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**VALUE OF LIKE AND FOLLOW ON INSTAGRAM: EFFECTS OF
LIKING A BRAND'S POSTS AND FOLLOWING ON PURCHASE
INTENTION**

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Value of Like and Follow: Effects of Liking a Brand's Posts and Following on Purchase Intention

Beğeni ve Takibin Değeri: Marka Paylaşımlarını Beğenmenin ve Takip Etmenin Satın Alma Niyetine Etkisi

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ABBREVIATIONS

ASM:	Attachment to Social Media
BRQ:	Brand Relationship Quality
CRM:	Customer Relationship Management
KMO:	Kaiser-Meyer-Olkin
SEO:	Search Engine Optimization
WOM:	Word of Mouth

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ABSTRACT

With the improvements in technology and better access to the Internet, people can now connect to the Internet any time and anywhere using their smartphones. Websites developed rapidly, social media emerged and expanded. There were few social media sites at first, but the number of these sites increased and got more sophisticated throughout years. Smartphones made it easier for people to go online and use social media on their phones. Websites plus social media sites started optimizing their web pages for smartphones; this created the concept of social media applications. There are many social media platforms now; Facebook, Twitter, LinkedIn are some of the examples of these platforms. Instagram is one of the most popular social media platforms, and it came out as a phone application. Social media marketing is developed as the technology improved and as the number of social media sites increased. Marketers use these sites and their applications as marketing channels. This modern marketing method is cost effective and efficient.

In this thesis, social media marketing is the main focus. The photo sharing application Instagram has many metrics to analyze the interactions between users and accounts; business accounts are also using Instagram for marketing. The most common and prominent metrics are ‘like’ and ‘follow’, although these two actions are very simple forms of metrics, they are fundamental for social media. The question is whether these two most used fundamental actions affect consumers’ purchase intention. To learn the value of these two actions and to test the hypotheses on their effects on purchase intention, in-depth interviews were done and an online survey was conducted, the results were then analyzed with the SPSS program.

With the results and findings of this research, it is intended to contribute to the literature about the most common actions liking and following and their effects on purchase intention. Since there are almost no researches about Instagram and marketing together, this research may give insights about how a popular social media platform can be used as an effective tool in marketing.

ÖZET

Teknolojideki gelişmeler ve internet erişiminin iyileşmesiyle, insanlar ne zaman ve nerede isterlerse akıllı telefonlarıyla internete bağlanabiliyorlar. Web siteleri hızlı bir şekilde gelişmiş, sosyal medya ortaya çıkmış ve yayılmıştır. İlk önce az sayıda sosyal medya siteleri mevcuttu, ama yıllar içinde bu sitelerin sayısı artmış ve çok yönlü olmuştur. Akıllı telefonlar insanların internete bağlanmalarını ve sosyal medyaya girmelerini kolaylaştırmıştır. Web siteler ve sosyal medya siteleri, akıllı telefonlar optimize edilmeye başlanmış, bu da sosyal medya uygulamalarının oluşmasına sebep olmuştur. Günümüzde birçok sosyal medya platformu mevcuttur; Facebook, Twitter, LinkedIn de bunlara örnek gösterilebilir. Instagram da en popüler sosyal medya platformlarından biridir ve bir akıllı telefon uygulaması olarak ortaya çıkmıştır. Sosyal medya pazarlaması da teknolojik gelişmelerle birlikte ilerlemekte ve sosyal medya sitelerinin sayısı artmaktadır. Pazarlamacılar da bu siteleri ve uygulamaları pazarlama kanalları olarak kullanmaktadır. Bu modern pazarlama metodu düşük maliyetli ve verimlidir.

Bu tezin odak noktası sosyal medya pazarlamasıdır. Fotoğraf paylaşım uygulaması Instagram'da, kullanıcı ve hesaplar arasındaki etkileşimi ölçmek için birçok metrik bulunmaktadır; işletmeler de Instagram'ı pazarlama için kullanmaktadırlar. En yaygın ve öne çıkan metrikler 'beğeni' ve 'takip' aksiyonlardır, ne kadar basit metrikler olsalar da en temel sosyal medya metrikleridirler. Asıl soru, bu çok kullanılan temel aksiyonların tüketicilerin satın alma niyetini etkileyip etkilemediğidir. Bu iki aksiyonun değerlerini öğrenmek ve satın alma niyeti üzerindeki etkilerini test etmek için yüz yüze detaylı mülakatlar ve web anketleri yapıldı ve sonuçları SPSS programında analiz edildi.

Bu araştırmanın sonuçları ile en yaygın aksiyonlar olan beğeni ve takibin ve onların satın alma niyeti üzerindeki etkileri hakkında literatüre katkıda bulunmak amaçlanmaktadır. Instagram ve pazarlama üzerine fazla ve yeterli araştırma olmadığından, bu araştırma popüler bir sosyal medya platformunun pazarlamada nasıl etkili olabileceği hakkında bilgi vermesi açısından önemlidir.

INTRODUCTION

Alternative methods for marketing and the number of platforms to market products and services are increasing day by day. Technological improvements play a big part in this case and marketers are able to be more creative with both traditional and modern marketing techniques. Considering all of these developments, social media marketing is a good example for a modern marketing method and it is gaining popularity rapidly. Since it has become easier to access to the Internet and social media through smartphones, people are using this opportunity a lot and social media usage has become an everyday life activity. Smartphones play a significant role in social media marketing because it is very easy for people to access social media. Because of the popularity and the abilities of social media, companies are allocating a higher percentage of their marketing budget to social media marketing now. Below, the table shows how video and social media advertising spending are increasing.

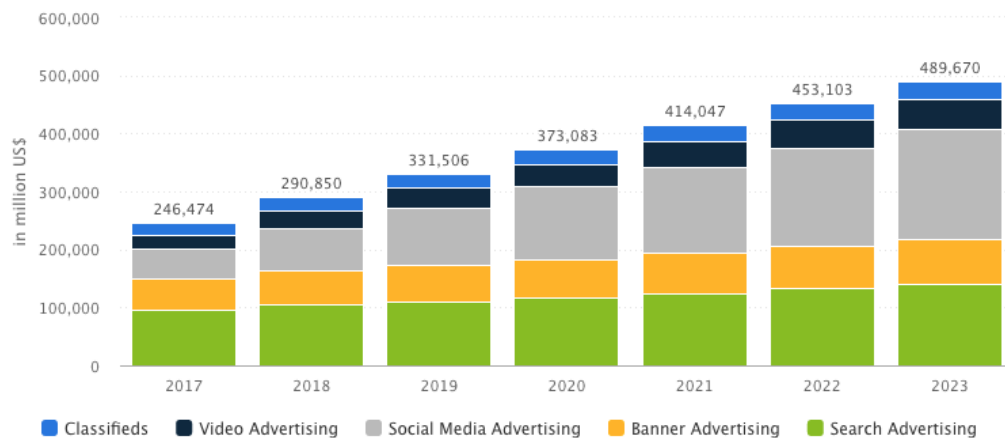


Table 1. Worldwide Advertisement Spending Increase (2019)

There are certain social media platforms such as Facebook, Twitter, Instagram, Tumblr, Pinterest and even LinkedIn as it is one of the first social media platforms. The information about current social media platforms and consumers' purchase intention is very little in the literature. This thesis is focusing on one of

the most popular social media platform Instagram and gives information about the relationship between ‘following’ and ‘liking’ a brand’s post and purchase intention, from the perspective of the consumers. Basically, this thesis will provide an idea about the value of liking and following behaviors on Instagram.

Instagram is one of the most visited social media platforms and it is also widely used for marketing nowadays. According to statista.com’s 2019 data, it is the 6th most popular social network globally (<https://www.statista.com>, 2019). Below, the graphic shows the active users of some social media sites.

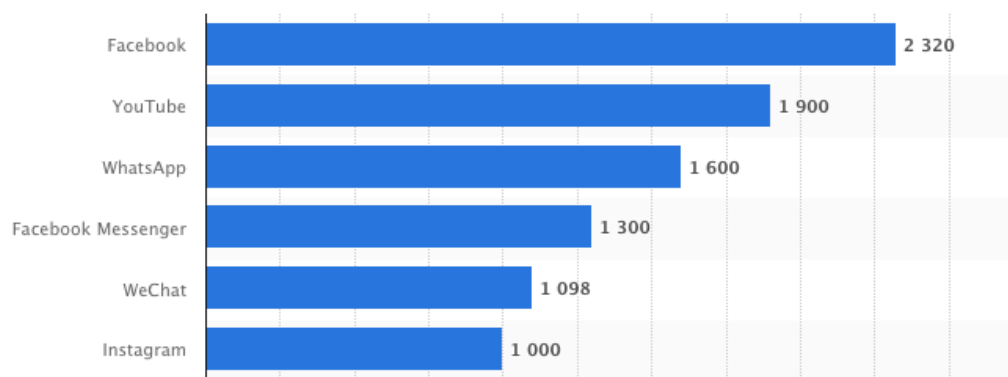


Table 2. Global Most Popular Social Media Platforms of April 2019 (In Millions)

Business owners and well-known brands are using Instagram for various reasons such as; displaying their products or services, engaging with more people, keeping pace with modern trends etc. Marketers have space to get more creative on Instagram and even generate new marketing techniques to attract more people with the features of this platform.

The ‘like’ button is an important element of Instagram. People can give credit to the owner of the post and the post itself just by pressing the ‘like’ button. It is the simplest and the easiest form of showing appreciation. With this research, there will be more information about the users, their relationships with brands and the motivation behind ‘liking’ a post of a brand.

‘Following’ is another crucial metric of Instagram. People can follow the accounts they want and if they do it, they will see the posts of these accounts on

their timeline. If people want to get information about an account, they can follow it.

The literature is lacking information about current popular social media marketing methods. It is crucial to have this knowledge because social media marketing is a must now. There are researches (Grisaffe, Nesson, Powell-Mantel, Syrdal & VanMeter, 2018; Horky & Pelletier, 2015; Huang, Hudson, Madden & Roth, 2015; Hollenbeck & Kaikati, 2012) on Facebook and purchase intention in the literature. According to these researches, liking a brand's page or a post on Facebook does not significantly affect the purchase intention of consumers. In the literature, there is no data on how people find certain brand accounts on social media, how they decide to follow these pages, and why they like a post of a brand account. There is very little information about Instagram and the worth of likes and follows. This thesis will give the answer to the question if 'liking' and 'following' is effective on purchase intention. Besides this issue, the findings will give marketers more details and strategies about the social media marketing platform Instagram.

LITERATURE REVIEW

In the literature, there is very little information about current social media marketing trends and actual channels; also, there is no information about Instagram, how people find and follow a brand account, why they like a post and how it affects purchase intention. There are researches on Facebook likes and purchase intention (Grisaffe et al., 2018; Bettencourt, 2018; Emrich, John, Mochon & Schwartz, 2017) but Facebook and Instagram have different formats and metrics, even though there are common metrics. A research about a popular social media platform and how consumers and brands use it is critical for marketers these days because the portion of social media marketing budget has increased and is increasing as the consumers use social media more and more (Grisaffe et al., 2018). In the light of this information, it can be said that marketers are giving much more importance to social

media and social media marketing. Social media makes it easier for people to reach and communicate fast and it is always with the consumers thanks to the smartphones. Number of social media users' increase through the years, for example, in 2011 there were 1.22 billion social media users worldwide but in 2018 there were 2.62 billion social media users worldwide (<https://www.statista.com>, 2019). There is linear increase between 2010 and 2018.

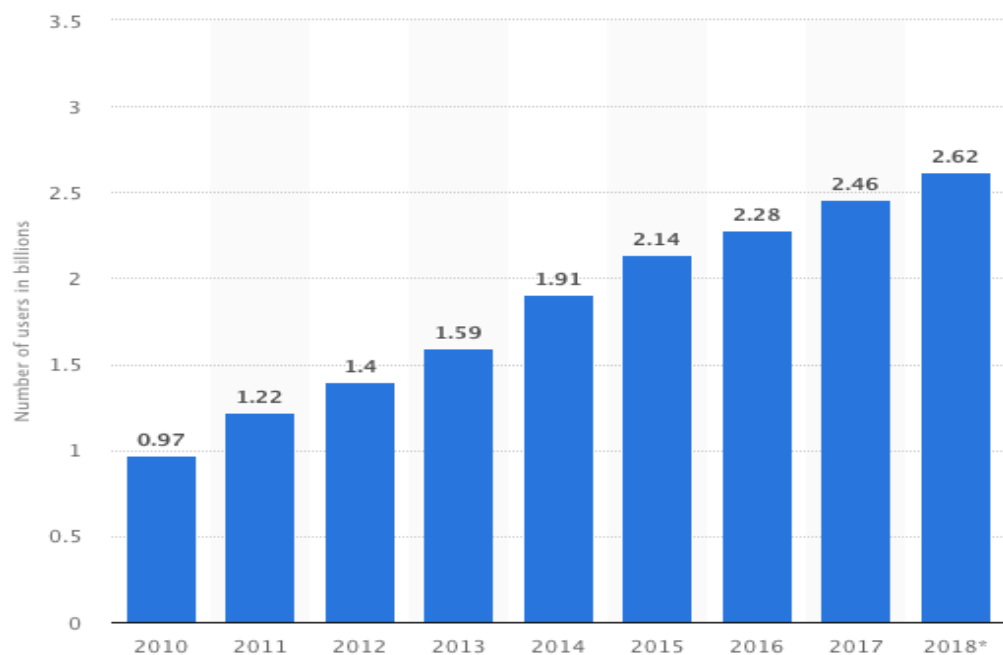


Table 3. Social Media Users, Global in 2019 (In Billions)

The number of people using smart phones has been increasing, in 2014 21.6% of the global population were using smart phones but in 2019 it is 36.8% and it is expected to increase in the next years (<https://www.statista.com>, 2019). There is a positive relationship between smart phone usage and social media usage especially in the advanced economies (Silver & Taylor, 2019).

Social networking concept started with Six Degrees and other social networking sites emerged through the years, including Facebook, Youtube, Myspace etc. (Ahmad, 2018). With the development of technology and the emergence of smart phones, applications became very popular and social

networking sites became social networking applications. It is important for brands to connect with their existing or potential customers on social media because it increases the brand relationship quality (BRQ). Also anthropomorphism is effective on BRQ since people tend to care about something more if they attribute human characteristics to it, If BRQ is high, there will be positive word of mouth (WOM) (Huang et al., 2015).

Instagram is a special platform because it came out as a smart phone application, although it has a website, the application serves all the purposes. Product and service brands are using Instagram and social media and they are doing advertisements, they are trying to make people follow their accounts and like their posts because it is very effective on consumers. Users look for a high number of likes, high number of followers and if the posts are getting positive engagement and if there are evangelists of that brand, because consumers see these factors as indicators of quality (O'Brien, 2017). These factors may lead Instagram users to follow a brand account. According to the researches and the in-depth interview conducted for this research, besides these factors, influencers, sponsored advertisements, others' actions, loyalty etc. may also be effective. In-depth interview results support these factors. To understand these factors and their link to purchase intention, this thesis is examining the questions; how do people find brand accounts, why do they follow them, why do they like the posts and what is the relationship of all of these with purchase intention.

The main question is, does 'liking' affect the purchase intention. Brands know that the intention to purchase is higher for consumers who interact more with a brand (Emrich et al., 2017), but this information is not detailed and the term interaction can mean anything. A research was conducted to find out if following a brand positively affects purchase intention (Emrich et al., 2017), whether friends' likes affect their friends' purchase behavior (Huang et al., 2015) and if promoting a post by paying money affects people to purchase (Bettencourt, 2018; Grisaffe et al., 2018). It turns out that following or liking do not affect purchase behavior and friends' likes are not effective in buying behavior. On the contrary, promoting a

post turned out to be actually effective on people. According to this research, following does not guarantee the exposure to the brand's content and people may only like a brand for an unpredictable reason (Emrich et al., 2017). Bettencourt's article supports these findings and says that only following or liking a brand do not change anything but promoting a post is effective in buying behavior (Bettencourt, 2018).

To understand the meaning of following and liking, and to examine the link between these actions and purchase intention, the information about how people find brand accounts on Instagram, why people 'follow' them and the reasons of 'liking' a post will be gathered. The literature helps finding some potential reasons for these issues. On Instagram, unlike Facebook, 'liking' and 'following' are two distinct actions and they have to be examined separately. 'Following' is possible when users go to the profile of the brand and when they are willing to see the posts of the brand on their own news feed, they follow the brand. 'Liking' means double tapping on the post or pressing the 'like' button under the post.

Motivations behind following a brand account and liking a brand post may be similar, some articles included researches and surveys based on both actions and the reasons behind following and liking are similar but not necessarily lead to same outcomes. In the article 'Exploring the Facebook Like: a product and service perspective' (Horky & Pelletier, 2015), it is suggested that likes have become an indicator of success on social media, but the relationship between likes and companies' general success is hard to see, so Horky and Pelletier (2015) conducted a research to get more details about this relationship. The researches on 'liking' and its significance are valuable because the focus on social media continues to sharpen (Horky & Pelletier, 2015). This article provides information about what makes people like a brand page and posts, and how liking affects the interaction with a brand page on Facebook. Since 'liking' can mean 'liking' a post and 'following' a page on Facebook, the motivations for liking can be applied to both actions on Instagram. It is also possible to differ product and service brands and Horky and Pelletier (2015) included this in their study. In this thesis, the examined reasons are

tested whether if they are really effective on people to 'follow' and 'like'. The motivations behind liking brand pages on Facebook were listed as; brand loyalty, brand attitude, information search, social influence and sweepstakes entry (Horky and Pelletier, 2015). In this thesis, these factors can be applied to both the following action and the liking action. Based on the results of this study, people are motivated to like a brand page on Facebook for the reasons listed above but liking the page did not change their relationship with brands but consumers stated that they have a greater sense of connection to the service brands and higher levels of brand attitude and purchase intention for product-based brands. Also, it turned out that people are more eager to read and like product brands' posts. The results of this study is helpful for this thesis in terms of finding out the motivations of people and distinguishing the interactions with service and product brands (Horky & Pelletier, 2015).

Supporting the argument of Horky & Pelletier (2015), Grisaffe et al. (2018)'s study states that the 'liking' action is a token behavior and it does not lead people to purchase. Which means, 'liking' a post is just a symbolic action and it is not meaningful for future purchases. Token behaviors do not always result in meaningful behaviors (Grisaffe et al., 2018). This research was done by applying the attachment theory to social media to find out how attachment to social media is effective on the actions of consumers and they also examined the difference between brand attitude and brand attachment. Brand attitude is what consumers think about a brand and its services or products (<https://www.allbusiness.com>), brand attachment is the emotional closeness between the brand and the consumer (<https://www.igi-global.com>). In their first study, Grisaffe et al. (2018) examined two different factors towards social media; attachment to social media (ASM) and attitude toward social media. The findings reveal that both factors were associated with token behavior but ASM can predict meaningful behavior on social media. In their second study, Grisaffe et al. (2018) examined offline word of mouth and social media word of mouth, and they found out that both brand attachment and brand attitude are effective on online brand recommendation and the roles are different from the roles in offline word of mouth. Another finding in study 2 is that strong

ASM gives a greater chance for brand advocacy on social media. With this study, the importance of social media usage and meaningful actions on social media came to the surface again. Both articles and their studies indicate that ‘liking’ a post and even following a brand on social media does not lead to meaningful action. These studies are done considering Facebook and its format, which is different from Instagram in certain ways. In this thesis, the research is purely based on Instagram format, this way the gap in the literature where there is no data about a popular and widely used social media marketing platform will be filled to some extent. Considering the importance and rise of social media marketing, it is a huge gap, and hopefully this thesis will contribute to the literature in this sense.

Based on the literature, there are many reasons to follow a brand account and/or like brand posts on social media. Brand loyalty, brand attitude, information search, social influence and sweepstakes entry are attention grabbing reasons for following and liking on social media (Horky & Pelletier, 2015), but there are other potential reasons. Social media influencers are important for brands because they are strategic for brands and strong on social media (Borleis & Brennan & Klassen & Lim & McCaffrey & Reid, 2018). They can change consumers’ attitude toward brands and shape consumers’ behaviors on social media because the followers trust the influencers they follow (Borleis et al., 2018). To enhance the popularity of their products, companies use influencers; these influencers can consist of people who are already known on social media and collaborating with the brand, and consumers who are loyal to the brand (Borleis et al., 2018). Some companies target their own customers and use them as influencers to affect other customers’ decisions and this move is cost effective for firms (Hu & Milner & Wu, 2015). So far, these factors seem to be important for following a brand account on Instagram and liking posts of brand accounts. The in-depth interview that will be done for this thesis may add more factors. A study done by Hollenbeck and Kaikati (2012) suggests that people may show their actual and ideal selves on social media and these selves may even conflict with each other sometimes. This study gives insights about how people use social media, its metrics and brands to show themselves, either actual or ideal.

People use brands to show what they like or what they would like to be, that is why they ‘like’ brands’ posts on social media (Hollenbeck & Kaikati, 2012). Similarly, people tend to like a brand’s post if their friends have ‘liked’ the post. A Study was conducted by Egebark and Ekström (2017) to explore whether people like a post on social media based on their friends’ likes; they were examining conformity. They examined three scenarios; one stranger likes a content, three strangers like a content and one friend likes a content. The results reveal that, there was no behavioral change when a stranger likes a content, but as the group size increases the possibility of liking that content increases too, also if a friend likes a content, people are more likely to like that post (Egebark & Ekström, 2017). This study contributes to this thesis in terms of adding another possible motivation factor for liking content on Instagram. Also, the study by Huang et al. (2015) supports this outcome, the authors state that if people see a brand because of their friends, they are 15% more likely to be a customer of that brand.

1. SOCIAL MEDIA MARKETING

1.1. MARKETING

According to businessdictionary.com, the definition of marketing is ‘the management process through which goods and services move from concept to the customer’, including the 4P’s of marketing; product, price, place, promotion. It starts from the identification and the development of the product itself, followed by the determination of the product’s price, to reach the customer, the products distribution channels are determined and the promotional strategies are selected and implemented. Dictionary.com supports the definition and adds that; market research and advertising are in the process (Forsey, 2019). Market research is important for analyzing the target customers and understanding their needs and interests. Advertising is a part of marketing, when the correct strategies are used, the promotion of the product will be successful.

Marketing methods and channels have been developing through years. New strategies and channels emerged, traditional and modern methods are either used separately or combined.

It started with printed media such as posters, billboards, newspapers and magazines, and then with the development of technology, radio and TV became new useful marketing channels. When computers and mobile phones became popular, marketers started to use them as new marketing channels. Nowadays, smartphone is a very important marketing channel besides the other channels (Hukić, 2017). With these new channels, marketers have more ways to reach consumers. Smartphone use and connected devices are increasing every year worldwide and it is predicted that the rise will continue as it can be seen in the table below (<https://www.statista.com>, 2019).

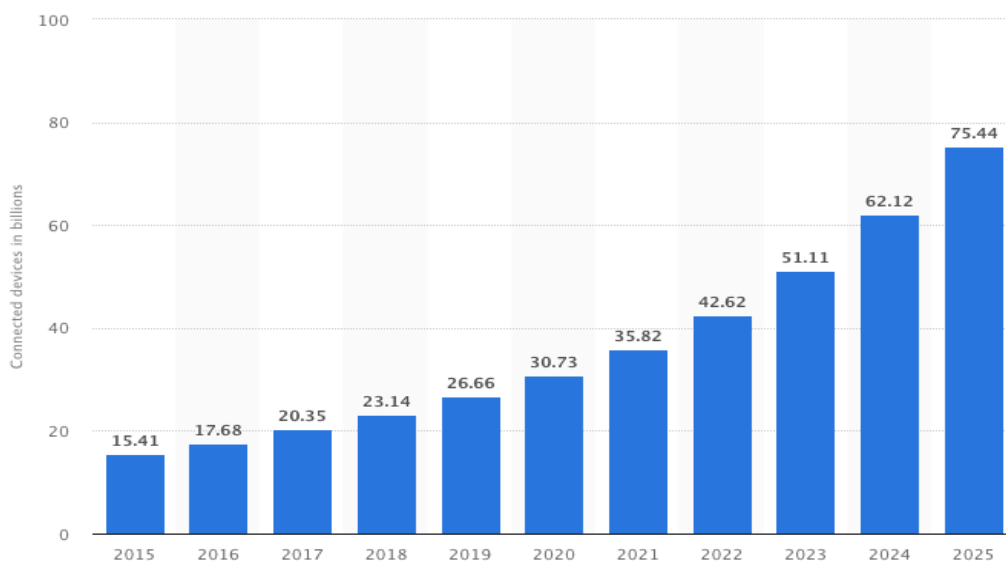


Table 4. Connected Devices Worldwide in Billions, 2019

There are several types of marketing and marketers decide to use methods based on consumers' interests. Internet marketing is a popular method for marketers since people are able to use the Internet any time with their smartphones. With the Internet, it is easier to reach the existing customers and gain new ones. Besides

digital marketing methods, print marketing still exists and still is a trusted method. (Forsey, 2019)

1.1.1. Digital Marketing

The term 'digital marketing' was first used in 1990 and the Internet became popular among people in 1994 when Netscape was released (Hukić, 2017). Search engine websites emerged; ecommerce took place and online marketing increased, these developments brought inbound marketing where the goal is to gain people's interests instead of pushing services and/or products on people. Inbound marketing happens to be cost effective compared to outbound marketing, because communication is better and marketers are able to be more creative with their marketing techniques (Hukić, 2017). Developments in the field of marketing were unstoppable after the Internet became a useful and a popular platform. People from all around the world started using the Internet and the Internet kept growing. The growth of the Internet caused new platforms to emerge. Search engines are the fundamental part of the Internet. Search engines are good for people to find what they are looking for. People can find relevant links and websites by using search engines. For companies and marketers, the essential part of search engines is that when people search something relevant to them, the relevant topics need to be at the top of the search. It is possible for companies to appear at the top of the first page or only on the first page. Search engine optimization (SEO) means a lot in this sense because it helps companies and marketers to use the Internet and the search engines effectively. SEO plays a big role these days because it allows companies to optimize their websites and appear on search results relevantly when people search for what they are looking for. SEO is important for people to have a good user experience and to find exactly what they need and want (Hukić, 2017). To keep the pace with the modern methods by using the Internet and its platforms, giving importance to SEO is necessary.

Content marketing is another strategy for marketers to get people's attention. With content marketing, websites with more quality content can appear at the top of the search results and increases the chance of getting clicks (Hukić, 2017).

Social media platforms appeared with the growth of the Internet. These platforms allow people to communicate with each other online and share their daily activities. Instagram is one of these platforms. Different platforms let marketers learn different types of information such as; Facebook let marketers group people according to their age, gender, education, interests etc., Twitter allowed people to influence each other and let people to share their opinions (Hukić, 2017).

In short, with the occurrence of the Internet, marketing adopted new methods and strategies. The ability to get information faster and the ability to communicate online made it popular, bringing new platforms. Combination of the Internet and the technology, people can use the Internet, search engines and the social media platforms through their smartphones. Marketers can market services and goods online and they now have various channels to do it. Digital marketing gave more space to marketers, and it is still growing. Digital marketing budget is also increasing worldwide.

1.2. SOCIAL MEDIA

1.2.1. Definition

According to Daniel Nations (2019), social media are communication tools that are web based and allow people to communicate with each other by getting information and sharing content. The 'social' part highlights the interaction and the 'media' part highlights the communication tool. There are very similar features on social media platforms such as profiles, home pages, friends, metrics and so on. Personalization is an important attribute of social media because people are in

control of their profiles and can manage their profiles the way they want (Nations, 2019). This feature provides customer information to marketers and marketers can segment their customers based on the information they gather by analyzing people on social media.

1.2.2. Evolution of Social Media

Social media allows people to communicate with each other in various forms such as; sharing photos, locations, videos, messages and for business purposes. Scientists made online communication possible when they started creating networks between super computers by creating the Internet and the Internet kept growing after being born (Hendricks, 2013). When people started using personal computers and the Internet, online platforms emerged and developed over time. The popularity of home computers let these platforms develop more and more and this let social media platform to be born and become popular (Hendricks, 2013). Social media grows with the Internet, they are related to each other but it was not used widely like these days, but became more popular (Keith, 2017). Blogging helped social media to get more popular in the 90's and the first platform that is called social media was SixDegrees; this platform gave people the ability to create their own personal profiles online (Keith, 2019). SixDegrees' format is very similar to today's social media platforms, especially Facebook. As the Internet and the websites got better in terms of user experience and design, the number and the variety of social media platforms such as; Instagram, Twitter, Tumblr, Pinterest, etc. increased (Hendricks, 2013). At the beginning, social media platforms were very similar and they were not much in numbers, nowadays there are many platforms for different purposes. Shortly, social media became popular after people began to use personal computers and the number social media platforms have been increasing. It was not used widely at first but today, social media is an essential part of the Internet. In 2019, there are 3.2 billion active social media users globally and almost 90% of the millennial population is using social media (Mohsin, 2019).

Specifically, Instagram is a very popular social media platform worldwide.

1.2.3. Social Media in Turkey

In Turkey, social media usage is increasing. According to 2019 data, 63% of the population is active social media user in Turkey and when it is compared to the previous year, it is seen that 2 million more people became active social media users (Bayrak, 2019). Globally, active social media users make 45% of the global population in 2019 (Chaffey, 2019). Social media penetration in Turkey is higher compared to worldwide penetration. (Chaffey, 2019)

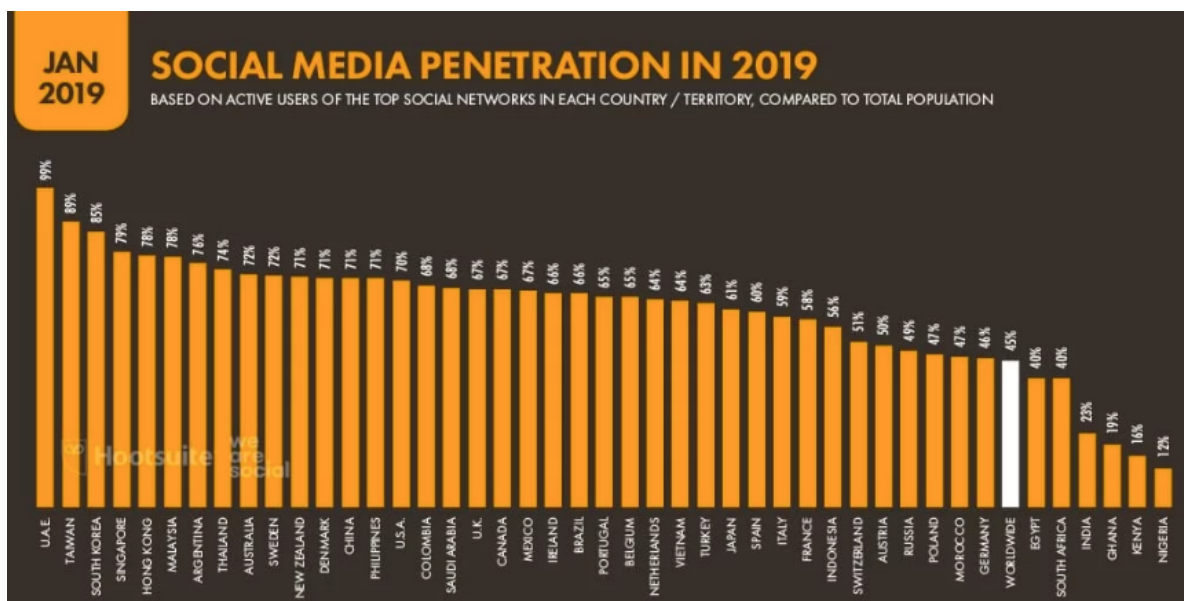


Table 5. Worldwide Social Media Penetration, 2019

On average, people spend 2 hours and 46 minutes on social media in Turkey and in 2019, five most used platforms in Turkey are Youtube, Instagram, Whatsapp, Facebook and Twitter; Youtube 92%, Instagram 84%, Whatsapp 83%, Facebook 82% and Twitter 58% (Bayrak, 2019).



Table 6. Top 5 Actively Used Social Media Sites in Turkey (2019)

1.2.4. Instagram

Instagram is a social networking application where people can share photos and videos at their profile. People can create an account after downloading the application, can have a profile, news feed and share whatever they like with their followers. Users can view the posts, leave a comment and like the posts on this platform. Users should be 13 years old or older. It came out as a simple photo sharing application but it got new features through the years and has become a big social networking platform with many marketing opportunities.

Instagram was launched in 2010 as a photo sharing social networking platform, making it very easy for its potential users to communicate through photos. In 2011, they added the hashtags feature so that the users could find what they are looking for. Instagram grew rapidly and hit 10 million active users globally before the end of 2011. They added more filters and borders to give users the opportunity to enhance their photos' quality. It became so popular that when Instagram was released for android, it was downloaded more than 1 million times in a day. They began to gain more and more active users in 2012, Facebook decided to buy Instagram and become its parent company. They added the photo-tagging feature in 2013 after reaching 100 million active users. This feature lets people to tag their friends; also, users are able to see these tagged photos on their profiles under the 'photos of you' section; it is useful for users to create a solid connection with their friends on Instagram. Another important feature video sharing was added in the middle of 2013. People can share short videos and see how many views it gets and the likes at the same time. Instagram introduced sponsored advertising in late 2013.

This feature is an opportunity for companies to show themselves to Instagram users, gain more popularity and gain more customers. Brands are using this method to let people know that either they exist or to remind people of themselves. This feature is important in this thesis because people may follow this brand after seeing their sponsored advertisement, like their posts and perhaps they may purchase the product or service of this brand. So the sponsored advertising has a potential link to purchase intention. Also in the late 2013, Instagram added the direct messaging feature to challenge the other messaging platforms. People can easily share content with the people of their choice. Instagram kept improving the application for editing purposes and kept gaining more users. In 2014, Instagram introduced business tools for brands for being more advertising-friendly, which let them see the insights of interactions and analytics. This move is important for both the brands and social media marketing as a whole because the business tools make it possible for marketers and brands to advertise their products or services and interact with more users. In 2015, Instagram enhanced its advertising and marketing capabilities by adding more features for users like being able to install the advertised application, sign up for a newsletter and a link to the business owner's site to purchase. These features are as important as the business tools introduced in 2014 because they make it easier for both the consumers for fast purchase and the business owners to sell. In 2016, Instagram's feed switched from chronological order to algorithmic order, showing users the posts they would possibly like and interact with. Algorithm is effective on brand advertisements too because the posts on a user's feed is shaped by their interests, which can be good for business owners and brands to reach interested users. Instagram enhanced its analytics in 2016 and made it possible for users to see more about their posts' details. In the same year, they introduced Instagram stories to take people away from Snapchat, also they introduced live video for people to broadcast on Instagram and both the consumer and the business sides use it. In 2017, users were now able to share multiple photos in one post, which is useful for sharing a mini photo album for users and companies for their catalog advertisements. Instagram gained 1 million active advertisers in total in 2017 globally; this can be an indicator on how well this application is used for brands

and promotions. In 2018, Instagram launched another important feature for businesses, shopping on Instagram by directing customers to the business owner's website. This feature lets consumers to purchase items quickly and simply rather than going through other steps like deciding to buy the product, visiting the website by themselves, searching for the product and deciding again to buy. Shorter decision time is important for the business owner because if customers decide faster, their probability of purchasing increase. All of these features are useful for businesses and consumers on Instagram. There is a connection between these features and liking a post, also purchase intention. In this thesis, there will be a research on the motivations behind following, liking and intention to purchase to see if Instagram features help liking and purchasing. ('Timeline of Instagram', 2017)

Like every social media platform, Instagram has its own metrics and algorithm. Metrics are used to track how people interact with accounts on Instagram and it is useful for brand accounts. Tracking the metrics that are correct for the account is important to take right actions for more followers and engagement. Instagram account administrators can understand the performance of their various kinds of posts and either keep or change their strategies if necessary. There are certain metrics for different kinds of posts. On the profile page of an Instagram account, the insights of the page can be seen; this page shows interactions with the account, impressions that shows the total number of times a post is seen, reach of unique Instagram accounts, mentions, profile visits and if there are links to the website of the brand or an email button, insights show the number of clicks (Cunha, 2019). These metrics can be used to see how current and potential customers of a brand interact with a brand account. By analyzing these metrics; it is possible to learn where the followers are living, their age and their gender (Cunha, 2019). The locations, age groups and the gender proportions are useful information for marketing strategies for brand accounts. It is even possible to learn when followers use Instagram and which days they use Instagram. This way, marketers can gather follower data and use this data to choose their post types and choose their posting

times. The posts can be analyzed individually; analytics of a single post can show how many people discovered the account, who interacted with the post and how they did it, number of new followers, reach number of new people, archive number, comments and impressions (Cunha, 2019). Instagram stories also have similar metrics to track, including story exits to learn if people leave the story. Hashtag use is also a good way to show people the existing accounts just by using trending hashtags and being discovered (Cooper, 2019). Considering these metrics, Instagram allows its users, whether they are business accounts or not, to analyze their account in different forms. Account owners can get valuable information about their followers and act according to their insights. Marketers can learn about their audiences and use strategies considering the results. Sales and brand awareness are some of the goals of marketers; metrics and features of Instagram allow users to grow their businesses.

Instagram's algorithm is crucial as much as its metrics. The algorithm lets people see what they are interested in instead of random posts. The relationship with certain accounts affects the posts that appear on the user's timeline on Instagram (Cooper, 2019). What people interact with is the key for this algorithm, this way a user's timeline, especially the sponsored advertisements, will be about the user's interests. If marketers analyze the metrics in the right way, the user's behavior on Instagram will bring positive results for marketers since the algorithm will show the certain account to the user.

1.2.4.1. Instagram in Turkey

Instagram is in use in Turkey and there are business accounts that use Instagram. According to statista.com's data that is gathered by survey method, Instagram use in Turkey is increasing since 2016. In 2016, 4.94% of respondents stated that they use Instagram, but in 2017, the share of Instagram users increased by almost 4%, in 2018, 11.4% of respondents stated that they use Instagram. In three years, Instagram use increased by almost 7%. The same survey data shows other social media platforms like Facebook, Twitter, Youtube and LinkedIn, but

unlike Youtube, other platforms lost users. Considering all of this data, Instagram grew very fast and gained active users while other platform lose active users. Globally, Instagram active users keep increasing since 2013 based on the data of statista.com. (<https://www.statista.com>, 2019)

In Turkey, Instagram users who are aged between 18-24 and aged between 25-34 have the same percentage, which is 31% of the population. The 35-44 age group makes the 18% of Instagram users in Turkey. 42% of the users in Turkey are women and 58% is men (Kowalczyk, 2017).

The global data is very similar to Turkey's data. Based on the global data on statista.com for 2019, 32% of Instagram users consist of individuals who are aged between 25-34, the 18-24 age group comes right after with 31%. 35-44-year-old group make up 16% of Instagram users and as the ages go older, their percentage decrease. (<https://www.statista.com>, 2019)

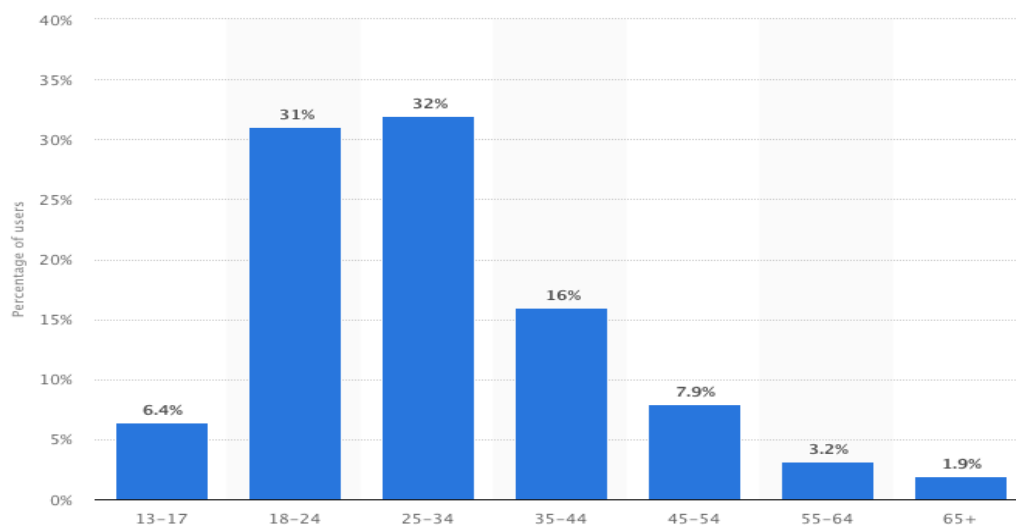


Table 7. Global Instagram Users in April 2019, by Age Groups

1.3. SOCIAL MEDIA MARKETING

1.3.1. Definition

Social media marketing is a modern marketing method and it is used to increase online traffic of businesses via social media platforms ('Social Media Marketing for Businesses', n.d.). Internet and social media platforms are used by businesses to share original content in order to market their services and/or products. Social media marketing budget increased tremendously as people started to use social media a lot more; it is predicted that social media marketing budget will make 24% of the total marketing budgets globally in the next five years (Grisaffe et al., 2018). Businesses can create business profiles on any social media platform and market their goods and services on them. Sharing photos, stories, videos and even paying for sponsored advertisements are essential parts of this type of marketing ('Social Media Marketing for Businesses', n.d.). Many people around the world use social media for various purposes. Easy use and easy access give marketers new opportunities to bring marketing into social media. Social media marketing is used for several fundamental reasons. It is important for businesses to keep the connection with people, because of this, businesses use social media for constant connection (Banner, 2016). Communication is the key to gain customer attention and for their satisfaction. Communication on social media is easy and convenient; also it is good to create new connections with new people. Connecting with new people is good because they may become customers. Social media platforms allow businesses to pay for sponsored advertisements and their advertisements will appear to a selected audience; this way businesses can reach people who are not following the business and learn about them ('Social Media Marketing for Businesses', n.d.). As it was mentioned before, Instagram's algorithm gives marketers a chance to provide personalized content to their followers. Businesses can gain new followers and customers by promoting their posts, and this may even result in sales. Since social media provides information about accounts' performance, businesses are able to analyze their posts by checking certain metrics on the insights section on social media platforms and learn how they

are doing on social media (Cunha, 2019). There are many social media sites like Facebook, Instagram, Twitter, etc. and they all have both similar and differing metrics, which is why different businesses with different purposes select certain sites and post with distinct strategies ('Social Media Marketing for Businesses', n.d.).

1.3.2. Evolution and Rise of Social Media Marketing

With the development of the Internet and people's demands, social media marketing emerged and evolved. The more life got digitalized, the more social media marketing took place. To understand social media marketing and its rise, it is important to know about how digital marketing started and let social media marketing arise. According to Tiwari's (2018) article, digital marketing made itself visible first in the 80's and kept rising. In the 80's, a company named ACT came up with database marketing software that keeps customer information for marketers. Robert Kestenbaum and Robert Shaw produced database-marketing models that are important for marketing management and analytics. Digital databases altered the connection between business and customers. Companies benefited from these databases majorly. Then in the 90's, customer relationship management software (CRM) was developed and it is considered as a revolution because it provided valuable information about the customer interactions. In 2000's, people started using search engines to find products or services and this made it difficult for businesses to learn customers' behaviors. Marketing automation saved businesses from this situation; this system lets businesses to segment customers, lets businesses to do campaigns on various channels and last but not least this system brings personalized content to the customers. Social media got popular in 2000's and with the developments in technology; more people started using the Internet and social media. Marketers developed new strategies to keep up with the technology and social media, and social media marketing has been getting more important ever since. (Tiwari, 2018)

Social media marketing is a combination of online communication channels and marketing. Social media contributes new channels to marketers and delivers faster and easier features for marketing purposes. Globally, 73% of marketers state that social media marketing works well (Mohsin, 2019).

1.3.3. Brands and Social Media Marketing

Finding the right social media site is significant for a certain brand in order to reach the right customers and engage with them. Social media sites provide varying features, although they all have similar metrics, there are unique metrics for insights on these sites. Lua (2019) asserts that companies do not have to have an account on every platform; choosing the right platform depends on the target customers of the company and brand image. Based on this information, it is unnecessary to use every social media site to market products or services because it may not be efficient if the target consumers are not interested in that site or if the site does not fit the brand. Facebook is the most popular site for marketing with 2.2 billion monthly active users; approximately 66 million companies use Facebook and almost 7 million advertisers pay for promotion actively (Lua, 2019). On Lua's social media active users list, Whatsapp and Youtube come after Facebook. Instagram is in the sixth place on this list with 1 billion active users (Lua, 2019).

According to Jackson (2018), social media platforms are equalizers for businesses with different budgets for marketing. Social media sites give smaller businesses good marketing opportunities; businesses with smaller marketing budgets can also make some noise like the bigger companies. Social media gives small businesses a chance to increase their visibility and allows them to compete with bigger businesses on the same level. There are examples of brands that use social media and their strategies are not the same with each other. A clothing company named ASOS uses Instagram and it is a great example of user-generated content; people take photos of themselves while wearing or using ASOS products and share it on Instagram using ASOS' selected hashtag (Jackson, 2018). This

creates a communication between the brand and its users, also their products can be seen a lot since lots of people can share photos using the hashtag. Instagram is a good platform for this brand because Instagram allows marketers to spread the brand easily with its features. A phone case company Peel uses Facebook and Instagram. Peel uses Facebook for video advertisements, and Instagram for aesthetic picture to look professional and to grab attention. Their social media marketing methods work well because their revenues and their return of investment were increased, also they respond to their followers quickly (Jackson, 2018). Wayfair sells furniture and home accessories. They are using Instagram and its shopping features where they can put direct shopping links to their product posts (Jackson, 2018). This feature decreases the decision process of customers. The mattress company Casper uses Instagram, Twitter and Facebook. They are using the platform actively and they highlight the value of their product offers instead of the product itself, which is a marketing strategy for the company, they also post their most popular content on every platform they use to reach more people (Jackson, 2018).

1.4. SOCIAL MEDIA MARKETING EFFECTS ON PURCHASE INTENTION

Companies use social media to market their goods and services, they post various kinds of posts and use various strategies. People follow these brands on social media and like these brands' posts. Why do people follow brands and why do people like these brands' posts. Marketers choose certain kinds of posts on selected social media platforms and people react to them. People find and follow a brand and like their posts because of social media marketing techniques. Shortly, social media marketing affects purchase intention in some ways. According to Jackson's (2018) article, people using social media are more eager to purchase when brands are responsive, when there are promotions, if brands post educational and instructional content and when brands share eye-catching visuals. A study by

Kim & Ko (2010) shows that brand loyalty, social media marketing and purchase intention all affect each other; social media marketing has a positive impact on purchase intention and brand loyalty.

1.4.1. Attitude and Behavior Gap

This research is concerned about purchase intention but survey has one question about purchase behavior to know whether participants have bought the products or the service of the brand. That is why it is important to mention attitude and behavior gap. The purchase attitude of a person and the purchase of the same person may have a gap between them. People may have positive attitude toward buying a product or service but when it comes to the actual buying behavior, they may not buy the product or the service. Social, individual and situational factors may affect this (Hirsch & Terlau, 2015). People may not be buying products or services because there may be too much information or almost no information; this situation may create uncertainty and may affect the buying behavior (Carrington, Chatzidakis, Goworek & Shaw, 2016). Raising awareness of customers, giving them visuals and instructions, emphasizing the valuable features of products, providing certificates may close the gap (Hirsch & Terlau, 2015). Giving reliable information about products and services on brands' actual sites may help closing the gap. People are possibly affected by their environment and market limitations (Carrington et al., 2016).

2. METHODOLOGY

2.1. RESEARCH OBJECTIVE

The main question of this thesis is whether following a brand account and liking its posts on Instagram affect purchase intention. To answer this question, understanding the liking and the following behavior is necessary. The results will

be achieved by interpreting and connecting the answers of the questions such as how people encounter with brand accounts, why do people follow these accounts, why do people like the posts of brand accounts and if their intention to purchase is affected by these factors.

2.2. RESEARCH DESIGN

First, to find out how people interact with brands on Instagram, in-depth interviews were done with 14 people and some information were gathered on how people follow and like brand accounts and posts.

A survey was filled by 160 respondents and the results were analyzed on SPSS program to revise the research model and to test whether the liking and the following conditions affect purchase intention, also whether the following factors affect the liking factors. The questionnaire consists of four sections; section 1 includes questions about the following behavior, section 2 is about the liking behavior, section 3 is about purchase intention and in section 4, there are questions to understand the demographics of the participants. Some statements that are included are ‘I follow a brand account because an influencer I follow mentioned it’ and ‘I saw a sponsored advertisement of that brand and followed it’ so that people could evaluate these statement by using a 5-point Likert scale, ‘1’ being ‘strongly disagree’ and ‘5’ being ‘strongly agree’. Based on the information that is collected from the in-depth interviews and academic articles, the proposed model and the final questionnaire were designed.

2.3. SAMPLING

Instagram is being used by lots of people around the world. It is a very popular social networking application and a very popular social media marketing tool. People from differing age groups use Instagram, so it is important to gather data from every possible age group. This data will give information about which age groups are using Instagram more.

Besides age, people with different backgrounds use Instagram. Different income levels and different educational backgrounds are the most significant ones. Gender is another factor to analyze. With this research, it is possible to learn about how different people behave on Instagram and how these behaviors affect purchase intention.

For the in-depth interview, a close group of people were chosen and private in-depth interviews were done to gather data to create the final survey questionnaire.

For the survey, snowball sampling method was used to gather data from every possible age group, income levels and educational backgrounds. Online survey link was sent to a close group of people and these people sent the link to the people they know. 160 people filled the questionnaire in total.

2.4. DATA COLLECTION METHODS AND INSTRUMENTS

2.4.1. In-Depth Interview

Before preparing the survey questions, an exploratory study was done with 14 people in order to find out the most common Instagram following and liking behaviors. The in-depth interview questions were based on Horky & Pelletier (2015) article. In the study, participants were asked 3 questions regarding a brand they liked on Facebook. The questions were ‘What prompted you to liking this brand on Facebook?’, ‘Describe your interactions with the brand?’ and ‘How had

the brands presence on Facebook affected your relationship?’. Answers in the article contributed to this thesis and the in-depth interview because detailed answers and information was gathered. The answers were split into two groups; reasons to follow a brand account and reasons to like a post. These results were used to create the final questionnaire.

2.4.2. Model and Survey

Based on the results of the in-depth interview and academic articles, the final model was created. Survey questions were created and an online survey was prepared. To get reliable information about how people behave on social media, first, the brand they follow on Instagram was asked. This information would help to understand the product brands and the service brands. Based on this, the model starts with the ‘following condition’, ‘liking condition’ comes afterwards and lastly ‘purchase’. ‘Purchase behavior’ is added separately because the main question is whether liking and following affects purchase intention but there is a question about purchase behavior in order to have an idea about purchasing behavior.

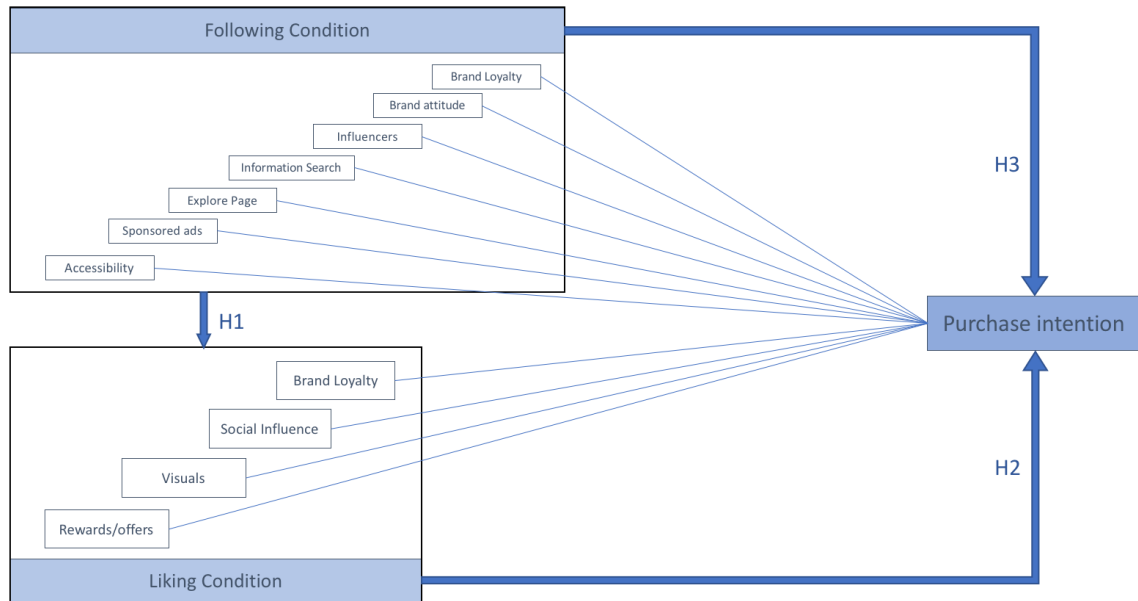


Figure 1. Proposed Research Model

Above, the proposed model suggests that the factors that possibly affect the following action are; brand loyalty, brand attitude, information search, influencers, explore page, sponsored advertisements and accessibility. The following action is connected to the liking action in the model. The factors that possibly affect the liking action are; visuals, brand loyalty, rewards/offers and social influence.

H1: *Following conditions (brand loyalty, brand attitude, influencers, information search, explore page, sponsored ads, accessibility) affect liking conditions (brand loyalty, social influence, visuals, rewards/offers).*

H2: *Liking conditions (brand loyalty, social influence, visuals, rewards/offers) affect purchase intention.*

H3: *Following conditions (brand loyalty, brand attitude, influencers, information search, explore page, sponsored ads, accessibility) affect purchase intention.*

Below, the variables of the proposed model are shown.

Variables	Item ID	Questions
Brand Attitude	FBA1	I follow this brand because I have positive thoughts about it
	FBA2	I follow this brand because I think their posts are attention grabbing
	FBA3	I follow this brand because I like it
Brand Loyalty	FBL1	I follow this brand because I am loyal to this brand
	FBL2	I follow this brand because I intend to buy its products/services
	FBL3	I follow this brand because I want to use this brand's products/services
	FBL4	I follow this brand because I would recommend it
Information Search	FIS1	I follow this brand to get information about this brand
	FIS2	I follow this brand to know about their seasonal discounts and campaigns
	FIS3	I follow this brand to hear about their new products/services
	FIS4	I follow this brand to learn about their new physical store openings
Influencers	FI1	I follow this brand because it was promoted by social media influencers
	FI2	I follow this brand because it was promoted by vloggers/bloggers
	FI3	I follow this brand because it was promoted by celebrities
Explore Page	FE1	I follow this brand because there was a visual post on the explore page
	FE2	I follow this brand because there was a video post on the explore page
	FE3	I follow this brand because there was a story of it on the explore page
Advertisements	FA1	I follow this brand because I saw a sponsored advertisement in news feed
	FA2	I follow this brand because I saw its story advertisement in news feed
Easy Access	FEA1	I follow this brand because I can access its page easily
	FEA2	I follow this brand to communicate faster with the brand
	FEA3	I follow this brand because I can quickly get information on products/services

Table 8. Proposed Model Following Factors and Variables

Variables	Item ID	Questions
Visuals	LV1	I like the posts of this brand because I like its visuals
	LV2	I like the posts of this brand because its posts are unique
	LV3	I like the posts of this brand because its posts are attention grabbing
	LV4	I like the posts of this brand because it fits to my personal taste
Brand Loyalty	LBL1	I like the posts of this brand I am loyal to it
	LBL2	I like the posts of this brand because I intend to buy its products/services
	LBL3	I like the posts of this brand because I want to use its products/services
	LBL4	I like the posts of this brand because I would recommend it
Discounts/ Campaigns	LD1	I like the posts of this brand because I want to benefit from its seasonal discounts and campaigns
	LD2	I like the posts of this brand to win prizes
Social Influence	LSI1	I like the posts of this brand because my friends like them
	LSI2	I like the posts of this brand because I want my friends to see what I like
	LSI3	I like the posts of this brand because I see lots of likes on them

Table 9. Proposed Model Liking Factors and Variables

Variables	Item ID	Questions
Purchase Intention	P1	I intend to buy the products/services of this brand in near future
	P2	I do online research to buy the products/services of this brand
	P3	I visit the website of this brand

Table 10. Proposed Model Purchase Intention and Variables

In the first section, the brand account participants follow was asked, and then the most important 3 kinds of posts of this brand account were asked. After, 5-point Likert scale questions were asked to test the following condition hypotheses. In the second section, liking condition scale questions were asked. Section 3 consists of purchase intention questions and one purchase behavior question. Section 4 consists of demographics and Instagram use questions. The survey was conducted in Turkish because this research will give information about Turkey. At the end of section 1 and section 2, the statement ‘this brand fulfills my needs’ was added. The questions about brand attitude were created based on Horky & Pelletier’s (2015) article and brand loyalty questions were created based on Bruner’s (2013) book. The rest of the questions were created according to both ‘Exploring the Facebook Like: a product and service perspective’ and ‘Marketing Scales Handbook’ but mainly the in-depth interview and considering Instagram metrics. For this thesis, a survey was conducted and only one question about buying behavior was asked in order to add little information about purchase behavior considering the attitude and behavior gap.

3. FINDINGS

3.1. IN-DEPTH INTERVIEW AND SURVEY RESULTS

The in-depth interview results were similar to the article by Horky & Pelletier (2015). According to the interviews, people follow a brand account because of brand loyalty, information search, positive brand attitude, sweepstakes entry, influencers, finding the brand on Instagram explore page, reaching the brand easily and sponsored advertisements. Liking reasons are; people like the product or service, the visuals are good enough to give credit by liking, sweepstakes entry, they already know the brand, other people like posts of a brand, people like to show what they like to their followers and eye-catching posts. In-depth interview also showed that there are people who are active on social media but do not follow a brand account at all. However, even though they do not follow a brand account,

they like the brand posts they like. Below, the in-depth interview results can be seen. Twelve questions were asked to the participants, with the addition of age, gender and education questions.

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fırsatlardan yararlanmak ve yeni ürünleri görmek(info search, sweep)	zevklerine uyarsa	sadece beğendiğini likeliyor	markalar hakkında detaylı bilgi almasına çok yardımcı olmuş
bilmediğini bloggerla bulup beğenirse takip ediyor, bildiğini sevdiğinden(brand loyalty/attitude, influencers)	konsept ve görseli beğenirse	okumak, likelamak, kaydetmek	etkileşime dayalı pazarlamasını seviyor, profil güzelse markayla bağlılığı artıyo, instagramda görmek ilgisini çekiyor
kampanyada takibi şart koşuyorlar, haberdar da olmak istiyor(sweep, info)	beğendiye veya mecbursa	like	sadece sosyal medya kullanıcısının göreceği şeyler oluyorsa takip etmek ayrıcalık gibi geliyor. İndirimde olan ürünlere bakmaya eğimli oluyor instagramda görünce. impulse marketing dedi
yeni ürün bilgisi almak (info)	like yok	yorum ve dm	ulaşılması kolay, yoruma cevap gelmesi. Önemli
bildiklerini otomatik olarak, bildiklerinin görselini veya storysini beğenip (insta explore, belki ads)	görseli beğenmek	likelama ve paylaşma	daha yakından tanımış ve ürünleri keşfetmiş.zamanı kısıtlı olduğunda kolaymış. Kampanyalardan haberdar oluyomuş
teşvik etmiyor	likelamıyor	yok (ev videoları izliyormuş)	değiştirmemiş
markaları unutmamak ve alıp kullanacağını düşünürse	görsel güzelse beğenmeden geçmemesi gerekiyor	maksimum like	daha ulaşılabilir
yeni sezon ürünlerini ve indirimleri takip etmek	genelde etmiyor bilmiyor	göz gezdirmek	bazen alışverişe teşvik ediyormuş
ürünlerini beğendiği markaları yeni ürünleri için takip ediyor	likelamıyor ama kampanya olursa likelayabilirmiş	sadece okuyor	markanın duruşu ve imajını anlamasına yardımcı olmuş. Daha kolay bakabiliyor
indirim, fırsat, yeni ürün. Thy ve pegasusu promosyon için ama el işçiliği tarzı şeyleri yeni ürün için	çok beğenirse	az like, çok paylaşım ve dm	yenilikleri takip etmeyi kolaylaştırdı ve hakimiyet sağladı. Bazen daha sık ürün almayı sağladı
etmemiş	bir şey etmiyor diyor	takip etmediği için yok diyor ama normal gönderileri marka olarak düşünmeden likeliyor	bu kısımda iyi bir cevap alamadım, ne amaçladıkları önemli dedi-
sezonlara göre ürün arıyorsa direkt hesabı takip edebiliyor, karşısına likedadıktan sonra öikınca da edebiliyor	beğendiği markaları ve ürünleri. Kimlerin likeladığının görülmesi önemli	like çünkü yorumların dikkate alınmadığını düşünüyor	mağazaya gitmeden her şeyi görüp alabilmek avantaj ama gerçekte de kaliteli mi bilemiyor. Güvenemiyor ama markaların herkese ulaşabildiğini düşünüyor. Markaları tanıyor
ilginç paylaşım görürse veya markayı zaten bilip seviyorsa	çok özel, ilginç ya da çok başarılı olmazsa likelamıyor	genelde sadece okuyor, çok likelayan biri olmadığı için okuyan olarak niteliyor kendini	yenilikleri görüp bilgi sahibi olmasına yardımcı olmuş
bildiğiye sevdiği için bilmediğiye ürüne bakıp beğenirse ve profiline girerse	ürünü beğenirse, servisle ilgilenmiyor	okuma genelde, likelamayla sınırlı	bir şey değiştirmede, yine ürünleri görüyorum. Belki daha kolay ve iyi görmemi sağlamıştır

Table 11. In-Depth Interview Results (Main Part)

In the survey, there are various questions to learn about participants' brand choices and common behaviors on Instagram. There was a question to understand if people mostly follow product brands or service brands. Besides this question, the post types were asked and participants' intention to use Instagram was asked. According to the survey results, people mostly follow product brands. People also follow celebrities' brands, entertainment accounts and service brands.

People say that the brands they follow mostly share six kinds of posts. These post types are ordered from the most to the least; product/service catalogs (people mostly chose this), seasonal discounts/campaigns, product/service videos, stories, posts with shopping links and news about the brand. Additionally, there is a question about why the participants are on Instagram. Based on the results, people mostly are on Instagram to share photos. Following brands comes after this. People also like to see various campaigns. This question got many 'other' answers and they are too specific to discuss. Briefly, the 'other' answers suggest that people are on Instagram to follow their friends' activities and for entertainment purposes.

The hypotheses were tested with SPSS using factor analysis, reliability analysis, frequency analysis, correlation analysis and regression.

Frequency analyses were done on several variables; age, education level, income, gender, how long they have been using Instagram, how much time they spend on Instagram in a day, following and follower numbers and if participants think that the products/services of the brand they follow will satisfy them.

3.2. FREQUENCY ANALYSES

The frequency analyses show that in this research, most of the participants whom use Instagram are aged between 16-32, more than half of all the participants. More than half of the participants are university graduates. Almost the 2/3 of the participants' is female. Almost the half of the participants earn more than 5000 tl a month.

Age		
	n	%
16-32	83	51,9
33-48	38	23,8
49-64	33	20,6
65-80	2	1,3

Table 12. Age

Education level		
	n	%
high school	9	5,6
university	106	66,3
master degree	39	24,4
doctorate	6	3,8

Table 13. Education Level

Gender		
	n	%
female	110	68,8
male	49	30,6

Table 14. Gender

Income		
	n	%
less than 1000	14	8,8
1000-3000	31	19,4
3001-5000	39	24,4
more than 5000	74	46,3

Table 15. Income

Follower number		
	n	%
less than 100	24	15,0
100-300	57	35,6
301-500	40	25,0
more than 500	39	24,4
Total	160	100,0

Table 16. Follower Number

Following number		
	n	%
less than 100	21	13,1
100-300	53	33,1
301-500	49	30,6
more than 500	37	23,1

Table 17. Following Number

For how long have you been using Instagram		
	n	%
less than 1 year	7	4,4
1-3 years	42	26,3
4-5 years	60	37,5
6 years and more	51	31,9

Table 18. Instagram Using (Years)

Time spent on Instagram (in 1 day)		
	n	%
less than 1 hour	81	50,6
1-3 hours	64	40,0
more than 3 hours	15	9,4

Table 19. Time Spent on Instagram in a Day

Participants were asked if the brand they follow and like will satisfy them. One satisfaction question was asked at the end of the follow questions and the same question was asked at the end of the like questions. According to the frequency analysis, the results were not the same but does differ much either.

This brand will satisfy my needs (follow)		
	n	%
strongly disagree	5	3,1
disagree	3	1,9
not sure	28	17,5
agree	51	31,9
strongly agree	73	45,6

Table 20. Satisfaction Thinking After Following

This brand will satisfy my needs (like)		
	n	%
strongly disagree	10	6,3
disagree	2	1,3
not sure	26	16,3
agree	40	25,0
strongly agree	82	51,3

Table 21. Satisfaction Thinking After Liking

3.3. REVISED MODEL AND HYPOTHESES

According to the factor analysis results, ‘following condition’ has 4 factors, ‘liking condition’ has 3 factors and ‘purchase intention’ has 2 factors. Based on these results, the research model and the hypotheses were revised.

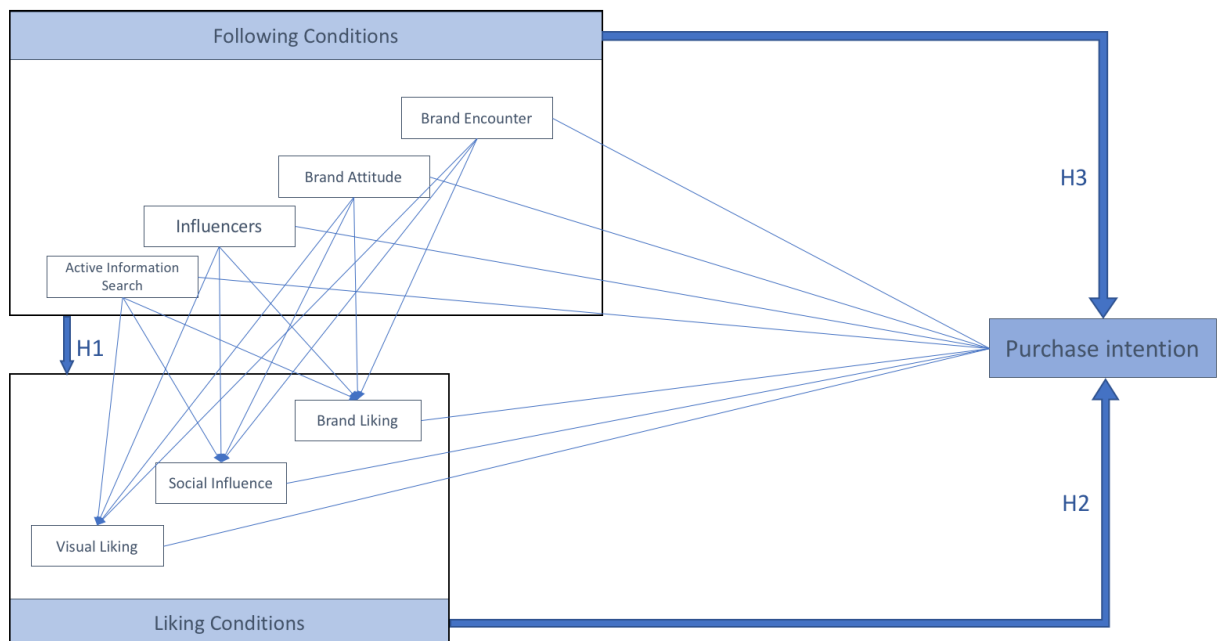


Figure 2. Revised Research Model

Based on the factor and reliability analyses, the model above has been created and the following hypotheses are tested with multiple regression analysis.

The revised hypotheses for the research are:

H1: Following affects liking.

H1a: Brand encounter affects brand liking.

H1b: Brand encounter affects social influence.

H1c: Brand encounter affects visual liking.

H1d: Brand attitude affects brand liking.

H1e: Brand attitude affects social influence.

H1f: Brand attitude affects visual liking.

H1g: Influencers affects brand liking.

H1h: Influencers affects social influence.

H1i: Influencers affects visual liking.

H1j: Active information search affects brand liking.

H1k: Active information search affects social influence.

H1l: Active information search affects visual liking.

H2: Liking affects purchase intention.

H2a: Brand liking affects purchase intention.

H2b: Social influence affects purchase intention.

H2c: Visual liking affects purchase intention.

H3: Following affects purchase intention.

H3a: Brand encounter affects purchase intention.

H3b: Brand attitude affects purchase intention.

H3c: Influencers affects purchase intention.

H3d: Active information search affects purchase intention.

3.4. FACTOR AND RELIABILITY ANALYSES

Factor and reliability analysis for the following condition factors ‘brand encounter’, ‘brand attitude’, ‘influencers’ and ‘active information search’ were done. The Kaiser-Meyer-Olkin (KMO) result is 0.748 and Bartlett's Test significance is 0.000. On the Anti-image Matrices, there were no variable that was under 0.500, so none of them were excluded at this step. But in the Rotated Component Matrix, some variables were excluded because their values were not suitable for the rest of the research. Reliability tests’ results were also acquired and all the factors in the ‘following condition’ were reliable because their values were more than 0.70. Cronbach’s Alpha values will be shown in the tables for each factor.

Factor name	Item ID	Factor loading	Variance	Cronbach's Alpha
Brand Encounter	FE1-I follow this brand because there was a visual post on the explore page	0,797	20.034	0,856
	FE2-I follow this brand because there was a video post on the explore page	0,778		
	FA1-I follow this brand because I saw a sponsored advertisement in news feed	0,775		
	FE3-I follow this brand because there was a story of it on the explore page	0,713		
	FA2-I follow this brand because I saw its story advertisement in news feed	0,711		
Brand Attitude	FBL4-I follow this brand because I would recommend it	0,767	16.696	0,767
	FBA3-I follow this brand because I like it	0,749		
	FBA1-I follow this brand because I have positive thoughts about it	0,744		
	FIS1-I follow this brand to get information about this brand	0,636		
	FBL3-I follow this brand because I want to use this brand's products/services	0,632		
Influencers	FI2-I follow this brand because it was promoted by vloggers/bloggers	0,871	15.250	0,879
	FI1-I follow this brand because it was promoted by social media influencers	0,815		
	FI3-I follow this brand because it was promoted by celebrities	0,814		
Active Information Search	FIS4-I follow this brand to learn about their new physical store openings	0,784	12.070	0,682
	FEA2-I follow this brand to communicate faster with the brand	0,780		
	FBL1-I follow this brand because I am loyal to this brand	0,631		

Table 22. Revised Model Following Factors and Variables

Factor and reliability analysis for the liking condition factors ‘brand liking’, ‘social influence’ and ‘visual liking’ were done. The Kaiser-Meyer-Olkin (KMO) result is 0.818 and Bartlett's Test significance is 0.000. On the Anti-image Matrices, there were no variable that was under 0.500, so none of them were excluded at this step. But in the Rotated Component Matrix, some variables were excluded because their values were not suitable for the rest of the research. Reliability tests’ results were also acquired and all the factors in the ‘following condition’ were reliable because their values were more than 0.70. Cronbach’s Alpha values will be shown in the tables for every factor.

Factor name	Item ID	Factor loading	Variance	Cronbach's Alpha
Brand Liking	LBL3-I like the posts of this brand because I want to use its products/services	0,836	24.611	0,813
	LBL2-I like the posts of this brand because I intend to buy its products/services	0,792		
	LV4-I like the posts of this brand because it fits to my personal taste	0,723		
	LD1-I like the posts of this brand because I want to benefit from its seasonal discounts and campaigns	0,697		
	LBL4-I like the posts of this brand because I would recommend it	0,696		
Social Influence	LSI3-I like the posts of this brand because I see lots of likes on them	0,841	20.035	0,738
	LSI2-I like the posts of this brand because I want my friends to see what I like	0,809		
	LSI1-I like the posts of this brand because my friends like them	0,790		
	LD2-I like the posts of this brand to win prizes	0,558		
Visual Liking	LV3-I like the posts of this brand because its posts are attention grabbing	0,805	16.702	0,669
	LV1-I like the posts of this brand because I like its visuals	0,736		
	LV2-I like the posts of this brand because its posts are unique	0,694		

Table 23. Revised Model Liking Factors and Variables

Lastly, factor and reliability analysis for the ‘purchase intention’ factor was done. The Kaiser-Meyer-Olkin (KMO) result is 0,579 and Bartlett's Test significance is 0,000. On the Anti-image Matrices, there were no variables that was under 0.500, so none of them were excluded at this step. Since purchase intention is a single component, it cannot be rotated. There are three variables under purchase intention, so the Cronbach’s Alpha value of 0,668 is acceptable.

Factor name	Item ID	Factor loading	Variance	Cronbach's Alpha
Purchase Intention	P2-I do online research to buy the products/services of this brand	0,979	60.893	0,668
	P3-I visit the website of this brand	0,923		
	P1-I intend to buy the products/services of this brand in near future	0,688		

Table 24. Revised Model Purchase Intention and Variables

3.5. CORRELATION ANALYSIS

Correlation analysis between every variable is done to see if there are correlations between the variables in the hypotheses.

		Correlations							
		brand liking	social influence	visual liking	brand encounter	brand attitude	influencers	active info search	purchase intention
brand liking	Pearson Correlation	1	,228**	,346**	,225**	,543**	0,080	,466**	,591**
	Sig. (2-tailed)		0,004	0,000	0,004	0,000	0,312	0,000	0,000
	N	160	159	160	160	160	160	160	160
social influence	Pearson Correlation	,228**	1	,179*	,597**	0,137	,518**	,235**	,229**
	Sig. (2-tailed)	0,004		0,024	0,000	0,086	0,000	0,003	0,004
	N	159	159	159	159	159	159	159	159
visual liking	Pearson Correlation	,346**	,179*	1	,185*	,494**	0,118	,339**	,322**
	Sig. (2-tailed)	0,000	0,024		0,019	0,000	0,138	0,000	0,000
	N	160	159	160	160	160	160	160	160
brand encounter	Pearson Correlation	,225**	,597**	,185*	1	0,087	,596**	,293**	,159*
	Sig. (2-tailed)	0,004	0,000	0,019		0,275	0,000	0,000	0,045
	N	160	159	160	160	160	160	160	160
brand attitude	Pearson Correlation	,543**	0,137	,494**	0,087	1	0,016	,423**	,468**
	Sig. (2-tailed)	0,000	0,086	0,000	0,275		0,838	0,000	0,000
	N	160	159	160	160	160	160	160	160
influencers	Pearson Correlation	0,080	,518**	0,118	,596**	0,016	1	,249**	0,058
	Sig. (2-tailed)	0,312	0,000	0,138	0,000	0,838		0,002	0,464
	N	160	159	160	160	160	160	160	160
active info search	Pearson Correlation	,466**	,235**	,339**	,293**	,423**	,249**	1	,404**
	Sig. (2-tailed)	0,000	0,003	0,000	0,000	0,000	0,002		0,000
	N	160	159	160	160	160	160	160	160
purchase intention	Pearson Correlation	,591**	,229**	,322**	,159*	,468**	0,058	,404**	1
	Sig. (2-tailed)	0,000	0,004	0,000	0,045	0,000	0,464	0,000	
	N	160	159	160	160	160	160	160	160

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 25. Correlation Analysis

3.6. REGRESSION ANALYSES

The first regression analysis was done to understand the effects of ‘following condition’ factors on a liking factor ‘brand liking’. According to the results, ‘brand attitude’ and ‘active information search’ factors affect ‘brand liking’. Interaction between ‘brand attitude’ and ‘brand liking’ is the highest.

Dependent variable: Brand Liking			
Independent variables	Beta	t-value	p-value
Brand Encounter			
Brand Attitude	0,421	5.991	0.000
Influencers			
Active Information Search	0,288	4.090	0.000

Table 26. Regression Table of The Relationship Between Following Factors and Brand Liking

Since there was a correlation between ‘brand encounter’ and ‘brand liking’, single regression analysis was done and interaction between these two variables was spotted. This factor has the lowest interaction value.

Dependent variable: Brand Liking			
Independent variables	Beta	t-value	p-value
Brand Encounter	0,225	2.908	0,004

Table 27. Single Regression Analysis for H1a

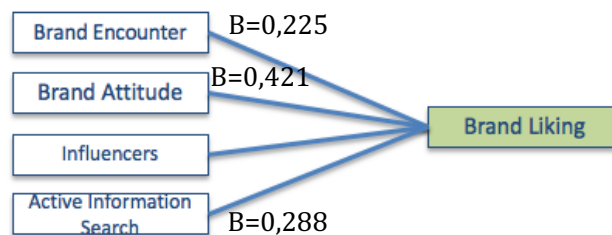


Figure 3. Relationships Between Following Factors and Brand Liking

Based on the analysis, the hypotheses H1a, H1d and H1j are accepted but H1g is rejected.

The second regression analysis was done to the ‘social influence’ factor. The results show that ‘brand encounter’ and ‘influencers’ factors affect ‘social influence’.

Dependent variable: Social Influence			
Independent variables	Beta	t-value	p-value
Brand Encounter	0,447	5,769	0.000
Brand Attitude			
Influencers	0,252	3,257	0.001
Active Information Search			

Table 28. Regression Table of The Relationship Between Following Factors and Social Influence.

There was a relationship between ‘active information search’ and ‘social influence’ in the correlation table, so a single regression analysis was done and interaction between these two was spotted.

Dependent variable: Social Influence			
Independent variables	Beta	t-value	p-value
Active Information Search	0,235	3.029	0.003

Table 29. Single Regression Analysis for H1k

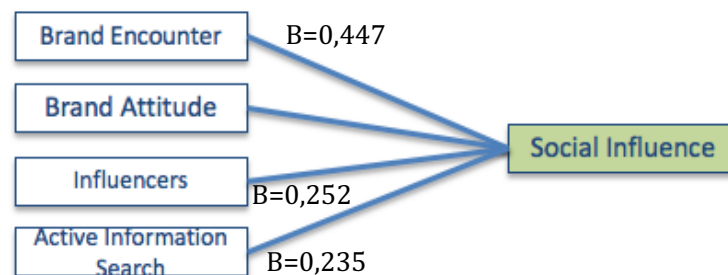


Figure 4. Relationships Between Following Factors and Social Influence.

The interaction between ‘social influence’ and ‘brand encounter’ is higher than the relationship between ‘influencers’ and ‘social influence’. The hypotheses H1b, H1h and H1k are accepted but H1e is rejected based on these results.

The third regression analysis was done to understand the relationship between visual liking and following condition factors. ‘brand attitude’ and ‘active information search’ have interactions with ‘visual liking’.

Dependent variable: Visual Liking			
Independent variables	Beta	t-value	p-value
Brand Encounter			
Brand Attitude	0,428	5.664	0.000
Influencers			
Active Information Search	0,158	2.093	0.038

Table 30. Regression Table of The Relationship Between Following Factors and Visual Liking.

There was a correlation between ‘brand encounter’ and ‘visual liking’ factors, so a single regression analysis was done.

Dependent variable: Visual Liking			
Independent variables	Beta	t-value	p-value
Brand Encounter	0,185	2.363	0.019

Table 31. Single Regression Analysis for H1c

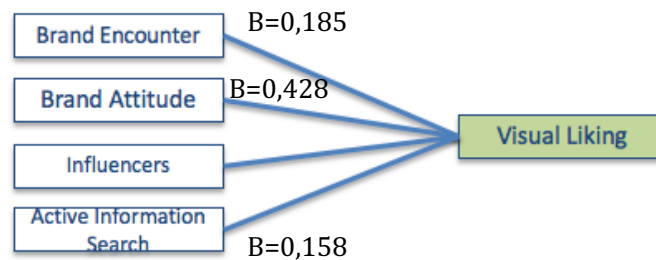


Figure 5. Relationships Between Following Factors and Visual Liking.

The interaction between ‘brand attitude’ and ‘visual liking’ is higher than the interaction between ‘active information search’ and ‘visual liking’. ‘brand encounter’ has higher interaction with ‘visual liking’ than ‘active information search’. The hypotheses H1c, H1f and H1l are accepted but hypotheses H1i is rejected.

The next regression analysis was done to understand the relationship between liking factors and purchase intention.

Dependent variable: Purchase Intention			
Independent variables	Beta	t-value	p-value
Brand Liking	0.588	9.112	0.000
Social Influence			
Visual Liking			

Table 32. Regression Table of The Relationship Between Liking Factors and Purchase Intention

According to the correlation table, there should be a relationship between ‘visual liking’ and ‘purchase intention’, also between ‘social influence’ and ‘purchase intention’. A single regression analysis was done to each factor.

Dependent variable: Purchase Intention			
Independent variables	Beta	t-value	p-value
Social Influence	0.229	2.945	0.004
Visual Liking	0.322	4.270	0.000

Table 33. Single Regression Analysis for H2b and H2c

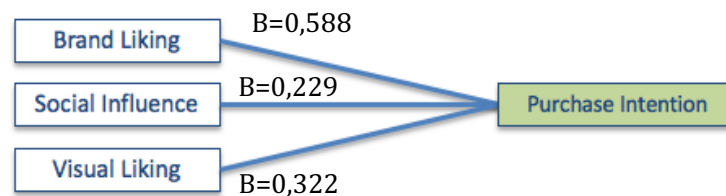


Figure 6. Relationships Between Liking Factors and Purchase Intention.

All of the factors under liking condition affect purchase intention. All of the hypotheses for H2 are accepted.

The last regression analysis was done to see the interactions between following factors and purchase intention. The results show that ‘brand attitude’ and ‘active information research’ factors have a relationship with purchase intention.

Dependent variable: Purchase Intention			
Independent variables	Beta	t-value	p-value
Brand Encounter			
Brand Attitude	0.362	4.817	0.000
Influencers			
Active Information Search	0.251	3.340	0.001

Table 34. Regression Table of The Relationship Between Following Factors and Purchase Intention

Based on the correlation table, there is a relationship between ‘brand encounter’ and purchase intention. A single regression analysis was done.

Dependent variable: Purchase Intention			
Independent variables	Beta	t-value	p-value
Brand Encounter	0.159	2.024	0.45

Table 35. Single Regression Analysis for H3a

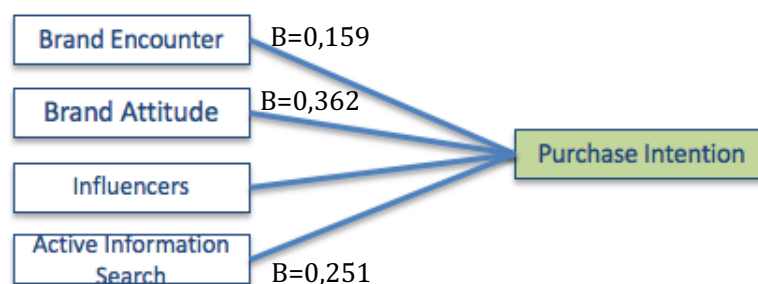


Figure 7. Relationships Between Following Factors and Purchase Intention.

The interaction between ‘brand attitude’ and purchase intention is higher than the other factors. ‘influencers’ factor does not have a relationship with purchase intention, so H3c is rejected.

The regression analyses provided information about the relationships between liking condition factors, following condition factors and purchase intention. Below, there is the hypotheses table that shows the accepted and the rejected hypotheses.

H1: Following affects liking.	
H1a: Brand encounter affects brand liking.	accepted
H1b: Brand encounter affects social influence.	accepted
H1c: Brand encounter affects visual liking.	accepted
H1d: Brand attitude affects brand liking.	accepted
H1e: Brand attitude affects social influence.	rejected
H1f: Brand attitude affects visual liking.	accepted
H1g: Influencers affects brand liking.	rejected
H1h: Influencers affects social influence.	accepted
H1i: Influencers affects visual liking.	rejected
H1j: Active information search affects brand liking.	accepted
H1k: Active information search affects social influence.	accepted
H1l: Active information search affects visual liking.	accepted
H2: Liking affects purchase intention.	
H2a: Brand liking affects purchase intention.	accepted
H2b: Social influence affects purchase intention.	accepted
H2c: Visual liking affects purchase intention.	accepted
H3: following affects purchase intention.	
H3a: Brand encounter affects purchase intention.	accepted
H3b: Brand attitude affects purchase intention.	accepted
H3c: Influencers affects purchase intention.	rejected
H3d: Active information search affects purchase intention.	accepted

Table 36. Accepted and Rejected Hypotheses Table.

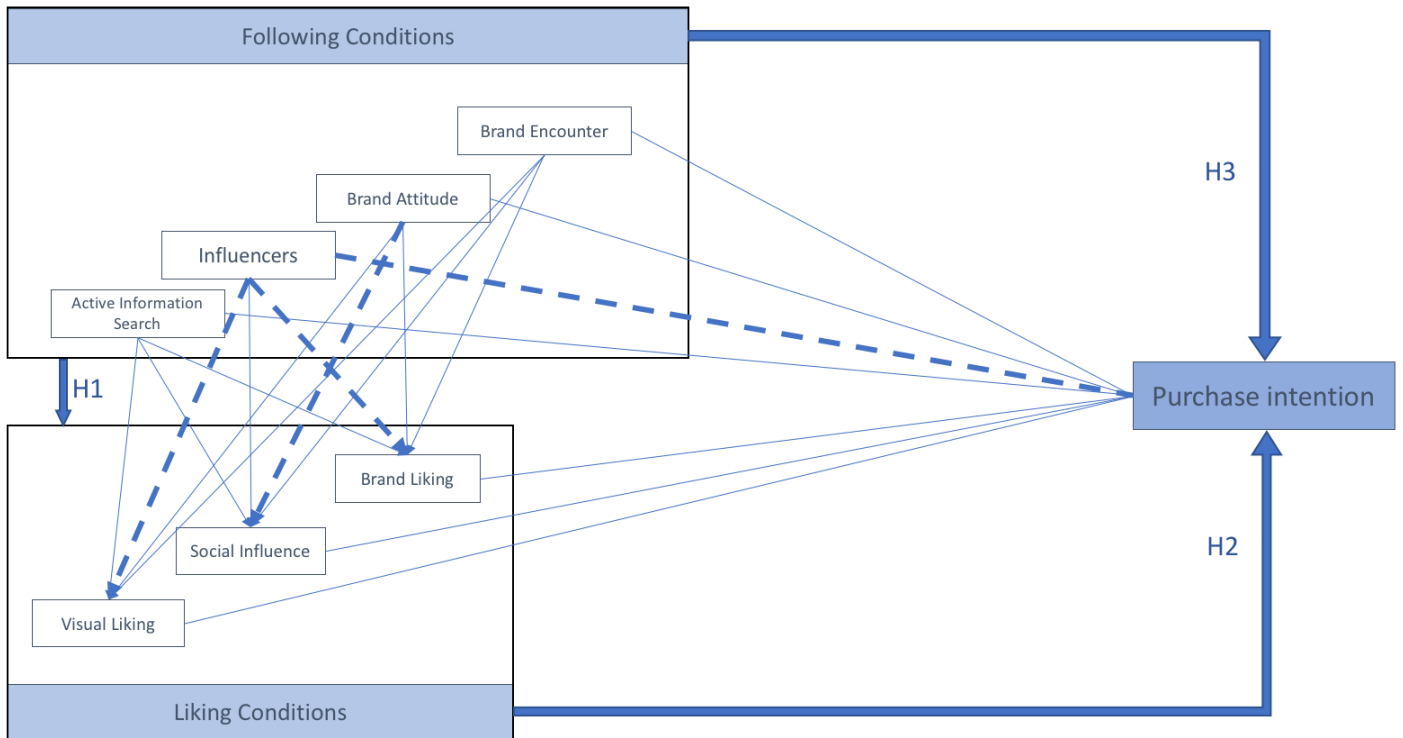


Figure 8. Relationships Between Following, Liking and Purchase Intention Variables

CONCLUSION

Since Instagram is a daily activity for many people, and it is a useful marketing channel, the following and liking actions' effects on purchase intention were examined. This thesis is about if following and liking actions affect purchase intention, also if following affects liking. In-depth interviews were done with a close group of people, final model was created and survey questions were formed. The results of the survey were analyzed in SPSS to test the hypotheses of the model. Factor analysis, reliability analysis, frequency analysis, correlation and regression analysis were done. Based on these tests, some hypotheses were accepted. Some following condition factors affect liking condition factors, some liking condition factors affect purchase intention and some following factors affect purchase intention.

According to the results and the accepted hypotheses, the liking factor ‘brand liking’ is affected by three factors; brand encounter, brand attitude and active information search affect brand liking. Influencers do not seem to affect brand liking based on the results of this study.

The liking factor social influence is affected by three following factors but is not affected by the brand attitude factor. Brand encounter, influencers and active information search affects social influence. Influencers factor only affects this factor according to this study.

The last liking factor visual liking is affected by brand encounter, brand attitude and active information search. Influencers do not affect this factor.

Purchase intention is affected by all of the liking factors and is also affected by the following factors except the influencers factor. Brand liking, social influence and visual liking, also brand encounter, brand attitude and active information search affects purchase intention.

Unlike the studies of Emrich et al. (2017), Bettencourt (2018) and Grisaffe et al. 2018, liking posts of brand accounts are important for purchase intention. Promoting seems to be crucial for Instagram users to see the posts of brands but it is not the only factor that can affect purchase intention. Being a fan of the brand, friends’ likes, eye-catching visuals and positive brand attitude are significant factors for purchase intention. The studies of Emrich et al. (2017), Bettencourt (2018) and Grisaffe et al. 2018 were based on Facebook, Instagram and Facebook metrics may be similar but their features provide different opportunities to both the business owners and the customers. The difference between this study and these three studies may be because of this situation.

Based on the survey results, seeing the posts of a brand on the Instagram timeline, getting information about the brand and having positive ideas about the brand is important for people to initiate the following action of a brand.

For the liking action, liking the brand itself, creative visuals and Instagram friends' behavior such as following a brand or liking the posts of a brand initiates the 'liking' behavior

According to a question in the survey, participants would like to buy from the brand they follow and like, they do researches about the brand and 68.8% of them have bought the product or service of the brand they follow and like.

To conclude, all of the liking actions and the following actions except influencers are effective on purchase intention. Influencers only significantly affect social influence under the liking condition. In the survey, most of the participants answered the influencer questions with '1=strongly disagree', which means participants think that they are not affected by influencers while following a brand account, liking posts and their purchase intention is not affected by influencers.

MANAGERIAL IMPLICATIONS

This research was done to contribute to the literature about social media's most common and simple actions (liking and following) effects on purchase intention. For this research, Instagram was selected in order to give more information about Instagram, its metrics and marketing on it. Since marketing on social media is a growing business, it will be more beneficial for marketers to find more information in the literature about popular social media sites and their features' effects on purchase intention.

Marketers can use the results of this research to learn more about what factors affect purchase intention considering Instagram. Apparently, liking action is affected by some following action factors, purchase intention is affected by all of the liking factors but some of the following factors. Marketers and advertisers can strategize using these factors for marketing brands' products and services.

Encountering brand posts on Instagram is affective on people because it has an effect on their interaction with the brand, loyal customers can be effective on the popularity of the brand posts. People who like the brand and think that the brand fits their taste do their research and are interacting with the brand.

From the consumers' point of view, if they like the brand already, if their friends follow or like on Instagram and if consumers like the visuals of the posts of brand accounts, they intend to buy the product or the service of brands. Companies should be aware of their loyal consumers and can focus on their Instagram posts since consumers pay attention to the quality of the visuals. Seasonal campaigns seem to be important for the consumers, the campaign variables were included in the liking condition and the participants mostly chose '4=agree' for the seasonal campaign and prize questions.

Consumers intend to buy the product or the service of brands if they see a brand's post as a sponsored advertisement, if they have a positive brand attitude toward the brand and if they do online research about the brand they follow. Influencers do not significantly affect consumers' intend to purchase. Companies can focus on paid advertisements on Instagram and boost their posts to appear on many Instagram users' timeline.

Additionally, influencers do not affect consumers' state of liking a brand and consumers' state of liking the visual posts of brands. Also, brand attitude does not affect social influence. Consumers' positive brand attitude do not change their state of getting affected by their friends' choices on Instagram.

LIMITATIONS AND RECOMMENDATIONS FOR FURTHER RESEARCH

Considering the lack of information on new social media platforms, Instagram, metrics and their connection to common marketing methods made it a

little difficult for this research to be done by using academic articles. Many web articles and statistics helped a lot to this research. Web articles were new compared to the academic articles and they provided recent information especially about Instagram, metrics and social media marketing. Since there was little information about social media sites and purchase intention together, finding scale questions for the survey was challenging. In-depth interviews were done to get information about how people use Instagram and the possible link between Instagram actions and purchase intention. The in-depth interview was based on one article's survey but new questions were added to get more details about people's behaviors on social media. In-depth interview results helped forming survey questions.

Another limitation of this research was spreading the questionnaire. It was an online survey and even though the survey was sent to some people, it did not go much further and only a fair amount of people participated in this survey.

In future research, more variables can be added to get better results from the analyses. If the literature will have more information about social media and purchase intention in the future, better questions can be created and the factors will be more reliable. Creative visuals seem to be important for online research for purchase intention.

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APPENDIX A

In-Depth Interview Questions

1. Are you an Instagram user?
2. On average, how much time do you spend on Instagram in a day? (you can get this information from your insights in your profile)
3. Do you follow brand accounts on Instagram? Do you 'like' the posts of these accounts?
4. Do you check the stories of these brand accounts?
5. **What prompted you to follow brand accounts on Instagram? How did the posts of these brand accounts appear on your timeline? Did you find their posts on purpose?**
6. **What prompted you to 'like' brand accounts' posts on Instagram?**
7. **Describe your interaction with brand accounts and their posts. (just reading, 'liking', commenting, reposting, ...)**
8. **How did brands' existence on Instagram affected/changed your relationship with the brand?**
9. Age
10. Gender
11. Education
12. Followers
13. Following

APPENDIX B

In-Depth Röportaj Soruları

1. Instagram kullanıyor musunuz?
2. Instagram'da gün içinde ortalama ne kadar zaman harcıyorsunuz?
(insights/hareketler kısmından da ortalama süreyi görebilirsiniz)
3. Instagram'da takip ettiğiniz markalar var mı? Bu markaların gönderilerini beğeniyor (like) musunuz?
4. Instagram'da takip ettiğiniz markaların story'lerine bakıyor musunuz?
5. **Sizi bu marka veya markaların hesaplarını Instagram'da takip etmeye ne teşvik etti? Bu markaların hesapları veya gönderileri karşınıza nasıl çıktı, siz mi özellikle bulup takip ettiniz?**
6. **Sizi bu marka veya markaların gönderilerini beğenmeye (like) ne teşvik ediyor?**
7. **Markaların gönderileriyle ve markanın Instagram hesabıyla olan etkileşiminizi tanımlayınız. (sadece okumak, 'like'lamak, yorum yapmak, paylaşmak, ...)**
8. **Markaların Instagram'da olması onlarla olan ilişkinizi ve bakış açınızı nasıl etkiledi/değiştirdi?**
9. Yaş
10. Cinsiyet
11. Eğitim
12. Takipçi
13. Takip edilen

APPENDIX C

Section 1

In this section, 'following' related questions will be asked.

1. Please indicate the brand that you 'follow' and 'like' on Instagram.

2. Select the most important 3 post types of this brand.

Check all that apply.

- ☐ product/service catalog
☐ product/service videos
☐ campaigns/discounts
☐ news
☐ stories
☐ posts with shopping links
☐ Other: _____

Based on the brand you follow, evaluate the statements below using the 5-point Likert scale. 1=Strongly Disagree, 5=Strongly Agree.

3. I follow this brand because I have positive thoughts about it

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

4. I follow this brand to get information about this brand

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

5. I follow this brand because it was promoted by social media influencers

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

6. I follow this brand to hear about their new products/services

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

7. I follow this brand because I saw a sponsored advertisement in news feed

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

8. I follow this brand because I want to use this brand's products/services

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

9. I follow this brand because there was a visual post on the explore page

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

10. I follow this brand to communicate faster with the brand

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

11. I follow this brand to learn about their new physical store openings

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

12. I follow this brand because I think their posts are attention grabbing
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

13. I follow this brand because there was a video post on the explore page
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

14. I follow this brand because it was promoted by celebrities
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

15. I follow this brand because I intend to buy its products/services
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

16. I follow this brand because I can access its page easily
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

17. I follow this brand because I like it
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

18. I follow this brand because it was promoted by vloggers/bloggers
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

19. I follow this brand because I am loyal to this brand
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

20. I follow this brand because I saw its story advertisement in news feed

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

21. I follow this brand because I can quickly get information on products/services

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

22. I follow this brand because I would recommend it

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

23. I follow this brand to know about their seasonal discounts and campaigns

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

24. I follow this brand because there was a story of it on the explore page

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

25. This brand fulfills my needs

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

Section 2

In this section, based on the brand you follow, evaluate the statements about 'liking' below using the 5-point Likert scale.
1=Strongly Disagree, 5=Strongly Agree.

26. I like the posts of this brand because I like its visuals

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

27. I like the posts of this brand because I want to use its products/services

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

28. I like the posts of this brand because I want to benefit from its seasonal discounts and campaigns

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

29. I like the posts of this brand because I would recommend it

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

30. I like the posts of this brand because it fits to my personal taste

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

31. I like the posts of this brand because my friends like them

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

32. I like the posts of this brand I am loyal to it

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

33. I like the posts of this brand because its posts are unique

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

34. I like the posts of this brand because I see lots of likes on them

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

35. I like the posts of this brand because I intend to buy its products/services
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

36. I like the posts of this brand because its posts are attention grabbing
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

37. I like the posts of this brand to win prizes
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

38. I like the posts of this brand because I want my friends to see what I like
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

39. This brand fulfils my needs
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

Section 3

In this section, based on the brand you follow and like, evaluate the statements about purchase intention using the 5-point Likert scale. 1=Strongly Disagree, 5=Strongly Agree.

40. I intend to buy the products/services of this brand in near future
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

41. I do online research to buy the products/services of this brand
Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

42. I visit the website of this brand

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

43. I recommend the products or services of this brand

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

44. I leave comments under this brand's posts

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

45. I repost this brand's posts

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

46. I have bought this brand's products or services

Mark only one oval.

- ☐ yes
☐ no

Section 4

47. Please select the most important 3 purposes of your Instagram use.

Check all that apply.

- ☐ personal photo shares
☐ business account posts
☐ advertising
☐ personal blog
☐ following brands
☐ for various campaigns
☐ Other: _____

48. For how long have you been using Instagram

Mark only one oval.

- ☐ less than 1 year
☐ 1-3 years
☐ 4-5 years
☐ 6 years and more

49. How many accounts are you following on Instagram?

Mark only one oval.

- ☐ less than 100
☐ 100-300
☐ 301-500
☐ more than 500

50. Your follower number on Instagram

Mark only one oval.

- ☐ less than 100
☐ 100-300
☐ 301-500
☐ more than 500

51. How much time do you spend on Instagram in 1 day? ('your activity' section in your profile will give this information)

Mark only one oval.

- ☐ less than 1 hour
☐ 1-3 saat
☐ more than 3 hours

52. Age

53. Gender

Mark only one oval.

- ☐ female
☐ male

54. Education

Mark only one oval.

- ☐ highschool
☐ univeristy
☐ master's degree
☐ doctorate

55. Monthly Income

Mark only one oval.

- ☐ less than 1000 TL
☐ 1000-3000
☐ 3001-5000
☐ more than 5000 TL

APPENDIX D

Bölüm 1

Bu bölümde, Instagram’da bir marka sayfasını neden takip ettiğinizle ilgili sorular sorulmaktadır.

1. Instagram'da severek takip ettiğiniz (follow) ve paylaşımlarını beğendiğiniz (like) bir markayı belirtiniz.

2. Takip ettiğiniz markanın yaptığı en önemli 3 tür paylaşımı seçiniz.

Check all that apply.

- ☐ ürün/hizmet kataloğu
☐ ürün/hizmet videoları
☐ kampanyalar/indirimler
☐ haberler
☐ storyler
☐ alışveriş linki bulunan paylaşımlar
☐ Other: _____

Aşağıdaki ifadeleri, yukarıda belirttiğiniz markanın Instagram sayfasını neden takip ettiğinizi düşünerek, '1=Kesinlikle Katılmıyorum', '5=Kesinlikle Katılıyorum' şeklinde cevaplayınız.

3. Marka hakkındaki düşüncelerim olumlu olduğu için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

4. Marka hakkında bilgi sahibi olmak istediğim için takip ederim

Mark only one oval.

kesinlikle katılmıyorum 1 2 3 4 5 kesinlikle katılıyorum

5. Marka, sosyal medya fenomenleri tarafından tanıtıldığı için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

6. Markanın sunduğu yeni ürünlerinden/hizmetlerinden haberdar olmak istediğim için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

7. Instagram ana sayfasında markanın sponsorlu reklamını gördüğüm için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

8. Bu markanın ürünlerini/hizmetlerini kullanmayı istediğim için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

0. Instagramın keşfet bölümünde markanın görsel paylaşımı yapıldığı için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

10. Markayla daha hızlı iletişime geçmek istediğim için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

11. Markanın yeni fiziksel mağaza açılışlarından haberdar olmak için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

12. Paylaşımlarının dikkat çekici olduğunu düşündüğüm bir marka olduğunu için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

13. Instagram'ın 'keşfet' bölümünde markanın videolu paylaşımı yapıldığı için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

14. Marka, medyada ünlü olan/tanınmış kişiler tarafından Instagram'da paylaşıldığı için takip ederim

Mark only one oval.

kesinlikle katılmıyorum 1 2 3 4 5 kesinlikle katılıyorum

15. Satın almayı düşündüğüm bir marka olduğu için takip ederim

Mark only one oval.

kesinlikle katılmıyorum 1 2 3 4 5 kesinlikle katılıyorum

16. Markanın sayfasına kolay ulaşabildiğim için takip ederim

Mark only one oval.

1 2 3 4 5

kesinlikle katılmıyorum ☐ ☐ ☐ ☐ ☐ kesinlikle katılıyorum

17. Marka hoşuma gittiği için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

18. Marka, vloggerlar/bloggerlar tarafından tanıtıldığı için takip ederim

Mark only one oval.

kesinlikle katılmıyorum ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 kesinlikle katılıyorum

19. Markaya sadık olduğum için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

20. Instagram storylerinde markanın reklamını gördüğüm için takip ederim

Mark only one oval.

kesinlikle katılmıyorum 1 2 3 4 5 kesinlikle katılıyorum

21. Ürün bilgisine hızlı ulaşabildiğim için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

22. Ürünlerini/hizmetlerini tavsiye edeceğim bir marka olduğu için takip ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

23. Markanın dönemsel kampanyalarından/indirimlerinden haberdar olmak için takip ederim

Mark only one oval.

kesinlikle katılmıyorum 1 2 3 4 5 kesinlikle katılıyorum

24. Instagram'ın "keşfet" bölümünde markanın story paylaşımı olduğu için takip ederim

Mark only one oval.

kesinlikle katılmıyorum 1 2 3 4 5 kesinlikle katılıyorum

25. Bu marka ihtiyaçlarımı karşılar

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

Bölüm 2

Bu bölümde, Instagram’da takip ettiğiniz bu markanın paylaşımlarını neden beğendiğinizi (like) '1=Kesinlikle Katılmıyorum', '5=Kesinlikle Katılıyorum' şeklinde cevaplayınız.

26. Markanın paylaştığı görseller ilgimi çektiği için beğenirim

Mark only one oval.

1 2 3 4 5

kesinlikle katılmıyorum ☐ ☐ ☐ ☐ ☐ kesinlikle katılıyorum

27. Bu markanın ürünlerini/hizmetlerini kullanmayı istediğim için beğenirim

Mark only one oval.

kesinlikle katılmıyorum 1 2 3 4 5 kesinlikle katılıyorum

28. Markanın paylaştığı dönemsel kampanyalarından/indirimlerinden yararlanmak için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

29. Bu markanın ürünlerini/hizmetlerini tavsiye edeceğim için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

30. Markanın ürünleri/hizmetleri kişisel zevkime uyduğu için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

31. Markanın paylaşımlarını arkadaşlarım beğendiği (like) için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

32. Markaya sadık olduğum için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

33. Markanın paylaşımlarının özgün olduğunu düşündüğüm için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

34. Markanın paylaşımında çok sayıda beğeni gördüğüm için beğenirim

Mark only one oval.

1 2 3 4 5

kesinlikle katılmıyorum ☐ ☐ ☐ ☐ ☐ kesinlikle katılıyorum

35. Satın almayı düşündüğüm bir marka olduğu için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

36. Markanın paylaşımlarının dikkat çekici olduğunu düşündüğüm için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

37. Markanın sunduğu ödülleri kazanmak için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

38. Arkadaşlarımla neleri beğendiğimi (like) görmelerini istediğim için beğenirim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

39. Bu marka ihtiyaçlarımı karşılar

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

Bölüm 3

Bu bölümde, takip ettiğiniz (follow) ve paylaşımlarını beğendiğiniz (like) markanın ürünlerini/hizmetlerini satın alma niyetinizle ilgili soruları, '1=Kesinlikle Katılmıyorum', '5=Kesinlikle Katılıyorum' şeklinde cevaplayınız.

40. Bu markanın ürünlerini/hizmetlerini yakın zamanda satın almaya niyetliyim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

41. Bu markanın ürünlerini/hizmetlerini satın almak için online araştırma yaparım

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

42. Bu markanın websitesini ziyaret ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

43. Bu markanın ürünlerini başkalarına da tavsiye ederim

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

44. Bu markanın paylaşımlarının altına yorum yazarım

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

45. Bu markanın paylaşımlarını başkalarıyla paylaşırım (repost)

Mark only one oval.

	1	2	3	4	5	
kesinlikle katılmıyorum	☐	☐	☐	☐	☐	kesinlikle katılıyorum

46. Takip ettiğim (follow) ve paylaşımlarını beğendiğim (like) bu markanın ürününü/hizmetini satın aldım

Mark only one oval.

- ☐ evet
☐ hayır

Bölüm 4

47. Instagram'ı hangi amaçla veya amaçlarla kullandığınızı, en önemli 3 tanesi olacak şekilde seçiniz.

Check all that apply.

- ☐ kişisel fotoğraf paylaşımları
☐ iş hesabı paylaşımları
☐ reklam verme
☐ kişisel blog
☐ marka takibi
☐ çeşitli kampanyaları takip etme
☐ Other: _____

48. Ne kadar süredir Instagram kullanıyorsunuz?

Mark only one oval.

- ☐ 1 seneden az
☐ 1-3 sene
☐ 4-5 sene
☐ 6 sene ve üzeri

49. Instagram'da takip ettiğiniz kişi sayısı

Mark only one oval.

- ☐ 100'den az
☐ 100-300
☐ 301-500
☐ 500'den fazla

50. Instagram'daki takipçilerinizin sayısı

Mark only one oval.

- ☐ 100'den az
☐ 100-300
☐ 301-500
☐ 500'den fazla

51. 1 günde Instagram'da ne kadar vakit geçiriyorsunuz? (profil sayfanızdan ayarlara girip 'hareketlerin' (your activity) kısmından görebilirsiniz)

Mark only one oval.

- ☐ 1 saatten az
☐ 1-3 saat
☐ 3 saatten fazla

52. Yaşınız

53. Cinsiyetiniz

Mark only one oval.

- ☐ kadın
☐ erkek

54. Eğitim durumunuz

Mark only one oval.

- ☐ lise
☐ üniversite
☐ yüksek lisans
☐ doktora

55. Aylık geliriniz

Mark only one oval.

- ☐ 1000 TL'den düşük
- ☐ 1000-3000
- ☐ 3001-5000
- ☐ 5000 TL üzeri