

# Social Media as an Online Buying Tool

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**Abstract:** The buying behavior of consumers has been greatly influenced by technology. Technology has created an environment of satisfaction for the consumers through their buying behavior. Technology has also led to the introduction of various social media platforms through which consumers can browse, read news, communicate with friends and family and most importantly, buy their products and services through the platforms. Social media being one of the biggest factors that has changed the buying behavior of the consumers through its models, theories and the abundant information that could be found in them when making a purchase. These factors are why online buying behavior of the consumers are on the increase and recently, it has been mostly preferable by consumers. As it is known that social media plays an important role in the online buying decisions of consumers, this research aims to understand how social media acts as a stimulus response to online buying and what are the actions that gets in the minds of the consumers that leads them to make an online purchase.

**Keywords:** Online Buying, Social Media, Consumer Behavior, Consumer Buying Behavior, Social Media Networks

**JEL Classifications:** L82

## 1. Introduction

The world has a total population of 7.9 billion people. Out of the 7.9 billion people, 4.62 billion are social media users which is equal to 58.4 percent of the world's population. There is an increase of 77 million users in social media quarterly, 2H 27M is the average daily time that is spent on the various social media platforms. The age of social media usage globally is 13+ years and the global statistics states that there are more men users of social media compared to women. the percentage of the male users is 53.9% and 46.1% for females (We are social, 2022).

Over the past few years, the development of the internet has become a marketplace that is vast and global for goods and services exchanged. In many developed countries, the internet has been considered as an important means of offerings for wide assortments

with 24 hours of product availability and coverage of a wide area. Also, online stores and services are channels that are very important in transactions of B2C (Business to customers) (Javadi, ....., Asadollahi, 2012). The study of the online shopping behavior of consumers in the past decade has become one of the most important research projects in e-commerce (Chen, 2009). Recently, online shopping is done mostly on social media platforms.

Social media is an involvement of conversations that are genuine and natural between people that share mutual interest, conversations about thoughts of participants based on their experiences and thoughts. Social media is about sharing that allows the users to make a more detailed and better choice in their decision making (Evans 2008, p. 31 cited by kutuk, 2006).

Social media has transformed in less than a generation from direct electronic exchange of information to a virtual gathering place, shopping platform, and critical 21<sup>st</sup> century marketing tool. The internet's expansion permitted the launch of internet communication services such as; prodigy, America Online (commonly abbreviated as AOL), and CompuServe in the 1980s and 1990s, according to "The History of Social Networking" and the technology news site Digital Trends. Bulletin board messaging, online real time chatting, and emails were used to introduce individuals to digital communication (Maryville university, n.d).

Social media gives out a great opportunity in the support of communication between consumer to consumer and raising brand awareness in large scale social networks by word-of-mouth marketing (Kozinets, de Valck, Wojnicki, & Wilner, 2010). One in every four people worldwide uses social media networks according to eMarketer (Schivinski, Christodoulides, & Dabrowski, 2016, p. 1). Social media is seen as the most paradigmatic shift in how the products of companies are being marketed because now companies focus more on consumers in order for the marketers to process and around branding create discourse (Kohli, Suri, & Kapoor, 2014).

According to a Nielsen (2012) survey, 92 percent of consumers worldwide trust word-of-mouth referrals from friends and family. Before making purchases at a local business, 85 percent of customers say they read online reviews. People are more likely to trust folks who provide an unbiased review of a product than celebrities who are paid to support it. People from all around the world can build a consumer community via social media, giving the ability to harm or benefit a firm.

## 2. Social Media Management

According to Brake and Safko (2009, p.6) social media is all practices, behaviors that are performed by people online in expressing their knowledge and information; these could be videos, audio, words and picture types of expression, activities, are all included in the definition.

According to Gillin (2007), social media is a unique technology that has a significant impact on consumer behavior. Furthermore, social media allows people to connect with their peers by adding them to their friend networks, which facilitates communication, especially among peer groups (Ahuja and Galvin, 2003; Lu et al., 2009). As a result, the internet has become a new medium for individual socialization, influencing consumer purchasing behavior (Lueg et al., 2006; Muratore, 2008; Okazaki, 2009; Sheikh et al., 2017). In all aspects of our lives, social media plays a crucial role. What's interesting about SM is that it helps people in a variety of fields, including business, marketing, advertising, and education (Hennig-Thurau et al., 2010). From a business standpoint, firms and buyers can communicate directly via social media (SM) and so locate various products and services they seek (Parson, 2013).

Companies are increasingly relying on social media management tools to evaluate social media activities and professionalize their social media participation as the relevance of social media grows. To reap the benefits of social media, businesses must develop capabilities to monitor activity on SMPs and engage positively with the community. Companies can use social media analytics to track customer attitudes about them, their products, and services to get valuable input for improvement (Kaplan and Haenlein, 2011; Larson and Watson, 2011).

Rapid improvements in internet access, particularly through Web 2.0 technology, have enabled many people to utilize social networking sites (SNSs) such as Twitter, Facebook, LinkedIn, and YouTube in the modern day.

### Types of social media networks

In the world of the internet, there are many different forms of social media. Reason of using social media varies with users, some use it for the promotion of business and others to keep up with a friend (Kutuk, 2016).

Social media networks are websites that people use to connect with friends. A hot topic for marketers is social networking sites, as it creates a great opportunity for customer

interaction, fan pages, application plug-in and groups. Every social network has its advantages and disadvantages. Different commercial behaviors have different expectations for individual users (Zarella, 2010, p.53).

The social media are classified to groups, social media networks, social media platforms and photo and video sharing sites.

### **Social media Networks**

Another significant social media application/tool that marketers/organizations utilize to interact and engage with consumers and their customers is social networks, which has gotten the lion's share of attention in this arena (Mangold & Faulds, 2009). The types of social media networks are as follows:

#### **Facebook**

Facebook remains the most used social media platform around the world with a total of more than one billion active users every month (We are social, 2022). Zarella (2010), described Facebook as the most dominant social network and has the most useful features to the marketers of social media. Facebook categorizes itself as a means of social communication that provide opportunities for colleagues, friends, and families (Kutuk, 2016).

Facebook marketplace has become one of the biggest ecommerce sites that directly influences the buying behavior of consumers. Facebook is no longer just not for meeting people and communication but a big site which allows people to make purchases of products and services. Sellers can bring in their products to sell at no extra fees. Different products can be purchased at an easy step, search for what you want and click on it, similar product evaluations appear and now it is entirely up to you to decide on which one to purchase. Then, you can choose the purchase option and decide how you want your product to be delivered to you, either a meet up or through shipping.

#### **LinkedIn**

LinkedIn is a professional developing network site where information can be shared by professionals for business relation (Akar, 2010: 129). "LinkedIn describes itself as a digital network of more than 24 million experienced professionals from around the world, representing 150 industries" (Kutuk, 2016).

**WhatsApp**

WhatsApp is the favorite social media platform of people with a total of 15.7% of 58.4% globally (We are social, 2022). WhatsApp is relatively a newcomer to social media, having been presented to the public in 2009. Nonetheless, it has grown rapidly since then (Silver, et al., 2019). Although there has been anecdotal evidence of WhatsApp playing a significant role in the buying decisions of consumers (Aizenkot & Rosenbaum, 2018). WhatsApp has this feature called the WhatsApp status which allows its users to post stories that expire in 24 hours. Recently people have been using this feature as a marketing tool. Their products and services are posted on their stories and the people in their contact lists can see the products. Those interested in buying can send a message or even all the sellers for price and delivery details.

**Pinterest**

Pinterest allows users to share their interests with others by organizing or "pinning" photographs or videos to boards (i.e., one board per topic). People can also follow you or one of your boards (if you're a pinner). Pinterest is a website that allows you to collect and organize photographs (or videos) to plan a project, wish list, organize an event, plan a trip, start a collection and more (Looy, 2016). Through these organizations, links of the named items are linked for consumers to be able to make direct purchases using those links.

**Microblogging platforms**

Short text messages are used in microblogging platforms to avoid information overload. Microblogging varies from social groups in that it is open to the public.

The microblogging platforms does not have direct links to purchase but it is used by users to search for information prior to making a purchase or after making a purchase. The most popular microblogging platform is Twitter. Platforms such as twitter may not be as effective in generating direct sales however, due to their roles as 'digital town halls' users tend to use them as the primary location to air their grievances with brands because these websites algorithm's ability to create viral moments in very short amounts of time. Furthermore, they also allow more interactive communication with potential users and the brands.

**Photo and video sharing sites**

The primary goal of photo publishing software is to share photos, pictures, or images. Because a picture is worth a thousand words, a growing number of social media

platforms are incorporating images into their platforms to share experiences or tell tales.

The following are some examples of photo and video sharing sites:

### **Instagram**

Instagram's potential advertising has reached 1.478 billion (We are social, 2022). Instagram is a free online photo and video sharing social media platform. The members of Instagram are allowed to upload, share, and edit videos with other users through its website (Instagram), emails, other sites of social media Facebook, twitter etc (Kutuk, 2016).

Instagram has reached a total of 1.48 billion ads over the past year with an increase of 29.9% in its users. Also, Instagram grew by 21% over the year and it has reached 257 billion users through advertising (We are social, 2022). Instagram stories are being viewed and used by 150 million users everyday (Saric, 2017). Instagram marketplace has also developed shopping features on the platform by adding product tags, ads and shoppable posts. Brands can use live contents or contents that are premade for the consumers to shop. There are shopping icons on the shoppable items for consumers to be able to make a purchase by directly clicking on it. Consumers can shop and view through the brand's feeds.

### **TikTok**

TikTok is a Chinese application that allows users to share short video clips. TikTok originally began in Beijing 2016 as "A.me" before being renamed Douyin. When ByteDance (TikTok parent company) wanted to expand globally they merged with their main competition Musical.ly for a reported 1 billion US dollars in 2017. The name was fully changed to TikTok in 2017's second quarter. TikTok videos ranked as number seven and its slogan was changed from "letting worship from here" to "record a good life" on March 19<sup>th</sup>, 2018 (Yan & Zhang, 2019). Tik Tok has over 1 billion active users monthly. According to data provided by content delivery network Cloudflare, TikTok received more internet traffic in 2021 than google.com, making it the world's most popular website in 2021.

TikTok uses its marketing tools through influencers. There are paid influencers on TikTok that sell products and services. They promote these products through these platforms and users can buy through it. Mostly, what tiktokers do is they attach their

Instagram platforms where purchases can be made. Today, Tiktok is more popular than google.

### **Snapchat**

Snapchat originally began as a project called Picaboo in 2011. Later, the app was developed to send videos and photos that will disappear at a certain time by Morphy and Reggie Brown who were students at Stanford university. Although the snapchat application is not as popular as Facebook and Instagram, it has new mediums of rising its communication among the generation of the young.

Snapchat has also become a great tool for marketing over the years as ads have been introduced as a feature and they popup while viewing snaps. As we know advertising affects the buying decisions of buyers, through these snapchat advertising, consumers are influenced in making a purchase.

## **3. Social Media as Online Buying Tool**

It has been predicted that more than 50 percent of consumers have at least made one purchase through social media platforms. As social media advertising is on the increase, consumers continue to make their purchases through it. Facebook has designed avenues for shopping on their platform such as Facebook marketplace and Facebook shops. Facebook also has specific categories of their products that makes shopping easy to the consumer and making their experience of shopping more valuable. This marketplace allows you to connect with your community sellers to purchase through this platform easier. These features are also available in Facebook's sister apps (Instagram and WhatsApp).

### **Online buying Behavior**

Behavior of online buying (also known as online buying behavior or the behavior of internet shopping) refers to the purchasing process of goods and services through the internet (Liang & Lai, 2000). Due to the innovations of technology, shopping traditionally for individuals has become insufficient. Easy ways of reaching stores and brands are now preferred by individuals and this can be summarized as: "Fundamentally, the internet has changed the notion of consumer convenience, service speed, information of a product and price. As a result of this, marketers are given new ways to wholly create customer value and relationship building with the customers (Kotler and Armstrong, 2012, p. 532). Like the model of traditional shopping, this process also consists of five steps (Liang & Lai, 2000). In a process of typical online shopping,

consumers recognize a potential need for a merchandise or service and then go to the internet to search for information that is related to the recognized need. Rather than actively searching, potential consumers are however attracted by products and services information with the need that is felt. Consumers can evaluate their alternatives and then choose the best criteria that meets their needs. Finally, they conduct a transaction and provide post sales services. Attitude of online shopping refers to the “psychological state in terms of making a purchase on the internet” (Li & Zhang, 2002).

### **Differences between online and traditional buying**

Online shopping is the activity to purchase products and services via the internet. This type of shopping is very convenient as you have the chance of buying anything at any time. All that needs to be done in the purchase of goods and services is to find a need and purchase it. Social media has also made it available for the purchase of products and services. When we look at the Engel Kollat model of 1978, there are steps that a consumer must follow in making a purchase. This is regarded as the traditional method of shopping. In today’s buying world, which is referred to as online shopping do not necessarily have to be in this order to make a purchase (Hasa, 2020). The fundamental difference between these two is the availability of a physical store. If there was both an online and offline store for retailers, it becomes an advantage. Shopping ease is another important fundamental to consider in the shopping activity. In online shopping, a product can be easily purchased through a click while in traditional shopping, too much time is spent on reaching a store, having to join a queue and trial of the product. All these procedures are time consuming (Turk, 2019).

According to marketing expert Phillip Kotler, the process of online buying has three stages identified as: pre-purchase, purchase, and post-purchase stage (Varma & Agarwal, 2014).

### **Pre-purchase**

This is the stage of information search by the consumers about a product or a service and evaluation of the different alternatives available. In this stage, two important issues are considered accessibility and quality. The ease with which important information for making purchasing decisions can be found is referred to as information accessibility. When it comes to gathering information online, buyers have a variety of options: utilizing a search engine, visiting the online vendor's website directly, reading past customer evaluations posted on forums, social media sites, or blogs, and so on. One of the biggest advantages of searching for information on the Internet is the easy access to price and product information. Consumers can make better-informed purchase selections



because of the abundance of information available on the Internet. However, just because there is a lot of material available on the internet does not mean it is of good quality. Up-to-date, complete, detailed, dependable, and trustworthy information that is delivered in an appropriate way has been classified as quality information (Varma & Agarwal, 2014).

### **Purchase**

Consumers order and pay for goods and services purchased during the purchase stage of the online buying process. The ordering process is highly dependent on the online platform's reliability, and the process of payment is heavily reliant on the ecommerce platform's security. Because there is a time gap between ordering products and services and using them, online shopping does not provide immediate satisfaction (Suki and Suki, 2007, p. 83). Of course, this does not apply to digital items and services that may be downloaded and utilized right away. However, for most of the goods and services, the customer must wait for delivery of the purchase. This could help to justify the significance of post-purchase deliveries (Varma & Agarwal, 2014).

### **Post-purchase**

Furthermore, while evaluating this transaction's specific satisfaction, post-purchase customer connections will play a significant role. Consumers can inquire about the status of their order's delivery or learn more about the items and services. Return policies have a crucial influence in post-purchase satisfaction in cases where consumers are dissatisfied with the goods they have purchased, as returning rules are a major worry for online shoppers (Varma & Agarwal, 2014).

On the other hand, the traditional method of purchase known as the EKB model has five stages of purchase. These stages need to follow the sequence before goods and services can be purchased.

Problem recognition is the first step of the process. This is the stage where a problem is being faced by a buyer that requires it to be fulfilled. This step may be caused either by an internet or an external or even both stimulus (Kotler & Keller, 2012). Then followed by searching for alternatives as the second step of purchase. In here, you search for alternative solutions for the need recognized. The search of the information process begins when the consumer realizes that a certain product can satisfy the recognize need (Gure, 2012). The third step of the purchase is the evaluation of alternatives. In this stage, alternatives are physically and psychologically evaluated. For perception formation there are two criteria, attitude of the brand formation and preference

formation of image with the psychology of the consumer (Demirel, 2020). The fourth stage of the process is the purchase process. This is the step where the attitudes, needs and motivation are turned into actions. The decision of purchase is triggered by a stimulus and an action is taken by the consumer. The intention of purchase is either for general problem solving that is extended for unfamiliar products or problem solving that is limited which is for routine purchases (Fill, 2005, p. 152 cited by Demirel, 2020). The final stage of this process is the post purchase. After a product is purchase, an evaluation about the performance of the product is done by the consumer to see if their expectations are being fulfilled. The product's result can be considered neutral when their expectation and performance has a match. Alternately, when performance is better than expectations then the results can be satisfactory, or the opposite (Schiffman and Kanuk, 2010, p. 498 cited by Gure, 2012).

### **Factors Affecting Online Buying Behavior**

Although online shopping has grown through the years, there is a phenomenon that shows a common "purchase abandonment". This means that the search of products by consumers through the internet will not lead to an actual buying necessarily (Kim & Lee, 2004 cited by Adnan 2014). Around 82% of internet shoppers that are experienced left without completing their purchases by online retailers due to faced problems (Kearney, 2001). Identifying these problems are crucial in understanding what factors would make a consumer not to complete their purchase.

### **Celebrity influence**

*On Saturday evening, one of the bloggers I follow posted an Instagram post of a flamingo doormat and I instantly drug my roommate to Target with me to hunt down this doormat. After searching the aisles and asking an employee to look in the back for me, I found it!*

(Taylotr, 2016).

Companies now find it hard to reach their consumers, so they use celebrity influencers as a solution to reach their consumers. Social media influencers have a great influence on the buying process and the factors that affect the buying decision of consumers.

Influencers are identified as third parties that that influence the decision of purchase of the consumers through image recognition. Their contents on social media shapes attitudes, opinions and actions of consumers thereby being a factor that affects their purchase decision (Uzunoğlu & Kip, 2014; Szmigin & Piacentini, 2015 cited by Gashi, 2017).

**Trust**

Trust is the average willingness for the consumer to be able to rely on a stated function (Chaudhuri & Holbrook, 2010). Li et al. (2011) has indicated that when searching for a product online, trust has become an important factor. The decision of purchase is usually influenced by people consumers can trust like friends, influencers, and family members (Kim and Sristava, 2007). Trust is the perception that the consumer believes in the content that is directed towards them (Nejad, Sherrell, & Babakus, 2014). This is further defined by Al-Oufi, Kim & Saddik (2012) as a positive shared outcome of an opinion based on another individual. A trusted social media can influence the online buying decision of an individual. Trust also plays an important role in the factors that affect the individual's decision towards online shopping.

**Community Pressure**

Social influence is derived from the reference group. For the consumers online, reference groups are recognized as virtual communities that consist of groups that discuss on a website. Other experiences of people have shown medium and options and therefore, affect consumers (Christopher & Huanng, 2003). Contact links is another factor, products and services are related to the website links which ensures individuals about decisions. The reference group's effect is based mainly on a person's beliefs that many small groups are influenced by behavior (Kotler & Armstrong, 2007). One of this group of reference is family. Reference group influences the attitudes of individuals in many ways, a new behavior may be exposed or lifestyle or the creation of pressure to accept an attitude (Idhannou, 2015).

**Demographic Factors**

A person's characteristics has a huge influence on the online buying decisions of consumers. Demographic factors include age, gender, nationality, income level, education level and marital status.

Most of the research conducted by online shopping are done based on age (young adults) due to its similarity with ICT (Lester et al, 2005). Cross shopping in addition is more intense with an older group of consumers (Vasquez & Xu, 2009). The internet is perceived as an environment that is risky for individuals that are older because of their lack of knowledge about technology and the internet and their insist is always on product trial before purchase (Idhannou, 2015)

Group of both genders got familiar using the internet (Rodger & Harris, 2003). It is however stated that online shopping is more familiar with men. Technology is more

familiar with men, and they have a bigger interest in it compared to women. In the world of today, this gap has decreased, and it is found that number in women users has also increased (Hernandez et al, 2011, p. 116).

### **Psychological Factors**

Smith and Rupp, 2003 argues about the psychological factors of the behaviors of consumers in the context of shopping online. Online consumers deal with themselves psychologically and they question themselves frequently. Motivations make consumers to ask themselves questions like should they look for better prices or should they purchase online more often. One important factor that makes the consumers to observe web's security or product quality is perception. The organization of the seller must be successful in this case by providing confidence to the consumers. Personality is another aspect of psychology. Personality factors might push consumers to question themselves which website has the best features for personal preferences. Consumers make decisions based on personal preferences. Attitude is the fourth one and it easily changes, marketers are therefore interested in these features (Wu, 2003, p.38). Consumers try to look for their likes and dislikes in respect to a situation. Emotion is the last factor; consumers bear in mind about their past experiences. They are affected by their emotion and choices together with their experience of choice.

### **Cultural Factors**

Different behaviors are created by different social classes (Smith & Rupp, 2003). Lower social class consumers do not have same properties as high intention of buying or probability of higher buying compared to higher social class. It is further discussed that beliefs and value are set by culture in its early stages therefore the needs and wants of a person are pushed by characterize feature. Everything we almost do, how information is given and received, how decisions are made, how working teams are managed how culture is influenced by used time. Culture is defined as the programming of the collective mental of the mind that differentiates group members or the categories of people from others (Hofstede, 1991 p. 5 cited by Idhannou, 2015).

### **Perceived Benefits**

Soopramanien and Robertson (2007) gave a suggestion about attitude through shopping online depend on the consumer's view about the carried activities on the internet which differs to the conventional environment of shopping. It has been shown by studies that saving time and convenience are the main motivations that influence consumer's online shopping. Chen et al (2010) propose that convenience signifies the practices of shopping on the internet can reduce effort and time of consumers in the process of

buying. In an argument, the findings have stated that e-commerce has made it easier to find merchants by decreasing their time and effort (Schaupp & Belanger 2005). Another research by Nazir et al, (2012) and Rehman & Ashfaq (2011) has demonstrated that shopping online is better than shopping conventionally because of ease of usage and convenience (Adnan, 2014).

### **Hedonic Motivation**

Hedonic motivation is visualized as a feeling of enjoyment, cheerfulness and joy that stimulates using technology (Venkatesh et al, 2012). In the context of the consumer, there are arguments that the significance of intrinsic utilities (enjoyment, fun and playfulness) is important in determining the intention and perception of consumers in adoption of new systems (Dabholkar and Bagozzi, 2002; Dabholkar et al, 2003; Van der Heijden, 2004; Hwang and Kim, 2007). Online shopping is seen as a form of enjoyment for most of the consumers. This therefore is one of the main factors that affects the online buying behavior of consumers.

Theoretically, fun, entertainment, enjoyments are mostly seen as the factors that are the most influential in the factors that affects the online buying behavior of consumers (Curran and Meuter, 2007; Celik, 2008; Riffai et al, 2012).

### **Generation Cohort**

The first-generation cohort theory was introduced to segment the population (Inglehart, 1977 cited by Lissita & Kol, 2016). A cohort generation can be defined as the years of birth extending a duration of 20–25 year or for as long a birth group can be born from that generation and can bear their own children (Meredith & Schewe, 1994; Strauss & Howe, 1991). Same ideas, beliefs, attitudes, and values based on being birth during the same period and through the common experiences that they live in with social macro-level, economic and political and the events that has happened in their coming years (Strauss & Howe, 1991). Meredith & Schewe (1994), the channel of these experiences and event will reflect in the concerning jobs of the core values, sexual behavior, tolerance, and money. The expectations, beliefs, values, and behaviors stay the same through the lifetime of that generation and create identities that are general (Egri and Ralsston, 2004; Hung et al., 2007; Ingelhart, 1997; Strauss and Howe, 1991). Also, in the context of the consumer, the behavior of shopping and the pattern of purchase are influenced significantly (Parment, 2013).

#### 4. Methodology

The objective of this research is to analyze the impact social media has on the online buying behavior of the consumers, the effects of social media on consumer buying behavior, and to talk about the online buying behavior of consumers from different cultures and how social media has played a role.

Primary data collection is used in this research. A questionnaire was developed and utilize in the conduct of this research. The questionnaire was sent to a target group of both genders from age 18–60. The questionnaire was divided into three sections. The first section of the questionnaire has questions about usage of social media by individuals. The second section has questions about the social media activities of the consumers. This part of the questionnaire is the main question of the research about the factors that are affecting online buying. The last section of the questionnaire has demographic questions with questions of age, gender, occupation and so.

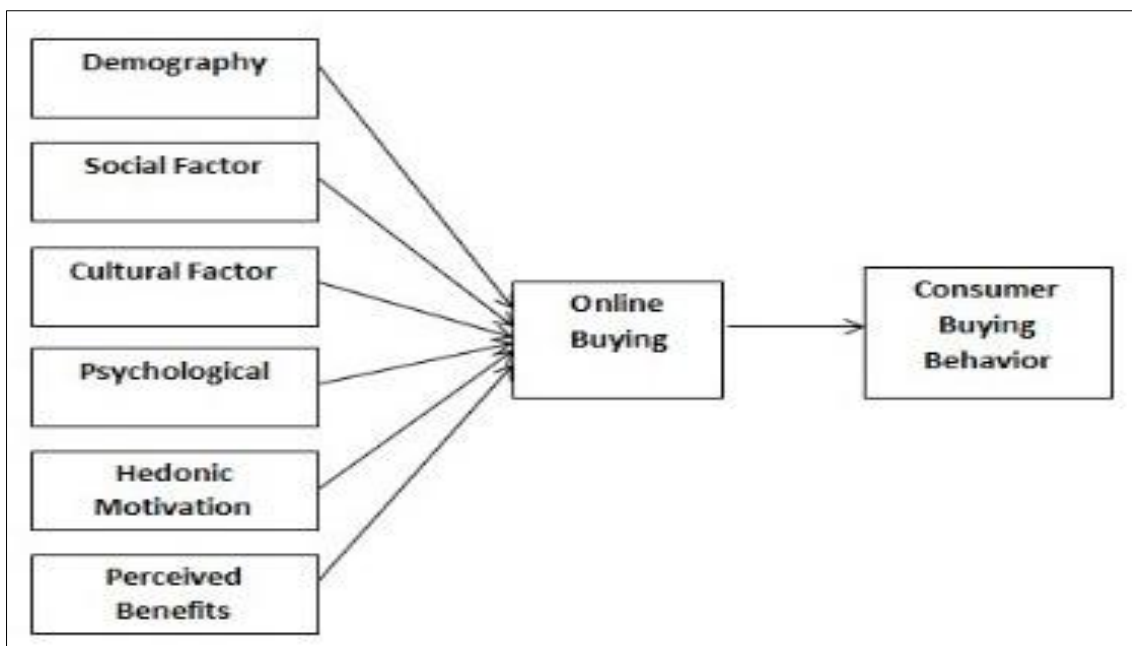


Figure 1. Conceptual Framework and Hypothesis

- H1. Demographic has a positive influence on online buying behavior of consumers.
- H2. Psychological factors have an influence on online buying behavior of consumers.
- H3. Social factors have an influence on online buying behavior of consumers.
- H4. Cultural factors have an influence on online buying behavior of consumers.

**H5.** Perceived benefits of online shopping are positively related to online buying behavior of consumers.

**H6.** Hedonic motivations are positively related to online buying behavior of consumers.

## 5. Findings and Discussions

Descriptive statistical findings of the participants participating in the study are shown in Table 1.

**Table 1. Descriptive Statistical Findings of the Participants Participating in the Stud**

Variable	Category	Frequency (N)	Percent (%)
Age	18-24 years	125	31,90
	25-30 years	181	46,20
	31-40 years	64	16,30
	41-60 years	22	5,60
Gender	Male	167	42,60
	Female	225	57,40
What is your marital status	Single(Never married)	230	58,70
	Married	146	37,20
	Other	16	4,10
What is your education level?	High School	19	4,80
	Undergraduate	183	46,70
	Graduate	132	33,70
	Postgraduate	58	14,80
What is your nationality?	Gambian	211	53,80
	Turkish	150	38,30
	Other	31	7,90
Which of these social media accounts do you use the most?	Facebook	37	9,40
	Instagram	84	21,40
	Tik-tok	10	2,60
	Twitter	34	8,70
	Whats-up	185	47,20
	Youtube	42	10,70
How many hours do you use the internet daily?	0-2 Hours	21	5,40
	3-5 Hours	90	23,00
	6-9 Hours	147	37,50
	More than 9 hours	134	34,20
Do you have a social media account?	Yes	388	99,00
	No	4	1,00
Which device do you use to connect	All	262	66,80

Variable	Category	Frequency (N)	Percent (%)
to the internet with?	Mobile Phone/Tablet	122	31,10
	Laptop/PC	8	2,00
	Total	392	100
What is your main purpose for using the internet?	Emails	241	13,08
	Education	262	14,22
	Entertainment	226	12,27
	Information	244	13,25
	Search	164	8,90
	News	200	10,86
	Shopping	178	9,66
	Social Media	327	17,75
	Total	1842	100
What is your main purpose of using social media networks?	Browsing	227	19,98
	Communicating with people	208	18,31
	Reading News	228	20,07
	Socializing	275	24,21
	Shopping	198	17,43
	Total	1136	100

In the examination of the results, it is seen that results of the demographic have depicted that technology has taken over with result of the overall majority spend more than 6 hours and or more daily online.

The Internet has been incorporated with our everyday activities. the results from the category "what is the purpose of using the Internet" has revealed that most of the options (education, Emails, Entertainment, information Search, News, Shopping, social media) were each selected more than 50 percent by the respondents

The participants' Online Shopping General average score is 3.54 standard deviation value 0.71, the smallest calculated value is 1 and the largest value is 5. Psychological Factor mean score is 3.58, standard deviation value is 0.71, the smallest calculated value is 1 and the maximum value is 5. Social Factor mean score is 3.56, standard deviation value is 0.91, smallest calculated value is 1 and maximum value is 5. The mean score of the Hedonic Factor is 3.54, the standard deviation value is 0.87, the smallest calculated value is 0, and the largest value is 100. The mean score of the Perceived Benefit Factor is 3.73, the standard deviation value is 0.96, the smallest calculated value is 1, and the largest



value is 5. The Cultural Factor mean score is 3.65, standard deviation value is 0.87, the smallest calculated value is 1 and the maximum value is 5.

**Table 3. Descriptive Statistical Findings Regarding the Scales Applied to the Participants**

Scale and sub-dimensions	N	Min.	Max.	Mean	S. D
Social Media Scale (SME)	392	1	5	3,89	0,71
Online Shopping General (OSS)	392	1	5	3,54	0,71
▪ Psychological Factor	392	1	5	3,38	0,71
▪ Social Factor	392	1	5	3,56	0,91
▪ Hedonic Factor	392	1	5	3,54	0,87
▪ Perceived Benefit	392	1	5	3,73	0,96
▪ Cultural Factor	392	1	5	3,65	0,87

Min.: Minimum, Max.: Maximum, Mean: Mean, SD: Standard deviation

**Table 4. Comparison of Participants' Social Media Scale, Online Shopping Scale and Sub-Dimensions Scores According to their Marital Status**

Scale and sub-dimensions	What is your marital status						F	p	Difference
	Single <sup>(A)</sup> n:230 ( $\bar{X} \pm SD$ )		Married <sup>(B)</sup> n:146 ( $\bar{X} \pm SD$ )		Other <sup>(C)</sup> n:16 ( $\bar{X} \pm SD$ )				
Social Media Scale	3,85	0,74	3,97	0,62	3,56	0,86	3,107	<b>0,046*</b>	<b>C&lt;B</b>
Online Shopping General	3,57	0,66	3,54	0,7	3,06	1,14	4,004	<b>0,019*</b>	<b>C&lt;A, B</b>
Psychological Factor	3,42	0,67	3,38	0,69	3	1,22	2,63	0,073	-
Social Factor	3,61	0,89	3,54	0,91	3,12	1,16	2,211	0,111	-
Hedonic Factor	3,58	0,87	3,55	0,83	3	1,15	3,326	<b>0,037*</b>	<b>C&lt;A, B</b>
Perceived Benefit	3,77	0,94	3,73	0,93	3,09	1,22	3,849	<b>0,022*</b>	<b>C&lt;A, B</b>
Cultural Factor	3,66	0,82	3,69	0,91	3,15	1,22	2,858	0,059	-

\*p<0,05, \*\*p<0,01, F: One Way Anova Test, Difference: Bonferroni

From the above table, it is seen that there was no significant difference between the Psychological Factor and Social Factor Scores of the Social Media Scale and Online Shopping Scale Sub-Dimensions according to the Educational Status of the Participants ( $p>0.05$ ). However, there was a significant difference between the Online Shopping Scale and its Sub-Dimensions, Hedonic Factor and Perceived Benefit and Cultural Factors Scores according to the Educational Status of the Participants ( $p<0.05$ ). High School Graduate Participants' Perceived Benefit score from Online Shopping Scale and Sub-

Dimensions is lower than those with master's and Doctorate degrees. In addition, the Hedonic Factor Scores of High School Graduates are lower than those of PhD graduates, and the Cultural Factors Points are lower than those of Bachelor, Master, and Doctorate graduates.

## 6. Conclusion

In conclusion, it has been seen that the overall majority that spends time on the Internet is the used mostly by the millennial generation. This can also be justified that these people who are also referred to as Generation Z were born or grew in the age of technology, so they are fast adaptive to it. Also, the factors that were chosen for this the variables chose for this were all seen to have a relationship with online shopping positively. Also, when examining which Social Media application the participants use the most were Instagram and WhatsApp. Consumers are mostly affected by the stated factors in their decision-making process toward online buying behavior on social media.

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