Instagram Marketing on Consumer Buying Behavior: A Survey on Starbucks in İstanbul

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Abstract: Nowadays, there has been a significant and prominent change in societies and communities due to social networks, which serve as bridges to connect consumers. The main objective of this research is to analyze the impact of Instagram marketing on consumer buying behavior with a case study of Starbucks in Türkiye. The data was gathered through online questionnaires with an unlimited population and a sample size of 385, which was calculated by Cochran's sampling formula. As a result, the correlation test has been test among the variables that proved the significant relationship among the dependent variable and independent variable (Social Media marketing, Trust, Perceived Useful Information). A linear regression test was done to understand the effectiveness of one variable on another. However, the data proved that trust is the factor that affects the consumer buying behavior the most while making a purchase decision. In summary, according to research findings and literature review there is a positive significant relationship between Instagram marketing and consumer buying behavior, as they want to buy Starbucks products in Türkiye.

1. Introduction

The value of visual content is one way Instagram marketing influences consumer purchasing behaviour. Instagram is a visually appealing and engaging platform that allows businesses to display the goods or services. High-quality images and videos may attract the attention of consumers, elicit desire, and impact their purchasing decisions.

Furthermore, Instagram provides a variety of capabilities that allow businesses to efficiently engage with the people they want to reach. Businesses may promote a sense of authenticity and trust by sharing behind-the-scenes content, product

demonstrations, and client testimonials via features like Instagram Stories. This can have a favourable effect on customer purchasing behaviour by increasing brand loyalty and encouraging repeat purchases.

Moreover, influencer marketing on Instagram has grown to be a popular approach for firms to reach their target demographic. Collaborating with influencers that have a huge following and have the same values as the business can have a substantial impact on customer behaviour. People with influence can advocate items or services, deliver reviews, and share personal experiences, all of which can impact the purchasing decisions of their followers.

Impulse buying refers to the behavior of consumers making unplanned purchases when exposed to attractive stimuli. This behavior has always existed but has become more prevalent in the current social networking environment. Online impulse buying has increased due to the convenience of e-commerce, which eliminates traditional physical shopping constraints, such as limited store hours and travel time. Additionally, social media influencers can influence online impulse buying, with Instagram being a popular platform for this activity. Instagram's photo-sharing and video-sharing features make it ideal for such activities (Neti, 2011).

Instagram is a popular social media platform that allows users to share their photos and videos. It has surpassed its competitors and has become one of the most successful social networks, according to Djafarova & Rushworth (2017). With the advancement of smartphone technology, more people are using their smartphones instead of personal computers, resulting in the rapid growth of social networking for smartphones. The current number of monthly active users on Instagram is over 2.35 billion, and it is expected to reach over 2.5 billion by the end of 2023. Instagram had over 1 billion monthly active users in April 2019, up from 90 million in January 2013. It ranks sixth in terms of success among social networks after Facebook, YouTube, WhatsApp, Facebook Messenger, and WeChat, according to Statista (2023).

The popularity of Instagram has also drawn the attention of businesses and brands that are active on this social media platform. A good example is Starbucks, a global chain of coffee shops with 17.9 million followers on Instagram. Starbucks is a large brand that effectively uses Instagram to strengthen its message and engage with its fans by sharing attractive pictures of its products and creating visually appealing content that reinforces its brand identity.

Marketers face the challenge of determining the most effective approach to advertising and enhancing their marketing strategies to impact their consumers. Instead of direct advertising, marketers employ various techniques, including influencer marketing, content marketing, and product placement, to influence customers (Johansen & Guldvik, 2017). Korotina and Jargalsaikhan (2016) propose three methods of promoting products on Instagram: product placement, discount offerings, and advice-giving. Nonetheless, the product placement approach is deemed to be more efficient by Althoff (2017). This research aims to find out the impact of Instagram marketing on consumer buying behavior with a case study of Starbucks in İstanbul.

2. Literature

2.1. Marketing Communication Mix

The marketing communication mix is a set of advertising, Public Relation, Selling, Selling promotion, Interactive Marketing etc that businesses utilise to meet their marketing aims. It is directly in charge of providing your advertising message across numerous methods of communication.

2.1.1. Advertising

Advertising is the process for marketing a product, service, or concept using various kinds of communication to attract and persuade potential customers or target audiences. It is a marketing approach aimed at raising awareness, generating passion, and eventually driving the purchase or desired action. Television, radio, print media (newspapers, magazines), online platforms (websites, social media), outdoor billboards, and other mediums can all be used for advertisement. The goal of advertising is to strategically communicate to potential consumers the benefits and unique selling propositions of a product or service in order to influence their behaviour and choice-making process.

2.1.2. Public Relations

The process of managing communication between an organisation or individual and the general public is known as public relations (PR). It entails creating and sustaining a positive public image, reputation, and relationship through numerous communication channels. Public relations experts seek to impact public opinion, establish credibility and confidence, and foster mutual understanding between an organisation and its target audience. They create public opinion and improve the organization's reputation using techniques such as media relations, social media management, crisis communication, event planning, and community involvement. The ultimate purpose of

public relations is to establish a favourable public perception and improve the business or individual's comprehensive public image.

2.1.3. Selling

The process of influencing or enticing someone to buy a product or service is referred to as selling. It entails presenting a product's or service's qualities, benefits, and intrinsic worth from a way that satisfies the wants and desires of the target consumer. Making a proposal, overcoming objections, negotiating conditions, and closing the sale are all examples of selling strategies. The goal of sales is to create income and build long-term connections with clients.

2.1.4. Sales Promotion

Sales promotion is a marketing approach that aims to increase the sales of a product or service by providing customers with incentives or discounts. It entails a variety of advertising efforts and strategies, including as providing coupons, free samples, contests, loyalty programmes, special discounts, limited-time deals, and other incentives to attract people to buy. The purpose of marketing for sales is to create enthusiasm, curiosity, and immediate sales for a product or service. It is often a short-term approach used in conjunction with other marketing initiatives to attain certain sales goals.

2.1.5. Interactive Marketing

Interactive marketing is a sort of method of advertising that involves the target audience's active participation and interaction. It concentrates on establishing two-way communication between the company and the customer, enabling personalised and engaging experiences. This can be accomplished via a variety of channels, including websites, social networking sites, mobile apps, and interactive marketing.

Customers are encouraged to participate in the marketing process by providing feedback, sharing thoughts, and making informed decisions through interactive marketing. It makes use of technology and digital tools to create immersive and engaging experiences that both draw in and hold customers. Interactive marketing strategies include internet-based tests, surveys, chatbots, participatory films, social media contests, and augmented reality experiences. These strategies enable consumers to actively participate in campaigns, resulting in improved brand exposure, customer loyalty, and, ultimately, increased revenues.

2.2. Social Media Marketing

Both large and small businesses needed to be on social media to attract customers. Social media's widespread adoption, entry into every home, and rise in daily users who use it as a routine in 2014's Constantinides. Since social media is the only way to reach a large portion of the population, both large and small businesses can use it to market their products and connect with customers. Social media makes it easier for customers to communicate with businesses and strengthens customer-corporate marketer relationships. All of the above can improve the purchasing process, but the consumer is most important. Social media presence also helps businesses track customers, meet their needs, measure their interactions, and influence their behavior to meet marketing goals (Assaad & Gómez, 2011). Social media marketing involves posting content on various social media channels that promotes our products and makes it easier for customers to find the information they need. Internet marketing like this supports email and online advertising campaigns (Barefoot & Szabo, 2010). Social media is a set of digital technologies that allow users to send and receive text, picture, and digital content. Twitter, Instagram, and Facebook. Marketers can use videos, images, etc. to interact with consumers. Social media are digital environments that people use daily to communicate (Appel et al., 2020). Social media marketing is the process of promoting products, services, or brands through social media platforms and engaging with a target audience. It entails developing and publishing material on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube in order to raise brand awareness, drive website traffic, generate leads, or accomplish additional advertising goals. Publishing and disseminating articles, photos, videos, and stories; engaging with followers through comments, likes, and shares; running paid advertising campaigns; monitoring and analysing metrics and insights; and carrying out strategies to grow a brand's social media after and increase involvement are all examples of online advertising activities.

2.3. Instagram Marketing

Industries and businesses use online marketing on social media due to its wide reach. Vinaika and Manik (2017) claim that brands and individuals are increasingly using online marketing to promote their products and services. Since the social media trend of the 21st century began, these businesses had used several social media platforms to communicate and market before Instagram arrived in 2010. Small and large businesses are using Instagram to market and sell their products. Instagram gives businesses a free and fun way to interact with customers. Due to its constantly

evolving visual features like reels, IGTV, and carousels, Instagram continues to attract businesses to market their products creatively.

Instagram has become a marketing trend because it targets the right audience and lets users communicate through interactive Images, Videos, Stories, and Reels with creative captions. Feedback tools also collect customer feedback through likes and comments. These brands allow customers to comment and discuss. These features make Instagram popular for brand marketing and customer engagement. As its popularity grows, reports claim that 71% of US businesses use Instagram for business. 75% of Instagram hashtags are brand-related, according to the same study. Over 80% of businesses consider Instagram engagement the most important metric for online marketing success. Social bakers (2018) found that brands can generate 4 times more interactions on Instagram than on Facebook. Instagram engagement—likes, comments, and shares—measures user interest in content. Instagram has a high engagement rate due to its visual nature and content creation options.

Instagram's visual strategy makes it different from other social media platforms and helps businesses promote their products and services. Instagram marketing works because "a picture is worth a thousand words." Because Instagram can edit product images, Herman (2014) claims it can lower brand design costs.

Sanchez (2020) found that one-third of Instagram users have made purchases, demonstrating the platform's potential to help businesses attract new customers. Instagram also lets brands and companies naturally grow their followings and popularity through interactions and content sharing. Sanchez (2020) claims Instagram has 84 times more brand interactions than Twitter and 10 times more than Facebook. Businesses can also use Instagram potential data. Sanchez (2020) claims that Instagram is a low-cost, low-risk marketing platform for businesses.

2.4. Consumer Buying Behavior

Many competitive organizations started to emerge in most commercial fields in the 1950s of the 20th century, following the end of the Second World War and the scientific renaissance that the business and economics world witnessed. Thus, the idea of marketing products changed from being solely about using a sales force to persuade customers to buy the company's goods to an effort focused on fulfilling customers' needs with benefits that other businesses do not offer (Solomon, 2012). The businesses understood that segmenting the market according to consumer needs and preferences is advantageous for them. And that the foundation of the

organization's marketing plans and strategies is focused on this need of the consumer. This division led to the emergence of many contemporary marketing concepts at the time, including consumer loyalty, customer satisfaction, tracking post–purchase behavior, and product evaluation. Numerous consumer behavior studies have revealed that consumers are complex individuals whose actions are influenced by a wide range of internal and external factors. Studying each of these elements, from product design to distribution and promotion, is necessary to win his loyalty.

Different consumer markets exist; some are homogeneous and others are heterogeneous. Consumer behavior, which is primarily based on the products and services that consumers require to satisfy their needs and fulfill their desires, is what determines this homogeneity. The idea of segmenting the market based on consumer behavior came about because it is sometimes possible to find that consumers' tastes and desires are consistent in some products, such as fish or plant–based foods, but not in others, such as automobiles or mobile phones.

2.4.1. Howard–Sheth Model

Another prominent model called Howard–Sheth model which was developed by Howard and Jagdish Sheth in the 1960s. This model has a great influential on the consumer buying decision and how the consumer make a purchase decision. It mostly focuses on the stages that consumers make a purchase decision. following are the key stages based on the Howard–Sheth Model: (Howard, Jagdish, 1960).

Input variables: All the external factors that can influence the consumer purchase decision such as marketing, consumer personal characteristics, personal and social influence.

Perceptual and learning constructs: It includes how the consumers perceive and learn about the product or brand.

Emotional state and motivational constructs: factors that can influences the consumer's Needs, motivational and emotional are coming in this stage,

Decision process: Based on the involvement level in the decision the consumer makes the decision.

Output Variables: The final decision about the choice of a particular product or brand, the level of satisfaction, and the likelihood of future brand loyalty is being made in this stage.
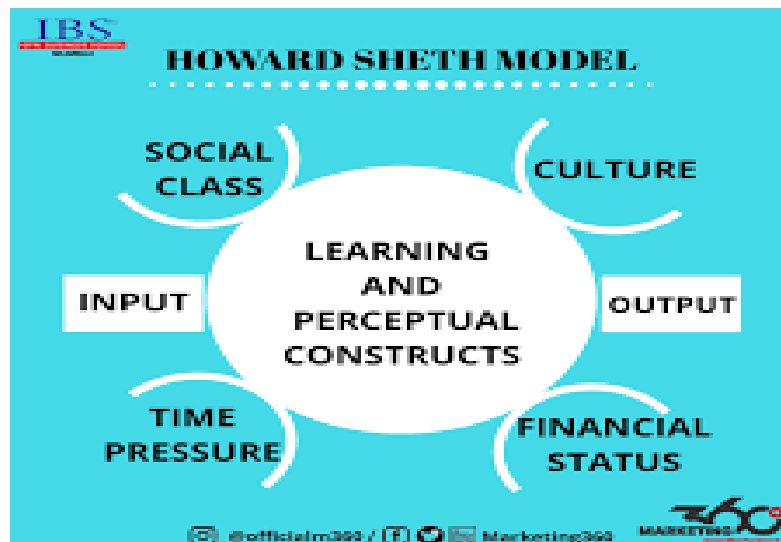

Figure 1. Model Howard Sheth Model
Source: *Journal of Marketing Research* (Hunt, S. D., & Pappas, J. L. (1972).

2.4.2. EKB Model

The Engel–Kollat–Blackwell (EKB) Model, developed in 1968, explains consumer purchasing decisions. It comprises six key components.

Information Processing: How consumers collect and interpret information.
Decision Making: How consumers evaluate alternatives and progress through decision stages.

Outcomes: Examining post-purchase satisfaction and brand loyalty.

Psychological Variables: Considering attitudes, motivations, and perceptions.

External Influences: Recognizing social, cultural, and marketing factors.

Individual Differences: Accounting for variations in consumer behavior.

EKB provides a comprehensive framework for understanding dynamic consumer decision-making, influenced by external factors and individual psychology. It has

significantly impacted consumer behavior and marketing, contributing to the development of related models and theories. It's a valuable tool for analyzing consumer decision processes J. Zhang, Y. Xue, F. Wen (2020).

How well a buyer perceives and responds to stimuli depends on his personality traits. Second, the buyer's characteristics affect the way the buyer makes decisions. As seen in the figure, cultural, social, personal, and psychological traits have a big impact on what consumers choose to buy. Marketers must take these factors into consideration even though they generally have no control over them.
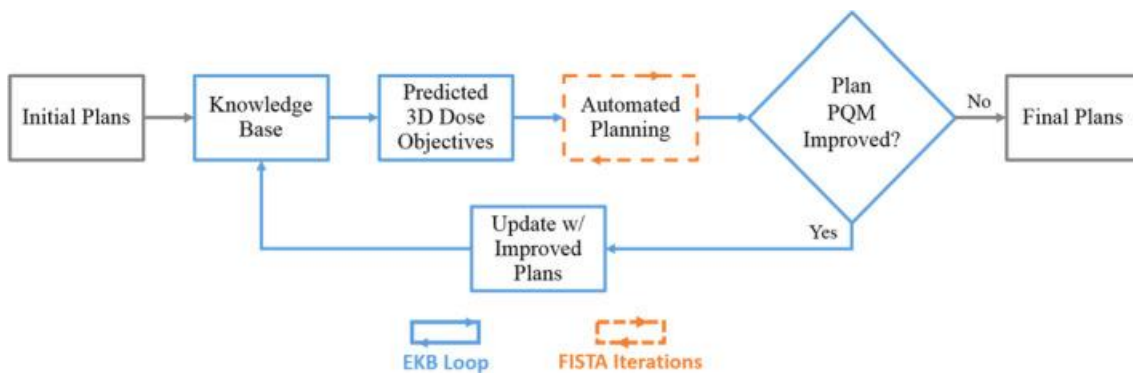

Figure 2. EKB Model
Source: (EKB) model (Srivastava, R., Rathore, J. S., & Singh, H. (2021)

2.5. Trust
Buyers and sellers acquire a level of trust with one another. Sellers ought to place faith in their consumers' ability to select goods and services, purchase them, and make payments for them. Customers, on the other hand, should have faith in sellers since they can offer the products or services that they require and disperse (or transport) them if necessary (Zargar and Mahmoud.2001). Trust is required to preserve the commercial relationship and achieve the goal between sellers and buyers. When people have faith in one another, it means that they maintain the promises they made during their business relationship.

The definition of "trust" can be described as a party's willingness to be exposed to another party's actions based on an assumption that the other will carry out a specific action significant to the trustor, regardless of its capacity to monitor or control that other party (Mayer, Davis, and Schoorman.1995).

3. Methodology

The relationship between consumer buying behavior and Instagram marketing has been narrowly studied in the literature review. In this chapter, the research methodology of this study will be illustrated. The terms like population, data collection methods, sampling method, and analysis will be declared in details.

There are two types of info in research ponders: Primary information, critical information is the actual information gathered by choosing individuals of the review, but the outcomes of studies controlled by other people are supplemented by optional data (Culnan, M. J. (1993).

Secondary information is often acquired by summarising existing research such as textbooks, academic journal papers, publications, firm reports, e-books, internet pages, and online resources. Furthermore, Secondary information is data that is generated from initial sources. It is data that had been gathered, analyzed, or interpreted by someone apart from the source. Research papers, reports, articles, books, or any other type of published or recorded material that provides a review or overview from primary data can be included. Secondary data is frequently used to assist or augment initial studies, and it can provide extra context or insights into a specific topic (Eriksson, Kovalainen 2008).

This is quantitative research. The dependent variable is consumer buying behavior and Instagram marketing (Social Media, Trust, and perceived useful information) is considered the independent variable (Gilman, H., & Haubein, A. H. (1944). The population of the study is people who use Instagram and are familiar with Starbucks in İstanbul, Türkiye. The sample size will be calculated by using Cochran's formula with an unlimited population (not clear how many people use Instagram and Starbucks products). Data will be collected by distributing an online questionnaire consisting of 6 demographical questions and 23 questions related to the variables. The data will be analyzed by testing linear regression tests to understand the effectiveness of variables on each other and correlation test for understanding the strength of the relationship among the variables by using SPPS 24.

Consumer behaviour relates to a consumer's activities when shopping for goods and services to purchase, use, and evaluate after gaining some benefit from them. Because customer tastes and requirements differ, consumer behaviour leads people to select the product that best meets their needs. Consumer behaviour relates to a consumer's

activities when shopping for goods and services to purchase, use, and evaluate after gaining some benefit from them. Because customer tastes and requirements differ, consumer behaviour leads people to select the product that best meets their needs (Solomon, 2012).

To attract clients, both large and small businesses have to be present on social media. In 2014's Constantinides, social media's extensive popularity, infiltration into every home, and surge in daily users who use it as a routine. Because social media is the sole means to reach a huge section of the public, businesses of all sizes may utilise it to market their products and engage with customers. Customers may communicate with businesses more easily thanks to social media, which also builds customer-corporate marketer relationships. All of the aforementioned can help to improve the purchasing process, but the most crucial factor is the consumer. Social media presence also assists organisations in tracking customers, meeting their requirements, measuring interactions, and influencing their behaviour to achieve marketing objectives (Assaad & Gómez, 2011).

In the first chapter, data was gathered from many sources, including primary and secondary information. the data acquired according this research. The qualitative data for this study are taken from past research and studies that have been academically recognised. Quantitative data, on the other hand, is gathered through the distribution of questionnaires among Turkish users of Instagram and Starbucks goods.

3.1. Data Collection Method
As John Carswell said in 2006, "Collection data is bringing information together from books, distinguishing and choosing individuals for the subject, accumulating data through questioning the people and considering their treatment, requesting the people to let to investigate them". In this research the data are being gathered from previous researches and studies, which are academically referenced. On the other hand, collected by distribution of questionnaires among the people who use Instagram and Starbucks products in Türkiye. The population is unlimited since it is not clear how many people use Starbucks in Türkiye.

3.1.2. Quantitative data
In contrast, quantitative data refers to numerical data that can be measured and analyzed using statistical techniques. It entails the methodical collecting and

examination of objective, quantifiable factors. Surveys, trials, and existing databases can all be used to collect quantitative data.

Staying with the client fulfilment example, quantitative data might consist of poll results measured on scales for rating (e.g., Likert scale) about various aspects of satisfaction, such as product quality, customer service, and delivery time (Maxwell, J. A. 2012).

3.2. Sampling Method and Sample Size

The purpose of sampling is to provide a representative sample that can be generalized or accurately present the same characteristics or features of a wider population. There are different types of sampling like, random sampling, Stratified sampling, systematic sampling, convenience sampling and cluster sampling. in this research random sampling has been used since the population is not limited, and the researcher wants that all the participants in the population have the same or equal chance of being selected in the sample (Wasserman,1989). Random sampling method has been used for data collection. The sample size is calculated by Cochron's sampling formula with unlimited population. The confidence interval is 95% and erro ratio is 5%. Total sampling size is 385 people in Türkiye who use Starbucks and are directly or indirectly affected by social media marketing in Instagram platform.

3.3. Data Analysis

The data are distributed online and by paper to the respondents. SPSS 26 is being use for data entry and data analysis. Firstly, data frequencies are released followed by correlation and linear regression analysis.
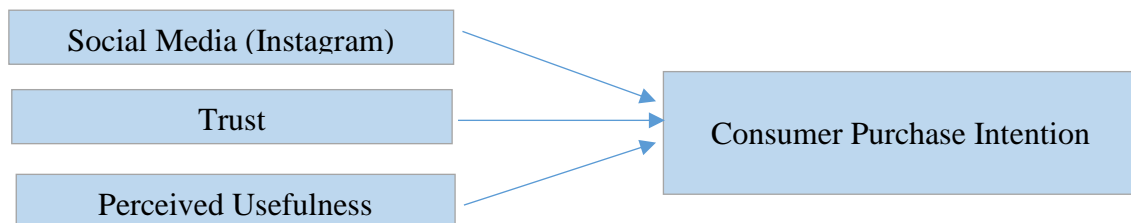
3.4 Theoretical Framework

Figure 3. The Impact of Three Determinants of Instagram Marketing on Consumer Purchase Intention
Source : Social Media (Hinz et al., 2011) ; Trust (Hassanein, 2002).

This research aims to examine the impact of three determinants of Instagram Marketing on Consumer Purchase intention.

4. Data Analysis and Results

The Journal of Marketing Questionnaire Form was utilized in this study (Hinz, O., Skiera., B., Barrot, C. & Becker, J.U. 2011). In this stage, there is going to illustrate the finding and analysis. Furthermore, the first part is about the demographical frequencies analysis of the research while the second part will test the hypothesis by testing the linear regression and correlation analysis.

4.1. Demographic Frequency Analysis

This section explains the demographics of the respondents who have participated or answered the questionnaire, and information on the participants such as gender, age, and level of education are presented.

The above table illustrates that majority of the respondents are male while 32.5% of the respondents are female. It shows gender diversity in the research data set. The age table explains that more than half of the respondents are in the age range of 25-35 years old while 39.2% are under 24 years old and only 3.6% of the population are between 36-45 Years old. The table about education illustrates that majority of the respondents have masters' degree while 35.3% have bachelor degree and only 7 people hold a doctorate degree. The data shows that only 2 of respondents are not using Starbukcs and 99.5% use the products from Starbucks. However, 44.7% of respondents use Starbucks products one to five times a month, while 123 use more than eleven times a month and only 23.4% use six to ten times a month. All of the respondents have an online shopping experience. However, 49.4% of respondents are using Instagram less than one hour a day while 32.7% are using between 1-2 hours a day, 56 respondents use 3-4 hours a day and only 12 people use more than five hours a day.

Table 1. Demographic Frequency Analysis

Gender		Frequency	Percent
	Female	125	32.5
Valid	Male	260	67.5
	Total	385	100.0
Age		Frequency	Percent
	24 and under years old	151	39.2
Valid	25–35 years old	220	57.1
	36–45 years old	14	3.6
	Total	385	100.0
Level of Education		Frequency	Percent
	Bachelor Degree	136	35.3
Valid	Master Degree	242	62.9
	Doctorate Degree	7	1.8
	Total	385	100.0
If you use Starbucks		Frequency	Percent
	No, I do not	2	.5
Valid	Yes, I do	383	99.5
	Total	385	100.0
	One to Five times a month	172	44.7
Valid	Six to Ten times a month	90	23.4
	More than Eleven Times	123	31.9
	Total	385	100.0
Online shopping experience		Frequency	Percent
Valid	Yes, I do	385	100.0
If you use Instagram:		Frequency	Percent
Valid	Yes, I do	385	100.0
If the answer is yes, how often do you use this platform?		Frequency	Percent
	Less than One Hour A Day	190	49.4
	3–4 Hours A Day	56	14.5
Valid	1–2 Hours A Day	126	32.7
	More than Five Hours A Day	12	3.1
	Total	385	100.0

4.2 Reliability Test

A reliability test is a statistical assessment used to measure the consistency and stability of a measurement or assessment instrument over time, across different conditions, or when administered by different individuals. It determines the extent to which the instrument produces consistent and dependable results (Messick, 1989). After the data entry, the reliability test has been done to test the consistency between data and if data are reliable or not. The Cronbach's Alpha of more than 0.7 means that the data are consistent and reliable. As it can be seen in the table below, the

Cronbach's Alpha rate is 0.874 which is above the benchmark and proves that the data are reliable and ready for further tests.

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.874	22
	Cronbach's Alpha if Item Deleted
Instagram Facilitates information exchange	.874
Instagram Facilitates interaction with brands	.868
Instagram Facilitates product judgment	.867
Instagram Facilitates reviewing products	.868
Allowing for product recommendation	.871
Reviews on social media are reliable.	.867
Reviews on social media are integrated.	.870
Social media are secured.	.870
Reviews enable experience sharing.	.865
Community information is complete.	.867
Community information is helpful.	.872
Community information is relevant.	.872
Transaction via social media is easy.	.868
Fond of shopping via Instagram	.868
Willing to recommend products online	.871
Willing to repurchase due to good outcome	.865
Finding information about purchasing	.868
It is very important that the Drinks I buy reflect my values (Culture, social class).	.869
It is very important for me that the drinks products I buy are approved by my close circle (Family, Friends).	.868
I usually prefer to buy expensive drinks Brands	.869
When shopping for Drinks, I do not pay attention to the price of the products I like.	.871
When shopping for drinks, I pay attention to the quality of the products I buy.	.871

4.3. Correlation Test

To understand if there is any relationship between two or more variables, correlation analysis is used. The current main objective is to find out if there is a relationship between the dependent variable which is consumer buying behavior and the independent variable with its determinants which are social media marketing, Trust, and Perceived Useful Information. However, there is a standard interval that shows the strength and weakness levels of the linear relationship among the variables (Kalayci, 2016):

.90 to 1.00 (.90 to -1.00)   Very high positive (negative) correlation
.70 to .90 (.70 to.90)   High positive (negative) correlation
.50 to .70 (.50 to.70)   Moderate positive (negative) correlation
.30 to .50 (.30 to.50)   Low positive (negative) correlation
.00 to .30 (.00 to.30)   Little if any correlation

Table 3. Correlations

		Consumer Buying Behavior	Social Media Instagram	Trust	Perceived Useful Information
Consumer Buying Behavior	Pearson Correlation	1	.624**	.703**	.572**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	382
Social Media Instagram	Pearson Correlation	.624**	1	.609**	.413**
	Sig. (2-tailed)	.000		.000	.000
	N	384	385	385	383
Trust	Pearson Correlation	.703**	.609**	1	.596**
	Sig. (2-tailed)	.000	.000		.000
	N	384	385	385	383
Perceived Useful Information	Pearson Correlation	.572**	.413**	.596**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	382	383	383	383

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

Source: Research findings

As it can be seen in the above table, there is a strong linear relationship between consumer buying behavior and trust with an P-value of 0.703 that express a strong relationship. However, the linear relationship among social media marketing and consumer buying behavior is strong enough either with a p-value of 0.624. Although the linear relationship between consumer buying behavior and perceived useful information is the lowest but it is in a moderate level rather than other variables in this research with a p-value of 0.572.

4.4. Linear Regression Analysis

Regression analysis is a statistical technique used to examine and quantify the relationship between one or more independent variables and a dependent variable. It aims to model and understand how changes in the independent variables correspond to changes in the dependent variable, enabling predictions and insights into the nature

of the relationship (Kutner, 2004). To understand the effectiveness of one variable on other variables, linear regression analysis is used in this research. In other words, to find out how much a variable is affected by another variable, scientists use linear regression analysis.

4.5. Linear Regression Between Consumer Buying Behavior and Social Media Marketing

These two variables have a linear regression connection, as shown by the tables below. At a significant level of zero, or less than 0.5, the R square is 0.390. This suggests that there will be a 39% shift in customer purchasing behavior for every percent change in social media marketing. Put simply, social media marketing has a 39% r-square effect on customer purchasing behavior.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624[a]	.390	.388	.48105
a. Predictors: (Constant), Social Media Instagram				

Table 5. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.466	1	56.466	244.009	.000[b]
	Residual	88.398	382	.231		
	Total	144.863	383			
a. Dependent Variable: Consumer Buying Behavior						
b. Predictors: (Constant), Social Media Instagram						

Table 6. Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.236	.089		13.830	.000
Social_Media_Instagram	.559	.036	.624	15.621	.000
a. Dependent Variable: Consumer Buying Behavior					

Source: Research Findings

The tables above indicate that there is a linear regression relationship among these two variables. R square is 0.390 in a significant level of zero which is less than 0.5. This can be interpreted that, in a percent change on social media marketing, consumer buying behavior will change 39%. In simple words, consumer buying behavior is affected by social media marketing at a r-square level of 39%.

4.6. Linear Regression Between Consumer Buying Behavior and Trust

The tables indicate that there is a linear regression relationship between consumer buying behavior (dependent) and trust (A determinant of the independent variable). R square is 0.494 at a significant level of zero which is less than 0.5. This can be interpreted that, in a percent change on trust factors, consumer buying behavior will change by 49.4 %. In simple words, consumer buying behavior is affected by trust level at an r-square level of 49.4%.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703a	.494	.492	.43815

a. Predictors: (Constant), Trust

Table 6. ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.527	1	71.527	372.579	.000b
	Residual	73.336	382	.192		
	Total	144.863	383			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Trust

Table 7. Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.065	.082		13.058	.000
Trust	.602	.031	.703	19.302	.000

a. Dependent Variable: Consumer Buying Behavior

Source: Research Findings

The tables above indicate that there is a linear regression relationship between consumer buying behavior (dependent) and trust (A determinant of the independent variable). R square is 0.494 at a significant level of zero which is less than 0.5. This can be interpreted that, in a percent change on trust factors, consumer buying behavior will change by 49.4 %. In simple words, consumer buying behavior is affected by trust level at an r-square level of 49.4%.

4.7. Linear Regression Between Consumer Buying Behavior and Perceived Useful Information

The tables below indicate that there is a linear regression relationship between consumer buying behavior (dependent) and perceived useful information (A

determinant of the independent variable). R square is 0.327 at a significant level of zero which is less than 0.5. This can be interpreted that, in a percent change on perceived useful information factors, consumer buying behavior will change by 32.7%. In simple words, consumer buying behavior is affected by perceived useful information at an r-square level of 32.7%.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572a	.327	.325	.50624

a. Predictors: (Constant), Perceived Useful Information

Table 9. ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	47.256	1	47.256	184.394	.000b
Residual	97.384	380	.256		
Total	144.640	381			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Perceived Useful Information

Table 10. Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.296	.098		13.229	.000
Perceived Useful Information	.478	.035	.572	13.579	.000

a. Dependent Variable: Consumer Buying Behavior

Source: Research Findings

The tables above indicate that there is a linear regression relationship between consumer buying behavior (dependent) and perceived useful information (A determinant of the independent variable). R square is 0.327 at a significant level of zero which is less than 0.5. This can be interpreted that, in a percent change on perceived useful information factors, consumer buying behavior will change by 32.7%. In simple words, consumer buying behavior is affected by perceived useful information at an r-square level of 32.7%.

4.8. Hypothesis Testing

The reliability test proves the reliability and consistency of the gathered data. The correlation test has been tested. There is a strong linear relationship between

consumer buying behavior and trust with a P-value of 0.703 that expresses a strong relationship. However, the linear relationship between social media marketing and consumer buying behavior is strong enough either with a p-value of 0.624. Although the linear relationship between consumer buying behavior and perceived useful information is the lowest. It is at a moderate level rather than other variables in this research with a p-value of 0.572.

To understand the effectiveness of one variable, a linear regression analysis has been done between each independent and dependent variable separately. First of all, the linear regression between consumer buying behavior and social media marketing R square is 0.390 in a significant level of zero which is less than 0.5. This can be interpreted that, in a percent change in social media marketing, consumer buying behavior will change by 39%. In simple words, consumer buying behavior is affected by social media marketing at an r-square level of 39%. Furthermore, there is a linear regression relationship between consumer buying behavior (dependent) and trust (A determinant of the independent variable). R square is 0.494 at a significant level of zero which is less than 0.5. This can be interpreted that, in a percent change in trust factors, consumer buying behavior will change by 49.4 %. In simple words, consumer buying behavior is affected by trust level at an r-square level of 49.4%.

Furthermore, there is a linear regression relationship between consumer buying behavior (dependent) and perceived useful information (A determinant of the independent variable). R square is 0.327 at a significant level of zero which is less than 0.5. This can be interpreted that, in a percent change in perceived useful information factors, consumer buying behavior will change by 32.7%. In simple words, consumer buying behavior is affected by perceived useful information at an r-square level of 32.7%.

Finally, both literally and empirically the relationship between these variables has been proved. Thus, it can be summarized that all three hypotheses in this research are positively approved and accepted since by correlation test, the relationship has been proved and by linear regression the effectiveness of one variable on another.

According to the statistical analysis of the gathered data, all the hypotheses are positively approved. Following is a summary of the research in a table:

Table 11. Summary of the Research

Hypothesis	P–value	R–Square	Approved/Rejected
Social Media (Instagram) affects consumer buying behavior while purchasing Starbucks	0.703	0.390	Accepted
Trust affects consumer buying behavior while purchasing Starbucks.	0.624	0.494	Accepted
Perceived Usefulness affects consumer buying behavior while purchasing Starbucks	0.527	0.327	Accepted

5. Discussion

This research explores the relationship between social media platforms and consumer buying behavior. It focuses on the importance of connecting with others and sharing product interests, such as Instagram, which has become a dynamic factor in shaping consumer behavior. Businesses use surveys, observations, and interviews to better understand their customers' needs and preferences, leading to improved value and better meeting consumer demands. The retail industry has been transformed by the ability to buy products directly from businesses' social media pages, allowing for two-way communication and increased sales. Online reviews and comments made by consumers have a significant impact on purchasing decisions, and Instagram's commercial nature facilitates buying and selling of products and services. The study's findings support the Theory of Consumer Behaviour, which suggests that personal and social circumstances are more influential than product itself in determining purchase decisions. The Howard-Sheth theory of consumer behavior also suggests that consumers' internal and external environments influence their choices. Data was collected through questionnaires and analyzed using SPSS 26. A strong linear relationship was found between consumer buying behavior and trust, with a P-value of 0.703, and a moderate relationship between social media marketing and consumer buying behavior. A linear regression analysis showed a positive relationship between social media marketing and consumer buying behavior, with an R square of 0.390 and a determinant of trust at 0.494 and 32.7% respectively.

Finally, both literally and empirically the relationship between these variables has been proved. Thus, it can be summarized that all three hypotheses in this research are positively approved and accepted since by correlation test, the relationship has been proved and by linear regression the effectiveness of one variable on another. According to the statistical analysis of the gathered data, all the hypotheses are positively approved.

6. Conclusion

This study examines the relationship between consumer buying behavior and social media marketing by using the Instagram platform for Starbucks' products. As a result, three determinants of social media marketing in this research Instagram marketing, Trust, and perceived useful information has been tested on the dependent variable of consumer buying behavior. Trust is ranked first in terms of relationship and degree of importance since the correlation between these two variables is stronger and the respondents have emphasized a lot about this factor. The findings of this research contribute to various aspects of Instagram users and people who consume Starbucks products in Türkiye.

However, it is notable that the majority of people have bad experiences with online shopping that took place on Instagram. As stated by the respondents of this research, there are tons of scammers on this platform and it was not recommended to use it for online shopping anymore. In summary, Instagram marketing has a strong correlation and linear relationship with consumer buying behavior in Starbucks' products in Türkiye.

As recommendation for academicians Instagram marketing has been receiving a lot of attention recently as a great platform for businesses to reach out to and engage with their target audience. However, it is critical to recognise the limits and conclusions related to the impact of Instagram marketing on customer purchasing behaviour.

While several studies have found that Instagram marketing has a beneficial effect on customer purchasing behaviour, it is critical to examine the context and target audience of each study. The results may not apply to all sectors, goods, or groups of consumers.

Personal preferences, social influences, and economic situations all have an impact on consumer purchasing behaviour. Instagram marketing is simply one of many elements that might influence buyer choices, and determining its precise contribution may be tricky.

Measuring the direct impact of Instagram marketing on consumer purchasing behaviour may be difficult. Because consumers are impacted by a plethora of interactions and various sources of information, it is frequently difficult to demonstrate a direct relationship between Instagram marketing efforts and actual purchase behavior.

Businesses should focus their marketing efforts on growing their visibility across various social media channels. The company's standing in the eyes of consumers rises when it employs both traditional and social media marketing strategies. Marketers should interact with customers, pay close attention to their comments, and respond quickly to messages

sent via these channels. Product and advertising development can be informed by customer feedback. Marketers in the Libyan market should focus on addressing consumer reactions and assessments after purchase, reducing conflicting viewpoints, and providing support to alleviate any dissatisfaction, even though the impact of social media marketing is less pronounced in this phase. Marketers can educate a larger demographic about their wares by establishing a strong online presence on social media platforms. Promoting content quality and making interesting publications can help sell products to consumers. The ability to foresee consumer needs and desires and account for internal and external influences on consumer behavior requires an in-depth understanding of consumer purchasing behavior. Marketers need to take social media data and feedback from consumers seriously, as well as examine and fully understand the elements that help or hinder consumers' ability to make purchases. Skilled marketers need to find a happy medium between maximizing the benefits and minimizing the drawbacks that come with social media marketing.

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