

İSTANBUL BİLGİ ÜNİVERSİTESİ

INSTITUTE OF SOCIAL SCIENCES

MARKETING MASTER'S DEGREE PROGRAM

**INVESTIGATION OF USER ATTITUDES AND PERCEPTIONS
TOWARD BRANDS ON SOCIAL MEDIA IN RELATION TO PURCHASE
INTENTION
CASE STUDY: ANALYSIS OF KOTON'S SOCIAL MEDIA STRATEGIES**

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İSTANBUL

2018

Investigation of User Attitudes and Perceptions Toward Brands on Social Media in Relation
to Purchase Intention

Case Study: Analysis of Koton's Social Media Strategies

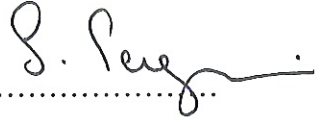
Sosyal Medyada Varlık Gösteren Markalara Karşı Tüketici Davranış ve Tutumlarının Satın
Alma Kararı ile İlişkisinin İncelemesi

Case Study: Koton'un Sosyal Medya Stratejilerinin İncelemesi

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Tezin Onaylandığı Tarih: ...08.06.2018..

Toplam Sayfa Sayısı:

Anahtar Kelimeler:

1. Social Media (Sosyal Medya)
2. Social Media Advertising (Sosyal Medya Reklamcılığı)
3. Consumer Attitude (Tüketici Tutumu)
4. Online Shopping (Sanal Alışveriş)
5. Purchase Intention (Satın Alma Kararı)

ACKNOWLEDGEMENTS

First of all, I would like to express my sincere gratitude and deepest appreciation to my advisor Prof. Dr. Selime Sezgin. I am very grateful for her understanding, continuous support and encouraging my research.

Also, I would like to thank my lovely teacher Prof. Dr. Beril Durmuş. She gave me invaluable feedback and supported me whenever I needed help, especially concerning data analyses.

My deep gratitude also goes to my mother, Leyla and my father, Orhan. This journey would not have been possible without their support. They always help me to find my own way. They never give up to believe me and support me. Thank you for teaching me whatever you know, for your endless love and understanding. I am so lucky to have you as my parents.

I am also grateful to my husband, Yunus for incredible support and motivation. I could not have completed this study without your help and love. Thank you for being there whenever I needed help. I love you.

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ABSTRACT

Real life and virtual space have been integrated for a while now. People live on online platforms as they do in their daily life. The broad use of social media has changed our understanding of the physical, social and economic environment. The inseparable integration of real life and virtual life creates an advantageous platform for brands. This study aims to investigate user's attitudes toward brands on social media and their perception of online advertising to identify core issues that lead to success on user's timeline as a brand. Success is measured by purchase intention and to concretize the topic, a successful retail brand KOTON is taken as the sample. A survey is conducted on active social media users to see how the attitudes and perceptions effect the purchase intention rates. Findings revealed that effective use of social media does have a positive influence on purchase intention. All the findings serve to show that the perceptions and attitudes toward Koton have changed with their increased social media activity and increased purchase intention.

In the theoretical part, issues about keeping up with users' pace as a brand, expectations of users and some literature search on social media advertising is gathered. To conclude the study, a list of suggestions is provided on how to increase purchase intention rates through social media activity. Marketers will find these results useful as they can be used to maximize the impact of advertising efforts to generate purchase intentions.

Keywords: Social Media, Social Media Advertising, Brand Image, Attitude, Consumer, Online, Purchase Intention, Perception

ÖZET

Sosyal medya, şirketlere kullanıcılara ulaşmak ve kullanıcılarla iletişim kurmak için imkân sağlayarak, yeni iş fırsatları yaratır. Dijital reklamcılığın en büyük itici gücü haline gelen, çevrimiçi reklamcılık olarak da bilinen sosyal medya alanına yatırım yapmak için gönüllü olan her marka, etkili bir sosyal medya stratejisine sahip olmalıdır. Tüm sosyal medya platformları farklı kullanıcı profilleri, özellikler ve teknolojik altyapıya sahiptir. Kullanıcılar ve markalar arasında anlamlı bir diyalog kurmak için hem ortamı hem de kullanıcıları çevrimiçi olarak kontrol edebiliyor ve anlıyor olmak gerekir.

Bu çalışma, çeşitli sosyal medya kanallarının nasıl işlediğini açıklamakta, sosyal medya reklamcılığına karşı kullanıcı tutumlarıyla başlayan ve çevrimiçi kullanıcılar arasında satın alma niyeti ile sona eren süreçte sosyal medyanın etkisi hakkında hipotez önermekte, markaların internet reklamcılığını stratejilerine adapte ederken dikkate alması gereken bazı konuların altını çizmektedir.

Ayrıca tüm teoriyi somutlaştırmak için konuları, perakende tekstil markası Koton'un stratejilerini ve uygulamalarını örnek alarak tartışır. Çalışmada elde edilen sonuçlar, markaların sosyal medya girişimlerini daha ileriye taşımak için kullanılabilir. Çünkü bu çalışma, kullanıcı tutumları ve algılarıyla alakalı içgörüler sunarak bunlardan nasıl yararlanılacağı ile ilgili ayrıntılı tavsiyeler vermektedir.

INTRODUCTION

Retailers have grown out of the era where the quality of their products led to success. Production happens in masses, transportation is no more an issue, competition is infinite and they all have many vehicles to reach their customers. That is why marketers have been trying to differentiate their brands through creative uses of media tools. Traditional media didn't offer to specifically reach the target audience (Weber,2007). A new take on use of communication channels was required (Scott, 2007).

Social media gives every person, institution and or brands equal opportunity to make a difference. Brands that have seen this platform as means to stand out, have contributed to the development of social media marketing. Consumers reacted adaptively to brands on social media by appreciating the increasing brand value and interaction. Seeing the advantage of this engagement, relevant or not, all brands (Neti, 2011) found themselves using every vehicle of social media. Since using social media has become another simple daily activity for everyone, the frequency of appearing on users' timelines, the quality and quantity of the content shared have gained significant importance for the brands.

Virtual communities include many people with different demographic and behavioral backgrounds who have the ability to look through and purchase items based on electronic word of mouth, make comparisons with competitors, availability, ease of reach and whatever difference the supplier has managed to stand out with. Also, Bratucu et al. (2014) suggested that social media gives virtual communities to share a sense of belongingness, meet around common interests and inevitably bonding of some sort due to its diverse nature.

From the business perspective, research shows that consumers can't differentiate between small performance differences among the same category of products and

so they base their purchase decisions on brand image. Products have become a sub category of consumer experience. This brings us to the conclusion that brand management has outgrown the significance of product management.

2. ONLINE ADVERTISING

Online advertising is also called online marketing because it uses the reach of the internet to communicate its promotional message.

2.1. Evolution of Online Marketing

Marketers have relied on traditional media forms like magazines, newspapers, radio, television and outdoor. Even though the messages reached more people than was intended, it was difficult to reach directly to the target audience (Weber, 2007). This wide ranged, comprehensive and ineffective ways of traditional advertisement (Scott, 2007) required a new perspective. The internet was gaining popularity so it became the fresh medium everyone was looking for. For a long while and partly still, online advertising meant unwelcome, intrusive advertisement including irrelevant sidebars, flash banners, pop-ups. Advertisers have spent a lot of effort to create better ways of attracting attention of consumers online.

- a. The simplest and widely used one is display ads. They are messages delivered through a visual located on, preferably related, to third party web pages.
- b. Another popular one is Search Engine Marketing (SEM). Brands or companies pay to be seen on top of the results page of search engines like Google, Yahoo, Bing etc. This are not visually supported ads, they seem like a regular result with a header and sub details (Virtanen, 2014).
- c. Retargeting is a really efficient one but the frequency of retargeting is important to avoid frustration of consumers. It is to retarget your ads to people

who you have already marked by using cookies while they liked for your product, visited your website or searched something in your sector already.

- d. Video ads used to be the most desirable of them all since it told a visual story and was something to watch instead of to read. It could be in the form of a how-to video, a recipe, a music clip or even a short movie. They are costly compared to the others mentioned so far.
- e. E-mail marketing is now an old fashioned form of online advertising. Still, it is great for customer loyalty and keeping the friendly-corporate company image. The key to success is having an e-mail database which is traditionally gathered by simply asking on the web site or requiring it for purchase, complaints & suggestions etc. But today our e-mails are sold to companies by other companies without our conscious permission. We permit them while accepting the conditions of downloading an app or login onto a social platform.
- f. All forms of advertising interrupt consumers experience online. To be less obvious, native advertising is used. When the ad fits in with the form of its platform, it becomes less bothering. For example, you are searching for a location for your next vacation. You go on a travel site telling you all about Mauritius and in the end give you a link for a tour company. The whole article may be the ad or the tour company searched for and found a platform they could fit in with.
- g. The last form of online advertising is the main topic of this thesis, social media advertising, which will be elaborated on later.

Usually advertisements are seen as unwanted distractions by the consumers even though they have a few benefits. This approach is due partly as traditional media vehicles allow for a one-way communication meaning the end user has no control of the content they are exposed to. However, social media is a multi-dimensional platform including conversations, online sharing and editing of content (Evans, 2008), creating potential for a healthier growth of online advertising. By using social media, online advertising tries to become more accepted by the consumers.

By the shift to social media, not only another tool was added to the communication tools of marketers and advertisers but the whole known dynamic of marketing essentials was changed.

2.2. Evolution of Marketing Mix (4P)

4P is the core of marketing mix and consists of four words that make up a right marketing strategy a brand or a product must have; price, place, promotion, product. Its basic assumption is that the properties of product, price, selling point and how the product will be promoted should be well defined.

A lot has changed since Jerome McCarthy introduced the 4P's of marketing in 1960 (Goi, 2009). The majority of the changes result from shifting attitudes of consumers. Products aren't physical and rational belongings for consumers anymore, the emotional function of the purchased product is valuable. Whatever we pay for today has the responsibility to contribute to our life and be in line with our life style. A way of deciding to purchase something today might be as simple as asking yourself 'Is it Instagrammable?'. Promotion of the products should serve to giving the right answer along with its usual purposes like providing information, persuasion of client, differentiation from others and reflecting the brand image. In this highly competitive and dynamic environment, brands have a hard time setting prices suitable for their businesses. It is possible to obtain a high quality product with a price tag that should normally be on low to medium quality range. Rapid increase in availability of competitively advantaged products is a result of changes in the final P of the mix, place. Internet marketing provided users with a choice to purchase any item from anywhere on earth through many competing channels.

But of course many consumers have hard time trusting online shopping. To get them started and gain trust, online marketing should initiate some worthwhile communication and online ads are the tool for it. The media where users can be

defined and targeted, measurement is a lot simpler, there is room for creativity in new channels that are called ‘new media’, traditional being the ‘old’ in this case. It is new; it is fresh because it allows for real time change of concepts. It seems online advertising has a lot more changing to do since research (Why People Block Ads? ,HubSpot.) shows that 91% of consumers think ads are more invasive compared to couple years ago.

With social media, the product has become the brand. A brand is created, marketed, preserved and extended with the services of social media. The amount a brand is worth is set by the quality of your product marketing. Setting social media objectives will help getting the value of your investment. When the topic is social media, the place becomes the platforms that are available. A brand should really put time into differentiating between platforms and finding the one suitable for their product, audience and tone of voice. Finally, promotion is the message that the brand is trying to give. One to one conversations between the brand and audience are valuable and honest. With a personalized call to action a brand can promote its product or itself rather easily on any social media than a traditional media platform.

3. SOCIAL MEDIA

Social media is the general term for web based codes that enable users to connect, communicate and socially interact with each other online (Jones,2012). What makes it different than other forms of media are that users are free to create, share, and publish any kind of content. Social media is mainly used to socialize. People interact through creating personal profiles on blogs, chat rooms, forums, social webs etc. The high usage rate of social media is a result of its personalized nature (Hazar,2011). Social media eases the daily routine and helps make time for oneself, loved ones and leisure activities.

We can elaborate on social media's features under five main topics (ICrossing, 2008).

1. Participation: The line between the follower and followed has been diminished since social media is a platform that encourages everyone to contribute and give feedback.
2. Openness: Social media is differentiated by its encouragement of participation and free expression as mentioned above. All kinds of voting, evaluating, sharing, criticizing activity is supported. When there are barriers to reach or release content, users tend to look for alternative platforms.
3. Mutual Speech: Traditional media was more about publishing and social media is more about sharing. A two-way communication and interaction.
4. Community: Social media allows for communities to form and grow quickly with efficient communication. People are usually united around a shared interest.
5. Connection: Social media sites are usually connected to each other, web pages, sources and people via links.

Social media is the use of web based technology in personalized ways and the majorities of population have been born into it or have grown with it making social media a natural part of life, a basic tool of daily life. The research report of Universal Mccan Wave 6 (2012) gives large numbers on social media usage rates:

- Social media sites are visited by 1.5 billion people every day.
- 81% of users follow their friends' activity online.
- Users who have created profiles for themselves on social media are 77%.
- The time spent online weekly is approximately 13 hours, 8/13 hours being on social media platforms.
- 30% of users go online via mobile gadgets.
- 47% of users join brand communities.

8 different social media genres are examined: Blogs, visual streaming, audio streaming, websites, Facebook, Twitter, Instagram, YouTube. All the data used below have been taken from the Universal Mccann Wave 6 (2012) also.

3.1. Blogs

A publisher creates pieces of his imagination and mind, discusses a topic, gives suggestions, posts novel writing and posts them on a web site for other users of internet to reach. These publicly accessible personal pages are called blogs. The content falls on the timeline in an orderly fashion. The latest upload stays at the top, keeping the page up to date all the time. Frequency of uploading new material is higher compared to traditional publishing sources for personal taste, like magazines or columns on paper. Readers can comment on the publishers work if it is allowed, creating a bond between reader and the author. Anybody can reach and influence masses through these blogs and so it has become an important marketing tool. Blogs are trusted because of its simplistic design and which keeps the content and subjective perspective of the author in focus not the style or image of the platform. They can be corporate or organizational as well as personal. To give an example, a high fashion luxury brand had started as a simple blog called The Blonde Salad. Today, Chiara Ferragni owns a brand that has permanent and pop-up stores all over Europe, a highly visited web page and a very popular Instagram account. Fashion is on the rise in every field, but especially fashion blogs have gained rapid interest. They propose alternative and different perspectives to mainstream fashion which inspires readers to embrace their subjectivity and create without judgment (Sedeke, 2012).

Koton's celebrity cooperations are often mentioned as topics in fashion blogs but other than that, Koton seems to have only come up with the crisis's brand caused. On their website, there is link to KOTONBLOG where they share lifestyle

articles. But nothing about the articles are lifestyle nor worth to read as all they talk about is Koton products.

3.2. Websites

A website consists of web pages covering the same topic. It's a page written in HTML and uploaded to at least one server for the use of public. Simply by typing the domain name of the web page searched for in the internet browser the multimedia content is reached. It contains texts, visuals, auditory media, interactive games, flash games, communication bars, music and shopping services etc. There is no limit to the content a web page can provide. In Turkey 45% of the population benefits from the use of web pages and social media platforms (Önerli, 2014).

The most relevant use of web pages to our topic would be online shopping. It is a type of commerce that lets consumers to purchase products and services from directly the seller through a web browser powered by the internet. Similar to seeing a tele-commercial while zapping but a lot more personalized, one comes across many advertisements that push forward your latest searches with a price on them while you are surfing the internet.

Koton's website includes links to every other platform the brand is on which is a good thing for distributing traffic. The results of the survey show that more than half of the users reached social media platforms of Koton through the website. The survey results also prove that Koton's website functions well and is user-friendly. They have separate tabs for all their lines and a responsive menu bar which allows to find any section of the website without clicking and waiting to load.

3.3. Facebook

Facebook is widely used all over the world since it was founded at a Harvard dorm room by Zuckerberg in 2004 as a simple way to stay in touch with school friends. It started growing out of the academic frame of Ivy League schools and spread to the public after 2006 and became what it is today. %93 percent of the population who use internet in Turkey has a Facebook account meaning over 30 million of its population (Çiçek and Erdoğan, 2013). According to regional facts shared by Facebook, %63 percent of the users are male and majority of the users are under 30.

For a brand to use Facebook efficiently their page should include a link to the brands website to acquire traffic. To increase interaction visuals must attract and keep attention and the brand message should be delivered with small, simple and interesting texts. The content on Facebook must fit to the agenda of use and popular social media trends. The quality of the content won't matter if they aren't shared on the prime time of Facebook. Brands should know the usage habits of their customers and release content at times that match their schedule to increase interaction. Facebook offers many analyses for business pages and it makes it a lot easier for brands to follow prime times and usage habits.

While analyzing Koton's Facebook page, it was seen that they are conscious about the profitable and effective social media strategies. Their page comes across as colorful, enjoyable and vivid. Their page is followed by 1.511.801 people and contrary to regular brand pages; their likes are parallel to the follower amount. The page is liked by 1.518.917 people (Based on page statistics on Facebook, April 2018). Naturally there are many comments that require moderation but the brand isn't responsive on the comments section. There are many unreplied questions and comments which is bad for a business page on Facebook. The reason they aren't sensitive about the comments might be because they are using a chat bot on the page.

Basically a bot is an application integrated in Facebook. It is easy to build and maintain. It interacts with users by artificial intelligence and provides many services. The main benefit of chat bots is that it eases the customer service processes by automating it. Koton's bot answers questions approximately in one day but that time should be improved since people go on social media several times a day and it isn't a pleasant experience to be left on read by an AI.

Koton shares one to three contents a day which is enough to keep the page active and the frequency doesn't overwhelm the users or disturb their timelines. Other than the sponsored contents, which are the ones brand pays to push for interaction, their interaction rates are low. To be exact, while some contents received maximum of 500 likes, some received up to 1,5 million. This is due to lack of dialog between the users and brand. They link every content shared to the online shopping web site and provide price information on carousal content for products. A carousal is an advertising model presented by Facebook. It consists of several images that can be slided to left and right and by doing so reveal more images. Koton uses this feature to directly convert users to sales channels.

As for the distribution of the content there is an emphasis on female branch of the brand. They use similar themed images for every content. But considering that the audiences in Facebook are mostly adults, emphasis on kids collections and accessories series might be beneficial for traffic on the page. The emphasis on female series is probably the result of continuous marketing arrangements made with celebrities and to push the new line released to make the most of invested money. To be exact, for the past year Koton has been strongly associated with Fahriye Evcen, an actress who has become the brand ambassador, as seen from the results of the conducted survey.

3.4. Twitter

Twitter is the second widely used social media platform in Turkey, %72 percent of internet users have an account (Önerli,2014). It is classified as microblogging because it is used as a news source and a networking channel with communication made through short (140 character) messages called tweets. People tweet to share their ideas or messages about anything with their followers. The tweets are chronologically listed to keep the newest on top of the page. So when you log in to twitter, you swipe down unlike other social media types. The order of tweets and the shortness of messages keep the medium dynamic and up to date, making it ideal to share last minute news.

For a brand to be noticed on Twitter, there should be a brief, explanatory and interesting biographic information and an appealing background photograph. Also the other popular and actively used social media pages should be linked. The character limit, which was upgraded to be 280 after years of being 140 characters, forces brands to form capturing sentences and use supporting visuals and links. Koton uses Twitter like any brand, celebrates national holidays, shares new advertisements and nothing more. There is a separate account called @kotondestek where they provide customer service through direct message. But the account follows 477 people and is followed by 384. It is unusual for a brand to follow back its followers and more regular users. It doesn't come across very professional. Even on their main account @koton, they follow 3.529, including random Twitter users and are followed by 106K people.

Twitter can be used as a great marketing tool in this attention-deficit world and yet one of the youngest and hippest fashion brands in Turkey, Koton, won't take full advantage of it.

3.5. Instagram

By operation, Instagram is similar to Facebook. You follow people in order to access their content on your timeline but the difference is that Instagram has a focus. It is a platform for visual sharing and it wouldn't be wrong to say high quality visual sharing. Instagram also focuses on mobile use in comparison to other social media platforms. You can follow people, like their photos or videos, share 24 hour lasting stories, tag them or send/receive private messages. Instagram keeps updating itself and adds many features to compete with others.

Instagram is the most popular platform of them all due to its simplicity and aesthetics. Its sole focus on visual sharing has made it favorable. With its filters and mobile convenience, it is the app widely used by anyone who is into amateur photography. Instagramable photos are a whole new genre today including #breakfast, #coffee, #books and any conceptual and filtered photo of a daily object, scene or situation.

Brands shouldn't hold Instagram equal to the rest. Since the medium is popular because it promotes aesthetics, photographs and messages that work on other platforms might not work here. Koton uses the same photos they use on Facebook but add a modern, simplistic, colorful frame around it or change the background to a monochrome palette. Overall the page looks harmonious and aesthetic but it is too advertorial. Photos don't have a story or the shoots don't have a theme. A touch of lifestyle concept could represent the brand image better and help the users bond with the brand. Instagram is now solely a platform to show products, give sales codes and promote activities with influencer and celebrities. The comments are left unanswered, approximately 1 out of 10 comments is answered.

Koton's most effective activity on Instagram is that they interact with a lot of influencers. But they fail to underline the fact that fashion icons, trendsetters, influencers are wearing their designs because their photos blend in with of the

regular models. A distinct background color or a different frame could have been used to mark influencer content.

Unlike their Facebook page kids' series are highly visible on Instagram along with their make-up line. They share one to two contents a day and it seems to be enough to keep followers active. Koton has 1.3 million followers and 34 people are followed and they are influencers and celebrities.

3.6. YouTube

88% of users today watch online videos that are uploaded by 49% of users. YouTube video sharing website. People create accounts to upload, share, comment and like videos. Every minute a 100 hours of video is uploaded by millions of users around the world. Inevitably, the diversity of the videos found on the page is incredible. This allows for marketers to promote their products in relevant content. There are several ways to advertise a product or a service on YouTube. There are the 6 second unskippable ads that come up during the targeted videos. There are the pre-rolls, which can be skipped after 5 seconds of viewing. Video genres are also a form of advertising. Brands sponsor music clips, make video recipes, shoot how to videos, DIY (do it yourself) videos, challenge videos etc. Advertising specialists carefully analyze what kind of videos their audience watch, which YouTube celebrities are favored by their target, where in the streaming experience of users their brands would fit. If all the creative of video advertisement is good enough for the public's liking, the video goes viral. Viral videos are liked and shared by millions of people, spreads like a virus. Viral video is the ultimate goal for a brand, having their advertising spread organically within their target audience.

Koton's YouTube page consists of every advertisement ever shot, backstage of every shoot, infomercials about social media competitions, event videos from launches and fashion shows. They are active on YouTube since 2012 and have

145 videos so far. They have over 10K subscribers which is a satisfying amount for a brand that uses YouTube only to promote their advertisements.

4. LITERATURE REVIEW AND CONTEXT

Social media is used in various ways by both individuals and businesses from different segments. Each and every one of them has certain motivations to be online. Social media is used as means of self-expression either through allowing the purchase of fashion statement pieces or posting. Such a dimensional concept should be understood from multiple perspectives.

4.1. Social Media from the Perspectives of Different Communication Theories

Human behavior and cognitive processes can be explained in three stages from the psychology perspective (Tekinalp and Uzun, 2004). They are:

- a. Motive and Motivation: Motivation is the internal and external stimuli that cause people to take action.
- b. Perception: The process where the individual internalizes and makes sense of the information received is called perception.
- c. Attitude and Attitude Change: Attitudes are obtained reactions, emotions, thoughts and behaviors toward others, through experience. Even though attitudes are products of past experiences, they have the power to influence and predict individual's future behavior (Tekinalp and Uzun, 2004).

On that scope the relationship between social media and psychology can be examined by focusing on two topics. The effects of internet on human behavior and the personal motivations behind internet use are surely related questions. Similarly, the personal and intrapersonal factors should be given equal importance while examining this relationship (Gackenbach, 2007). The psychological factors

about social media use are discussed based on general assumptions.

It can be argued that the anonymity serves disinhibition since it eliminates the fear of being criticized by society. Research on this assumption proves that people tend to behave more recklessly and make more aggressive statements when they are online (Joinson, 2007). Another assumption proposes that the secondary importance of physical looks help normally introvert people, due to the dissatisfaction they feel with their looks, become more outgoing on social platforms. Both anonymity and the insignificance of looks contribute to another factor, control. Social media presents a safe environment where people can initiate, continue and end relationships as they like.

Sociologically, social media contributes to; the economy by its online shopping initiatives, cultural exchange by allowing sharing of music, videos and photos, political and philosophical development of society by letting information grow and travel through blogs and forums (Shoya et.al., 2007).

Sociological approach to communication is based on the model proposed by Riley and Riley. According to this model, mass communication process is seen as the part of a bigger societal process where there is mutual effect. Addiction model assumes that members of the society are addicted to mass media vehicles as viewers. This addiction results in changes in perception, emotion and behavior of members of the society. It effects the beliefs and value systems of the society, the development and understanding of basic emotions like fear, love or hate and leads people on to certain type of behavior.

4.2. Social Media as Means of Online Advertising

Advertising is a paid, mass way of communication. To advertise a brand, product or a service, relevant information is shared in the media. Ads impact the buying decisions of consumers (Giri, 2015). Today that impact is even greater due to the ability to personalize that mass communication through social media. Targeting services of Facebook is the perfect example of this; they allow targeting segments

with different ages, locations, likes, educational background and a lot more fields. The socialization involved in this platform forced brands to change and start using social media as a distribution channel for their messages. Social media advertising helps achieve brand awareness, differentiate it from competition, build brand communities, take advantage of existing communities, define trendsetters, enhance customer information database and establish brand image (Jerome et al., 2010).

The power of social media comes from the fact that its consumers have the power to look the other way. Brands have to be trust worthy and good natured for the consumers to engage in the communication. On social media consumers are already streaming through content with will, unlike the traditional media vehicles where the audience is using the content as background noise most of the time. So a pleasant and interesting language should be adhered to keep the already tuned users attended to the brand content. Social media gives the content creators the luxury to find their audience in specific channels. That is the reason why politicians are active on Twitter, fashion icons are active in Instagram, domestic product brands and service companies are active on Facebook. Social media basically presents the personality of the brand and becoming a brand with a personality helps establish stronger relationships with existent or potential customers.

4.3. Brands on Social Media

Businesses prefer the efficiency of personalized ads and targeting opportunities of social media marketing to traditional marketing platforms. Brands should approach social media as not a sales channel but a support for it through increasing brand awareness and quality (Köksal, 2013). Social media is free for everyone including brands and even though they have media planning expenditures it still decreases the overall marketing budget required to reach consumers.

Use of social media has some clear functions for a fashion brand such as encouraging everyone to look and have an idea of the brand even if they aren't looking to buy. This encouragement provides the consumers with the trendiness and style quality, product and price range, positioning of the brand and an understanding of how other peers perceive the brand. The essential use of social media for brands is to inform consumers about the products and services provided, who they are and what they have to offer, it has become important for brands to be involved in social media.

Koton is a great example of a brand image rebuilds using the advantageous services of social media. Koton was chosen as the case for this study since the growth of the brand gives opportunity to elaborate on all aspects of social media marketing.

4.4. Evolution of Brands

Brands that chose to be active in social media evolved to find their voice and ideal platform, gradually becoming followed by not only the target audience but by people who seek entertainment and other things online. The term 'brand' is naturally associated with companies that have products and services people can purchase but a social media brand has become much more complex than that. Social media creates its own brands.

Many popular social media accounts which started off without an economical expectation started turning into businesses. They became influencers that brands go to advertise their products. According to Yılmaz (2011), if a brand has a strong personality and the consumers can relate to it, there is a greater chance that the brand will become their first choice of during purchase.

The businesses have noticed that the shift to virtual world of marketing isn't the end. The trends keep growing and changing platforms. Today businesses use 6%

of their budget to social media advertising and the share is expected to grow to 18% over 5 years (The CMO Survey, 2018).

There are multiple reasons why brands are using social media advertising. The usage rates of platforms were mentioned. Reaching the desired population is easy. The reach is as important reason as size. There is no other way to reach over 260 million global Facebook users. Brands may learn the risks of being able to reach great numbers with just a click by experience or books but the transparency of social media isn't as easy to learn. However, crowded and noisy social media may be, every brand is in dialog with its targeted audience. Which means the receiver is aware of the brand sending the message in terms of language, tone, promise, product and character. The result of this two-way awareness is transparency. The brand has to be genuine for the consumers' respect and 'subscription'.

Growth of internet usage has had a mutually enhancing effect on social platforms and websites. By adding a link to their social media platforms, the consumer is invited into a more personalized world from the website and vice versa. This relationship contributes in the growth of e-wom. The overall reason is of course branding convenience that the social media provides. Koton is actually a really great example of improving brand image through social media.

Brands didn't evolve only on the internet basis. In 2010, there were 231 malls in Turkey and today they are more than 360 that are operating. Turkey is already advantageous with its geographical location for distribution, crowded young working population for man power and supply of raw materials (Industry Administration, 2015). Turkey is the 6th largest supplier of textile products in the world so the sector is supported and its growth is encouraged (Economy Ministry, 2016). Fast fashion is a branch of the clothing sector that has been outshining the rest (Farajova, 2015). Fast fashion is the design, production and release of products as fast as possible by the demands of the latest trends set by consumers (Cachon, Swinney, 2011). Globally, Zara and H&M are the pioneers of this

category in the world and in Turkey brands like LcWaikiki, Koton, DeFacto come to mind.

5. KOTON

In 1988, Koton started out as a 25 m² store selling export leftovers. The owners were a humble couple, Mrs.Gülden Yılmaz and Mr.Yılmaz Yılmaz, who with hardship gathered 5.000 dollars to get into the business. When the founders saw the great demand for affordable fashion, they started growing their business. However, this was a visionary growth. Koton conducted surveys with their customers in 2001 and found out that the three factors customers value the most are; variety, affordable prices, spacious shopping areas, says Gülden Yılmaz in an interview she gave Fortune magazine (April, 2016).

Their target audience is young, active, urban women who are confident of themselves and their fashionable style along with urban men who care to look smart and fashionable. Staying fashionable and updated is another value the brand has embraced to become one of the most dynamic fashion brands in Turkish industry. Every day, 80 new designs enter the stores which make 25.000 in a year. They have men, women, kids, xl, beach wear, accessories, party, jean, lingerie categories.

While keeping their customer with friendly prices and approach, Koton has started investing in elevating their brand image since 2015. Creating a boutique atmosphere in the stores was a strategic move to differentiate from competition and it paid off well. They succeeded to show their customers that even a ready-made clothing brand with a large operation can make time and extra effort for their customers. Starting with Olé, a sub-brand created to offer young women a cute style and expanding to occasional collaborations with designers, Koton still keeps up with the premium segment. Koton's collaboration with the famous designer Hakan Yıldırım was first in the sector. Following that, they launched a

series with ‘Tuba Ünsal called Tuba Ünsal Loves Koton’ while young women in Turkey were greeting summer and looking for prom dresses. The timing was strategically chosen and succeeded to associate Koton with the boutique sensation. This approach has increased their sales by 10% during the time of economic crisis and resulted in customer loyalty and satisfaction according to Yılmaz Yılmaz. The feeling of purchasing quality and fashionable clothes for prices one can afford inevitably leads to loyalty of the consumers.

Other than their differentiating product line, sales strategy and wide store network have made Koton a globally successful brand. According to an independent brand evaluation and strategy organization, Brand Finance, Koton is the 26th of the most successful 100 brands. With 255 in Turkey and 107 stores abroad, Koton keeps growing every year approximately by 112%. Even before its global sprout, Koton had the vision to use globally known and admired Victoria’s Secret model, Alessandra Ambrossio for their Swimwear fashion show and sell her favorites as a line. A unique project Koton created was to start their own radio channel. They play Koton Radio in their stores. This allows them to set the mood and announce any promotion they like at all times.

Their online platforms grew parallel to their field growth. Without any media budget spent, koton.com reached 1 million 300 thousand users and had 2 million 400 thousand clicks in less than 4 months. Koton also invested in logistics and distribution services to keep up with their e-commerce investments.

5.1. SWOT Analysis

In order to understand Koton’s business strategies it is important to see the external and internal dynamics Koton tries to regulate every day. Based on the developments happening in the sector’s circle and the changes the existing and potential customers go through Koton has to evolve in terms of brand image,

operation and communication. To clearly see all aspects of Koton's position, a SWOT analysis was made.

Strengths:

- Variety of styles is included in their product lines
- Feeling of premium by special collaborations with fashion icons
- Targeting young people who are dependent on parents for purchases and thus becoming their first choice with affordable prices and fashionable items
- A strong brand identity since day one
- Steady but small changes in the pricing strategy
- Openness to change and diversity
- Smart pricing strategy
- Increased capital potential
- Vast network of stores all over Turkey
- Local supplier network for raw material
- Access to all products on online channels

Weaknesses:

- It has less brand value compared to its competitors
- Targeting the young population leaves out a great portion of consumers
- Brand quality can't be matched with brand identity

Opportunities:

- Large size of the national retail market
- Large population size
- Young and dynamic population compared to Europe
- Growth in central Asian countries
- Quality improvement
- The rapid growth speed of digitalization and e-commerce
- The increasing value of 'Made in Turkey' tag

Growth of shopping through social media channels

Threats:

Competitors who target all age groups

Many players in the affordable fashion sector

Problems with consumer trust toward brands

Due to increased number of retailers, trouble to find a right location to be visible

Fast changing trends

Increased consciousness about the environment

Geopolitics stressors damage the image of Turkish brands abroad

Shortage of raw material or increased prices due to high demand in market

Low economical power of consumers

Spread of online shopping from other countries

Retail Entertainment threat

Growth of shopping through social media channels

5.2. Competitive Analysis

There is not a certain answer of what brands are the most successful or valuable but profits, financial values, investments, market shares are some numbers that can be investigated to infer about the stance of consumers. Based on the Euro monitor International Ready-made Clothing Sector Analysis Report (2016) competitive analysis was conducted.

During its early days Koton was in affordable fashion category along with DeFacto and LcWaikiki but it is transitioning to share the 'high-fashion for all' category with Zara, Bershka, Pull&Bear and H&M. Still the big share is in the affordable fashion category. The sector leader is Lc Waikiki with its 12.5% share. Even though it is seen as a brand that serves the C2, D SES groups, the reality is different. In 2016 LC Waikiki has started producing yoga tights and lingerie to say the least. Recently they have included house decoration category in their very

diverse product lines. Even while growing so rapidly and constantly improving quality and diversity, they manage to keep prices low which give them a huge advantage in the sector.

On top of all that the fact that LC Waikiki is a 100% Turkish company which may be the reason behind their comprehensive understanding of their customers. For example, they base their pricing strategy on the fact that the population is largely grouped in the middle class and sales are favored very much. They don't advertise as much as the others and when they do its frequency isn't distributed. LC Waikiki still prefers traditional means of advertising since its target is the general population in Turkey. Recently they have coupled with a new face seen in one of the most popular TV series, İrem Helvacıoğlu. LC Waikiki truly looks and sounds like a leader brand but its share is 12.5% when theoretically a sector leader is expected to hold over at least 30% of the market share. This leaves even smaller rates for the rest of the players. For example, the biggest competition LC Waikiki has is DeFacto and their share is only 3.3%. Even though DeFacto operates really similar to LC Waiki both in terms of products and management the difference is significant. DeFacto has been in the sector for 16 years and has 14 stores abroad also. They are passionate about growth and investment abroad. They have recently used very popular celebrities for advertisements, Hande Erçel and Aras Bulut İynemli.

Other important players worth to mention are Koton because of its rapid growth, Beymen because of its premium image and Zara because of its unique position in the sector. These brands and the other popular players in the sector other than LC Waikiki and DeFacto have approximately 2% market shares each. The low shares, raises on the store leases, the exchange rates and the drop in mall visitations make ready-made clothing sector a tough arena.

The first thing that stands out when successful brands are examined is the diverse product range allowing shopping for every member of the family possible. The fact that LC Waikiki came up as the 'sincerest' brand on Ipsos research conducted for MediaCat is the result of this family shopping strategy. The knowledge of

culture and habits provide advantages for national brands like LC Waikiki and DeFacto while causing foreign brands to finalize their activities in Turkey. Recently brands like Top Shop, C&A, Debenhams etc. couldn't fight the marketing activities of national brands that use local celebrities and their affordable pricing strategies. Also the 'Made in Turkey' labeled products are encouraged by the government. It is not an easy task to provide affordable merchandise for every member of the family but more brands are trying to do so every day. H&M and Zara are on the track of this trend also. H&M provides moderate quality products in very spacious stores for low prices. Zara is more up-scale, has modern and carefully designed modern stores, providing high-quality but still keeping its price about the 1/3 of its peers.

The many of the competitors like Stradivarius, Pull&Bear, Bershka, H&M and Zara are members of the INDITEX group. They operate both nationally, in Switzerland and globally. With their contributions to the economies of countries they operate in, the employment opportunities they provide, the social responsibility projects they organize, they have managed to become highly preferred fashion brands. INDITEX was founded by Amancio Ortega in 1963 in Spain. Ortega was named the richest man of the year by Forbes in 2015 with his 73.3 billion USD fortune. The advantageous position of INDITEX brands of course is a result of this capital. Because they can spend the money not yet earned, 25% of the merchandise is produced before the season comes. Another advantageous factor is that during its early years, designers often traveled to fashion capitals like New York, Rome, London, Milano and observed the customers and cultures. Two of the eight brands owned by INDITEX have made it to list (table below) of thirty-two most preferred brands globally. The last brand on the list is LC Waikiki proving their rightful place as the sector leader in Turkey.

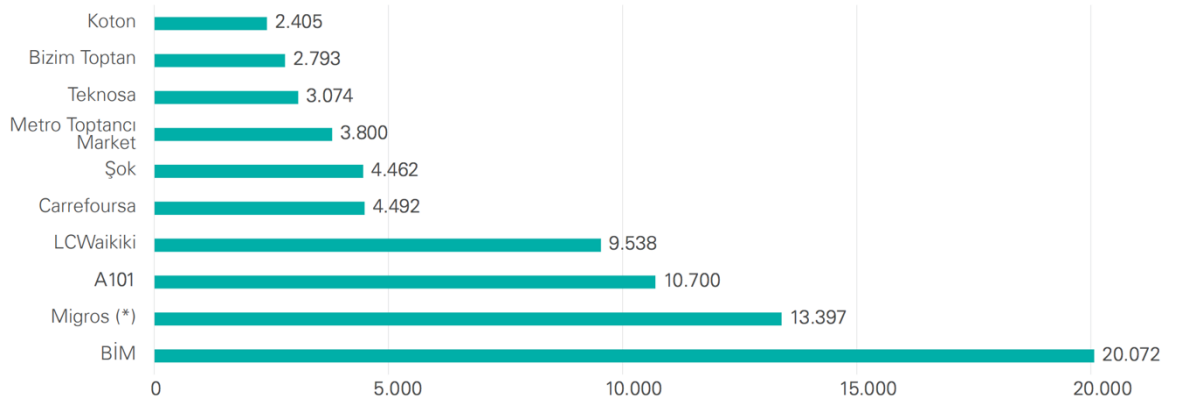
Table 1: Brand Choices of Consumer Segments in Global Fashion Sector

Dünyada Marka Tercih Sıralaması	Marka	Firma İsmi	2009	2010	2011	2012	2013	2014
1	H&M	H&M Hennes & Mauritz AB	1.10	1.20	1.20	1.20	1.30	1.40
2	Zara	Inditex	0.80	0.80	0.80	0.80	0.90	0.90
3	adidas	adidas Group	0.60	0.70	0.70	0.80	0.80	0.80
4	Uniqlo	Fast Retailing Co Ltd	0.50	0.60	0.70	0.70	0.70	0.70
5	C&A	C&A Mode AG	0.70	0.70	0.70	0.60	0.60	0.60
6	Levi's	Levi Strauss & Co	0.60	0.60	0.60	0.60	0.60	0.60
7	Gap	Gap Inc, The	0.50	0.50	0.50	0.50	0.50	0.50
8	Ralph Lauren	Ralph Lauren Corp	0.40	0.40	0.40	0.40	0.50	0.40
9	Old Navy	Gap Inc, The	0.50	0.50	0.40	0.40	0.40	0.40
10	Tommy Hilfiger	PVH Corp	-	-	0.40	0.40	0.40	0.40
11	Victoria's Secret	L Brands Inc	-	-	-	-	0.40	0.40
12	Primark	Associated British Foods Plc	0.20	0.20	0.30	0.30	0.30	0.40
13	Target	Target Corp	0.40	0.40	0.30	0.30	0.30	0.30
14	Hugo Boss	Hugo Boss AG	0.30	0.30	0.30	0.30	0.30	0.30
15	Forever 21	Forever 21 Inc	0.20	0.20	0.30	0.30	0.30	0.30
16	Hanes	Hanesbrands Inc	0.30	0.30	0.30	0.30	0.30	0.30
17	Next	Next Plc	0.30	0.30	0.30	0.30	0.30	0.30
18	Under Armour	Under Armour Inc	0.10	0.10	0.10	0.20	0.20	0.30
19	The North Face	VF Corp	0.20	0.20	0.20	0.20	0.20	0.20
20	Carter's	Carter's Inc	0.20	0.20	0.20	0.20	0.20	0.20
21	Calvin Klein	PVH Corp	-	-	0.10	0.20	0.20	0.20
22	Heritage	PVH Corp	-	-	0.20	0.20	0.20	0.20
23	Shimamura	Shimamura Co Ltd	0.30	0.30	0.30	0.30	0.20	0.20
24	American Eagle Outfitters	American Eagle Outfitters Inc	0.20	0.20	0.20	0.20	0.20	0.20
25	Esprit	Esprit Holdings Ltd	0.40	0.40	0.30	0.30	0.20	0.20
32	LC Waikiki	LC Waikiki Magazacilik Hizmetleri Tic AS	-	-	-	-	0.20	0.20

Source: Euromonitor Passport Database, Apparel Statistics, Brand, World, 2015

Even though Koton has not yet earned a place on the global scale, it managed to become one of the top retail brands in Turkey including players of other sectors.

Figure 1: Turkey’s largest retail brands based on the annual sales volume of 2016
(million TL)



Source: Fortune, Capital (*) Figure after the merge of Tesco Kipa.

In a totally different dimension, a new competition is growing. This new trend is called retail entertainment and it consists of multi-storey stores that include make-up, hair and skin care desks along with cafes and play areas. They also stand out with playful interior designs providing the customers with a space where they spend money without even shopping. A good example of this type of stores is WEPUBLIC in Akmerkez.

6. SOCIAL MEDIA USERS

The chart below aims to draw a general frame of consumer factors related to online shopping. The aspects mentioned in the chart will be elaborated on further in the study.

Table 2: Consumer Factors Related to Online Shopping

Factor Types	Individual Factor	Major Findings
Demographics	Gender	Male consumers like shopping via internet more comparing with female consumers. Women are more skeptical about e-business comparing with men.
	Age	Different authors found different results about the effect of age to online shopping.

	Income	There is a positive relationship between income and the tendency to online shopping.
	Education	Different authors find different results about the effect of education to online shopping.
	Culture	People having an individualistic culture tend to use online shopping more compared with those who have got a collectivist culture. A masculine society tends to make on-line shopping more (especially men have positive attitudes towards on-line shopping).
Internet Experience	Apprehensiveness	There is a positive correlation between online shopping and trust. People who do not rely on the internet, do not want to shop online.
	Frequency of internet usage	Different authors find different results about the effect of frequency of internet usage and online shopping. Moreover, it is also seen that there is a negative correlation between internet usage and perceived product risk.
	Comfort with internet	There is a positive relationship between comfort level and tendency to online shopping.
Normative Beliefs		There is a mixed relation between online shopping and influence of recommendations of friends, family, media etc.
Shopping Orientation		People shopping online tend to be convenience- oriented. Moreover, economic shoppers are more willing to shop online.
Shopping Motivation		On online shopping and the amount of time spent for searching products and services on the internet for purchasing, motivational factors have a vital role. Especially interactive environment is enjoyable for consumers.

Personal Traits	Innovativeness	About online shopping intention, personal innovativeness has both indirect and direct effects. The indirect affects being motivated by attitudes.
	Emotion	In some countries, it is seen that there is a positive relationship between online shopping intention and positive emotions about online shopping.
	Flow	Different authors find different results about the effect of flow on online shopping.
Psychological Perception	Risk Perception	There is a negative correlation between perceived risk and intention to purchase about online shopping.
	Benefit Perception	There is a positive correlation between perceived benefits and intention to purchase about online shopping.
	Purchasing apprehensiveness	There is a negative correlation between online purchasing apprehensiveness and amount of money spent during online shopping.
Online Shopping Experience	Frequency of online purchase	There is a positive correlation between frequency of online purchases and online shopping tendency about online shopping. There is a negative correlation between frequency of online purchases and likelihood to abort an online transaction about online shopping.
	Satisfaction levels about previous online transactions	There is a positive correlation between previous satisfaction and online shopping tendency about online shopping.

Source: Rahaman, M. (2014). On-line Shopping Trends, Patterns and Preferences of University Undergraduate Students: A Survey Study on Sylhet Region. Global Disclosure of Economics and Business. pp: 33-35

6.1. Consumers as Users

The volume internet holds in daily life has altered consumer habits and the platforms a message is sent or received. It is now easier for consumers to reach information and to communicate with companies and other consumers. Consumers communicate with other online strangers and share their experiences and ideas of brands, companies and products. This convenience provides an interactive structure and turns into an integrated part of life where all research and communication activity takes place.

Consumers seek more than product function and value set by price. They demand experience and relationships. Eventually brands have to operate on broader dynamics than product oriented.

The content created by new media is virtual by all means. This virtuality has turned new media into a platform where people could start to show other aspects and dimensions of themselves along with demographics (Polat, 2009).

This issue is best described by Wikipedia's definition of Social media: the democratization of information, transforming people from content readers into content publishers. It is a shift from a broadcast mechanism to mutual model, powered by conversations between authors, people and peers. Whilst giving the opportunity to create content, social media also created new consumer segments. The consumers here shouldn't be thought of as 'product consumers' or customers, they are the content consumers online. The term prosumer (Toffler, 1980) came up long before social media and set the roots for active consumers who contribute to production processes like self-service restaurants. Later on this idea was adapted to online platforms and named producer, referring to the consumers who demanded content based information on their wishes and likes. This way consumers became users and the dialog between them has become a reference for adaptation of the brands. A lot of the habits of brands had to be changed. Such as;

- Definitions of target audience shifted to becoming personas detailed with motivational and life style aspects instead of just demographic information.
- As privacy raises as an issue, the ease of reaching information also increases to extends where the consumers react to critical information even before brands realize they have been leaked.
- Consumers expect more service, interaction and dialog for every item they pay for so brands have to monitor their customers and engage more often.
- Advertising is less effective today because the audience learned to stay distant to unwelcome messages they are being exposed to. So the experience of a fellow user has become more effective than any form of advertising (Tellis, 2009).

Consumers also know where to turn to for the answers they are looking for. For example, to understand what an item is, internet in general is sufficient. However, the general information on World Wide Web doesn't satisfy the need to know how, why, who and any other detailed properties so consumers turn to social media (Evans, McKee, 2010). This smart and purposeful selection and the power to shape platforms through demand and feedback have transformed consumers to users.

Evans (2008) explained this evolution with the Social Feedback Cycle. The purchase process consists of three main steps in the most basic understanding: consumers first notice the product, think about and evaluate it, then afterwards purchase it. But the Social Feedback Cycle has introduced the interference of social media, where the user engages in purchase activity after considering the other users' ideas and evaluations, to this closed model which excludes the participation and impulsivity of the consumer.

As seen in the model, the mechanism of persuasion has changed so advertisements aren't trustable on their own. The consumers feel the need to

verify any given information in the advertisements. This verification started happening by UGC (user generated content).

User generated content isn't bound to keep a professional face and aren't intended to have commercial value and profit. The motivation is to be in contact with other users, make a reputation and express their own ideas. Of course there are plenty of examples where it is seen that UGC can be a source of money for its creator. Also user oriented contents can be used to gain economical profit, like the favored platform EkşiSözlük.

The internet will keep evolving around the users by means of content and media because the potential of reach is a lot greater than any social network leading to more creative, productive and active users. According to Lietsala and Sirkkunen (2008) even the content not created but just shared by the users, which are called user driven content, makes a difference for brands due to the users' will to share the content. Social media can even be characterized with the user generated content since it operates with unique contributions of hundreds of users with very little moderation. That is the reason why Time magazine choose the person of the year to be 'You' (Safko, 2010).

Consumers have led brands on to use social media and internet as their new media by not responding to their messages or preferring the brands online and thus became users that have power.

Consumers go through some stages before purchasing and social media has become a great part of it (Yükselen,2010). Consumers research the product of interest and consult sources they trust. Of course the purchase decision isn't made after research. Many other factors which affect the process are elaborated on below.

6.1.1. Demographic and Motivational Profile

Figure 2: General Consumer Behavior Model



Kaynak: Odabaşı ve Barış, 2002:50.

Source: Odabaşı and Barış, 2002

People become members of social groups by their jobs, income, life styles, locations and surroundings. Those who belong in the same social group tend to show similar behavior and this homogeneity of behavior has become important in marketing (Penpece, 2006). Social media is an effective way of targeting these social groups. People who are members of a social media platform show group behavior when purchasing also. This is examined as consumer behavior in advertising. For example, people who are members of Pinterest are positioned as interested in creativity in all aspects of daily life which makes Pinterest a suitable platform for brands who offer creative solutions to daily problems. Marketing and advertising specialists' benefit from this advantageous grouping of people for effective targeting and positioning strategies.

By analyzing consumer behavior on social media, demographic factors of users are defined and used to guide the content aimed to reach the end users. In order to

make the most of demographic information, the platform used to communicate should allow for interaction between the content creator and the consumer. The size of the group influences this relationship. In a relatively larger group the interactions are limited. So for a personalized experience smaller groups should be targeted.

The main demographic information desired by marketers is age, gender, income, geography, marital status and cultural background. Age and gender are the ones that affect the view of consumers the most. The way the message is delivered and the content of the message is based on these demographic variables. Younger people tend to be more active on social media and are keen shoppers. However, the financial source is generally the adults. Brands should consider where they want to aim, whether it is where the will is or where the money is. Gender is key to understand the perception of the consumer. A brand involved with women may consider a more emotional tone of voice based on research that show even though men are also influenced by emotion; women tend to act on their emotions. Men respond better to numbers and an authoritative voice. Knowing the gender dominance in their audience, a brand can tone its voice accordingly. Carli stated that men resist being influenced by women while women are influenced by men better (2001).

Income may not be a major influence on the perception of consumers but it is a crucial factor for purchase intention. Being able to sell their products is the main goal for every brand so knowing their audiences budget and fitting in that budget is a must. Knowing the income level isn't limited to knowing the amount earned. The disposable income, risk tolerance, financial goals are what determines how much a person is willing to spend.

Depending on living area of audience, interpretation of brand's message changes. The city versus rural areas, west and east make big differences in the form of message sent out. Geography also effects culture. In Turkey there are characteristics of regions that stand out and marketers love to use them. For

example, anyone who opens their TV will come across at least one commercial using the characteristics of Black Sea region whether it is the accent or the local jokes. Culture is the sum of all inherited ideas, beliefs, values and knowledge which constitute the shared bases of social action (dictionary.reference.com/browse/culture). To stay relevant, the dominant culture of the audience should be known since culture is basically the rules that tell the society appropriate ways to behave. Along with being a social concept, culture may change even personally. Because of this, it is common for brands to be offensive sometimes. In an era where news travels fast, being culturally inappropriate is a promotional nightmare for brands. Ethnic and racial sarcasm and profiling, wrong use of language, misrepresentation of cultural values are some mistakes brands have made. Dove, a personal care brand, while trying to be inclusive have several times offended the black community and lost respect in the sector.

According to Han&Shavitt (1994), individualistic cultures are more likely to base their purchases on likes and dislikes, seeking cost and benefit balance whereas in collectivist cultures people seek in-group benefits.

6.1.1.1. Psychological Factors

All advertising and marketing activity is done to persuade people that a brand, product or a service is good enough to meet their needs. It is not an easy task to change people's minds but studies show that use of emotion helps with the process. Like all aspects of a marketing piece, the emotion reflected should be relevant and understandable in the context it is used. In the most general sense, there are either positive emotions or negative emotions to be evoked.

There are two psychological operation systems related with positive and negative effects. When the environmental stimuli feel threatening or a sense of dislike is formed, negative emotions are observed. The negative emotions are meant to be inhibited by avoiding such situations to prevent undesirable outcomes. This is possible with the behavioral inhibition system. The other system is called the

behavioral approach system and it responds to positive aspects around like rewards (Davidson, 1993). Positive emotions arise when the environmental stimuli are not threatening, support for one's goals is felt.

Of course during the course of delivering these emotions, communication must be healthy. The success of communication depends on the efficiency of the sender and understanding of the receiver. At this point, the channel used, the language used, the audience selected, the context of communication gains importance. When the language can be used to its full extend, the message can be transferred more effectively. But use and understanding of such language require intelligence for both the sender and the receiver parties (Benjamin, 1997). The previous beliefs and perceptions of the audience also affect the language used. When the audience is open to new ideas, the creativity of the message stands out but if the audience is dogmatic, the message should be delivered through expert opinions, evidence data etc.

Ego involvement is another important aspect of persuasion both for the persuader and his audience. The relevancy or the importance of the message from the receiver's perspective is one dimension of ego involvement in persuasion. If the receiver is highly invested in listening to the message due to their high involvement in the topic, the chances of a successful persuasion process is bigger. However, the situation where the receiver has low involvement in the topic can also be benefited from according to Han and Shavitt (1994) since then the receiver will be open to a variety of benefits on the topic rather than the core message sent by the source. While discussing the positions of sender and receiver in a persuasive process, it is necessary to mention their social stands also. Whether the message is coming from or received by the majority /minority in the society effects the process. Persuasion is easier when the receiver of the message knows that the message has been received and accepted by others (Dillard et al., 2007) and this is what gives majority groups power to persuade the masses. It is commonly known that majority has greater power to influence but Moscovici's (1980) conversation theory proposes that minorities may be just as effective. This is because majority

group members may be affected by the fact that the cause is seen valid by more people and may be weak believers in the cause in contrast to minority group members who believe in their causes with enough strength to take a contradictory stand to majority.

There are four major factors that give the minority its power (changingminds.org):

1. Consistency: Being consistent in expressing minority group opinion.
2. Confidence: Being sure about the correctness of ideas and views presented.
3. Unbiased: Appearing to be reasonable and unbiased in presenting ideas.
4. Resistance: Resisting the natural social pressure and abuse that the majority may bring to bear on minority members.

So far the position of the receiver and the sender has been mentioned. But the receiver may perceive the sender as being in a position that they are actually not. Controlling this variability during persuasion is important to gain a healthy outcome. People assess the position of others through their verbal and behavioral expressions so it comes down to language in persuasion. One can perceive the others position as close to theirs and is persuaded more easily compared the contrasting position (Jacard, 1981). When a message is coming from the other with a different position it is rejected. But the reason persuasion process can't be carried out properly isn't only that. The main reason for many kinds of persuasive activity to fail is that, they aren't even given a chance to make a statement. Resistance to persuasive activity is a result of the fear being manipulated by the source. Every day on social media and on the news we witness the problems of fraud victims and diverse ways of malicious manipulation. For people who are exposed to hundreds of promotional persuasive messages without resistance is a key defense mechanism. Of course science of persuasion has found its way around resistance. Research shows that forewarning and inoculation can crack resistance. If the audience is informed of the intent of persuasion on the delivered

message, their fear of manipulation decreases. McGuire (1964) proposed that people should be inoculated prior to the persuasive act. This theory is inspired by the biological process of inoculation. Even though the aim of this theory is to help people resist persuasive actions by providing them with arguments to defend and validate their own stance, marketers use it to get around resistance by for example giving arguments to devalue competitors arguments (Sagarin et al., 2002).

One of the greatly effective psychological factors in persuasion is fear as seen above. Fear will be examined from two perspectives. The first perspective aims to show the nature of danger and the vulnerability of the target audience to that danger. By doing so the audience is lead to look for a solution to protect themselves and that is the product or service sender of the message is promoting. Then comes the dynamic perspective which aims to control what the fear response should be given to. This may be used to make the competition look bad or make the audience fear lack of your product etc. Sadness and fear are thought to serve the same purpose since they are felt as the result of withdrawal of positive emotions but sadness is characterized by fatigue when fear increases bodily activity (Dillard&Peck, 2001).

During times of stress, like while being pulled into a persuasive conversation people give away their thoughts. Persuaders use this information for their advantage. Self-disclosure of the source affects the persuasive process as much as the receivers. Personal information or intimate details shouldn't be revealed at the beginning of conversation since it will seem insincere and decrease the source's credibility. However, if the intimate details are given in the natural course of conversation it increases the level of persuasion (Burger, 1985).

To summarize it can be said that messages that match the psychological state of the interaction are seen as high-quality advocacies and thus they shape the attitude functions.

6.1.1.2. Attitudes and Perceptions

Attitude is defined as the tendency of one to provide a negative or positive response to objects, others, ideas or situations (Odabaşı&Barış, 2002). On social media, this general definition falls short since the attitudes shown on variety of social media platforms differ based on the nature of dominating content. For example, Twitter is used to raise a voice toward an issue or as a personal diary. This example shows that the same technology is differentiated by the users' attitudes. Since social media is a place to keep in touch with whomever one chooses, the ideas of peers and acquaintances also affect user attitudes (Wang et al., 2012).

On social media attitudes are widely recognized as the level of preference of an object, person, topic or behavior since the tool used to measure attitudes toward something is likes and shares. It is observed that users shape their attitudes based on early experiences but tend to renew them by learning (Engel et al., 1995). Attitude of users is a core issue for social media advertising. The followers and like rates of brands on social media are direct reflections of the brand image created by attitudes of users.

Attitude consists of beliefs and values so it may be hard to change since it is an internal statement that clarifies apposition (Jowett&O'donnell, 1999). The ultimate goal of persuasion is to change attitudes. Different techniques have proved to be useful for different kinds of attitudes. There are several functions of attitudes but the most general one is called object appraised by Smith, Bruner and White (1956). The idea is that, the world has way too many stimuli to comprehend so people group them into units in a way that makes sense to them and use these units as basis for their behavior.

Beliefs and values are core concepts to fully understand persuasive processes and attitude since attitudes are derived from values and beliefs. Beliefs are defined as

what one takes to be real and or true (Benjamin J., 1997). There are beliefs that are in the core of our personalities and there are beliefs that are more superficial. Rokeach has grouped beliefs in five categories. The first group consists of the beliefs that represent simple truths about self and the environment. These are called the primitive beliefs and are central to our personalities. The second category includes our problematic beliefs which we hold center to our personality but are resented by others. The third group consists of authority beliefs, these are easier to change compared to previous two because they are beliefs we gain by experience but authority beliefs come from the statements of people seen as authority. The last group includes inconsequential beliefs. These are as the name gives away, the beliefs that have little importance and so can be altered easily. Many theorists categorized beliefs in a variety of groups. Betting house and Cody proposed three categories. The first one includes descriptive beliefs which help us judge the good and bad. Second category consists of evaluative beliefs used to deal with other people's visible traits. The third group of beliefs is the prescriptive. Prescriptive beliefs make it possible for us to comprehend the world around us.

From early philosophy to today's scientific approach, it is thought that people are born without any beliefs and pick up certain beliefs as a result of interaction with the world. Beliefs are formed in interaction with one another. They work like a framework; this interrelatedness makes it harder to change beliefs (Benjamin, 1997). Values are also defined by Benjamin as beliefs interrelated.

Values can be seen as a subcategory of beliefs. The difference is that values are resistant to change. Schwartz and Bilksy have made a wide study on values and proposed certain features to define values. Values are the determinant of responses given in specific situations. Values are defined as part of culture, so our cultural background shapes our value system. Values are an evaluative tool for the importance of message, guide selection, source credibility etc.

6.1.1.3. Shopping Behavior

Our values and beliefs become visible through our actions. Persuasion aims to alter the way people behave in favor of the persuader. The cognitive dissonance theory states that the ideal situation one prefers to be in is harmonious meaning that the beliefs and behaviors are consistent (Mynatt&Doherty, 2002).

Making a decision consistent with one's beliefs and acting on it happens in five stages (Yükselen, 2010).

- Internal and external stimuli create a need and so the purchasing decision process begins.
- Second, information gathering about the product or service alternatives that will satisfy the need starts.
- Third, the consumer will evaluate all alternatives and select the suitable one.
- Fourth stage is where the purchase intention developed in the third stage turns into action. The consumer buys the product.
- If the customer is happy with his purchase, it is likely the purchase behavior will be repeated.
- If the customer isn't happy with the product received in return for his money, any effort to fix the dissatisfaction of customer will likely be insufficient at changing the negative perceptions formed toward the brand.

6.1.1.4. Online Shopping Behavior

Online channels have provided a more a convenient way of shopping in terms of price and availability. Businesses have invested in making online shopping accessible and for people from all stages of life. The online process involves a lot less effort for the consumer but more for the provider. The consumers place an order and wait for its arrival. Internet shopping saves time, requires less afford, and offers better prices from the consumer point of view. Internet shopping has

given the companies a chance to take control of the whole process from their warehouse to the customers' home by getting rid of the intermediaries. This opportunity created a highly competitive platform and the brands had to have a smoking gun up their sleeve. To make online shopping preferable for consumers, business has to develop themselves in many dimensions.

- **Convenience**

Consumers can shop whenever and wherever they like. The online shopping process eliminates the rides to the mall, long queues, search for ideal items and seeking price-performance balance shop by shop. Online shopping sites provide 24/7 shopping and customer service. The return policies are also easier for many, compared to traditional shopping centers, even though it isn't perceived so by the consumers. For example, Trendyol.com has an easy return policy and advertises on it. While you add items on your chart, they remind you that the items can be returned easily and without a question in 15 days just by requesting a return code.

Even though many brands including Koton invest in online shopping, Koton owes its growth to their presence in the shopping malls according to the chairman of the directors board Yılmaz. Malls in Turkey host two million visitors per year and their annual endorsement is approximately 110 billion TL. In 1995, there were only 12 malls all over Turkey and today there are at least 450. The growth of malls is expected to slow down in 2018 and decrease to 2% from 12%.

- **Price**

At the point when an organization is offering on the web, they don't need a chain of distribution, to lease showrooms or employ the same number of sales people. This forces mall retailers to generate more sales income per customer. Such an excess of reduced spending for online brands comes around as lower costs compared with shopping centers. Not only the product costs are reduced but the overall spending of one are reduced also compared to traditional shopping centers. Going to a mall one spends money on gas, car park, food and even on products they weren't going to buy.

Web likewise empowers the clients to do value correlations quickly and so consumers can purchase from the online retailer that offers the best costs. Normally doing this comparison requires one to walk store to store. Web organizations know about this and they value their stock aggressively. Besides, organizations get greater group of onlookers of their items online so they frequently put clearance items at a bargain and offer different arrangements to melt their stocks faster. In addition, most clients are additionally ready to save money on charges since taxes for online shopping is very small compared to traditional means of shopping.

- **Variety**

Variety of products and services is another important point of difference for online shopping. Online shopping platforms aren't limited to a physical space to showcase their products so they always have more items for sale compared to mall retailers. Also, instead of walking from shop to shop, consumers can go between online stores with just a click increasing the variety of online shopping in total.

The independence from space and time allows online brands to provide imported material along with local products of a geographically far place. The reasons mall retailers can't provide such products is that they have to pre order in order to show those items to potential clients but the demand might not cover expenses. Since online platforms only require visuals of products sold, demand guarantee isn't an issue. A good example of this could be AliExpress, where retailers from all over the world put their products on sale for customers everywhere.

It will be beneficial to see how the demographic and motivational profiles show themselves in Turkey by looking at their purchasing habits. Depending on research conducted by Istanbul Textile and Raw Materials Exporters' Association in Spain, Italy, Turkey, France and some other small European countries, segments base their brand preferences on certain factors (2002).

- Branded items should be more expensive and reputable

- Branded items should be designer and stand out
- Branded items should have observable quality
- Branded items should be guaranteed

Another interesting result was to see that 7-13 age group are consistent with their spending even through economical crises. This may be because parent don't like to upset their children by denying them of goods. Ready-made Clothing Sector Index shows D and E socioeconomic groups dominate the purchases. 54% of the population consists of D and E groups so that might explain the high purchase rates. Also women tend to spend more on ready-made clothing. Precisely 35% of the purchases are made by women while men follow them by 26%. This difference can be explained by the fact that women shop for the kids also (Miley and Mack, 2009).

During austerity times it is seen that people who have high buying power decrease their spending on clothing but people who have moderate or less buying power don't show an observable change in their shopping habits. This can be explained by the fact that richer people probably have more clothes already to last them for some time but others buy as they need or like something. In 2001 A and B SES groups spent 97 dollars per person but after the crises that amount reduced down to 71 dollars which means a 27% reduction. However, D and E groups went from 43 dollars to 33 which is approximately 20%. The data point out to the importance of the group in between, C1 and C2. They hold great potential for affordable fashion industry and are probably going to dominate the target audience, eliminating the interest in D and E, as the economy grows.

18% of the spending are in the shoe segment and 11% are made for kids. Culturally, shoes are items bought on special occasions like bayram or bought only when in need. Still 18% isn't a low rate. The change in the shoe purchasing habits might be because ready-made clothing brands started producing a variety of cheap and fashionable shoe models. The reason kids take up a small percentage of

the market is probably due to the uniform necessity in schools and it is not so efficient to spend a lot of money on kids clothing since they grow out of their clothes really fast.

Sport segment is also on the rise. It is trendy and cool to be fit and active and so lines called 'active wear' have popped up in every brand's collections. Even people who don't engage in any sort of sportive activity wear tights and sports bras simply because they are fashionable. Brands seize the opportunity created by consumers and use that potential wisely.

7. ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA FOR BRANDS

Social media is an important tool because it is dominated by free-membership platforms where there is space for brands along with rapidly growing consumer groups. It is fast, easy and free to interact with and get feedback from the target audience reached through social media. This especially is a great asset for brands that don't have a large advertising and marketing budget.

The fast circulation of information on social media is an advantage because any brand message can reach its target in no time and yet it can lose its meaning as fast. This dynamism forces brands to produce meaningful and favored contents online. Only then, the use of social media for brands can gain meaning by supporting the brand image and contributing to shifting consumer attitudes to a positive manner.

Not only the brand message travels fast online. The comments of users are valued and highly visible on every social media platform today. So the minute one has a negative attitude toward a brand, it is seen, agreed and shared by many other users instantly. The power of consumer opinions can be used as an advantage for if the brands live up to their promises.

A great portion of potential customers are already online for their personal enjoyment. That crowd can be used to provide traffic to brands' websites. Branding is the greatest challenge in marketing but social media eases that process too. If the brand is shown to the online audience at the right time and frequency, brand goals of product knowledge, visibility and awareness can be met (Zimmerman&Sahlin, 2010).

When the users know the brand, they form opinions about it and start relating in a positive or negative way. In order to form well established relationships brands should clarify what they are good for, add some kind of value at least to the time users spend surfing on their page, be attended continuously on social media while cutting down the advertising jargon and acting as a genuine user of the platform they are on.

Many brands underestimate the complexity and algorithm of social media platforms and they don't consult an expert. Most of the time they end up with buying unsuitable ad spaces or getting negative feedback from the users. Because of amateur mistakes on social media advertising, brands may become associated with tasteless connotations. For example, if a vegan diet pill ad comes up before tasty tips for a barbeque party, it will face critical comments by users. Brands must not forget that their branding efforts on social media exceed the limits of online platforms and affect every chain of their operations.

Along with the downsides of having publicly visible comments made on a brands social media page, using those comments for the brands interest may generate good reactions. If the consumer feedback is used during product enhancement or development, the next sales round will bring better profits.

The advantages of social media use for brands from a business to consumer approach are countless. However, it is also important to see the benefits of social media from a business to business point of view. Social media provides all the

information on the sector and see your competition inside out. The traffic pulled to brand pages help become the first result that comes up on search pages. SEO (Search Engine Optimization) marketing is a great tool for brands to meet their potential consumers. SEO marketing aims to increase visibility in non-paid engine results such as Google, Bing, Yahoo etc. It improves rankings, traffic and awareness of brand pages in search engines. From the words used on a website, the way a site is structured to how the other sites are linked to a certain page effect the search engine results. Lately the results provided by social media platforms are on higher ranks on search engines. By analyzing user behavior online, brands are able to make accurate predictions of demand and so social media pages are valuable as sales channels also (Stelzner, 2013).

It is an advantage for brands to reach all the information regarding their target audience, potential customers, competitors, the sector etc. and to utilize this information while marketing but the same information can also be used by the consumers. Consumers use their ability to compare brands and prices to demand affordable service.

7.1. Crisis Management

Social Media Marketing is a greatly effective tool to deal with a publicity crisis. But the convenience of it shouldn't charm the brands since excessive use of media control will further aggravate their customers/stakeholders.

Koton has gone through two main public crises worth mentioning. The recent one is the fur crisis. The brand for some reason decided to use real fox fur on a jacket and priced it 290 TL. It was weird enough that a ready-made clothing brand would use real fur but also price it so low. The incident attracted anger from animal rights volunteers and Koton customers.

An animal rights community, HayvanHaklarıİzlemeKomitesi (HAKİM) started a boycott campaign because Koton used 100% real fox fur. They shared the tag on

social media that read fur, real fur, 100% fur, real fox fur etc. several times and with big bold fonts. HAKİM said in a press release that fur belong to animals, not men. And asked Koton through Twitter: ‘Will you continue with this unethical and unscrupulous attitude? Do you find it conscientious? A campaign on change.org was started and over 6000 signatures were collected. In the campaign text it mentioned that Koton uses real fur and is proud of it since they print it without hesitation on the tags. Adding up to the signature campaign, reactions grew on Twitter under the hastags #kürkvahşettir, #kürkehayır and #kotonboykot meaning fur is savagery, no to fur and boycott Koton.

After the reactions on social media Koton decided to pull back the controversial product. Koton’s apology and sincere attitude was appreciated. Their apology was: ‘We are sincerely sorry about the incident; the rightful reactions toward a mistake in our production led to retrieval of the product with immediate effect and real fur won’t ever be used in our products again.’

There were strong reactions but it isn’t easy to say if they were toward the brand Koton or the fact that fur showed up in ready-made clothing sector which will lead to normalization of it. Either way Koton dealt with the situation with open-heart and immediately took action. Understanding the source of crises, why what the brand did was problematic and acting on it directly are the key solutions which Koton seems to have mastered since their earlier crisis.

However, the timing of a series released by Koton was curious. Koton released a hand-made series which employed 800 women from small cities where women aren’t included in the work force like Mardin, Soma, Antep and Adıyaman. These women created over 12000 handmade pieces for the series and all the material used during making was organic and natural. If Koton did this to overwrite their environmentally unconscious image, it was a success. If not, environmentally conscious, value-adding and sustainable brands are a big hit around the world and Koton just kept up with the trend.

An earlier crisis was even a bigger one. In 2014 an advertisement video for kids' category was released. The main character 'the kid with style' attracts attention from his peers and is a natural leader. The report submitted to RTUK by the Pedagogy Association mentioned the harm children may see from meeting concepts like fashion, style and uniqueness. They also added that defining children as superior to the others will result in harming of those children who can't afford to wear Koton's products. Koton was criticized to use the innocence of children by using them as marketing tools. Some scenes of the ad were interpreted as flirting scenes between boys and girls and received high penalties due to pedophilia charges. Pedagogy Association also claimed that messages in the ad would set the base for narcissistic tendencies in children. Koton pulled back their commercial and erased it off the internet.

Koton seems to have learned a lesson after the crisis and chose to go through a careful process on their next kids commercial. They focused on kids' creativities and how they choose what to wear in their own world. During the creative process Koton's team consulted with children, their families and pedagogues. This time the ad underlined the fact that kids will be kids. There were many positive feedbacks on the ad.

8. METHODOLOGY

Methodology part is prepared by discussing the research objective, research design, questionnaire design, sampling, and data collection.

8.1.RESEARCH OBJECTIVE AND DESIGN

8.1.1. Research Objective

Aim of this research was to determine the factors that may increase the effectiveness of social media advertising, support consumer and brand dialog online and see whether interaction with brands on social media has an effect on

the purchase intentions of consumers. In pursue of this aim a survey was conducted to active social media users focusing on their relationship with social media platforms and brands online. To double check the sincerity of answers given, similar questions about Koton were also asked in the end.

8.2. SAMPLE SELECTION AND DATA COLLECTION

8.2.1. Sample Selection

Social media has users from different backgrounds and demographic features. The population of this study is anyone who uses one or more social media platforms and has engaged in any sort of way with online brands in Turkey.

In this research, a convenience sampling method has been chosen and applied in which the samples were selected because they are accessible and easy to recruit, also this method of sampling does not require too much time, or money. The selected sample includes social media users in Istanbul and Ankara, Turkey.

8.2.2. Data Collection

Research data is collected via Google Doc's Survey program, the questions were prepared and shared on social media platforms like Facebook, Twitter and Instagram and also e-mails were sent. 501 people joined the survey. Data collection process has been continued approximately for a month, and the collected data was uploaded to Statistical Package for Social Sciences (SPSS 24.0) platform for making the necessary analysis and evaluation. To obtain healthy outcomes, participants were guided to fill every question and it was made sure that the survey could only be answered once. Before performing the analyses, the data is cleaned out and finally 497 respondents' data is found be usable.

8.3. QUESTIONNAIRE DESIGN

A survey was conducted to gather data. There were 38 questions in the survey form. A Five-Point Likert Scale was used and response items were ‘Totally disagree’, ‘Disagree’, ‘Neither Agree nor Disagree’, ‘Agree’, ‘Totally agree’.

Based on the research model the survey tried to collect information serving six topics. The first part collected information about social media usage along with basic demographic information like income, age, gender and education. The attitude toward advertising on social media was measured on the next section. In the third section questions to understand whether nature of brand communication effects brand following behavior on social media were asked. Followed by items about social media’s effect on purchase intention. The survey ended at the end of purchase intention items for those who stated that they didn’t know the brand Koton.

Rest of the survey was about Koton as a brand, the recent brand ambassador frequently used on social media, attitudes, ideas and expectations about the social media activities of the brand.

8.4. THEORETICAL FRAMEWORK OF RESEARCH

The conceptual model of the study, shown in Figure1, is composed based on the assumption that the existing social media activity of consumers and their attitudes toward social media advertising leads to the following or unfollowing of brands. Once the user follows a brand, nature of brand communication is the most important factor to keep users as followers. And as the last step, the model assumes that during the time brands get to communicate with users online, they may increase consumers’ purchase intentions. Hypothesis of the study were developed focusing on the model seen above.

H1: Attitudes towards social media advertising affects following brands on social media.

H2: Following brands on social media affects nature of brand communication on social media.

H3: The nature of brand communication on social media affects purchase intention.

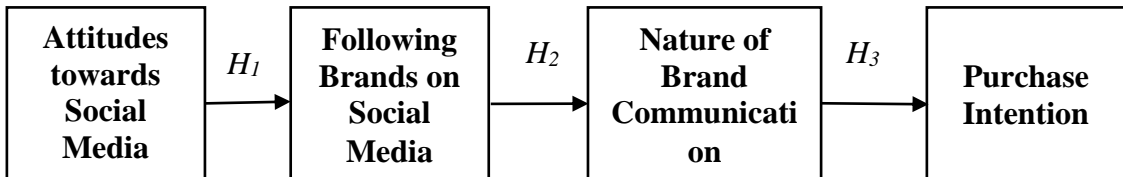


Figure 3: Conceptual Research Model

8.5. MEASUREMENT OF INDEPENDENT AND DEPENDENT VARIABLES

All measures of both independent and dependent variables, were searched on the literature and adapted according to the objective of this research. Items that were demanded to be questioned, were translated into Turkish since the sample of this research were composed of Turkish people. For the activity on social media part of the research model items were selected from İyiler’s ‘Elektronik Ticaret ve Pazarlama: İhracatta İnternet Zamanı’ (Time for Internet in E-commerce, Marketing and Export) (2009). The items for attitude towards social media advertising were taken adapted from SohHyeonjin’s Trust Scale (2006). Questions used in the following brands on social media part were taken from a scale in Abidiin and Saliim’s research (2011). Nature of brand communication was elaborated on by many researchers so multiple sources were merged such as Shivinski and Dabrowski (2014), Arli (2017) and Evans (2008).

Table 3:Measurement of Independent and Dependent Variables

Constructs	Items Questioned	Abbreviation	Source
Attitudes	I find social media ads	SM_AD_1	Hyeonjin, 2006

towards Social Media Advertising	believable.		
	Advertisements I see on social media encourage me to shop.	SM_AD_2	
	Social media ads have beneficial content.	SM_AD_3	
	I might suggest a brand/product I saw on social media to my acquaintances.	SM_AD_4	
	I close ads when I am browsing on social media.	SM_AD_5	
Following Brands on Social Media	Existence of brands on social media annoys me.	BRND_SM _1	Abidiin and Saliim, 2011
	I remember/know brands by the ads I see on social media.	BRND_SM _2	
	My attitude toward social media ads change depending on the relevance of the content.	BRND_SM _3	
	A brand has to communicate with me for me to follow them.	BRND_SM _4	
Nature of Brand Communication	When my ideas about a brand are evolved in a positive manner when looking at its social media accounts, I am more likely to purchase.	BRND_CM _1	Arli, 2017 Evans, 2008

	If a brand can't live up to its promises, I will unfollow them.	BRND_CM _2	
KOTON	Koton has increased its quality by working with Fahriye Evcen.	KOTON_1	
	I like Koton's ads and campaigns	KOTON_2	
	When someone I follow on social media shares the Koton brand/products, I am more likely to buy.	KOTON_3	
	After I see social media advertisements of Koton, I am more likely to visit the store.	KOTON_4	
	I would like Koton to make campaigns special to social media (Facebook, Instagram etc.).	KOTON_5	
	I see Koton on social media.	KOTON_6	

9. RESEARCH FINDINGS

9.1. Descriptive Statistics for Demographic Variables

Descriptive statistics used for this questionnaire were. Descriptive statistics were used to evaluate the data on the first part of the survey. The tables include frequency and percentage information age, gender, education levels, and income levels of the respondents along with verbal evaluations of outcomes.

Age

Ages of the sample are divided into four categories shown in Table 1 below.

Table 4: Age Representation of the Sample

Age		
	N	%
Below 20	61	12.3
21-30	416	83.7
31-40	15	3
41-50	5	1
Total	497	100

Gender

From the total number of 497 surveys, 292 were answered by female, and 205 by male respondents. As a percentage weight, it can be defined as 58.8% of female respondents, and 41.2% of male respondents.

Table 5: Gender Representation of the Sample

Gender		
	N	%
Female	292	58.8
Male	205	41.2
Total	497	100

Education Levels

Education levels of the sample ranges from High School, to Master's degree. Majority of the sample with 425 people, has Bachelor's degree (85.5%), where 44 people have Master's degree (8.9%), and 28 person have high school degree (5.6%).

Table 6: Level of Education Representation of the Sample

Level of education		
	N	%
High School	28	5.6
Bachelor's degree	425	85.5
Master's degree	44	8.9
Total	497	100

Income Levels

Income levels of the sample are ranging from 1000-2000 Turkish Liras to more than 4000 Turkish Liras. Majority of the sample with 374 people have 1000-2000 TL income (75.3%), where 58 people have 2001-3000 TL income (11.7%), 34 people have more than 4000 TL income (6.8%), and 31 people have 3001-4000 TL income (6.2%).

Table 7: Level of Income Representation of the Sample

Level of income (Turkish Liras)		
	N	%
1000-2000	374	75.3
2001-3000	58	11.7
3001-4000	31	6.2

Level of income (Turkish Liras)		
	N	%
1000-2000	374	75.3
2001-3000	58	11.7
Above 4000	34	6.8
Total	497	100

Social Media Platforms

In order to detect the activity of our sample and their preferences of social media platforms, mainstream social media apps were asked about. Out of 500 participants 485 of them used Facebook (97.6%). Instagram is used by 463 out of 500 (93.2%). YouTube was also widely used by 92.4%. The other platforms showed a decrease like Twitter is used by 63%. Website was used by 14.5% and other platforms were used by 15.9% of the participants.

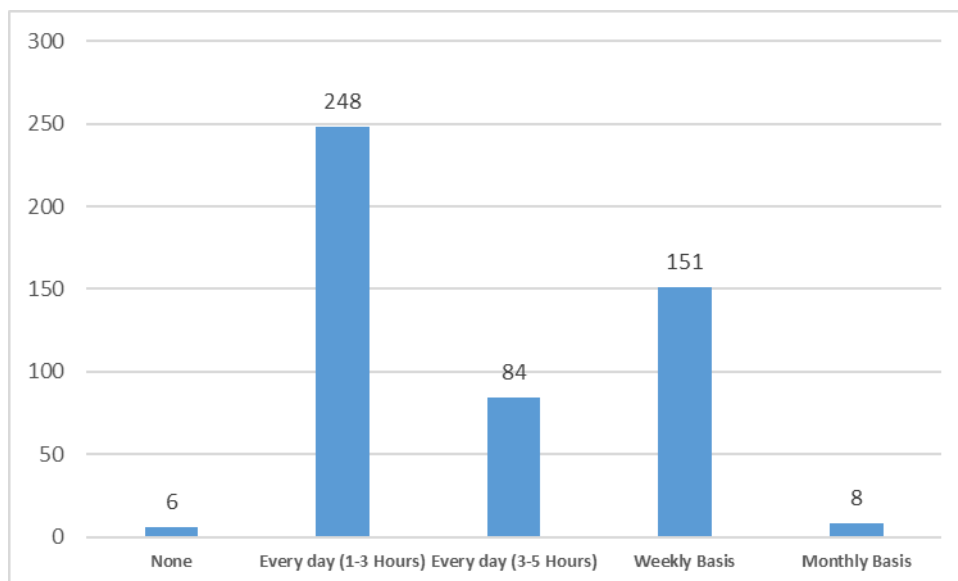
Table 8: Social Media Usage Representation of the Sample

Social Media Usage		
	N	%
Facebook	485	97.6
YouTube	459	92.4
Twitter	313	63.0
Website	135	27.2

Social Media Usage		
	N	%
Instagram	463	93.2
Forums	72	14.5
Other	79	15.9

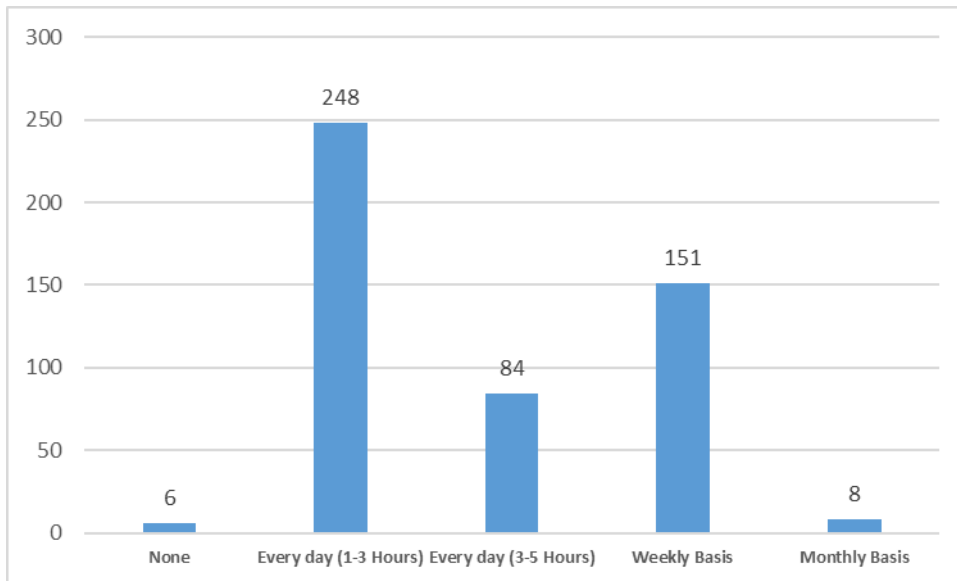
Frequency of Usage of Social Media Platforms

Figure 4: Facebook Usage Representation of the Sample



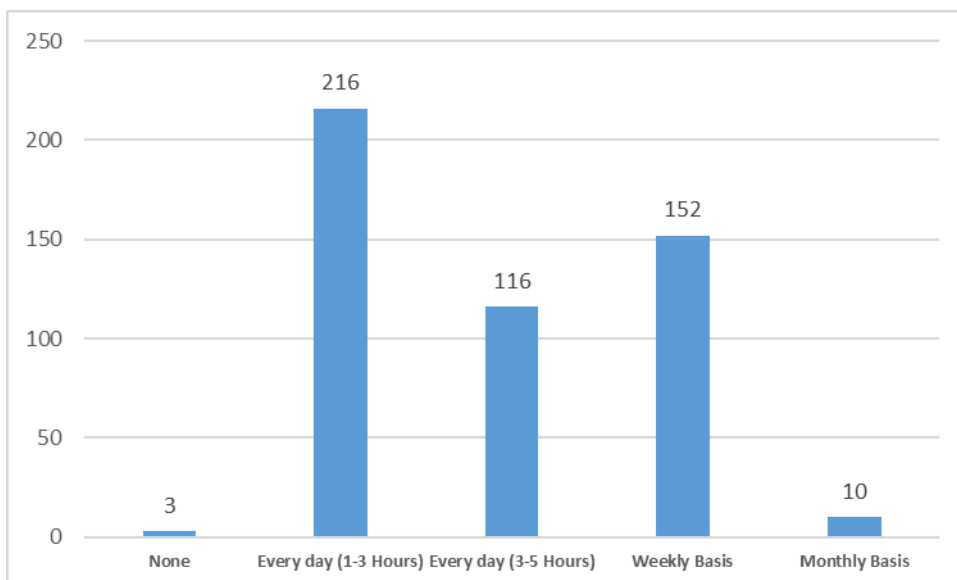
Majority of participants seem to use Facebook up to 3 hours on a daily basis.

Figure 5: Instagram Usage Representation of the Sample



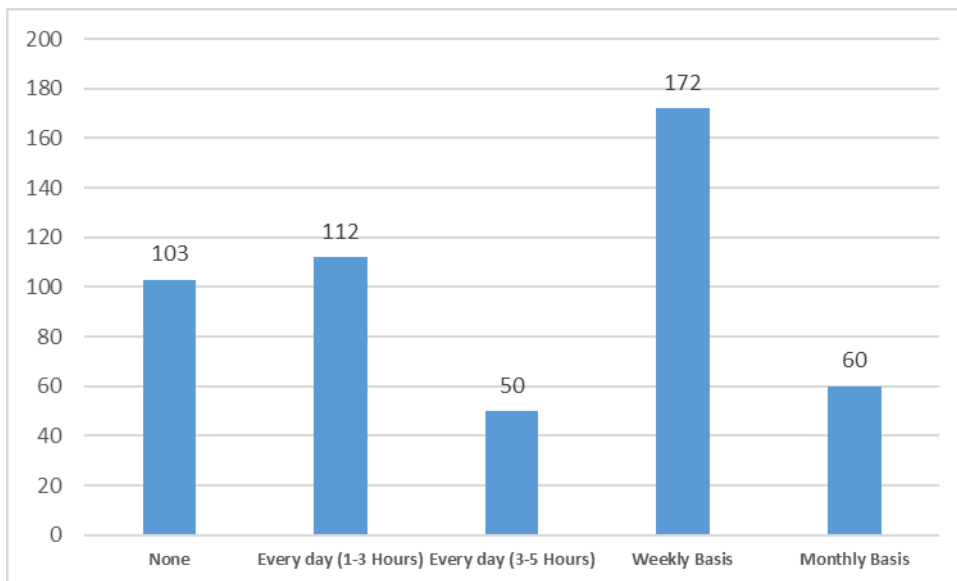
Instagram usage habits are similar to Facebook's. Again, it is used up to 3 hours on a daily basis.

Figure 6: YouTube Usage Representation of the Sample



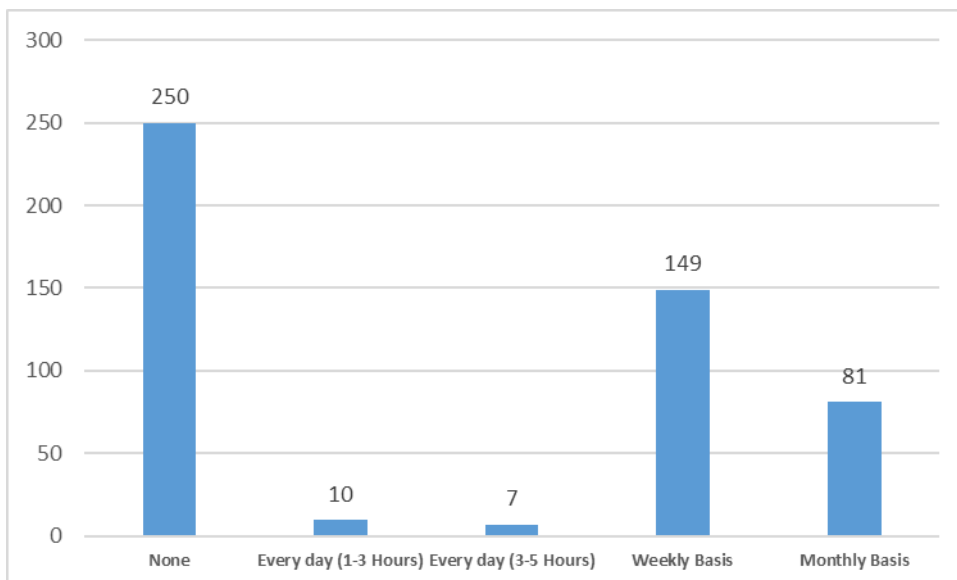
In comparison to Facebook and Instagram, more people spend up to 5 hours on YouTube daily.

Figure 7: Twitter Usage Representation of the Sample



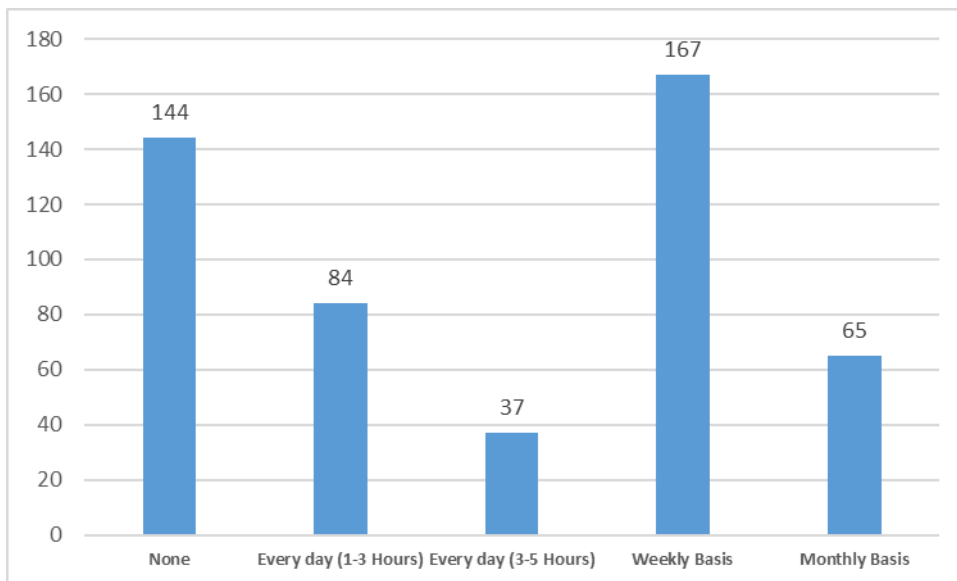
Twitter comes across as a weekly used platform. 172 out of 500 use it on weekly basis and 103 of the participants don't use it at all.

Figure 8: Blog Usage Representation of the Sample



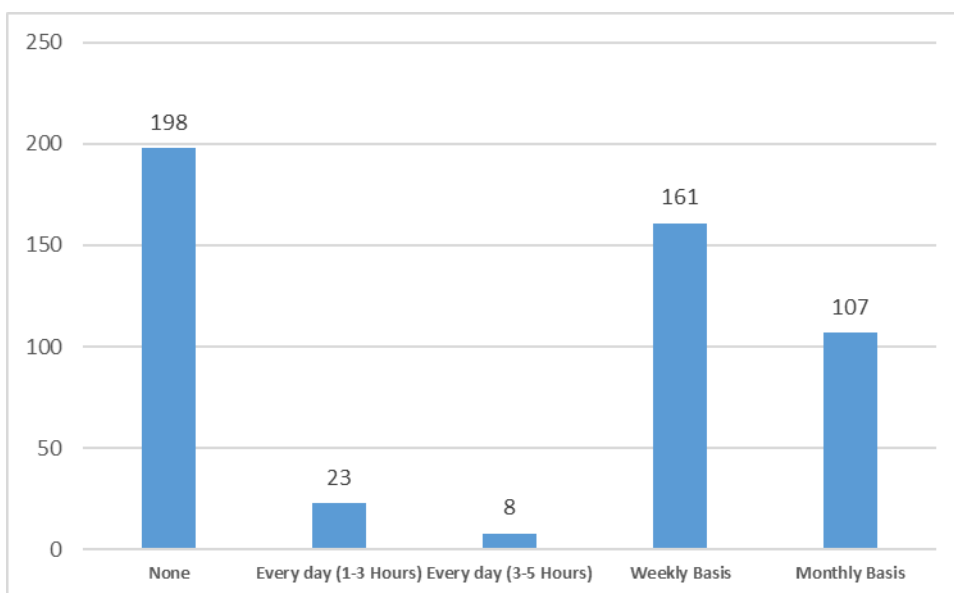
Blogs were a big hit of the millennium but the results show that 50% of people don't read blogs at all while the ones who still read blogs visit on weekly and monthly basis.

Figure 9: Website Usage Representation of the Sample



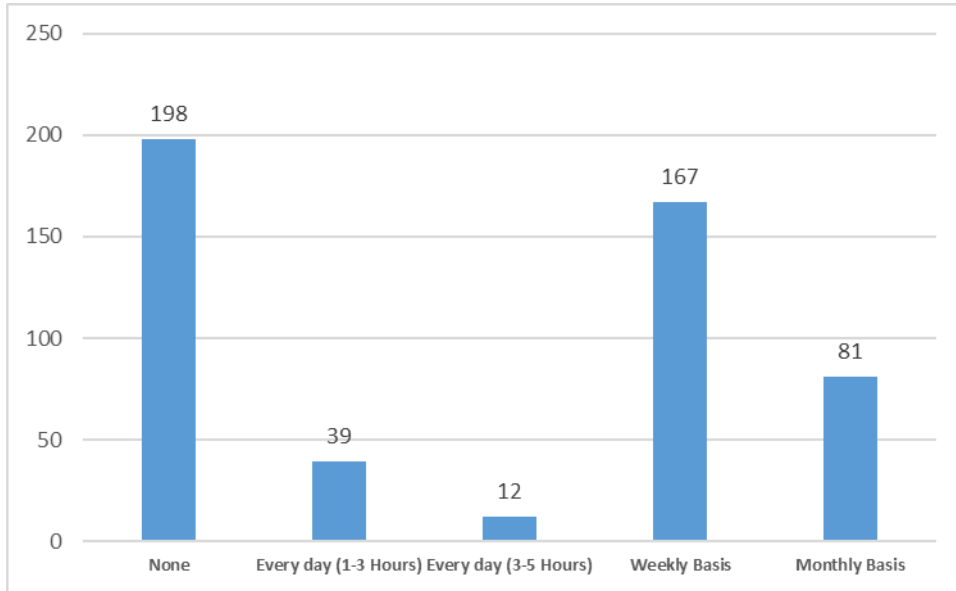
Website usage seemingly has the most balanced distribution. The results show that people still use websites when needed. However, 144 participants out of 500 claim to never use websites.

Figure 10: Forum Usage Representation of the Sample



198 participants out of 500 don't use forums at all. Participants use forums mostly on weekly basis by 161 out of 500.

Figure 11: Other Types of Social Media Platforms Usage Representation of the Sample



Social Media Usage Reasons

Social media is still mostly used to satisfy need for information by 90.3% but with the emergence of social media platforms and personal accounts going public, sharing experience and benefiting from others' experience has become another major motivation. Results show that 74.2% participants use social media for sharing personal experience and following on others'.

Table 9: Social Media Usage Reasons Representation of the Sample

Social Media Usage Reasons	N	%
To meet new people	152	30.6
To seek job opportunities	196	39.4
To look for a romantic relationship	32	6.4

Social Media Usage Reasons	N	%
To satisfy need for information	449	90.3
To learn more about brands and products	304	61.2
To share personal experience and benefit from others' experiences	369	74.2

Social Media Usage Type

Social media channels are used widely to communicate complaints and suggestions by 45.5%.

Table 10: Social Media Usage Type Representation of the Sample

Social Media Usage Type	N	%
To share brand related photos/videos	88	17.7
To comment on products	165	33.2
To state complaints and suggestions	226	45.5
To comment on brand content/to like brand content	244	49.1
To participate in brand related activity.	203	40.8

KOTON_1

To further see if the content shared by the brands really leave an impression on people, a more narrowed question was examined: 'Koton has increased its quality by working with Fahriye Evcen.'

Table 11: KOTON_1 Representation of the Sample

Koton has increased its quality by working with FahriyeEvcen.		
	N	%
Totally Disagree	60	12.1
Disagree	96	19.3
Neither Agree Nor Disagree	175	35.2
Agree	122	24.5
Totally Agree	44	8.9
Total	497	100

According to Table 8, majority of participants were indecisive about whether or not Koton's quality increased by working with Fahriye Evcen by 35.2%. 12.1% totally disagreed, 19.3% disagreed with the statement. In total, including agree and totally agree statements, 33.4% of participants agreed that collaboration with Fahriye Evcen increased the perceived quality of Koton.

KOTON_2

Table 9 represents the frequencies of respondents' perceptions about Koton's ads and campaigns.

Table 12: KOTON_2 Representation of the Sample

I like Koton's ads and campaigns		
	N	%
Totally Disagree	35	7.0

I like Koton's ads and campaigns		
	N	%
Disagree	71	14.3
Neither Agree Nor Disagree	226	45.5
Agree	142	28.6
Totally Agree	23	4.6
Total	497	100

According to Table 9, majority of participants were indecisive about whether or not Koton's ads and campaigns by 45.5%. 7% totally disagreed, 14.3% disagreed with the statement. In total, including agree and totally agree statements, 33.2% of participants liked ads and campaigns of Koton.

KOTON_3

The frequencies of respondents' perceptions about relation between social media and buying decision of Koton products were examined by the question 'When someone I follow on social media shares the Koton brand/products, I am more likely to buy.'

Table 13: KOTON_3 Representation of the Sample

When someone I follow on social media shares the Koton brand/products, I am more likely to buy.		
	N	%
Totally Disagree	106	21.3

When someone I follow on social media shares the Koton brand/products, I am more likely to buy.		
	N	%
Disagree	177	35.6
Neither Agree Nor Disagree	123	24.7
Agree	79	15.9
Totally Agree	12	2.4
Total	497	100

Table 10 shows, about the likeliness to buy when someone followed by participants on social media mentions Koton and or its products, that; 106 people (21.2%) totally disagrees, 177 people (35.6%) disagree, 123 people (24.7%) neither agree nor disagree, 79 people (15.9%) agree and 12 people (2.4%) totally agree. Thus, majority of the participants (57%) stated that their likeliness of buying from Koton doesn't increase when someone they follow shares the brand online.

KOTON_4

The frequencies of respondents' perceptions about relation between social media and buying decision of Koton products were examined by the question 'When someone I follow on social media shares the Koton brand/products, I am more likely to buy.'

Table 14: KOTON_4 Representation of the Sample

After I see social media advertisements of Koton, I am more likely to visit the store.		
	N	%
Totally Disagree	88	17.7
Disagree	148	29.8
Neither Agree Nor Disagree	124	24.9
Agree	120	24.1
Totally Agree	17	3.4
Total	497	100

Table 11 shows, 17.7% of participants totally disagreed and 29.8% disagreed with the statement that they may be more likely to visit Koton stores after they are exposed to a social media advertising. 24.9% of respondents neither agree nor disagree. 24.1% of participants stated that they agree and 3.4% totally agree.

KOTON_5

The frequencies of respondents' perceptions about special campaigns to social media by Koton were examined by the question 'I would like Koton to make campaigns special to social media (Facebook, Instagram etc.).'

Table 15: KOTON_5 Representation of the Sample

I would like Koton to make campaigns special to social media (Facebook, Instagram etc.).		
	N	%
Totally Disagree	5	10.3
Disagree	99	19.9
Neither Agree Nor Disagree	142	28.6
Agree	108	21.7
Totally Agree	97	19.5
Total	497	100

Table 12 shows, 10.3% of participants totally disagreed and 19.9% disagreed with the statement that Koton makes campaigns to social media. 28.6% of respondents neither agree nor disagree. 21.7% of participants stated that they agree and 19.5% totally agree about the special campaigns for social media.

KOTON_6

The frequencies of respondents' perceptions about visibility of Koton on social media by were examined by the question 'I see Koton on social media.'

Table 16: KOTON_6 Representation of the Sample

I see Koton on social media.		
	N	%
Totally Disagree	93	18.7

I see Koton on social media.		
	N	%
Disagree	128	25.8
Neither Agree Nor Disagree	182	36.6
Agree	80	16.1
Totally Agree	14	2.8
Total	497	100

Table 13 represents, 18.7% of participants totally disagreed and 25.8% disagreed with the statement that Koton is visible on social media. 36.6% of respondents neither agree nor disagree. 16.1% of participants stated that they agree and 2.8% totally agree they see the brand on social media.

9.2. FACTOR ANALYSIS

The purpose of the factor analysis is to find out the variables sets that are highly interrelated, and this relation is seen in the literature as factors (Hair et al. 2006). Factor analysis is commonly carried out to examine the relationship between the judgmentally developed content categories and the empirically derived constructs' (Gable, 1986, p.87) or to figure out whether with different sets of data, the same constructs derived in the previous studies can be derived too. Therefore, in this study, factor analysis is done to find out how many different dimensions the respondents perceive in the constructs and whether they perceive them the same as in the original data with which the scale was developed and also to see whether the derived constructs in this study confirms the existence of theoretically developed content categories.

At the beginning of each factor test, the measure of sampling adequacy is calculated in order to see if the data is appropriate to apply the factor analysis to (Durmuş et al., 2011). Statistics that can represent this adequacy are Keiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity. KMO shows that the data used in the analysis is a homogenous collection of variables and that there are correlations between variables. The lower limit for KMO that is generally agreed upon is 0.50 (Hair et al., 2006, p.115). Bartlett's test on the other hand gives the statistical significance of the inter-correlation between variables (Hair et al., 2006), and the upper limit for p-value in Social Sciences that is generally agreed upon is 0.05. In addition, for checking the instrument reliability, Cronbach's Alpha measurement is examined and its value should be over 0.70 (Nunnally,1978)

In this research, factor analysis was performed for Attitudes towards Social Media Advertising, Following Brands on Social Media, Nature of Brand Communication measurements.

Purchase intention, that is the dependent variable in the conceptual model, is measured with on question: "The stance of and the content shared by brand I am following affects my purchase decisions".

9.2.1. Factor and Reliability Analysis for Attitudes towards Social Media Advertising

In order to determine the factorability of items in the scale a factor analysis was applied (Büyüköztürk, 2011). Prior to that, Kaiser Mayer Olkin (KMO) and Barlett test were made to make sure the data set is useful and suitable for factor analysis. Factorability of 5 selected items have been examined, the Kaiser-Meyer-Olkin measure of sampling adequacy was 0.779, which is above the recommended value 0.60 for this test. Also Bartlett's test of sphericity was significant; ($\chi^2 = 576.353, p=0.000$). Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be

involved. No items were excluded. These results show that the scale items are suitable for factor analysis.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's Alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, as seen in Table 14, and its total variance is 51.90%. The reliability of this construct was found as 0.921 which implied a well internal consistency among the items.

Table 17: Factor and Reliability Analysis of Attitudes towards Social Media Advertising

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
SM_AD	SM_AD_1	0.770	51.895	0.921
	SM_AD_2	0.739		
	SM_AD_3	0.737		
	SM_AD_4	0.713		
	SM_AD_5	0.636		

9.2.2. Factor and Reliability Analysis for Following Brands on Social Media

Factorability of 4 selected items of following brands on social media has been examined. Having two items, BRND_SM_3 and BRND_SM_4, had low factor loadings, we excluded them and reperformed the factor analysis with the remain items. In the final analysis Kaiser-Meyer-Olkin measure of sampling adequacy was 0.610, which is above the recommended value 0.6 for this test. Also Bartlett's test of sphericity was significant; ($\chi^2 = 145.468$, $p=0.000$). Anti-image correlation diagonals are all exceeding 0.50, meaning these two remained items in the factor analysis are to be involved. These results show that the scale items are suitable for factor analysis.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's Alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 67.56%.

When reliability analysis was performed for Following Brands on Social Media with two items, Cronbach's Alpha value was found as 0.517 which is below the lower limit accepted in the literature. For this reason, this construct was not suitable for analysis and excluded because of inconsistent items among the construct.

Table 18: Factor and Reliability Analysis of Following Brands on Social Media

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
BRND_SM	BRND_SM_1	0.822	67.559	0.517
	BRND_SM_2	0.822		

9.2.3. Factor and Reliability Analysis for Nature of Brand Communication

Factorability of 4 selected items of following brands on social media has been examined. The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.50, which is below the recommended value .6 for this test. Also Bartlett's test of sphericity was significant; ($\chi^2 = 25.564$, $p=0.000$). These results show that the scale items are not suitable for factor analysis.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's Alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 61.007%.

Although according to factor analysis this construct was found as useless for analysis, reliability analysis was performed in order to observe the consistency. Cronbach's Alpha value was found as -0.562 which is negative. For this reason,

this construct was found as not suitable for analysis and excluded because of inconsistent items among the construct.

Table 19: Factor and Reliability Analysis of Nature of Brand Communication

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
BRND_CM	BRND_CM_1	-0.781	61.007	-0.562
	BRND_CM_2	0.781		

9.2.4. Reliability Analysis

Reliability scores of Attitudes towards Social Media Advertising, Following Brands on Social Media, Nature of Brand Communication factors were conducted.

Table 20: Reliability Analysis of Constructs

Constructs	Reliability
SM_AD	0.921
BRND_SM	0.517
BRND_CM	-0.562

After elimination of BRND_SM and BRND_CM according to factor analysis and reliability analysis, revised research model can be seen in Figure 8. In the revised model we claim a new hypothesis, as:

H4: Attitudes towards social media advertising affects purchase intention.

All the other hypotheses are not able to be tested since two of the constructs were found not suitable for statistical analyses.

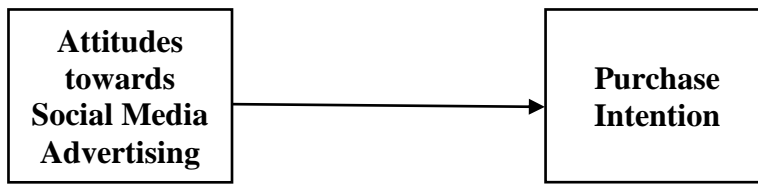


Figure 12: Effect of Attitudes towards Social Media Advertising on Purchase Intention Revised Conceptual Research Model

9.3. REGRESSION ANALYSIS

Regression analysis is defined as a reliable method followed in statistics for identifying the relationship between independent variables and dependent variables. By regression analysis, which variables have an impact on the research topic of interest and also the degree of that impact can be observed.

Independent variables are the factors that the researcher aimed to investigate and therefore formed hypotheses about their interrelation, or relation with the dependent variable. Dependent variable on the other hand, can be defined as a main factor that is tried to be examined. If a relationship between two or more independent variables and one dependent variable, multiple regression analysis is followed, whereas simple regression analysis is followed when the relationship between two variables is needed to be investigated.

9.3.1. Simple Regression Analysis H₄

In order to find the relationship between Attitudes towards Social Media Advertising, and Purchase Intention, Simple Linear Regression Analysis was performed.

Simple Regression Analysis Results for Traditional Advertisement

As reflected in Table 18, SM_AD has contribution on PURC_INT. The overall explanatory power of model was 8.6% ($R=0.293$; $R^2=0.086$; $F=46.416$, $p=0.000$).

Table 21: Simple Linear Regression of Hypothesis for Purchase Intention

Dependent Variable :Purchase Intention (PURC_INT)			
Independent Variable	Beta	t-value	p-value
Attitudes towards Social Media Advertising (SM_AD)	0.355	6.813	0.000

According to Table 18, there is a weak positive relationship between SM_AD and PURC_INT ($\beta=0.355$, $p= 0,000$) for augmented reality advertisement.

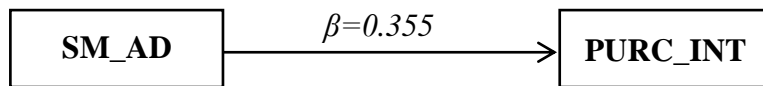


Figure 13: Simple Linear Regression of H₄

9.4. INDEPENDENT SAMPLE T-TEST ANALYSIS RESULTS

The relationship between one of the demographic factors, gender, and some of the questions included in the survey were analyzed with independent t-test analysis. Independent t-test, analyses two scores obtained from unrelated samples to see if they are significantly different from each other (Büyüköztürk, 2011).

In order to find the difference between males and females in terms of statistically significant constructs, that are SM_AD and PURC_INT, and also KOTON related items given below in Table 10 we applied independent sample t-test. We could not perform t-test for the categories of other demographic variables since the sample size of each category was not balanced (see Table 1, 3 and 4).

Table 22: Independent Sample t-test Results for SM_AD, PURC_INT and KOTON related Items

Constructs		N	Mean	Std. Dev	t-value	p-value
SM_AD	Female	292	2.616	0.715	1.228	0.220
	Male	205	2.526	0.860		
PURC_INT	Female	292	3.945	0.868	1.863	0.063
	Male	205	3.780	1.036		
KOTON_1	Female	292	2.955	1.199	1.863	0.063
	Male	205	3.034	1.026		
KOTON_2	Female	292	3.103	1.024	0.240	0.811
	Male	205	3.083	0.815		
KOTON_3	Female	292	2.408	1.075	-0.424	0.671
	Male	205	2.449	1.054		
KOTON_4	Female	292	2.647	1.107	-0.252	0.801
	Male	205	2.673	1.157		
KOTON_5	Female	292	3.469	1.304	-0.408	0.684
	Male	205	3.517	1.266		
KOTON_6	Female	292	2.777	1.056	4.960	0.000
	Male	205	2.312	0.990		

As it can be seen in Table 19, only in KOTON_6 (I see Koton on social media) item has found a statistically significant difference between males and females and we conclude that females see Koton on social media more than males.

10. CONCLUSION

Conversation about social media isn't limited to a Web 2.0 fad anymore; it is all about our businesses, homes, schools, politics and even personal relationships. Social media has outgrown all the predictions made and still has exponential potential. Users who interact with each other and content creators gain quality and quantity over time. Because of the rapid growth of social media, some believe it is a trend and will go down as fast; some others invest heavily to keep the head start. Based on all the literature review and data gathered for this study, it can be said that even though social media will evolve to become some greater form of communication, the form it is in today is accepted and used widely by the population. So it would be a mistake to miss out on what social media has to offer today. Businesses are right to redistribute their sources in order to be active on social media platforms as well as traditional media channels. Based on the results of this study, income level of consumers doesn't have an effect on their purchase decisions made through social media advertisement. This might be an opportunity since social media channels provide user insight and shopping through those social media channels is possible today. Using the availability of such technology, brands can narrow down their target audience further from for instance - unemployed women/mother/from Black Sea region- to -women who wish to buy new pair of heels- and offer their target a discounted price on their timeline.

Not only for sales purposes but also to establish brand loyalty social media seems like a strong tool. Result of the study show that approximately 80% of consumers are sensitive to the content and language of the brands they follow. They also care about the stance brands take toward sociopolitical issues. The attitude brand puts

forward on social media affects the following behavior which may be taken as a measure for brand loyalty on social media basis.

Today brands invest in social media heavily by using influencers and celebrities but the results of the survey show that people don't attend much to the celebrity a brand is associated with. When asked about the brand ambassador of Koton, Fahriye Evcen and her contributions to the brand, participants responded by saying 'No Idea' on majority of the questions.

Comparing the social media platforms by their power to encourage users to shop gave interesting results. Even though Facebook and YouTube are the two main social media platforms that are updated regularly to include new advertising models, the results of this study showed that only Instagram has the significant power to encourage users to shop.

Social media is the wonderland of connected experiences. It is the next big thing after the invention of printing press. Now all the worlds information travels regardless of distance, time or physical boundaries. Social media has made its mark in history even with its early forms by providing accessibility in the era of knowledge.

10.1. Suggestions for Brands

So far we have seen where an innovative business strategy takes a brand with Koton. The founder says courage and an open mind are what made this big of a growth possible. In his words: 'Risk should be calculated and limited to prevent harm to our brand. And every decision that carries a risk factor should be tried out on a smaller scale.' Retail market is suitable for trying out new applications and business models on several of your business branches or stores.

We are in an age where satisfaction is the most valuable currency. Businesses provide products and services with hopes that it will return as satisfaction. Relationships aren't about sales; they are about effective communication. Brands must not forget there is a lot to learn from customers. Using social media, target audience can be identified; the feedback they provide can be used for new product development or upgrading of services.

While using social media for promotion it should be kept in mind that the attention span of users is less than 8 seconds. They are probably watching TV while scrolling on Instagram or looking out the window of a bus while watching a clip on YouTube or reading a blog while going through their third cousins wedding pictures. This situation must be a brands motivation to invest in new and exciting ways of online advertising because otherwise the ad will become another one in the cluster. The message should be eye catching and include a call to action (Drury, 2007). This call to action may be a share button, a 'last in stock' title or a personalized message. Whatever it may be, the user must be able to reach where the ad is headed quickly and easily. A clear space for the link or active buttons should exist in the layout.

Once the audience is captured, keeping them loyal is possible with simple uses of social media. Like instant moderation of comments and reaching out to consumers one-on-one. This feature of social media increases customer retention. Of course even with all the advantages it provides, social media isn't some sort of magic platform where everything works in favor of the brands.

For some social media marketing may not be suitable and for some the results may come in the long term. That is why thorough analysis of the market is essential before investing. Social media isn't suitable to be used solely yet. It must be accompanied with other forms of media the consumers are familiar with.

The convenience of social media marketing is abused by businesses and the users are aware and cautious of the issue. Since there are many false or misleading information put out there, brands who prove to be trustworthy will stand out (Balakrishnan, 2013). Once again we see that the focus of communication shouldn't be what the brand wants to say but what the consumer wants to hear.

Marketers must focus on how to deserve a spot in the lives of its users and design new experiences their products will provide. Another important advantage of social media is that, it gives brands the opportunity to get to know their customers including their life styles and emotional motivations. To ace social media marketing brands must first give time and effort to understanding their customers. By doing so they may gain advantage in the competitive field which is basically getting to know the client fast and offering all the suitable services possible.

When talking to consumers, marketers are used to the sales language but with social media, they must notice the need to learn a new language. The language of social media is more friendly, sincere, easy to understand and interactive. People find brands on social media more relatable compared to those who only use traditional language of marketing (Brown et al., 2011). When a brand is set out to persuade customers, speaking their language isn't enough without an approach consistent with the customers' way of life.

Of course it is not always the brand that does the talking. Social media creates its own spokespeople called influencers in the marketing world. They are the ones who understand what their audience wants and provides them with new and likeable content simultaneously with emerging trends in social media and changes in the audiences' lives. If brands chose to advertise through these people, it is important for the influencer to be relatable to the brand.

Influencers flourish in social media but they are many times used out of their context, in traditional channels etc. because shopping doesn't happen on the social

media channels. A new shopping trend is coming called the s-commerce. Social media platforms will be shopping channels also. The minute you like your favorite Instagrammers jeans, you'll be able to click on it and purchase. It has already come to Instagram as a tag feature but it isn't active in every country yet. Brands should invest on related social media platforms because even the slightest detail is measurable and all online customer behavior is trackable.

As exciting as these developments are social media isn't a sales platform today, its main aim is to support sales, increase positive thoughts about businesses and control online dialog to benefit the brand (Köksal, 2013).

10.2. Suggestions for Future Studies

In spite of early achievement, it will be important for the advertising and marketing sectors to drive inquiries about on the adequacy of online advertising as a substantial promotion medium and offline purchase driver. Businesses seek to see quantifiable return on investment, and the achievement of the web based promoting industry is reliant on having customers willing to put their resources into the online platform. Unless advertisers can benchmark their prosperity, they will not be able to keep on driving development and pick up the validity they desire. Research on a more secure way of converting social media likes and communities into sales or direct money would be beneficial for the growth of online advertising.

Today the online advertising sector is in a tight situation because ad blocking is common and convenient. But the industry pushed people to discover ways to dodge ads and commit to them. Because of brands' online ads, users have to suffer a poor experience on the internet. Soon, as social media platforms figure out more ways to include ads, new adless platforms will emerge. The way advertisers and brands react to this ad blocking habit will shape the sector. If brands stopped being so insistent on being seen everywhere at all times and advertisers agreed to create unobtrusive promotional material, research done by

Adblock Plus and HubSpot show that people are actually willing to look at advertisements. So brands should remember, consumers do find the ads beneficial, just let their behavior and habits determine your strategy.

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