan is a process, which consists of different steps Figure Just as environmental analysis are necessary to formulates the marketing strategy and to create a marketing plan, the communications environment needs to be screened to formulate a media plan. First, media planners should be familiar with all rules and legal aspects, additionally like native habits. Is TV advertising allowed, do individuals watch preponderantly TV, scan magazines or hear the radio, etc.

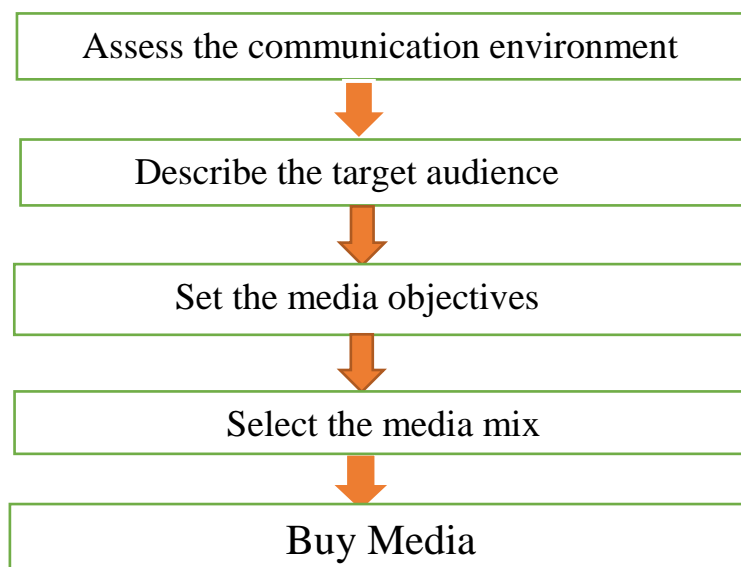


Figure 1.8: Steps in media planning

Source: Belch, Michael, 2001, Advertising, and Promotion an Integrating Marketing Communications Perspective, 304.

Second, media planners should be able to judge the communications efforts of the competition. In this respect, the following elements are important:

Category spending: What is the advertising spending in the product category, and how has it evolved over the last five years? Did category-spending increase, decrease or remain stable?

Share of voice: What is the relative advertising spending of the different competitive brands in the product category? Share of voice, (Sov) are calculated by dividing a specific brand's advertising disbursement by the overall class disbursement. Besides the share of voice, one should also investigate the share of market, (SOM) and how share of voice relates to share of market. Some researchers assume that share of market follows share of voice, while others argue that the share of market should always be smaller than the share of voice in order to be able to preserve growth.

Media mix: Identify how each competitor divides its advertising spending across the different media and analyze the trend in media mix composition.

Target groups: all segmentation variables mentioned there remain valid; a variable that needs special attention at this stage is the media behavior of the target audience. Do the target consumers listen to radio or watch TV, and if so, which programmes do they listen to or watch, at what time, and on which days? Do the target consumers read newspapers or magazines, and if so, which ones do they read? Do the target consumers use electronic media; do they often go to the cinema, etc.? This information is indispensable

CHAPTER TWO: CONSUMER BEHAVIOR

2.1. CONSUMER BEHAVIOR

Consumer behavior covers a lot of ground: it is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Consumers take many forms, ranging from a 6-year-old child pleading with her mother for wine gums to an executive in a large corporation deciding on an extremely expensive computer system. The items that are consumed can include anything from tinned beans to a massage, democracy, rap music and even other people (the images of rock stars, for example). Needs and desires to be satisfied range from hunger and thirst to love, status or even spiritual fulfillment. There is a growing interest in consumer behavior, not only in the field of marketing but from the social sciences in general. This follows a growing awareness of the increasing importance of consumption in our daily lives, in our organization of daily activities in our identity formation, in politics and economic development, and in the flows of global culture, where consumer culture seems to spread, albeit in new forms, from North America and Europe to other parts of the world. This spread of consumer culture via marketing is not always well received by social critics and consumers. Indeed, consumption can be regarded as playing such an important role in our social, psychological, economic, political and cultural lives that today it has become the 'vanguard history. (Solomon, Bamossy, and Hogg, 2010, 6)

According to (Schiffman and Kanuk, 2007, 15) Consumer behavior was a relatively new field of study in the mid- to late 1960. Because it had no history or body of research of its own. Marketing theorists borrowed heavily from concepts developed in other scientific disciplines, such as psychology (the study of the individual). Sociology (the study of groups), social psychology (the study of how an individual operates in groups) anthropology (the influence of society on the individual). And economics to form the basis of this new marketing discipline. Many early theories concerning consumer behavior were based on economic theory, on the notion that individual act rationally to maximize their benefits (satisfactions) in the purchase of goods and service. Later research discovered that consumers are just as likely to purchase impulsively and to be influenced by not only family and friends,

by advertising and role models, but also by mood, situation, and emotion. All of these factors combine to form a comprehensive model of consumer behavior that reflects both the cognitive and emotional aspects of consumer decision making. (Schiffman and Kanuk, 2007, 15)

Consumer behavior considers the many reasons personal, situational, psychological, and social people shop for products, buy and use them, and then dispose of them. Companies spend billions of dollars annually studying what makes consumers “tick.” Although you might not like it, Google, AOL, and Yahoo! monitor your Web patterns—the sites you search, that is. The companies that pay for search advertising, or ads that appear on the Web pages you pull up after doing an online search, want to find out what kind of things you are interested in. Doing so allows these companies to send you popup ads and coupons you might actually be interested in instead of ads and coupons for products such as Depends or Viagra.

2.2. CONSUMER INFORMATION PROCESSING

The processing of consumer information is defined as the process through which consumers are exposed to information, attention to, understanding, memory,

Retrieved for later use one of the most frequently reported problems marketers face is getting consumers to receive an understanding and remembering information about their product or service.

The issues are particularly acute for advertisers. Millions of spend developing and delivering a national campaign. If consumers fail to be exposed to the message, fail to attend to it, fail to comprehend it, or fail to remember it, the investment will be wasted.

Information: is outlined because the content of what is changed with the outer world as we tend to fit it and create our adjustment felt upon it. (Wiener, 1968, 31). by reacting appropriately to information, or by generating information ourselves, we can adapt to and even influence the world around us. For example, the purchase of socially visible products, such as clothing or watches, provides acquaintance about buyer's self-concept to others. Similarly, companies communicate aspiring to shoppers through the information transmitted in

advertisements. Thus, the symbols employed in print advertisements are information units employed to influence consumers (Mowen and minor, 2001, 37).

Information processing

Figure (3.1) presents a simplified diagram of consumer information processing. The diagram shows that three factors influence information processing. Perception, the scale of customer involvement, and memory. Perception is that the method through that people square measure exposed to info, attend to the data, and comprehend the data.in the initial Exposure stage client receive info through their senses.

Exposure merely implies that customers are available contact with the marketer's message (they see a magazine ad, hear a radio industrial, and so on). Though exposure is an important preliminary step to resultant stages of knowledge process, the mere truth of exposing customers to the promoting communicator's message does not ensure that the message can have any impact. Gaining exposure may be a necessary however scant condition for communication success. In sensible terms, exposing customers to a brand's message may be a operate of key social control choices regarding: (1) the dimensions of the budget, and (2) the selected of media and vehicles within which to gift a complete message. In alternative words, a high ratio of an audience are exposed to a brand's message if ample funds area unit allotted and wise selections media out lets area unit made; scant budget and/or poor media choice invariably end in low levels of exposure (Shimp, 2000, 131).

In the **Attention stage**, consumers focus on and assign process capacity to a stimulus. Attention means to focus on and consider a message to that one's has been exposed. Consumers attend to solely a little fraction of selling communications stimuli such a result of demands placed on attention area unit great; so, attention is extremely selective. Selectivity is necessary because information-processing capacity is limited, and effective utilization this capacity requires the consumer to apportion psychic (processing capacity) to only messages that are relevant and of interest to current goals (Bettman, 2009, 77).

Comprehension stage they organize and the information for obtain meaning from it. The term comprehension usually used interchangeably with perception, both

terms refers to interpretation. Because is people respond to their perceptions of the world and not to the world as it actually is, the topic of comprehension, or perception, is one in every the foremost important subjects in marketing communication (Mick, 1992, 411).

The second factor that influences information processing is that the degree of involvement of the consumer in the task. A consumer's involvement level influences whether they move from the expose through the attention to the comprehension stage of perception. In addition, involvement influences memory functions as well. Because an understanding of involvement is central to the understanding of information processing and perception, the next section discusses this important construct. The final component of the information- processing model is the memory function. As can be seen in figure 3.1 memory plays role each of the stages. Memory helps guide the exposure and attention processes by allowing consumers to anticipate the stimuli with which they may come into contract. It assists in the comprehension process by housing the consumer's knowledge about the environment. This knowledge base could also be accessed in order to assist the person in understanding the meaning of a stimulus. Because of a large role, memory plays in information processing (Mowen and Minor, 2001, 39).

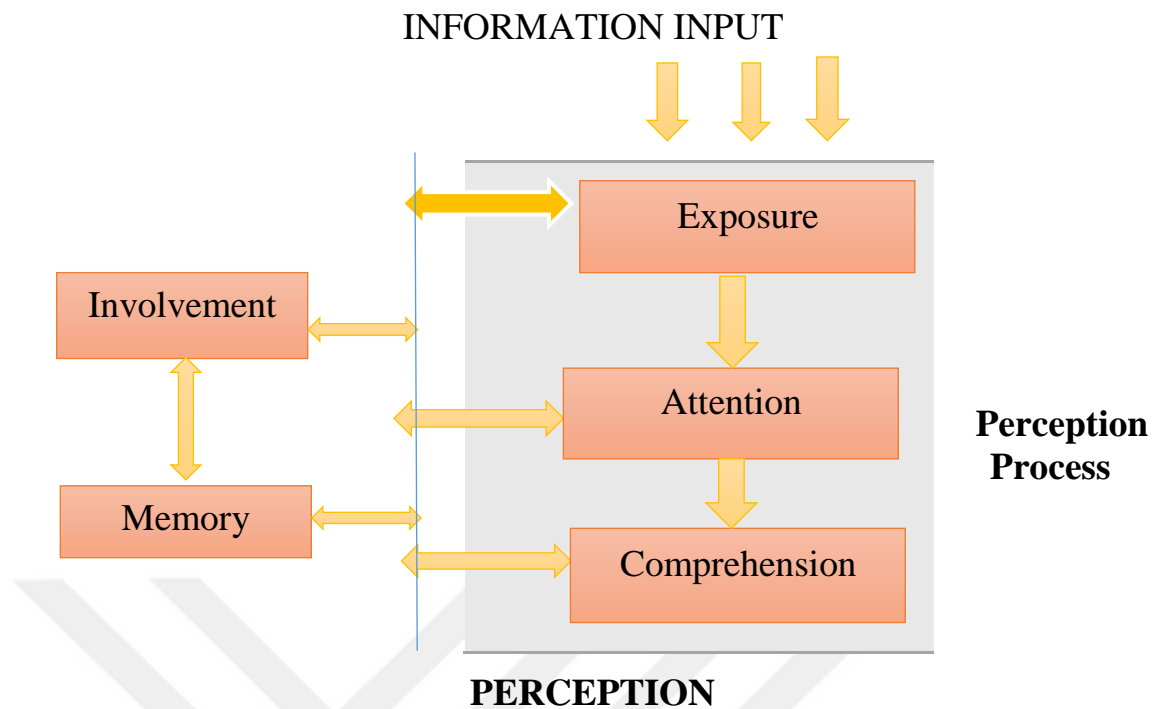


Figure 2.1: Consumer the information- processing model.

Source: Mowen and Minor, 2001, Consumer Behavior a Frame Work, 38.

2.3 The Consumer's Decision-Making Process

Consumer decision making is outline as the processes concerned in recognizing problems. Finding out solutions evaluating alternatives selecting among choices, and evaluating the outcomes of the selection. Not solely do customers create decisions relating to that brand choices to decide on however they conjointly decide what amount of the good to purchase (Wansink, and Hoch, 1998, 71). Consumers make decisions in order reach goals, which include making the best choice among alternative actions curtailment the endeavor in make the decision. That is consumers make decisions "on the fly," and the process employed is influenced by the problem's difficulty, the knowledge and characteristics of the consumer, and the characteristics of the situation (Bettman, Payne, 1998, 187).

It is critical for managers to identify the type of decision process employed by a target market because it will influence each of the managerial applications areas. You have been a purchaser with acquiring power for any longer than you most likely acknowledge since the first occasion when you were asked that grain or toy you needed. Throughout the years, you have built up a precise way you pick among choices, regardless of whether you do not comprehend about it. Different buyers take

after a comparative procedure. The initial segment of this section takes gender at this procedure. The second part takes gender at the situational, mental, and different variables that influence what, when, and how individuals purchase what they do. Remember, nevertheless, that diverse individuals, regardless of how comparable they are, settle on various buying choices. You may be exceptionally inspired by obtaining a Savvy Auto. Notwithstanding, your closest companion should need to purchase a Portage 150 truck. Promoting experts comprehend this. They do not have boundless spending plans that change them to publicize in a very wide range of media to a wide extent of peoples, so what they endeavor to do is make sense of patterns among shoppers. Doing as such causes them contact the general population destined to purchase their items in the most financially savvy way that could be available.

Figure Stages in the Consumer's Purchasing Process outlines the buying stages consumers undergo. At every giving time, you are a lot of likely in some type of shopping for stage. you're pondering the various styles of stuff you need or got to eventually purchase, however you're going to realize the simplest ones at the simplest price, and wherever and the way can you purchase them, there are different products you have been already purchased that you just are evaluating. Some may be best of others may. Can you discard them, and if so, how? Then what will you buy? Wherever will that method start?

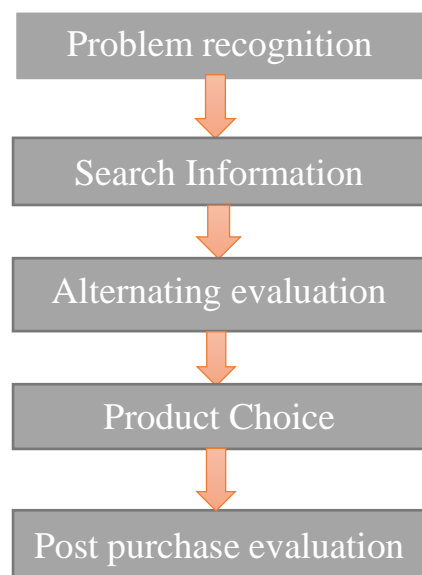


Figure 2.2: Stages in the purchases process

Source: Mowen and Minor, 2001, Consumer behavior a frame work, 78.

1. Problem Recognition

Problem recognition happens whenever the buyer sees a big distinction between her current states of affairs a few desirable or ideal case. The consumer needs to solve a problem, which may be small or large, simple or complex. A woman whose 10-year-old Hyundai lives at the mechanic's shop has a problem, as does the man who thinks he have better luck getting dates if he traded his Hyundai for a new sports car. Brandon falls into the latter class his old clunker runs okay, laughs. Do marketing decisions have a role in buyers' problem recognition? Although problem recognition occurs spontaneously, marketers can develop creative advertising messages that stimulate consumers to recognize that current state that old car just does not equal a shiny, new convertible.

2. Search for Information

Once Brandon recognizes his car problem, he wants adequate data to resolve It .Information search is that the piece of decision-making process within which the buyer checks his memory and surveys his setting to spot what choices square measure out there which may solve his drawback. Advertisements in newspapers, on TV, or even within the Yellow Pages of the telephone directory often provide valuable guidance during this step. Brandon might rely on television ads about different cars, recommendations from his friends, and additional research found in Consumer Reports, Car & Driver, or brochures from car dealerships. Increasingly, consumers are using Internet search engines, portals, or "shopping bots for information search. Search engines are sites such as AltaVista (www.altavisa.com), Excite (www.excite.com)and WebCrawler (www.webcrawler.com) that find knowledge on the Web by searching sites for keywords. As we saw in the case Jennifer Dulski and Yahoo! Shopping, by portals offer many Netizens the good place for enter the Web.

They simplify searches because they organize information from a lot of separate Web sites according to common themes. Some portals, such as Spanish-language YupiMSN.com, focus on specific client segments. This unique portal makes it easy for readers to access Spanish-language Web sites that provide information on education, entertainment, sports, politics, music, and local and international news. Having recognized the enormous and rapidly growing Spanish-

speaking market. (Bill Gates) Microsoft Empire acquired the once independent Yupi.com as part of its global expansion. And with the strength and prestige of Microsoft, YupiMSN.com has created a major link among all Spanish-speaking countries worldwide. For marketers, portals provide good opportunities to advertise because of the big amount of "hits" (visitors to the site) they get in return.

3. Evaluation of alternatives

Once Brandon starts identifying the alternatives, it is time to slim them down and choose that are preferred. There are two elements to the present stage of the decision-making process. First, a consumer armed with data identifies the set of product within which he's interested. Then he narrows his selections by deciding that of all the chances are possible and down by scrutiny the execs and cons of every remaining choice. Brandon has always wanted a red Ferrari, but after allowing himself to daydream for a few minutes, he returns to reality and reluctantly admits that an Italian sports car is perhaps not in the cards for him right now. As he looks around, he decides that the cars he likes in his price range are the Saturn coupe, Ford Focus, and Honda Civic. He narrowed down his options by considering only affordable cars that come to mind or that his friends suggest.

4. Product Choice

Now it is time to "put the pedal to the metal." Deciding on one product and acting on this choice is the next step in the decision-making process. Brandon has spent several weeks thinking about the alternatives, and he is finally ready to receive the plunge and buy. After agonizing over his choice, he decides that even though the Civic and the Saturn have attractive qualities, the Focus's carefree image is just the way he wants others to think about him. All of this thinking about cars is "driving" him crazy, and he is relieved to make a decision to buy the Focus and get on with his life.

5. Post purchase and Evaluation

In the after stage of decision-making, the buyer evaluates the standard of the choice he made. After mulling over the alternatives and picking one, now he evaluates just how good a choice it was. Everyone has experienced regret after making a purchase, and hope fully we have all been pleased with something we have bought. The evaluation of the output leads a level of the buyer

satisfaction/dissatisfaction that is set by the feelings, or angle, a person, has a few products when getting it. During this case, luckily, Brandon's feelings could not be higher as he cruises down the main road with tunes blaring and a smile on his face. Simply however do customers decide if they are glad with their purchases? One answer would be, "That's simple. The merchandise is either terrific or it is not but, it is a very little a lot of sophisticated than that. Once we purchase a product. We have some expectations of product quality. however well product or service or exceeds these expectations determines client satisfaction In alternative words, customers assess product quality by scrutiny what they need bought to a performance normal created by a mix data of knowledge from selling communications informal information sources like friends and family, and their own expertise with the merchandise class. That is why it is substantial that marketers produce correct expectations of their product in advertising and alternative communications. Therefore, even though Brandon's Focus is not exactly as powerful as a Ferrari, he is still happy with the car because he never really expected a fun little car to eat up the highway like a high-performance sports car costing ten times as much. Brandon has "survived" consumer decision-making process by recognizing a problem. Conducting an information search to resolve it, identifying the (feasible) alternatives available, making a product choice, and then the evaluating the quality of his decision. It was not easy to do, but when he is tooling down the road on a sunny day. Somehow, it all seems worth it.

There are three main categories: internal. Situational and social influences in Brandon's case, for ample, the evaluative criteria he used to compare cars and his feelings about each car were influenced by indoor factors like the association he learned to form between a reputation like Saturn and a picture of "slightly hip nevertheless safe and solid" situational factors such because the approach he was treated by the Honda employee, and social influences like his prediction that his friends would be affected once they saw him cruising down the road in his new wheels. This figure shows the influences within decision making process and emphasizes that all of these factors work together to affect the ultimate choice each person makes. Let us consider how each of these three types of influences work. Starting with internal factors. (Solomon and Stuart, 2003, 167)

2.4. SOCIETAL (EXTERNAL) FACTORS THAT AFFECT CONSUMER'S PURCHASING BEHAVIOR

Situational factors the weather, time of day, where you are, who you are with, and your mood influence what you buy, but only on a temporary basis. So do personal factors, such as your gender, as well as psychological factors, such as your self-concept. Societal factors are a bit different. They are outward. They depend on the world around you and how it works.

2.4.1. The Consumer's Culture

Our discussion of consumer behavior so far has focused on the factors that affect us as individuals, such as how we learn about products. Although we are all individuals, we are also members of many parts that effect our purchasing decisions. Families, friends and classmates often influence our decisions, as do the larger groups we define, such as ethnic groups and political parties. Now let us look at how social influences such as culture, social class, friends and influential acquaintances influence consumer decision-making.

Marketers United Nations agency perceive the values of culture will customize their product offerings consequently. As an example, smoke brands Salem Biansimo and Virginia Slims one, that emits a less example; smoke well than alternative brands, flopped within the us when marketing well in Japan Why? As result of Japanese culture appreciates the revival of others, quite it appreciates individual pleasure. Cigarettes that smoke less will not offend others, particularly non-smokers, therefore the Japanese like better to purchase them. A trade government noted, The Japanese area unit much more involved concerning the individuals around them, and if you develop a product that helps them address these considerations, you have a decent probability to develop an eminent product.

2.4.2. The Consumer's Subculture(s)

A subculture could be a group synchronous with alternative teams in a very larger culture whose members share a particular set of beliefs or every folk belongs to several subcultures. T subcultures might be noncircular teams, ethnic teams, or regional teams, additionally as those who kind around music teams like the Dave Matthews Band, media creations like (Star Trek fans), or leisure activities like raves or extreme sports. So forth. The quickest developing subculture in the Unified States comprises of individuals of Hispanic starting point, trailed by Asian Americans, and blacks. The Acquiring energy of U.S. Hispanics is developing significantly. By 2010, it is relied upon to achieve more than \$1 trillion (Watrous, 2009, 9). This is a lucrative market that organizations are attempting to draw in. Home Stop has propelled a Spanish variant of its Site.(Wal-Mart) are changing on some neighborhood markets in stores that aim to talk to Spaniards. The Wal-Mart stores are situated in Hispanic neighborhoods and highlight components, for example, bistros serving Latino baked goods and espresso and full meat and fish counters (Birchall, 2009, 18).

Marketing merchandise primarily based the quality of shoppers is effective In any case it might finish up plainly more durable doing soon in lightweight of the actual fact that the bounds between ethnic gatherings area unit obscuring, as an example, various people nowadays see themselves as racial. (Golfer Tiger Woods is an outstanding case.) Likewise, bear in mind that ethnic and racial subcultures area unit by all account not the sole subcultures displaying specialists take a goose as we have shown, subcultures will produce in lightweight of individuals' advantage. you have got presumably familiar regarding the hip-jump social group, people World Health Organization in participate in outrageous varieties of games, as an example, whirlybird athletics, or people World Health Organization play the dream diversion Prisons and Monsters. The general population in these communities has confirmed premiums and proven practices that allow advertising professionals to arrange things that are clear to them. The people of Jupiter can be a people's assembly of peoples that they have a similar or useful social financial position in the spotlight (<http://wordnetweb.princeton.A.D.28.12.2017>.)

2.4.3. The Consumer's Family

Most market researchers are looking for a family person to be one of each of the most important factors necessary to market behavior. I am anxious about it or not, you are beyond that like your individuals than you think about it, at least in the case of your consumption patterns. Your reality is that many of the items you get bought and you do not get the results of what your individuals do and do not get. The soap you grew abuse, the cleaner your people bought and used, and even the "brand" policy that they tend to wards (Democratic or Republican) Samples of the goods that are Immingle favor as adults. These members have also fascinated the behavior of large-scale family buying companies; the family has had a foremost impact on some purchases. Children have a wonderful advantage deal on many of the Mange purchases as an example, in 2003 nearly half (47 %). from nine to seven years of age. He asked people to travel online to search for goods or services, compared with 37 shares in 2001. IKEA uses this information to model their galleries. The children's bedrooms have comfortable beds with an attractive padding so the children have a measured gauge box to identify and ignite what they need marketing to youngsters has gone to a lower place increasing the investigation. Some commentators blame organizations for meditative dominant youngsters to harass their parent's things. For instance, even so bitingness tickets for Hannah province shows went from uncountable to thousands of dollars, the shows usually still sold-out out. However, jointly author place it, abusing "hassle control" is not generally ultimately at intervals the end of the day interests of sponsors on the off probability that it estranges children's folks (Waddell, 2009, 8).

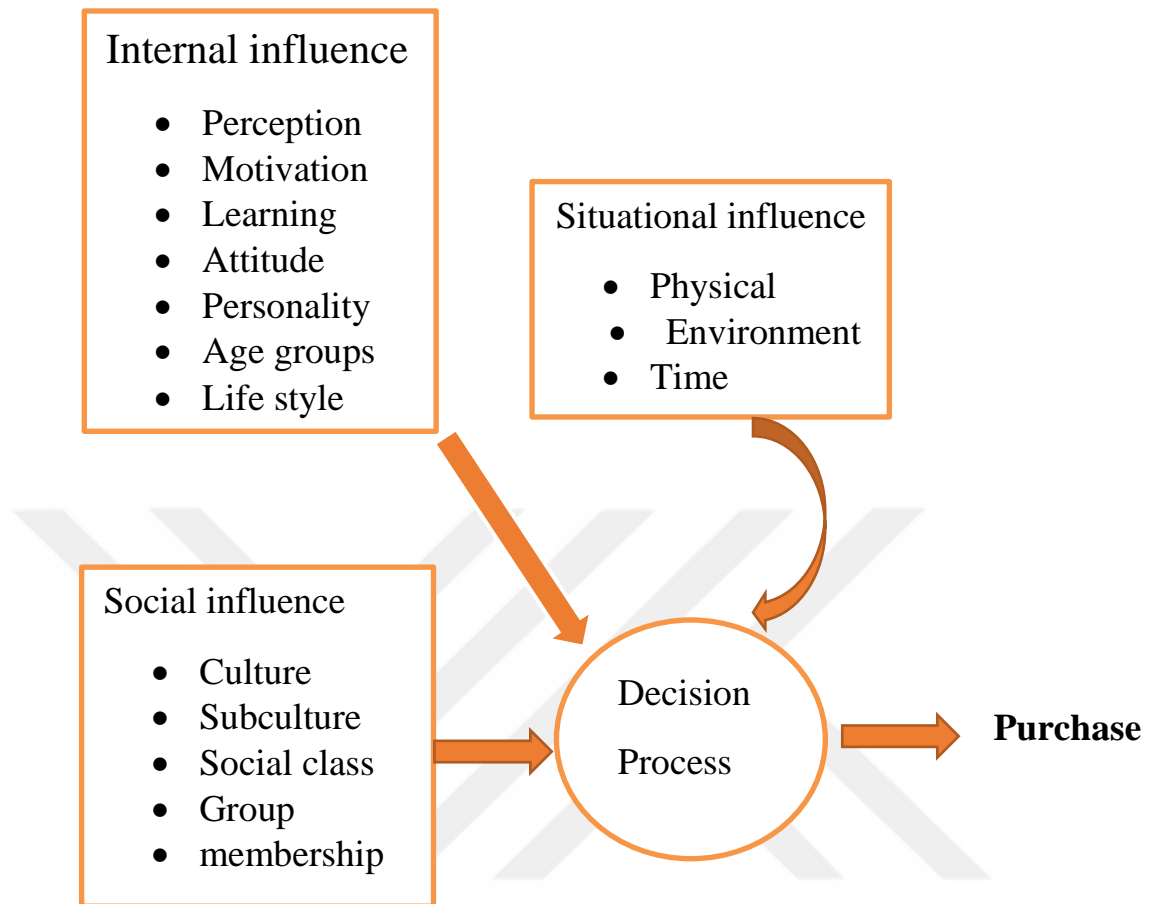


Figure 2.3: Influences on consumer decision making

Source: Solomon and Stuart, 2003, marketing real people real choice, 167.

Consumer purchasing

Every consumer is influence by factors, which change and vary in importance throughout their lives. These are some of the more important factors to consider when you try to understand who your customers are and what their buying motives might be:

- ✓ Gender
- ✓ Age
- ✓ Marital status
- ✓ Children in household
- ✓ Income

- ✓ Socio-economic groups
- ✓ Occupation
- ✓ personal financial management
- ✓ Home ownership
- ✓ Location
- ✓ Life cycle
- ✓ Geo demographic systems

➤ **Gender**

Certain consumer products and services appear to be objective at a fixed sex , for example clothes or specialist health-care products. However, in reality, there are little few products or service, which is not bought by both sexes.

➤ **Age**

A consumer's age many provide some clues to their lifestyle and their interests. Products may be specifically targeted at an age group, for example, retirement homes, Club 18-30 holidays, or the puffin Book Club for children. Age groups are often grouped in decades starting at 15: 15-18, 18-20, 21-25 25-34, 35-44,45-54,55-64, 65+

➤ **Marital status**

Marital status is a significant factor when it is combined with other factors like children and income. Certain products or services may be aimed at people of a specific marital status, for example, food and household products aimed at married couples, or small cars aimed at prosperous young single people. The categories are: single, married, divorced\ separated, windowed.

➤ **Children in household**

The presence of kids in an exceedingly household can have a significant influence on the disposable income of the unit, its lifestyle, attitudes and consumption patterns. There is a massive distinction in income between single-

income families with youngsters and two-income families while not youngsters. The ages of the youngsters additionally affects income.

➤ **Income**

Income is described in two ways - net or gross. Net income is after tax and any other basic living-costs have been deducted, whereas gross income is total income before tax and deductions. Not everyone is prepared to provide truthful answers about their income, so income is normally stated in \$5000 or \$10000 bands. Lower income bands are often broken into smaller amounts to reflect the greater importance of an increase. The bands are: up to \$5000, \$5000 - 7500 , \$7500-10000 \$10000-12500, \$12500-15000, \$15000-25000, \$25000-35000, \$35000-45000, \$45000-55000, \$55000-65000, over \$65000.

➤ **Socio-economic groups**

The socio-economic most used in the UK were developed as a rationalization of social groups in the 1950s. However, they are severely flawed both in their structure and in their value as a model of today's society. In 1981, the Market Research association published an evaluation of social grades covering five socio-economic or social class groupings: A, B, C1, C2, D and E.

➤ **Occupation**

Occupation is usually very complex to help us discern its value as a factor in buying behavior. In fact, there are few pieces of research where the actual occupation is recorded, apart from the National Readership Survey. Most occupation research tends to use the same categories as socio-economic groupings. However, the research may also include information on the sector in which the respondent is employed, for example teaching, civil service, engineering or the professions.

➤ **Personal financial management**

Consumer's use of credit and their approach to money can be useful factors in evaluating buying behavior. Ownership of credit cards and the number and type of bank and building society accounts are not just indicators of financial well-being,

they may also have a bearing on the willingness or the capacity of the customer to buying certain types of product or service.

➤ **Home ownership**

Home ownership results in certain needs and responsibilities, which correlate directly with purchasing patterns. Type of property owned how long lived there and whether owned outright, or mortgaged and the size of mortgage all have a bearing on disposable income, aspirations, interests and other factors relating to buying behavior.

➤ **Location**

Where a shopper lives might have a very important touching on shopping for behavior. sure merchandise or services could also be restricted to specific locations, and very different cultural and economic factors might amendment from region to region. Rural and concrete customers take issue, and there is a major variation between city center, council estate and community customers. (Smith, 2003, 32-35)

2.5. Advertising and Types of Advertising

Advertising are displayed as any type of non-personal communication associated with a company, goods, service or plan by a well-known associate degree home or sponsor time reflecting the paid side of this definition The fact that the home or time is for advertising Doctoral degree letter usually must be bought degree An occasional participant exception to the present is that public service announcement. (PSA), which is given home media or time by the media (Belch and Belch, 2001, 15).

Advertising is one among of the oldest, most visible and most vital instruments of the promoting communications combine. Brooding angina entireties of money area unit spent on promoting, and no different advertising marvel is at risk of most open civil argument and competition. huge measures of analysis area unit given to the topic of what makes promoting compelling and on the part of business enterprise qualities on its viability. like the case with completely different

interchanges instruments, uncommon thought ought to tend to the distinctive strides in promoting effort advancement and to the work between the key showcasing arrange and also the business enterprise effort. The, most important advance during this procedure is deciphering the creative thought in an exceedingly business enterprise Execution, to the current finish, it's peremptory to allow a substantial live of thoughtfulness relating to various formal and substantial ways and their adequacy in promoting. Initial, a review is given of the various styles of promoting. Promoting will animate and mimic and sentiment authority Incitement will embrace topics meant to urge current proprietors to debate the whole (outline for a companion or forthcoming proprietors to raise current proprietors (ask someone World Health Organization claims one) for his or her impressions (Keller and Fay, 2009, 154).

Advertising may be displayed as any paid and impersonal communication through various media by business, non-commercial organizations and United Nations agency personnel. In a manner known in the message, the agency hopes to say and/or convince specific audience members. (Bennett, 1995) advertising may be a smart selling communication tool to inform and convince people, regardless of whether the product (Nestlé's fitness keeps you slim), service (Avis: we tend to strive) or thought (Come against cancer). It is not surprising that advertising may be a commonly used tool; completely different categories of ads can be distinguished on the head of the four criteria as shown in the table. First, the declaration is indicated on the initial numbers of the sender of the message. A manufacturer that promotes their own brands starts a manufacturer or advertising product. If the government takes the initiative to the campaign, this can be known as collective advertising. In addition, retail organizations advertise. Usually, two manufacturers, or a distributor and a manufacturing company, have developed together an associate degree development degree. This can be known as collaborative advertising. Besides goods and services, concepts can be encouraged, largely by non-profit organizations. The intended receiver of the advertising message can be either a private end-consumer or another company (Belch and Belch, 2001, 15).

In the latter case, the company may buy the products to use in its own production process (industrial advertising), or buy the products to resell them (trade advertising) Different kinds of advertising can also be distinguished according to the

type of message conveyed. The difference between advertising focused on informational and transformational consumer motives. Institutional advertising is that the term used to accustomed government campaigns. Selective advertising campaigns try to promote a specific brand, while a generic campaign promotes a whole product category, such as Dutch cheese, British beef or French wine. Theme advertising attempts to build a reservoir of goodwill for a brand or a product. Action advertising tries to stimulate consumers to buy a product immediately. Often, the latter is used in support of a sales promotion campaign. Finally, different types of campaigns can be distinguished on the prime of the medium in which the ad is placed. Two main categories of traditional or above the line advertising can be distinguished: audiovisual and print. Other forms of advertising such as direct marketing (Peismacker and Berg, 2005, 105-106).

CHAPTER THREE: GENERAL FRAMEWORK OF THE STUDY

3.1. THE STUDY PROBLEM

The problem of this research in the following question: The appropriateness of the media with the behavior purchasing of consumes for buying goods and service: To address the problem you can ask the following questions;

1. What is the understanding of consumer behavior with mass media and social media?
2. What is the proportion of consumer activities with social media and mass media?
3. What do we mean consumer behavior with media?

3.2. HYPOTHESES OF THE STUDY

The hypothesis of the study can be determine by the following hypothesis there is a significant and statistically significant relationship between consumer buying behaviors and media their role in the consumer decision-making process and can be affect the change of their views. In other words, there is a positive and statistical relation between media and consumer buying behavior for the best making decision process.

To achieving the dissertation objectives and testing its hypothetical model, this dissertation attempt to examine the following hypotheses:

- **The first main hypotheses:**

1. There is a positive relation between mass media and consumer behavior.
2. There is a positive relation between social media and behavior purchasing of consumers.

- **The second main hypotheses:**

1. There is advertising on television impact on Consumer purchasing behavior.
2. There is social media impact on Consumer purchasing behavior.

3.3. OBJECTIVES OF THE STUDY

Purchasers and organizations around the world have been more associated than any other time in recent memory with the nearness of Web and television. A normal Web client has 669 social ties (Hampton et al. 2011) Facebook has more than 600 million day by day dynamic clients, with more than 1.5 million business pages (Facebook 2013), and 30 billion bits of substance shared on a month to month premise (McKinsey, 2011). Approximately 500 million Tweets sent for every day, at around 600 Tweets for each second (Tweter, 2012). LinkedIn are over 235 million experts about a planet, including all Fortune 500 organizations (LinkedIn 2013). The worldwide normal time spent per individual on interpersonal interaction destination Changes in purchaser conduct because of online networking are a standout amongst the most interesting perspectives in the contemporary advertising.

Recognizing that customer conduct is a moderately broad and expansive theme, which it would challenge for the scientist to accumulate, examine and finish up all the fundamental information and discoveries into one research; in this way, the specialist has limited the concentration in relationship with the basic leadership process, which partners with showcasing through web-based social networking .The target of the examination is to clarify why, when, and How social networking on the Internet affected the primary buyer leadership process. Furthermore, maybe, with this specific point of view the exploration holds, it can help to personality what are the open doors and traps organizations are looking with this effect on customers' basic leadership Taking into account the ultimate aim of seize and grasp the potential outcomes in the new showcasing times is 6.9 hours for every month (Delaney and Salminen, 2012).

3.4. THE IMPORTANCE OF STUDYING

The importance of research is Media and its impact on the buying behavior of customers of knowledge that is necessary to every individual to create the correct call as quickly as potential to realize his goals. The research's ability to attract and change their behavior towards the product and service, the idea of media, influencing their purchasing decisions because the declaration is considered the first advisory tool to take these decisions even with other factors that may affect them.

The importance of research for the producers and marketers of Kurdish goods and services is seen as a deliberate guide to strengthening the strengths of their marketing programs and addressing their negative in terms of their lack of interest in marketing activities and research as required helping, they develop specialized market research, consumer, competitor, etc. In addition, provide the specialists in the latest information management and timely vision and consultation to achieve the company's goals to save pace with the era, especially in the time to the revolution of communications and information.

3.5. STUDY MODEL

The researcher relied on the method of presentation of the ideas and opinions of a group of writers and researchers through the available resources and scientific references on the subject of research on Media and its impact on the purchasing behavior of consumers. In addition to relying on a number of letters and university papers. On the practical side, the researcher designed a questionnaire consisting of (18) question, was distributed on the (110) sample of the research and (110) was recovered.. The researcher analyzed the answers of the sample of the study by relying on the analysis of advanced (SPSS) programs to reach the extent of achieving the hypothesis of the study. The following statistical measures were extracted: To benefit from these measurements to achieve the hypothesis and aims of the research Frequencies.

Factor Analyses

- Correlation
- Link The middle of my account
- Standard deviation

3.6. LIMITS OF THE STUDY

In order to facilitate the presentation, it is decided to identify the studied object with spatial, temporal and human limits as described below.

1. Spatial boundaries: The study covered the governorate of Sulaymaniyah, where the sample of the study was distributed.

2. The temporal boundary: The study is defined by a known period extending from 2017 until the finish of December 2018.
3. In terms of human: The researcher took a certain group of professors, staff, students and people with the governorate of Sulaymaniyah, which amounted to (110) people at different levels of study.

3.7. LITERATURE REVIEW

Understand which kind of customers is influenced principally by Media:

Today, customers are taking part in a big role on the marketplace phase. Simply, they will be outlined as actors on the marketplace phase or people who purchase or consume product and Services on-line or offline. One in every of the variables that are reported as vital variables influencing customers is demographic variables. For instance, the amount of male and feminine users has dramatically hyperbolic throughout the last years (Park and Jun 2003).

Consumers who actually buy online (Online Insiders):

Online Insiders square measure terribly active users on net and extremely influential web shoppers in exploitation completely different Social Media to shop for and sell (Pookulangara and Koesler, 2011). Usually, customers' decisions area unit influenced heavily by on-line brands and consumers will influence one another. This type of event sometimes affects the repurchases method as a result. Therefore, customers unit a lot of turning to Social Media to induce more information thereon to base their decisions (Ramsunder. 2011). as an example, it may be noticed that the plurality of the net shoppers tend to be younger, wealthier, higher educated, additional laptop literate and additional doubtless to pay time on net, and search on-line (Levin 2005).

Consumers United Nations agency browse the web while not shopping for on-line (Social Clickers):

Social Clickers area unit daily active folks that tend to use the web for various functions, such as, obtaining news, doing completely different researchers for various subjects, sharing info and human action with different users and from different cultures (Lee, 2013). They are significant online communicators, however the

foremost democratic ones tend to be younger and fewer affluent. These younger Social Clickers might not be influencing purchase call these days, however may become sturdy influences within the future (Vinerean, 2013).

Understand why customers use Social Media to purchase:

The necessary components of visiting websites square measure to assist customers to speak with different users So to achieve their functions. Interaction with different users are have an impact on patrons by several factors, that play important role in sanctioning customers to possess clear ideas regarding unknown merchandise (Constantinides, 2004). Mistreatment SM becomes one in every of the requirements currently that affects customers by many factors. These factors are classified as, style Factors, data Factors, Product Factors, Psychological Factors, and Cultural Factors (Constantinides, 2004):

1. Information Factors: shoppers are going to be willing to shop for on-line if sort of merchandise and data square measure provided sufficiently. Additionally, offers, warranties and guarantees that square measure provided alongside merchandise can encourage shoppers to buy on-line (Limayem, 2000).
2. Design Factors: Typically, customer's area unit laid low with the look characteristics of an internet page. If the web site is simple and regularly updated, customers are going to be additional interested in obtain on-line. additionally,
3. Psychological Factors: these factors have an influence on consumers' angle towards on-line shopping for. For example, if customers build a trust on a web site, they will be willing to shop for on-line well and scale back uncertainty towards a product. Moreover, their friends and relatives United Nations agency have an effect on their attitudes to use SM. might influence customers.
4. Cultural Factors: customers are tormented by different cultures in selecting and creating selections regarding sure merchandise. additionally, it have an impact on consumers' way in interacting and human action with new technologies.(Pookulangara, 2011)

3.8. METHODOLOGY OF RESERCH

This study is a quantitative analytical method to test the hypotheses and show the results and recommendations of this study and the result of the impact media on the purchasing behavior of the consumer. In the province Sulaymaniyah in the Iraq region. While, a Survey questionnaire designed and developed in order to collect data from the participants, as primary data is implications of methods and is closely related to the data collection techniques.

3.8.1. Study area

The studies Area are composed of a field study at the province Sulaymaniyah in the Iraq region.

Crunch's alpha is that the most typical measure of inward consistency ("reliability). Descriptive applied mathematics Measures: Descriptive statistics the term is given to the analysis information of knowledge of information that helps or data pregnant approach describe, seems.to Summarize in a very such these are ways in which of describing the central position of a frequency distribution for a bunch of knowledge. Pearson Correlations Coefficients is a measure of the strength and direction of association that exists between to variables measured.

In order to research the information, the studies used provision regression that is applied math ways that are wont to analyze knowledge, within the in the meantime provision regression meantime, it's is also terribly useful in showing binary variable within the helpful in describing the association between a binary variable and freelance or instructive variable.

Factor the analysis of the factors is useful the correlational analysis is a wildcat analysis, since factor analysis, the correlational analysis is a wildcat analysis it does not distinguish between freelance and dependent variables. The data are analyzed and processed mistreatment. "SPSS" for Social Sciences has been administrated so as to induce the thesis objectives also as testing the hypotheses Moreover the following statistical methods have been dissertation utilized.

3.8.2. Data Measurement

Data Measurement It is important for the researcher to understand the different levels of measurement as these levels of measurement together with how the research question are expressed, dictate what statistical analysis is appropriate in this research. Ordinal scales were utilized; Ordinal measure is a positioning or a routing data that usually use numerals. In ascending or declivitous order, three Liker scales have been utilized with respect to respondent's answers.

3.8.3. Reliability Statistics

The reliabilities of the questionnaires made sure through using the coefficient of (Cronbach's Alpha) to study the dependableness of the form is shown in the table (4.1). According to Sekaran (2003), the coefficient of (Cronbach's Alpha) may be a reliabilities coefficient that reflects however well the things during a setting are Positively related to at least one another. further indicates that if the coefficients of Cronbach's Alpha result are between 0.00 to 0.50 has poor reliability, the coefficients of (Cronbach's Alpha) results between 0.50 to 0.70 is taken into account to be a moderate reliability, the coefficients of (Cronbach's Alpha) results from between 0.70 - 0.90 represents high-reliability revealed with written permission from SPSS Statistics, we will see that Cronbach's alpha is 0.964, that indicates a high-reliability level of indoor consistency for our scale with this specific sample.

Table 3.1 Reliability Statistics	
Cronbach's Alpha	N of Items
.964	18

3.9. THE RESULT OF ANALYSIS

3.9.1. Socio result of characteristics of respondents

A frequency table is built by arranging collected data values in ascending order of magnitude with their corresponding frequencies. It will give us a summarized grouping of data divided into mutually exclusive classes and

the number of occurrences in a class. Frequency table can be used for both qualitative and quantitative data.

The uses of Frequency Distribution are as follows;

1. To help us for analyzing the data.
2. To estimate the frequencies of the population based on the sample.
3. To easiness of computation of various statistical measures

To construct a frequency distribution table, one has to count the number of observations that fall into each category. The number of observation falling within a class interval is called class frequency of that class interval. in this study about “Media and its impact on the purchasing behavior of consumers”, we have 21 variables that are all categorical data. We have used frequency tables for all the data that will give us a visual display of the data and it is one way to organize data so that it makes more sense.

Table: 3.2 Gender of respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	57.3	57.3	57.3
	Female	47	42.7	42.7	100.0
	Total	110	100.0	100.0	

From the questionnaires that we had distributed to 110 respondents of our survey, it is shown that Male respondents were higher than Female respondents, which are 57.3% and 42.7% respectively).

Table: 3.3 Age of respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	13	11.8	11.8	11.8
	18-21 years	28	25.5	25.5	37.3
	22-25 Years	25	22.7	22.7	60.0
	26-30 Years	14	12.7	12.7	72.7
	31-45 Years	17	15.5	15.5	88.2
	45 +	13	11.8	11.8	100.0
	Total	110	100.0	100.0	

In the above Table, variable Age is divided into four classes. First age under18 in the rate 11.8%. The age of majority participants is within 18 to 21 years old (25.5% of the data) followed by the group of 18 to 21. The second greatest percentage goes to the group age of (22-25 with 22.7%) and all other age groups are between (12.7% and 15.5% and 11.8%).

Table 3.4 Current status of respondents

Current status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	31	28.2	28.2	28.2
	Unemployed	18	16.4	16.4	44.5
	Student	40	36.4	36.4	80.9
	Teacher	21	19.1	19.1	100.0
	Total	110	100.0	100.0	

Our variable “Employment status” contains four values: Employee, Unemployed, Student and Teacher. Note that a “value” may be a number or -in this case- a word. Roughly, 1/3 of our 110 respondents are Students 36.4%, followed by Employee and Teacher 28.2% and 19.1% respectively. However, only 16.4% are Unemployed, which is the lowest class.

3.9.2. Descriptive analysis of dissertation variables

Table 3.5 Please select one of the social media podiums or more one you are using daily.

Q1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	76	42.7	45.5	45.5
	Instagram	36	20.2	21.6	67.1
	Twitter	14	7.9	8.4	75.4
	You tube	41	23.0	24.6	100.0
	Total	167	93.8	100.0	
Total		178	100.0		

Frequency distribution table about (Media and its impact on the purchasing behavior of consumers) shows that 76 respondents are using Facebook, which is the

largest percentage. It seems Facebook is the main social website by the consumers to purchase goods or their needs. Similarly, 36 participants are from the class of Instagram usage. Frequency table also shows 41 consumers are using YouTube, whereas Twitter usage is the lowest values, which are only 14. It is clear that the current social media sites are widely used for the purpose of selling and buying stuffs. It is important to say that the respondents were allowed to choose more than one option.

Table 3.6 how much time on a week you use the social media (approx.)

Q2		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 3 hours	20	11.2	18.2	18.2
	4 to 6 hours	20	11.2	18.2	36.4
	7 to 9 hours	40	22.5	36.4	72.7
	10 hours and over	30	16.9	27.3	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

Another factor that encourages the customer to purchase the product from through sites is spending time on the social media sites. It is shown that from below table, the majority of respondents is 22.5% who are spending time by (7 to 9) hours. They believe that time spending has a great impact to consumer behavior. Nevertheless, there 11.2% percentages who are surfing on the social media sites from one to 3 as well as 4 to 6 hours which half of the above. While 16.9% of the respondents are browsing, the sites to buy products are spending time more than 10 hours.

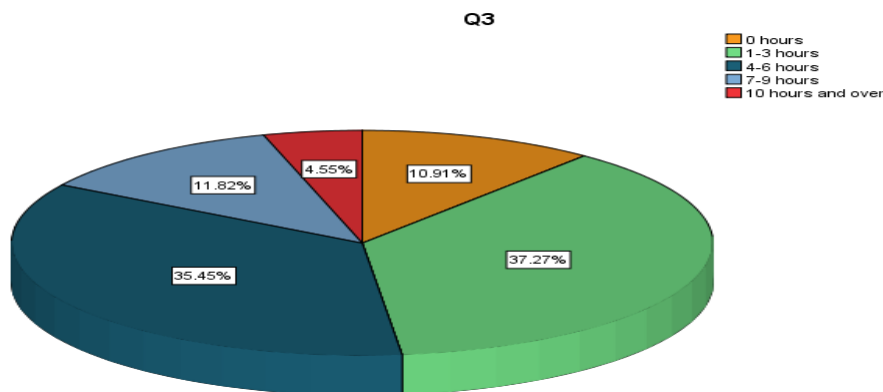


Figure 3.1 how much time on a week you use the total media. (Approx.)

Another question that asked the respondents was time spending on mass media which included (TV, radio, magazine, newspaper and others. Figure 4.1 illustrates that, 37.27% were spending time by 1-3 hours on using mass media, and 35.45% spending time with 4-6 hours which makes sense since they used more their time on social media. Furthermore, there are also 0 spending time on mass media which about 10.91% respondents who were never using mass media. Also 11.82% were spending time by 7-9 hours on using mass media, at this stage 10 hours and over respondents use the time spent by the mass media by 4.55%.

Table 3.7 Are you thought which with the social media sites, you can search out goods/services data vigorously.

Q4		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	67	37.6	60.9	60.9
	Not agree.	28	15.7	25.5	86.4
	Neutral	15	8.4	13.6	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

Table 4.7 displays that more than 60.9% of the respondents are agree with the idea that they can reach to their needs or products through social media sites. However, 25.5% of them are disagreeing and only 13.6% of them are neutral. It is vital to say that social media sites have already been a crucial way to consumer behavior.

Table 3.8 Are you have prejudgments tends a special good and/or service prior a real consumption?

Q5		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	64	36.0	58.2	58.2
	Sometime	28	15.7	25.5	83.6
	Never	18	10.1	16.4	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

Moreover, for the previous question, we have asked the respondents 58.2% of our sample said Always they have prejudgments about the products, 25.5% of our sample respondents they have sometime prejudgments, and 16.4% of person respondents they have not prejudgments about the products.

Q6

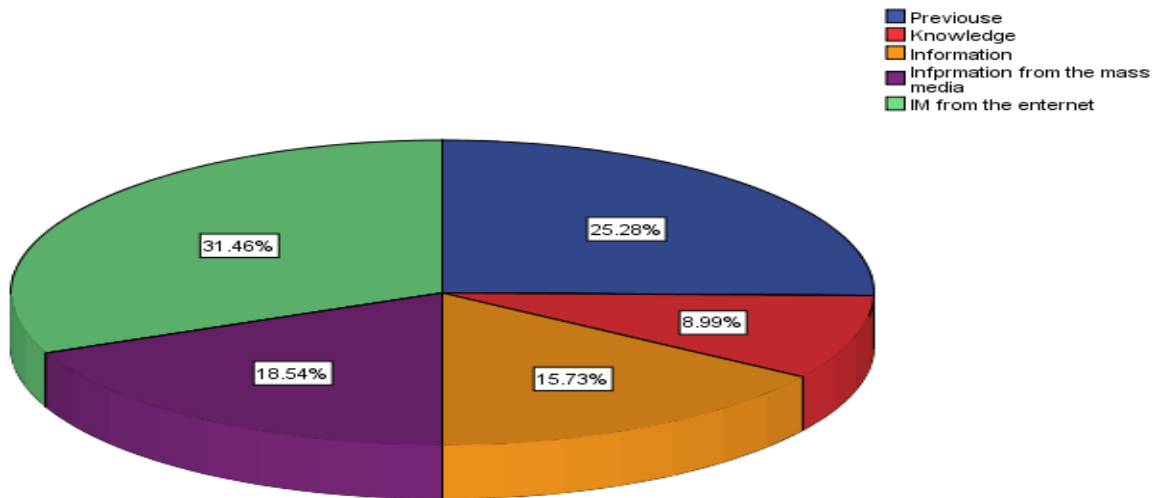


Figure 3.2 Please select one or more one of the following factors the reason your prejudgments.

Figure 4.2 can show the aspects behind that as seen 31.46% taking this back to information from the internet (social media sites) and followed by 25.28% due to the previous experience In addition information from the mass media is 18.54%. However having Information from peers and knowledge are quite low by 15.73% and 8.99% respectively.

Table 3.9 Are you like to search out data that appropriate with your first opinion/ preference for buy.

Q7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	67	37.6	60.9	60.9
	Sometime	34	19.1	30.9	91.8
	Never	9	5.1	8.2	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

In Table (4.9), we can identify whether the customers tend to seek out the information before purchasing. It has have found that 60.9% respondents are already aware about the product which is somewhat obvious that the respondents do spend

their time on browsing. While 30.9% answered with Sometime and with 8.2% showed that they do not tend to seek out information about the products.

Table 3.10 Do social networks drive you to buy a goods /service.

Q8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	37.6	60.9	60.9
	No	27	15.2	24.5	85.5
	Not sure	16	9.0	14.5	100.0
	Total	110	61.8	100.0	

In the study we have also asked has its own effect on respondents to purchase product or obtain a service. Here we came up a very important result as it can be seen that 60.9% said yes which tells us that social media have to a great role on deciding to purchase goods or products. However, 24.5% and 14.5% said No and Not Sure respectively.

Table 3.11 Are there ads in the media until now attractive?

Q9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	51	28.7	46.4	46.4
	No	34	19.1	30.9	77.3
	Not sure	25	14.0	22.7	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

Furthermore, we have also asked the respondents if advertising on mass media still has its effect on consumer behavior. About half of respondents (46.4%) answered yes that advertisements are still attractive through mass media, and neither few number of respondents said No in the rate of 30.9%, 22.7% respondents preferred do not give their answer as yes nor No.

Q10

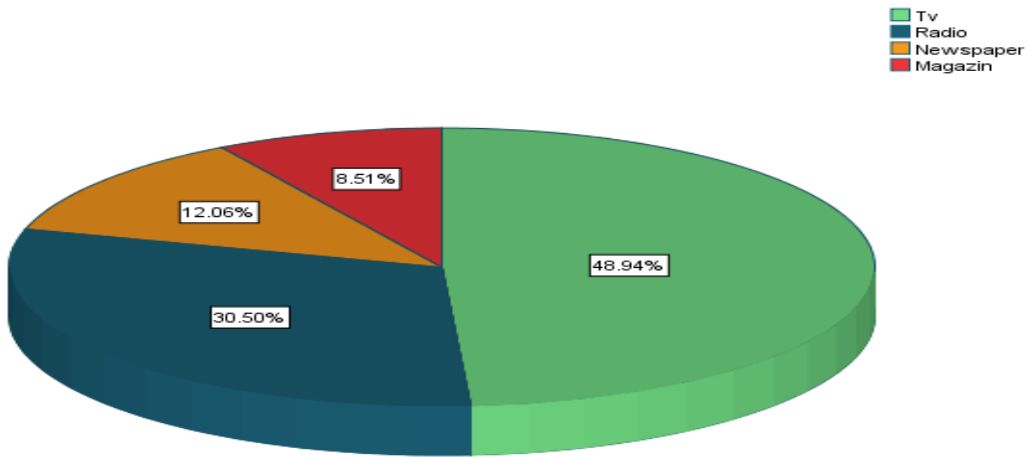


Figure 3.3: what of the following media channels until now find on attractive?

Regarding to this question Figure 4.3 represents the kinds of mass media used by the respondents. 48.94% of participants preferred to use TV rather than other types which covered half of the types. Radio can be seen as over preferable than Newspaper and Magazine by about more than 60% percentage. Therefore, this enables us to say that which have a relationship between social media and consumer behavior.

Table 3.12 Are you accepting that searching on information to social media is easier compared to total media?

Q11		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	75	42.1	68.2	68.2
	Neutral	16	9.0	14.5	82.7
	Not Agree	19	10.7	17.3	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

Another factor, which is very essential to be revising for costumer buying behavior, is easiness while searching for information about a particular product. This question shows that 68.2% of the respondents agree that social media is easier than mass media for searching information. Contrary, only 17.3% preferred to use mass media since it is easier and 14.5% of them are neutral. This shows that social media is taking into account as a main method to affect for consumer behavior.

Table 3.13 Are you searching for linked information about your required social media prior buying?

Q12		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	72	40.4	65.5	65.5
	Sometime	26	14.6	23.6	89.1
	Never	12	6.7	10.9	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

In our survey, we asked the participants whether they used social media prior to buy products. For this question, about 65.5% said that they always used social media prior buying, which is a huge percentage, and the remaining percentage goes to Sometime and Never by 23.6% as well as 10.9% respectively. As a result, we can say that social media has a great role on affect consumer behavior.

Q13

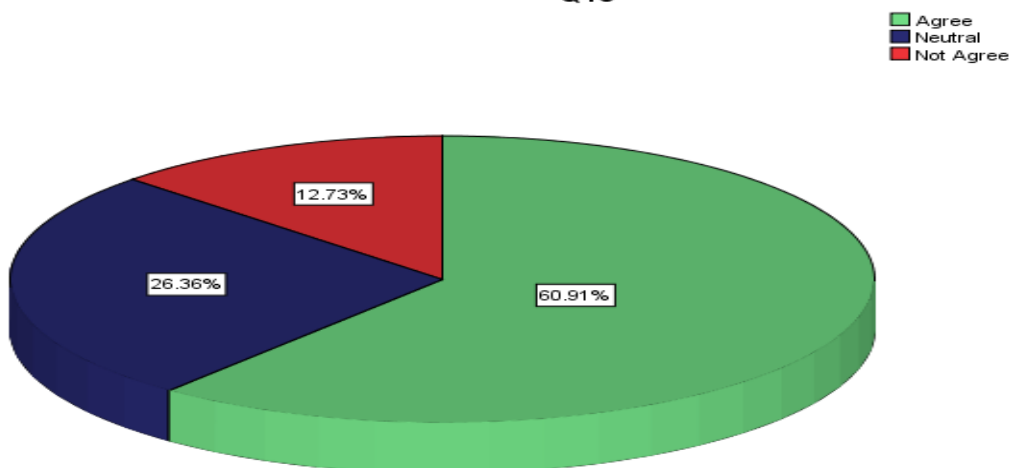


Figure 3.4: Are you accept that social media has provided more influential pads for new goods/services/to draw customers' attention than total media channels?

From our survey we are find over half (60%) of the respondent agreed that social media sites used as crucial tool to provide new pads and attract consumers' attention. On the other hand, 12.73% found mass media as more effective platforms.

Of course it is again shows a big difference between social media and mass media, while 26.36% are neutral. Therefore, social media is over preferable than mass media in terms of providing new aspects of drawing consumers.

Table 3.14 Do you think that data available on social media have doubts concerning buying?

Q14					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	65	36.5	59.1	59.1
	Sometime	25	14.0	22.7	81.8
	Never	20	11.2	18.2	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

From the table, we can identify that 59.1% respondents rely on online sources about product information and based on them they would decide to purchase, and there is a tiny percentage against this which is 18.2%, whereas 22.7% pointed as sometime. This means that there is a powerful link between social media sites and consumer behavior.

Table 3.15 Do you exchange your first buying special when you searching related data on social media?

Q15					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	56	31.5	50.9	50.9
	Sometime	40	22.5	36.4	87.3
	Never	14	7.9	12.7	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

As an evidence for the above question, the below table displays how strong is social media while purchasing. Not only they rely on the online information, but also half of the respondents (50.9%) always change their initial purchase when they find relevant information about the selected product and 36.4% change their first purchase sometime. Nevertheless, 12.7% among the respondents always follow on their first initial purchase. This again points out a relationship and affect between social media and consumer behavior.

Table 3.16 Do you likely to exchange your attitude tend certain goods or service next you have study positive comments on internet articles?

Q16		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	41.6	67.3	67.3
	No	17	9.6	15.5	82.7
	Not Sure	19	10.7	17.3	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

Moreover, there is no uncertainty that there are other potential factors that push customers to use social media sites and have positive sentiment about purchasing the products over the social media . Reviewing and comments play as main role. Hence, the consumers had asked a question about these terms and how far they are important. Table 4.16 gives us information about their point of views of the respondents. About 1/3 (67.3%) of them were with reading comments and reviews given by previous customers which is very important for the customer pay attention to these terms. However, 15.5% said they don't care about the comments and reviews and 17.3% said Not Sure. This information tells us that comments and reviews are essential attributable to change attitude towards a particular brand or product and these are making the customers to rely on the stuffs.

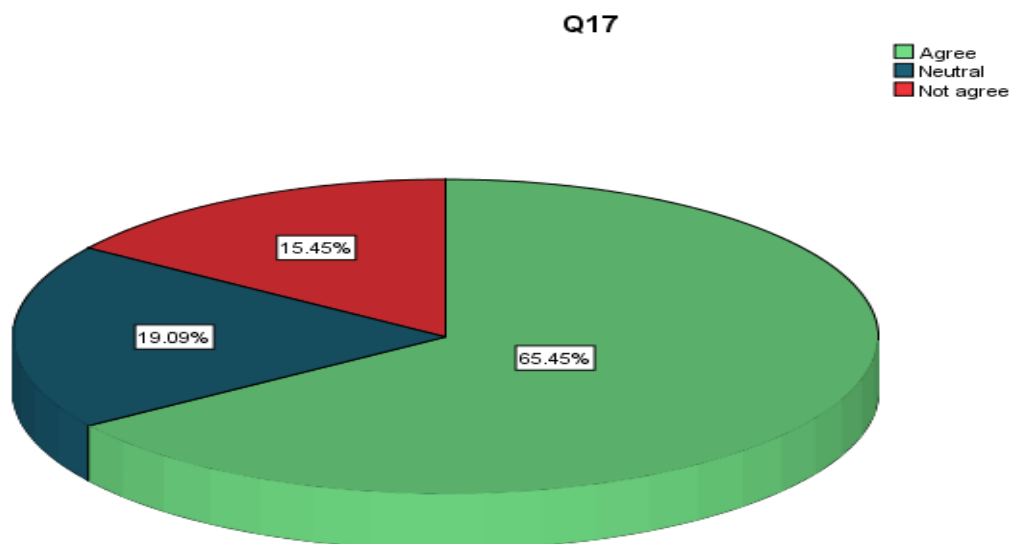


Figure 3.5: Are you accepting that which feedbacks (posts\comments) in social media that influence you are buying?

The graph provides us that the respondents rely on comments and reviews and 65.45% of participant are likely to change their decision after reading feedback, and 19.09% are neutral about feedback. Whereas 15.45% respondents are not taking feedback seriously, these might be those who are not attracted by social media sites in the first place. Feedback can also have a great impact to push people do online shopping.

Table 3.17 are you think that data concerning goods and services have the highest truthfulness on social media than on total media channels causes of the data is behind the corporation's control?

Q18					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	63	35.4	57.3	57.3
	Neutral	30	16.9	27.3	84.5
	Not Agree	17	9.6	15.5	100.0
	Total	110	61.8	100.0	
Total		178	100.0		

In this question, we can discover that social media sites are more reliable than mass media. This information was drawn from our survey and 57.3% of the people who attend to our study were agreed that social media has more credibility and 27.3% were Neutral, while 15.5% of the respondents were not agreed. It is a huge difference between social media and mass media regarding to their reliability and this indicates that people feel much more confident while using social media than that using mass media.

3.10 FACTOR ANALYSIS

Factor analysis is a way of identifying patterns in data, and expressing the data in such a way as to highlight their similarities and differences. Also through factor analysis, we can detect the most important variables impact on such a phoneme. Since patterns in data can be hard to find in data of high dimension, where the luxury of graphical representation is not available, factor analyzing is a powerful

technique for analyzing data. There are various ways to do so and Principal Components Analysis (PCA) is one of the most usage one.

The main advantage of PCA is that once you have found these patterns in the data, and you compress the data, i.e. by reducing the number of dimensions, without much loss of information. This technique used in image compression, as we will see in a later section.

After conducting PCA on our data in (SPSS) program, the following outputs are created as we will go through the main important results. Table (1) shows as abridged version of the R-matrix and the top half of this table contains the Pearson correlation coefficients between all pairs of question with one-tailed significance of these coefficients. We can use this correlation matrix to check the pattern of relationships. First, scan the significance values and look for any variable for which the majority of values are greater than 0.05. Then seek the correlation coefficients themselves and check for any greater than 0.9. Thus, we can see that there is some strong positive correlation between pairs of variables.

KMO and Bartlett's

The KMO and Bartlett's Test measure varies between 0 and 1, In Table (4.18), we are observing that the values of the KMO are (0.879).

The degree of sampling adequacy, a statistical take a see at to quantify the quantity inter-correlations number of the variables changed into utilized. subsequently, Bartlett's test of Sphericity (Bartlett's check) and Kaiser-Mayer-Olkin (KMO) indicate the measure of sampling adequacy (Hair et al., 2006). The Bartlett's test of Sphericity (Bartlett's take a look at) is good sized at $p < 0.05$ for the exploratory thing analysis to be taken into thought appropriate and KMO is decrease than 0.5 isn't always suitable, and exploratory element evaluation should not be achieved (Pallant, 2007). Constant with (Pallant 2007), KMO with a value between 0.5 and 0.7 is mediocre, 0.7 and 0.8 that is good, 0.8 and 0.9 that is great and above 0.9 is excellent.

Table 3.18 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.879
Bartlett's Test of Sphericity	Approx. Chi-Square
	3228.164
	Df
	153
	Sig.
	.000

Table 3.19 Total variance of each component.

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.829	65.717	65.717	8.665	48.142	48.142
2	2.331	12.949	78.667	4.17	23.165	71.307
3	1.458	8.103	86.769	2.783	15.463	86.769
4	0.595	3.308	90.077			
5	0.437	2.43	92.508			
6	0.285	1.586	94.094			
7	0.222	1.233	95.327			
8	0.183	1.019	96.346			
9	0.156	0.865	97.211			
10	0.127	0.704	97.915			
11	0.094	0.52	98.435			
12	0.068	0.376	98.811			
13	0.058	0.325	99.136			
14	0.048	0.269	99.405			
15	0.036	0.202	99.607			
16	0.032	0.175	99.782			
17	0.021	0.117	99.899			
18	0.018	0.101	100			

Table 3.20 Component matrix and communalities of variables

	1	2	3	Communalities
Q1		0.936		0.918
Q2	0.777			0.682
Q3	0.889			0.861
Q4			0.882	0.934
Q5	0.874			0.927
Q6		0.799		0.795
Q7			0.809	0.895
Q8	0.827			0.911
Q9	0.919			0.896
Q10		0.888		0.923
Q11		0.744		0.919
Q12	0.729			0.876
Q13	0.743			0.681
Q14	0.884			0.899
Q15	0.892			0.892
Q16			0.779	0.809
Q17	0.812			0.899
Q18	0.901			0.901

Factor 1: First factor always has the highest impact, so in the effect of social media in the first factor explains (65.717%) total variance. It means with this percentage has impact on consumer behavior and the variables which share their influences in this

Factor is as followings:

Factor 1

- 1: How much time on a week you use the social media ?. (Q2)
- 2: how much time on a week you use the mass media such as (radio, newspaper TV magazine newspaper and so on) approx. (Q3)
- 3: are you have prejudgments tends a special good and/or service prior a real consumption?(Q5)

- 4: Do social networks drive you to buy a goods /service? (Q8)
- 5: Are there ads in the media until now attractive? (Q9)
- 6: Are you searching for linked information about your required social media prior buying? (Q12)
- 7: You accept that social media has provided more influential pads for new goods/services/to draw customers' attention than mass media channels? (Q13)
- 8: Do you think that data available on social media have doubts concerning buying? (Q14)
- 9: Do you exchange your first buying special when you searching related data on social media? (Q15)
- 10: Are you accepting that which feedbacks (posts\comments) in social media that influence you are buying? (Q17)
- 11: are you think that data concerning goods and services have the highest truthfulness on social media than on total media channels causes of the data is behind the company's control? (Q18)

Factor 2: This factor is rank at second place and explains (12.949%) of total variance. The variables contributable are given below;

- 1: please select one of the social media podiums or more one you are using daily (Q1)
- 2: Please select one or more one of the following factors the reason your prejudgments. (Q6)
- 3: What of the following media channels until now find on attractive? (Q10)
- 4: Are you accepting that searching on information to social media is easier compared to total media?(Q11)

- 1: Are you thought which with the social media sites, you can search out products/services information Vigorously? (Q4)

2: Are you like to search out data, which appropriate with your first opinion/
preference for buy? (Q7)

3: Do you likely to exchange your attitude tend certain goods or service next
you have study positive comments on internet articles? (Q16)

Factor 3: This factor is rank at third place and explains (8.103%) of total variance. The variables contributable are given below;

We can additional specify the effect of single variable of affecting consumer behavior. The Communalities column in Table that is derived for each variable by taking the total of the square factor loading for each of the factors correlated with the variable. All variables are loading factor 1 have about 92% variability on consumer behavior. However, the average percentage of variability of variables in factor 2 is about to 90%. In addition, other variables have quite reasonable effect on consumer behavior, which is about 85% variability.

CONCLUSIONS

From previous part, we ended up with various important results and now we are capable to say that we met our hypotheses as well as objectives. Our first hypothesis was about how the consumers finalize the process of purchasing, and it was show that they were following to some steps for example, they were affected by comments and reviews of other consumers and it was resulted that about 67% of the respondents cared about these terms. Similarly, they actually use social media as a main source to seek out information, thus 60.7% said they browsed online social media sites to obtain information about the product before purchasing. Another important point was saving time and finding their needs in an easy way. The participants found social media easier to search relevant information and reach to their particular products, about 68% was agreed with easiness of social media while 17.3% not agreed with that. There was also another great achievement, which indicated that 60.9% of the respondents said that information was consistent with their initial opinion/preference for a purchase, whereas 8.2% was not consistent

Regarding to the second hypothesis, the importance of social media sites was higher than mass media. First of all, time spending on social media much more higher than mass media since by 36.4% of the respondents were spending their time on social media with about 4-7 hours, contrary only 37.25% was for 1-3 hours spending time on mass media. We also referred credibility and about 57.3% of the sample said that social media is more reliable than mass media, whereas 15.5% was from mass media side. Another question was to build to differentiate between mass media and social media was to show which one had more features. Thus, there was a huge percentage with 60.1% pointed that social media is more effective with regards to new platforms comparing to mass media with about 12.73%.

We have also used factor analysis to reduce the dimension of the variability and indicate the most effected variables as well. It was cleared out that all 18 variables were loading in only 3 factors and factor 1 held 11 variables as they can be focused on them first. The overall variability for these three factors was 86.767%.

RECOMMENDATION

- 1.** Recommend to all companies has been focus on social media and mass media as an effective tool to validate purchase.
- 2.** recommends to all companies to taking care of the behavior of consumers for their satisfaction with all the goods and services of the company because this causes them to continue.
- 3.** I recommend to all companies and businesspersons to create an advertisement for their products and goods in an amazing manner because consumers are interested in the astonishment of the announcement, then spread from the social media and mass media.
- 4.** More than half of consumers think they are capable of looking for needs on the media road and recommend that partners should create an online market to sell goods and things.
- 5.** Social media and mass media are one factor of the factors to create positive / negative prejudices. I recommend that more attention to those factors that cause to create prejudgments.
- 6.** I recommend that partners clarify and disseminate all information related to their goods and services so as to facilitate consumer decision-making.
- 7.** I recommend more attention to social media compared to the mass media because it is searching for information from social media easier than searching for information from media because social media are extra open.
- 8.** I recommend posting on social pages such as Facebook, Twitter, YouTube and so on and because it has a positive role in increasing the buyers.
- 9.** I recommend publishing products on a newspaper, radio, and magazine so that it still has an important effect on the behavior of buying consumers.
- 10.** The universe is moving towards the technological world and the Internet, where we have come to say the Internet is necessary as the main thing for the main impact of every behavior users because it is now the most consumers Use it.

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APPENDIXES: QUESTIONNAIRE



T.C

BİNGÖL UNIVERSITY

Dear Mr./Miss/Mrs.

Peace be upon you

This questionnaire is a part of master Thesis titled:

[Media and its impact on the purchasing behavior of consumers]

I am honored to put in your hands this questionnaire as a key tool for collecting data on this field study, which is part of the requirements for obtaining a master's degree in management. Thank you for your cooperation with us and appreciate your efforts in promoting scientific research and sincere cooperation to support the march of science. Therefore, please kindly respond to the paragraphs of the questionnaire knowing that these data are used only for the purpose of scientific research only and please kindly see the following points:

1. No need to mention the name or signature.
2. Place a (✓) sign inside the box or in front of the paragraph that you deem appropriate.

Thank you very much for your time and co-operation.

Researcher

EMAD ABDULLA ABDALLQADIR

QUESTIONNAIRE

Personal and Functional Data:

Please answer the following questions by putting a (✓) sign in the appropriate answer from each of the following questions:

DEMOGRAPHIC INFORMATION

1. AGE

- Under 18 18-21 22-25
 26-30 31- 45 45+

2. GENDER

- Female Male

3. CURRENT STATUS

- Employed Unemployed
 Student Teacher

QUESTIONNAIRE

1- Select one of the social media podiums or more one you are using daily.

- (Facebook) (Instagram)
 (Twitter) (YouTube)

2- How much time on a week you use the social media?

- 0 hour on one 1-3 hours
 4-6 hours 7-9 hours 10 hours or more

3- How much time on a week you use the mass media such as (radio, newspaper, TV, magazine, newspaper and so on) approx..

- 0 hours 1-3 hours 4-6 hours
 7-9hours 10 hours or more

4- . Are you thought which with the social media sites, you can search out products/services information vigorously?

- Disagree Neutral Agree

5- Are you have prejudgments tends a special good and/or service prior a real consumption?

- Always Sometimes Never

6- Please select one or more one of the following factors the reason your prejudgments.

- Previous experience
 Knowledge or awareness of the brand
 Data from peers, friends, or family members
 Data from the mass media (e.g. TV, Radio, Magazine)
 Data from the internet

7- Are you like to search out data, which appropriate with your first opinion/ preference for buy?

- Always Sometimes Never

8- Do social networks drive you to buy a goods /service?

- Yes No Not sure

9- Are there ads in the media until now attractive?

Yes

No

Not sure

10- . What of the following media channels until now find on attractive?

TV

Radio

Newspaper

Magazine

Other (Please Specify)

11- Are you accepting that searching on information to social media is easier compared to total media? (e.g. TV, radio, newspaper, and so on)?

Agree

Disagree

Neutral

12- Are you searching for linked information about your required social media prior buying?

Always

Sometimes

Never

13- You accept that social media has provided more influential pads for new goods/services/to draw customers' attention than mass media channels?

Agree

Disagree

Neutral

14- Do you think that data available on social media have doubts concerning buying?

Always

Sometimes

Never

15- Do you exchange your first buying special when you searching related data on social media?

Always

Sometimes

Never

16- Do you likely to exchange your attitude tends certain goods or service next you have study positive comments on internet articles?

Yes

No

Not sure

17- Are you accepting that which feedbacks (posts\comments) in social media that influence you are buying?

Agree

Disagree

Neutral

18- Do are you think that data concerning goods and services have the highest truthfulness on social media than on total media channels causes of the data is behind the company's control?

Agree

Disagree

Neutral

RESUME

Personal Information:

Name & Surname: EMAD ABDULLA ABDALLQADIR

Place and Date of Birth: Sulaimanyah / Iraq 30-05-1990

Nationality: Iraqi, Kurdish

E-mail: emadabdulla1990@gmail.com

Education Level:

Bachelor's Degree: Management Department

Master's Degree: 2018, Bingöl University, Graduate School of Social Science
(Business Administration Department)

Language Skills:

1- **Kurdish:** Mother Tongue

2- **English:** Good

3- **Turkish:** Little

4- **Arabic** Very Good

Work Experience: