

The Impact of Social Media on Consumer Perception in Turkey¹

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Abstract: The study aims to examine the impact of social media on consumer perception and behavior in Turkey. Today, it is observed that shopping patterns have changed significantly with intense technological developments. With the invention of the Internet and the telephone, consumer perception has become more different. Different perception behaviors have emerged such as spending most of their time on the internet and on the phone, different social media applications during the day, different experiences and complaints of consumers, and whether they are satisfied with the products they buy. As a result of the development of communication technologies, consumers, who have a perception of two-way communication, play a role in the dissemination of information as well as in obtaining information. For this reason, the perception of social media has become an important component in terms of consumption habits. In this study, it was aimed to determine whether social media has an effect on different applications and consumer behavior perception in Turkey. In order to reach an accurate result of the research, a questionnaire was prepared with 170 participants. The survey data were analyzed with the help of SPSS, 24 programs. According to the data of the study, the various social media programs, in the way of displaying various products, positively affected consumer perception.

Keyword: Social Media, Social Media Applications, Consumer Perception

JEL Classification: L82

1. Introduction

Adults constitute 25% of the world's population, as we note that they are the generation that communicates the most and uses social media. They are the generation that rejected brands and also avoided long-term commitments. They are considered children of the digital age. Their instinct is to browse and compare everything they see (Kendrick, 2017). Today, in which different technological developments are experienced, communication tools have an important place in our

¹ This research study is derived from the thesis study "The Impact Of Social Media On Consumer Perception In Turkey"

lives in various fields and have become an inseparable part of human life, As a large proportion of the world's population uses various social networking programs such as Facebook, Instagram and Twitter on a daily basis. Within this program, people using these programs meet with different products and media influences, which influence consumer behaviors and perceptions. The great spread of social networks has contributed to a wide sharing of data, creating a wide environment of different information, Where we notice that many users of social networking programs visit their accounts several times a day And use it to evaluate the different information they get in their real life. Today, the percentage of people who create various informational content on social media is increasing, which contributes to influencing the perception and behavior of users of these sites (Taylor 2015). The research has included a survey study conducted in Turkey, in order to achieve the purpose of social media and consumer perception. For that 170 surveys are analyzed.

In the conclusion section, the research was concluded by analyzing the data according to the survey study.

2. Theoretical Framework

2.1 Social Media

It is observed that the commercial contributions made by large businesses, social media is an extremely important, even radical concept. Any company seeking to gain a competitive advantage in the market or to gain knowledge through knowledge or effectiveness uses this concept in the appropriate context (Paquette 2013, p. 1). To facilitate communication and close social interaction between people on a global scale, social media has been used in the first decade of the new millennium. Social networking sites, as defined by Kim and others, are websites that facilitate the formation of mini-communities within different social media and the sharing of different types of content by the user (2010, p. 216) . O'Reilly (2006) brought an important commercial element to Web 2.0 by integrating shared intelligence that provides Web 2.0 users with many opportunities and content that users can contribute effectively to the platform (Dan (2011). Explains how and how social media networks are formed according to the internal configuration that is related to the content and social medi , In order to develop and support interaction and socialization, and the sharing of various information, the means of communication were one of the most unique and important social platforms, As shown in Figure 2. Attract more people and start conversations locally to use and distribute useful information with audiences in the media they interact with, but this makes a huge global impact.

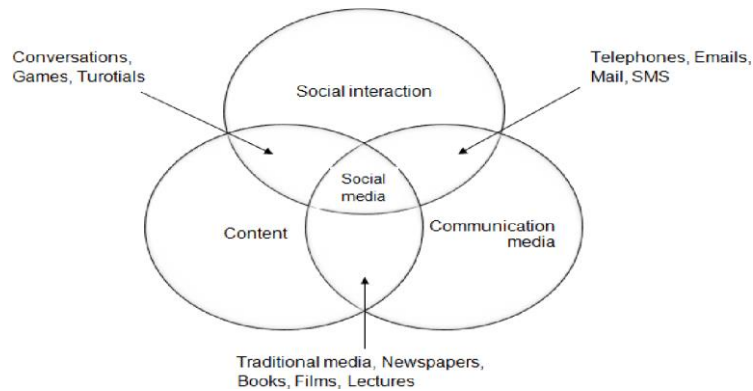


Figure 1.1 – Various Components of Social Media (Source: Dann & Dann, 2011)

There is a consensus in terms of the definition of compatibility with social media, as there was a consensus in the views between Safeco and Break (2009), Kaplan and Haenlein (2009), because the latter defined the means of communication as a different set of activities, practices and behaviors, which started the process of sharing between a group of individuals to share different types of information, and constitute through social communication, ideas and a virtual environment on the intranet. However, social media has improved the way people interact and communicate by allowing posting, helping out, and more (Mayfield, 2008).

2.2 Social Media Functionality:

Kietzmann et al. (2011) came up with a pattern that explains the structure and function of social media called the "honeycomb" of social media. It consists of seven building blocks with different tasks, explaining the activities and tasks of social media (Kietzmann et al., 2011; p. 58). These tasks are illustrated in Figure 1.2.

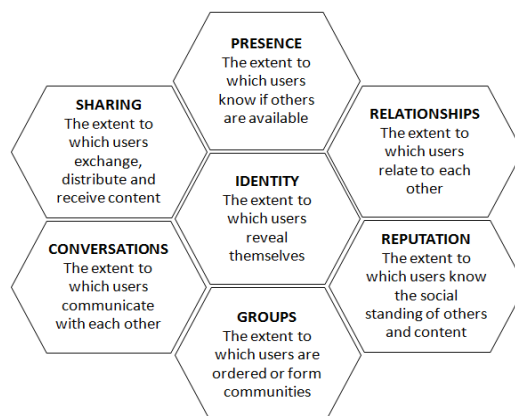


Figure 1.2 – Honeycomb of Social media (Souce: Kietzmann et al. 2011).

2.3 The Types of Social Media

In the discussion on the different categories of social media, five different types of social media focus on;

- Social Networking Sites,
- Social News,
- Media Sharing
- Blog,
- Microblogging

They all offer different features and experiences to individuals, groups, and organizations in their social media circles.

-Social networking sites,

Social Networking Sites (SNSs) are platforms through which individuals can connect with others, such as Facebook and MySpace. Social networking sites are, as Weinberg (2009, 149) put it, "general terms for sites used to connect users with similar backgrounds and interests". These platforms, in general, have a few things in common with most - (1) users can create public or semi-public, interactive and customized profiles within a limited system, (2) a suggested "friends list" with whom they share a link, and (3) can view and switch between their own lists of connections and those made by others within the system (Boyd and Ellison 2007, 211).

- Social news,

Social news and social networking sites like Digg, Reddit and Scoop. Likewise, it fits perfectly with the trend of the internet community. Social News not only allows its users to view news channels but also allows individuals to "post and vote on the web", but the primary value of the latter is to allow users to "collect interesting links that they find". They may want to visit (Zarrella, 2010, 103). These websites give people a feature whereby they can discover websites that many have discovered; In our time, some social media sites have changed the concept of newspapers and have become and are managed by "the wisdom of the masses" (Weinberg, 2009).

-Media-Sharing Sites

These media apps are programs that users can download and save as well as share many files and media and share various types of photos, music and videos with non-users. The opportunities to interact with these sites are endless, as these specific platforms in the social media space have always been strongholds of online communities, Contributed to providing subscribers with the creation of their own podcasts, by using a simple technology and sharing them in the same channel by subscribing. This is the

label that should highlight elements of the media sharing site. "Tags are words that are associated with content provide help defining them", making it clear that organizations need to define the meaning of search terms and concepts within search engines (Zarrella 2010, 81).

-Blogs

A blog It is considered an electronic magazine, in which there is some kind of system that manages the content, (CMS), Frequently maintained by an individual or group, with comments and ideas aimed at a wider audience (Safko and Brake 2009). Blogs play an important role in other social media marketing tools such as videos, hyperlinks, images, and the like) because they enable users to integrate them into platforms and posts; In addition, blogging software offers various social features such as comments, blog posts, trackers, and subscriptions (Zarrella 2010, p 9).

-Microblogging

Microblogging provides subscribers with the ability to send SMS messages via instant messengers, mobile phones, e-mail, or the network. For example, Twitter, launched in 2006, is one of the primary and most important microblogging, with over 140 million users and processing 1.6 billion queries per day as of 2012. (Twitter 2011).

2.4. Consumer Perception

O determine the quality of a product, consumers use different variables. A level of quality in the eyes of consumers. It may be of high importance to one consumer, but it may be as normal or as good as others. Number of consumers compare the apical to the level of product quality (Kotler 2001), so many consumers have questions about To consider if there is a correlation between the value, quality and price of the product, but in the absence of a product price, the higher price of the product is a reflection of the value and quality of the product. According to Gregory et al. (1995) many of the purchasing processes through which individuals gain knowledge about the environment and interpret that information. Of course, so it would be different and easier if everyone saw things as they are, and vice versa this process is true.

2.4.1. The Factors That Influence Consumer Perception

Many thinkers have offered different ways and theories to explain the purchase made by a consumer. The theories proposed by the thinkers have influenced the creation of various classifications of factors and dimensions that affected the perception and behavior of the consumer. Factors known to influence consumers' purchasing decision include cultural factors, social factors, personal and psychological factors, and

marketing mix (Chambers, 2020). In this section, we will explain the various factors that influence consumer behavior and perceptions in detail below.

-Cultural Factors

Branches from cultural factors, culture, micro-culture and the different social classes of consumers. Consumer culture aims at many of the basic values, aspirations and behaviors that members of society gain from their family, school, and the like from other institutions. Consumer culture aims at many of the basic values, aspirations and behaviors that members of society gain from their family, school, and the like from other institutions.

-Social Factors

The sub-basic elements of the social factor are related to different roles, status, age and life cycle within the family. Family members have a strong influence on consumer behavior and perceptions. It is noted by marketers with the roles and influence of husbands and wives and children. As people's buying patterns change over time, age and life cycle stage influence buyer behavior (Furaiji, 2012).

-Personal Factors

It includes personal factors, professional and economic situation and defense, it means a person who has a strong motivation and is ready to take the purchase action, and the economic situation and the person's work affects his behavior in the purchase of goods and services (Chambers, 2020).

-Psychological Factors

Among the components of psychological factors are behavior, cognition, and brand. Perception is one of the most important processes that drive a person in the buying process, through which consumers choose the desired products, organize them and interpret them in order to create a meaningful picture of the world (Ha, 2014).

- Perceived Price

The amount a consumer sacrifices to obtain a product is called the price (Zeithaml, 1988). Thus, there are two types of price, perceived and objective price. The first type of perceived price, in this type, the individual perceives the commodity based on its material value, i.e. quality, while the second, objective type perceives the real price of the commodity. (Ha, 2014: 340).

-Perceived Quality

According to Zeithaml (1988), the evaluation of excellence and superiority in services or products is quality. Where there are two categories of quality, quality and perception are two related elements, where the measurement of service quality is not limited to product quality only, In order to evaluate quality, the consumer measures the commodity on its physical characteristics, while the perception of quality, according to the characteristics of the product, takes the subjective impression of the product.

-Perceived Value

From one consumer to another the value of a product varies, sometimes some consumers see value as a high-quality product at a reasonable price, while others see value as having the right product for its intended use (Lussier, Hall, 2018: 211).

2.5. The Impact Of Social Media On Consumer Perception

Social media has affected the behavior and perception of the consumer with its features that differ from traditional means. Social networks with their various programs go through many stages of distributing and communicating with data, while the old means of communication, that is, traditional media, provide many (Chu, Kio, Kim: 2011). For example, information and data are disseminated through different scenarios of the brand via the Internet, or by providing consumers with brand data, or through demonstrations and consumer interaction via the intranet. Data from social networks may capture buyers' attention and curiosity (Hudson et al., 2016).

3. Methodology

The next section will explain how research was designed and conducted while supporting the methods and hypothesis.

3.1. Aim Of The Study

With the intellectual development in many scientific topics, including the topics of online purchasing and selling, the methods and effective methods differed in the ways of choosing the consumer. The development in the various means of communication that exist today, including Facebook, Twitter, Instagram, contributed greatly to reformulating the perception of the consumer to purchase goods and products through the intranet. Therefore, the subject of our research is related to consumer perception and the impact

of various social media on his behavior. Therefore, we asked many questions related to the topic of research, which we will explain below

3.2. Sampling Of Research

Data for this research were collected using Google Forms, an online application tool. The prepared questionnaire was distributed to 170 participants via e-mail and social media platforms. Between April 4 and May 5, 2022, participants were asked to fill out the questionnaire. The snowball approach is used by asking respondents to share the survey with their networks on social media. In this way, required number of wanted people in a short period of time can be collected.

3.3. Research Model

By developing the proposed research model, combining the current study, the literature reviewed, and the information gathered after the previous discussion, Turkey aims to gain a good understanding of social media use and consumer buying behavior. In this study, an online questionnaire was used to obtain information by sharing over social media networks.

3.4. Hypotheses

These hypotheses were determined to analyze the different practices of social media in Turkey and its impact on consumer purchasing behavior and perception, in relation to the population of different cities within Turkey and especially Istanbul.

- H1: What is the rate of participants' use of social networking sites?
- H2: Is there a significant relationship between gender and social media purchasing behavior?
- H3: Is there a significant relationship between gender and the level of interest in social media?
- H4: Is there a significant relationship between gender and the duration of using social media?

3.5. Data Collection Method

A questionnaire is used to collect data for this study. A systematic approach to questionnaire development was examined. When creating a standard questionnaire, three basic needs, challenges, opportunities and decisions were taken into account,

respectively. There were 17 questions carefully crafted to enable participants to understand the questions and answer them clearly. This contributes to the collection of reliable, transparent and appropriate responses from the participants. The survey was revised from 09rd to 22th April 2022, during which sections were restructured and numerous questions were rewritten to provide respondents with new response options. Information was collected between the end of 5th–18 Mayst. Respondents were asked to fill out an anonymous English questionnaire that was sent to them via social media posts. In the first part, the participants who volunteered to participate in the study were informed about the scope and objectives of the study.

It is aimed how online, media applications are affected in different applications used by daily lives, different videos, advertisements, etc. they are watched. In our daily lives, there are intense social media users between different countries in the world. Social media, between a country, in Turkey, users of social media, different applications, FACEBOOK, INSTAGRAM, TWITTER, Various social media subscribers, research focuses on information and data.

3.6. Questionnaire Structure

Table 1 below shows the references used to adapt the required scales, as well as the number of questions to measure the variables of the study.

Table 1. Questionnaire structure

Number	Variables	Number of questions	References
1	Using social media	1–10 (10)	(Smith, PR & Zook, Z. 2011). (Soloman, M.; Bamossy, G. & Askegaard, S. 2002).
2	Shopping on social media	9&12(2)	(Weber, L. 2009).

4. Method of the Research

Percent–frequency analysis was applied to examine the distribution of answers given to the survey questions within the scope of the research. Chi–square analysis was used to examine the relationships between gender and reading feedback, immediate purchasing, duration of using social media, and level of interest in social media. Data

were analyzed using the IBM SPSS 24.0 statistical package program. $p < 0,05$ values were considered statistically significant.

4.1. Results

Table 1. Distribution of participants by demographic characteristics

		Frequency	Percent
Gender	Female	96	56,5
	Male	74	43,5
Age	18-25	48	28,2
	26-35	62	36,5
	36-45	33	19,4
	46-55	16	9,4
	>55	11	6,5
Income in TL	<2600	14	8,2
	2700-3500	23	13,5
	3600-5500	55	32,4
	5600-7500	51	30,0
	7600-10000	21	12,4
	>10000	6	3,5
Your education	Senior high school	10	5,9
	College	46	27,1
	Master	66	38,8
	PHD	15	8,8
	Other	33	19,4
Your occupation	Student	40	23,5
	Employed	64	37,6
	Unemployed	12	7,1
	Business owner	28	16,5
	Other	26	15,3

When the table is examined, it is understood that 56,5% of the participants are female and 43,5% are male. Majority of the participants are in the 18-25 (28,2%) and 26-35 (36,5%) age groups. Majority of the participants have 3600-5500 TL (32,4%) and 5600-7500 TL (%30) monthly income. A large proportion of the participants education level is master degree (38,8%). 37,6% of the participants stated that they were employed.

Table 2. Distribution of social media platforms used by participants

		Frequency*	Percent
Which of these social media application that you use frequently?	Facebook	78	18,0
	Youtube	111	25,6
	Instagram	127	29,3
	Twitter	81	18,7
	Telegram	37	8,5

* This question has multiple answers.

When the table is examined, it is understood that the participants use Instagram (29,3%), Youtube (25,6%), Twitter (18,7%), Facebook (18%) and Telegram (8,5%) more frequently, respectively.

Table 3. Distribution of the answers given by the participants to the questions about social media

		Frequency	Percent
Do you use social media?	No	7	4,1
	Yes	163	95,9
How often you use social media?	Always	88	51,8
	Sometimes	50	29,4
	Rarely	16	9,4
	Every once in a while	16	9,4
How much time do you spend using social media?	15- 30 minutes	13	7,6
	30- 1 hour	32	18,8
	1 hour- 2 hours	73	42,9
	More than 2 hours	52	30,6
How would rate your interest in social media?	Not at all interested	2	1,2
	Not very interested	24	14,1
	Neutral	41	24,1
	Somewhat interested	56	32,9
	Very interested	47	27,6

When the table is examined, it is understood that 95.6% of the participants use social media. A large proportion of the participants stated that they "always" use social media (%51,8). Participants mostly use social media for 1 hour-2 hours. A large proportion of the participants stated that they were interested in social media at the "Somewhat interested" level (32,9%).

Table 4. Distribution of preferred contents on social media

		Frequency*	Percent
What are your preferred contents you usually follow in social media?	Arts	50	8,2
	Literature	72	11,9
	Fashion	80	13,2
	Sports	77	12,7
	Influencers	91	15,0
	Celebrities	94	15,5
	Retails	56	9,2
	Others	87	14,3

* This question has multiple answers.

When the table is examined, it is understood that the participants mostly use social media to follow content such as Celebrities (15,5%), Influencers (15,2%), Fashion (13,2%), Sports (12,7%) and Literature (11,9%).

Table 5. Examining the impact of social media on consumer perception

		Frequency	Percent
Before I purchase any product, I make sure to read the feedbacks about that product in social media.	Strongly agree	8	4,7
	Agree	13	7,6
	Neutral	32	18,8
	Disagree	57	33,5
	Strongly disagree	60	35,3
When I see a product that being used by a celebrity or an influencer, I feel encouraged purchasing it immediately	Strongly agree	29	17,1
	Agree	35	20,6
	Neutral	48	28,2
	Disagree	37	21,8
	Strongly disagree	21	12,4

When the table is examined, it is understood that the majority of the participants answered the question "Before I purchase any product, I make sure to read the feedbacks about that product in Social media" as "Disagree" (%33,5) and "Strongly disagree" (%35,3). The majority of the participants answered the question "When I see a product that being used by a celebrity or an influencer, I feel encouraged purchasing it immediately" as "Neutral" (%28,2) and "Disagree" (%21,8).

Table 6. Distribution of the answers given by the participants to "Which is the following statements describes you the most?"

		Frequency	Percent
Which is the following statements describes you the most?	Either the comments were negative or positive; it doesn't affect my buying perception.	54	31,8
	If most written feedbacks on a certain product were negative, I don't purchase that product.	55	32,4
	If most written feedbacks on a certain product were positive, I do purchase that product.	61	35,9

When the table is examined, 31,8% of the participants answered question "Which is the following statements describes you the most" as "Either the comments were negative or positive; it doesn't affect my buying perception.", %32,4 as "If most written feedbacks on a certain product were negative, I don't purchase that product." and %35,9 as "If most written feedbacks on a certain product were positive, I do purchase that product."

Table 7. Distribution of the answers given by the participants to "Which one of these criteria concerned you the most when it comes to credibility of brand image?" question

		Frequency*	Percent
Which one of these criteria concerned you the most when it comes to credibility of brand image?	When a page has more than 1 Million followers	55	22,6
	When the brand is famous	142	58,4
	When a lot of influencers are following the brands pages on social media	46	18,9

* This question has multiple answers.

When the table is examined, 22,6% of the participants answered question "Which one of these criteria concerned you the most when it comes to credibility of brand image?" as "When a page has more than 1 Million followers", %58,4 as "When the brand is famous" and %18,9 as "When a lot of influencers are following the brands pages on social media."

Table 8. Distribution of the answers given by the participants to the survey questions

		Frequency	Percent
When you purchase a product how often you make sure to share your feedback on social media?	Never	15	8,8
	Every once in a while	34	20,0
	Rarely	21	12,4
	Sometimes	66	38,8
	Always	34	20,0
Short advertisements posted in social media by some brands are attractive?	Strongly agree	16	9,4
	Agree	23	13,5
	Neutral	51	30,0
	Disagree	52	30,6
	Strongly disagree	28	16,5

When the table is examined, majority of the participant (%38,8) answered question “When you purchase a product how often you make sure to share your feedback on social media?” as “Sometimes.” Majority of the participant answered question “Short advertisements posted in social media by some brands are attractive?” as “Neutral” (%30) and “Disagree” (%30,6).

Table 9. Examining the relationship between reading feedback and gender

		Gender		Total	Chi-square	p	
		Female	Male				
Before I purchase any product, I make sure to read the feedbacks about that product in social media.	Strongly agree	f	2	6	12,48	0,014*	
		%	2,1	8,1			
	Agree	f	3	10			13
		%	3,1	13,5			7,6
	Neutral	f	16	16			32
		%	16,7	21,6			18,8
	Disagree	f	36	21			57
		%	37,5	28,4			33,5
	Strongly disagree	f	39	21			60
		%	40,6	28,4			35,3
	Total	f	96	74			170
		%	100,0	100,0			100,0

*p<0,05

When the table is examined, there is a significant relationship between reading feedback and gender ($p < 0,05$). The tendency of men to read feedback was found to be higher. The rate of reading feedback from female was found to be lower.

Table 10. Examining the relationship between immediate purchasing and gender

		Gender		Total	Chi-square	p	
		Female	Male				
When I see a product that being used by a celebrity or an influencer, I feel encouraged purchasing it immediately	Strongly agree	f	9	20	18,82	0,001*	
		%	9,4	27,0			17,1
	Agree	f	14	21			35
		%	14,6	28,4			20,6
	Neutral	f	33	15			48
		%	34,4	20,3			28,2
	Disagree	f	24	13			37
		%	25,0	17,6			21,8
	Strongly disagree	f	16	5			21
		%	16,7	6,8			12,4
	Total	f	96	74			170
		%	100,0	100,0			100,0

*p<0,05

When the table is examined, there is a significant relationship between immediate purchasing and gender ($p < 0,05$). The tendency of men to immediate purchasing was found to be higher. The rate of immediate purchasing from female was found to be lower.

5. Conclusion

The use of social media in Turkey has diverse effects on consumer perception, similar to other countries. Alongside significant technological advancements, people appear to be increasingly focused on online shopping for various products, utilizing the internet and social media on different platforms. In fact, these developments, different social media platforms, human psychology, and social perception have influenced consumer behavior. Research findings indicate that 95.6% of individuals incorporate social media into their daily lives. The most preferred products among consumers are mostly researched on the internet, and consumers follow social media accounts for this purpose. It is observed that Instagram is the most widely used social media platform by consumers in Turkey. Instagram has the greatest impact on consumer behavior perception. The product used by the consumer, social media influencers, and the perception behaviors of other users are all influenced. Positive comments regarding any product significantly impact consumer perception. Analyzing the gender variable specifically, it has been determined that there is a difference in consumer behavior before purchasing, and companies should differentiate their strategies based on gender.

Similar to the age variable, taking into account gender and identifying common factors that affect both genders, companies continue their marketing activities. Brand, trust, and the number of followers positively affect consumer perception. Men tend to exhibit lower consumer perceptual behavior compared to women, as men tend to make immediate purchases while women behave oppositely. Men tend to use social media platforms more than women, whereas women pay more attention to the content on social media platforms. Consequently, it is evident that e-marketing has become a crucial aspect for both companies and consumers with the tremendous development on social media platforms. As a result of the study, the following suggestions are recommended to businesses and institutions: The frequency of using social media tools, from most to least used, is as follows: microblogs, media sharing sites, forums, dictionaries, social networks, wikis, advice and review sites, daily deals sites, social bookmarking sites, and blogs. Considering this demand, companies should focus on and develop their market priorities on these channels. Another finding arising from the analysis of pre-purchase behavior is that consumers are uncertain about the attractiveness of social media platforms, which affects their purchasing behavior. In this context, companies should utilize social media sites more effectively and enhance their attractiveness. Analyzing the gender variable specifically, it has been determined that there is a difference in consumer behavior before purchasing, and companies should differentiate their strategies based on gender. Similar to the age variable, taking into account gender and identifying common factors that affect both genders, companies continue their marketing activities. This study investigates the relationship between consumer perceptions, comparing the behaviors of communication tool users, methods of selecting communication tools, and the influences present in various social programs. The study assists large companies, for whom e-commerce has become a significant global resource, in estimating trends, possibilities, and being aware of potential future activities and consumption levels, as well as methods of influence. This study focuses on several social groups utilizing the internet and various social media platforms for electronic purchases. It contributes useful data and information to researchers, students, and academics. The sample in this study, like other online surveys, only includes individuals willing to answer the study's questions, leading to limitations. Additionally, due to the unknown mental states and moods of participants, the consistency of appropriate responses may not be accurate. Another limitation of the study is the direction of the testing approach. Since reaching the entire population under study was challenging, an appropriate sampling strategy was employed for sample composition. Nevertheless, the sample cannot be representative of the entire population, and generalization is not permitted.

Consumer perception plays a crucial role in establishing a connection between consumers' interests and their actual purchase decisions. This study recognizes and integrates various marketing tools that influence consumer perception. While promotional and door-to-door marketing have a greater impact than social media, the positive outcomes of social media indicate that it will gain more influence in the future. Social media proves to be a valuable and advanced marketing technique for organizations to promote their brand and raise awareness among customers. To enhance brand awareness, companies should create social media groups and home pages to specifically target consumers and effectively shape their perception of products. Through social media marketing, companies can attract more consumers, particularly those who actively contribute and engage in discussions, leading to product innovation based on consumer demands. Additionally, social media marketing builds long-term trust and perceived value, increasing the likelihood of consumers purchasing a company's products when the need arises. Active engagement on social media platforms has a greater influence on consumer perception as people tend to favor new, distinctive, and innovative offerings. Leveraging social media's built-in tools, such as sending messages and regular newsletters containing the latest information on new products, helps promote and create awareness among consumers. Meeting consumers' needs and fostering their satisfaction should be a priority for companies, achieved by communicating and listening to them attentively. Providing care and services, such as problem-solving, accepting suggestions, feedback, and promptly addressing queries, are effective ways to strengthen the relationship between consumers and companies on social media platforms.

In the future study, it may be useful to have direct conversations with influential individuals to examine the impact of ongoing technological advancements and social media platform developments on consumer behavior. Further research could also explore the various levels of consumer interaction on social media. Using different scales and comparing the results to those obtained in this study could also enhance the research topic. Furthermore, examining different consumer groups with varying socio-demographic characteristics may yield a more comprehensive understanding of the correlation between social media usage and purchase intentions across different customer categories.

In summary, social media has become a crucial means of communication between businesses and consumers, and it requires a customized approach that reflects the company's strategic

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