Attitudes of Facebook and Instagram Users Towards SNS Clothing Brands' Posts and Their Influence on Users' Purchasing

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ABSTRACT

This case study has focused on the attitudes of individuals towards clothing brands posts in Facebook and Instagram, their influence on Terranova and Calliope brands and how these posts in Facebook and Instagram motivate SNS users, purchasing decisions.

The research has been conducted with respondents who belong to different age categories and administered in three areas of Northern Cyprus; Nicosia, Morphou and Kyrenia. By using quantitative research methodology, an in-house questionnaire comprising 52 questions was prepared and 315 participants responded.

The results of the study indicate that depending on their age, attitudes of individuals towards clothing brands' posts in Facebook and Instagram show difference. Also, their reactions and encouragement they obtained from SNS posts as well as their motivation for their purchase decision, revealed statistically significant difference regarding their ages.

The study indicates that the content of the SNS posts, like audio, video effects, colors, pictures, gestures and information, the price detail about the product are effective to take individuals' attention for SNS posts. Regardless of individuals' age, benefits of advertising in Facebook and Instagram, following the favorite clothing brands in SNS and the importance of the content of SNS posts for its efficiency were the common points that they attitude mutually.

Keywords: Facebook, Instagram, Social Network Sites Posts, Terranova, Calliope.

ÖZ

Bu çalışma, Facebook ve Instagram kullanıcılarının SPS (Sosyal Paylaşım Siteleri) de yer alan giyim markaları reklamlarına karşı sergiledikleri tutumları, SPS yer alan reklamların kullanıcıları satın alma kararında nasıl motive ettiği, kullanıcı tutumlarının Terranova ve Calliope markalarının üzerindeki etkisi ölçmek üzere yürütülmüştür.

Araştırma çalışması, Kuzey Kıbrıs da Lefkoşa, Gazimağusa ve Girnede, farklı yaş gruplarından bireyler üzerinde uygulanmıştır, Çalışmanın konusuna bağlı olarak nicel araştırma metodu kullanılan bir anket çalışması yürütülmüştür. Anket çalışması için 52 soru hazırlanmıştır. Sorular 9 çoktan seçmeli ve 43 likert ölçekli ifadelerden oluşmaktadır. 315 katılıımcı uygunluklarına göre soruları cevaplamıştır.

Araştırmanın sonucu, bireylerin Facebook ve Instagramda yer alan giyim markaları reklamlarına karşı yaş değişkenliğine bağlı olarak farklı tutumlar sergilemişlerdir. Aynı zamanda, SPS de yer alan reklamların bireylerin satın alma kararları üzerinde motivasyon etkisi yine yaşa bağlı olarak farklı gözlemlenmiştir.

Bunun yanısıra, araştırmada, SPS de yer alan reklamların- ses, görsellik, video renk, resim, kullanılan objeler gibi- içeriği ve ürün hakkında detaylı bilgi vermesi, ürünün fiyatının belirtilmesi gibi içeriklerin SPS kullanıcıları üzerinde dikkat çekmesi açısından etkili olduğu orta çıkmıştır. Yaş farkı gözetmeksizin, katılımcılar ortak bir şekilde giyim markalarının facebook ve instagram da reklam vermesini markalar açısından kullanıcılarda etkili olduğunu ve bu reklamların içeriğinin SPS kullanıcıları üzerinde satın alma sürecinde etkisi olduğunu belirtmişlerdir.

Anahtar Kelimeler: Facebook, Instagram, SPS Reklamları, Terranova, Calliope

DEDICATION

Dedicated to my family

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I would like to express my special thanks to my familly espacially to my parents who gave me the golden opportunity to carry out this wonderfull education life. Secondly, I would like to thank Assoc. Prof. Dr. Bahire Özad who also helped me in handling the research and support for this project.

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Chapter 1

INTRODUCTION

Since the technological developments have brought up computer mediated communication, the impact of Internet has reflected in business industry as well as individual's personal usage. In fact, the rise of Social Networking Sites has shifted the idea of communication to online. Therefore, it re-structured the business perspective. Today, Social Networking Sites among its users have been significantly influential in online advertising campaigns and promotions of the organizations, companies and businesses.

This study aims to focus on the attitudes and behaviors of consumers on Terranova and Calliope posts in Facebook and Instagram. Also, the mutual communication between the consumer, as social media user, and Terranova and Calliope, as the brands using social media to advertise, will be examine in this study. To put the subject in a wider perspective, Uses and Gratification Theory is used in this study. To understand the attitudes of individuals and their approaches towards social networking sites posts, a quantitative research methodology is preferred and applied to a sample of different age ranges and demographics.

1.1 Background of the Study

The technological developments in modern society have started a new era in the communication between people. To frame in general perspective, interactive communication has begun by Alexander Graham Bell who invented the telephone in

1876, the new era of mass communication has begun by the invention of radio in 1895 and the invention of television, which has brought up a big impact on communication, afterwards (Fischer, 1992). Digital innovations have changed the idea of communication for today's daily life. The dimension refers to this matter has changed with the invention of computer in 1936 and the invention of Internet in 1991. These new communication technologies have changed people's perspective in communication. The speed of Internet, allowance of quick access to sources, allowance of mutual communication, socializing and being able to reach larger audiences and many other features changed the attitudes of people and brands in terms of communication (Baym, Zhang, & Lin, 2004).

The new form of communication that begins with the Internet is different from previous forms of communication. The Internet allows all users to communicate with each other interactively, mutually or interpersonally. Senders can send the messages to a single receiver or mass and can have feedback to the message singular or plural. Since 1991, when people started using the Internet, they have started producing content, such as websites, blogs, and forms (Wellman & Haythornthwaite, 2008). This new form of communication has re-shaped many aspects of communicate like socializing, consumer behavior, advertising, sharing information and much more.

All these developments in technology have changed the marketing strategies for brands. Brands that are accustomed to sending SMS on the phone or sending one-way messages via radio and television have begun a new round of communication with their consumer. With the entry of the Internet into every part of our lives, perspectives in business have changed as well. For instance, promoting, advertisings, customer relations and numerous other communication ways are used in business are

hold through Internet actively (Citrin, Sprott, Silverman, & Stem, 2000). Therefore, the advantage of pictures, moving images, audio and text can be used in the same way on the Internet. This has been a factor increasing the consumer's interaction with the brand. Moreover, today people do not just use social networking sites for their communication purposes, they also for their consumer behavior. The digital domain includes the customer in the product or service development process. In short, it facilitates the procurement process (Bickart & Schindler, 2001).

Social media can be considered as the last powerful improvement in communication, multiple communications can be provided over a single network. Because of this feature, the propagation of the messages sent from the brands and the feedback from the consumers to the brand are easier and in fact more effective.to communicate to. Briefly, social media is an important platform for brand and consumer to meet and dialogue mutually (Mangold & Faulds, 2009).

In respect to this, Terranova and Calliope clothing brands have changed their marketing strategies and focused on social media advertisements more intensively and started using Facebook and Instagram, as they are the most demanded social networking sites by people, for their advertising campaigns. Previous studies show that the usage and the reactions on Facebook and Instagram shows difference depends on generations and different demographics of people. Therefore, their attention to advertising in Facebook and advertising in Instagram shows difference as well (Robles, 2014).

1.2 Aims of the Study

The main purpose of this study is to examine the attitudes of individuals towards Facebook and Instagram posts of Terranova and Calliope and how these posts in Facebook and Instagram motivate users for purchasing decisions.

In line with the aim of the study, quantitative research methodology has been preferred to analyze and examine the users' attitudes. To conduct the research, 52 questions were prepared and asked participants with Nicosia, Morphou and Kyrenia in Northern Cyprus different demographic.

1.3 Research Questions

As this study focuses on the attitudes of individuals towards Facebook and Instagram posts of Terranova and Calliope and how these posts in Facebook and Instagram motivate users to take purchasing decisions, the research questions were prepared to reveal social media users' reactions for Facebook and Instagram advertisings, for Terranova and Calliope clothing brands with respect to people who live or study in 2017 Nicosia, Kyrenia and Morphou.

Within this overall objective, the research questions of this study are designed as below. These questions were targetted to Terranova and Calliope brands and Facebook and Instagram users in TRNC, 2017.

1. What are the attitudes of social networking sites users towards Instagram and Facebook posts?

2. What are the aspects of Facebook and Instagram posts for the users that motivates them to purchase?

3. How do Facebook and Instagram posts encourage or attract users for purchasing?

4. What are their reactions towards clothing brands' posts in Facebook and Instagram?

1.4 Assumptions

As the main focus of this study is the examining the attitudes of individuals towards the clothing brands posts in Facebook and Instagram, for Terranova and Calliope, related assumptions are;

- Social media is a dynamic communication tool for companies to advertise, market and to promote their product and to meet with their customers interactively.

- Facebook and Instagram are most demanded, for young people, and most effective social media network sites, for companies to reach their audience.

- Facebook and Instagram posts has different effectiveness on the users in terms of consumer behavior.

- The prominent factors of social media users for posts in Facebook and Instagram are crucial for companies in terms of creating effective Facebook and Instagram posts.

- The content of these posts, both in Facebook and Instagram, plays an important role in creating awareness on the user and persuading them for purchasing the product.

1.5 Significance of the Study

Previous studies regarding Instagram and Facebook have contributions to understand and evaluate the impact of the social media on posts, alternative other tools or trends for goal oriented post and possible predicting for the future. Significance of this

study is to focus on the perceptions and approaches of Facebook and Instagram users towards the posts of Terranova and Calliope. Also the focus of this study is to reveal the prominence criteria of Facebook and Instagram users for social media advertising, the effectiveness of these criteria for Terranova and Calliope, in terms of their advertising and marketing strategies in Northern Cyprus, and to indicate how individuals evaluate the clothing brands' SNS posts.

1.6 Limitations of the Study

This study was limited in some aspects. All participants have different demographic, characteristics and different perspectives. One of the limitations that the research has been conducted in a limited locations; Nicosia, Morphou and Kyrenia towns in Northern Cyprus and limited with time duration as it is conducted in 2017, December. Another limitation was the number of participants which is 315 participants participated in the study. The subject of the study was limited with focusing on Facebook and Instagram as social network sites, and choosing two clothing brands Terranova and Calliope.

1.7 Definition of Terms

The terms that are being used in this study are defined and explained as below:

Social Media: A new form of media allows users to interact with each other, sharing, transferring sources like text, photos, audio, video, and information in general among Internet users. Social Media has relevance not only for regular Internet users, but for business as well (Leonardi, Huysman, & Steinfield, 2013).

Facebook: It is the most popular and demanded online social networking site includes more than 750+ million active users. Facebook is a social networking website platform where people can create profiles, share information such as photos

and quotes about themselves, and respond or link to the information posted by others (Knautz & Baran, 2016).

Instagram: Instagram is a social networking application made for sharing photos and videos from a smartphone. Similar to other social networking sites, everyone who creates an Instagram account has a profile and a news feed that can be interactively seen and shared through the friends who are member of the profile (Linaschke, 2011).

Brand: A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept (Rouse, 2017).

Posts: any paid form of non-personal presentation and promotion of ideas, goods and services of an organization to persuade the audience to purchase the goods, products or service. (Volkmann, 2004).

Chapter 2

LITERATURE REVIEW

Chapter Two focuses on the previous studies related with the subject of the study and theoretical framework about the approach of individuals towards posts in social networking sites. The literature review part includes the review of consumer behavior, consumer decision making process, Internet consumer behavior, the historical background and studies on Internet, social networking sites, Facebook and Instagram as they are the most preferred ones as SNS in the world, the approach of advertising and SNS posts, information about Terranova and Calliope as clothing brands and their visual merchandising strategies. Also, one communication theories; Uses and Gratification Theory is reviewed detailed as the subject of the study has been examined by applying these two communication theories.

2.1 Consumer Behavior

Consumer behavior is an inter-disciplinary social science and came into prominence in 1940s, it refers to individuals or organizations' behavioral activities on purchasing, consuming and using the product, good or services. It includes all kind of activities that consumer pass through the purchase process (Sirgy, 1982). Consumer behavior covers the mix elements of sociology, psychology, marketing, economy, anthropology and ethnography sciences. It examines consumers' buying behavior, influencing factors onto that, consumers' demographics, behavioristics, needs & wants, their adoption levels to innovations or new product, other influences on the consumer, like opinion leaders, family, friends etc., purchasing decision process,

their brand preferences level, their evaluations and all kind of consumption behavior (Cohen & Areni, 1991).

There are four main factors that influence the consumer behavior. These are; social, cultural, personal and psychological factors (Belk, 1975). **Social factors** refer to the environment, includes both close one or unfamiliar ones, that effects on consumer in buying or purchasing decision behavior. Social factors are divided into three categories within itself. First, *reference and membership groups*; membership groups are social groups of people which consumers as individual belongs. These groups are mostly related with its social origin, age, location, work, hobbies, sports, leisure etc. The influence occurs from the shared consumptions trends, common lifestyles and understanding of the specific features like values among the members of the same groups. Reference groups are those who give point of comparison to the products, good or service provided, evaluates the options of consumers, and so, influence the consumer on the buying or purchase decision behavior. Opinion leaders are significant examples for reference groups (Santos & Boote, 2003). Second, *family*; consumers do not only influence by their personalities or motivations but also by their family members as they are living together due to the blood relationship or marriage connection. Family develops attitudes and opinion on subjects like politics, social relations, society and etc. as well as consumer habits like brand perception, buying behavior. Third is the *social role and status*; refers to all type of attitudinal role of individuals like his profession or position at work, his position within the family, in a group of friends, even gender and marital status. These roles have importance on influencing the behavior of consumer and purchasing decisions (Bagozzi, Gürhan-Canli, & Priester, 2002).

Cultural factors are variety of components related to culture itself or the cultural environment that individual, as consumer, belongs to. Cultural factors play an important role in constituting the behaviors of consumers and understanding the needs, preferences, perceptions, habits and expectations of an individual. Cultural environment effects in shaping the individual's values, preferences and therefore it is important for brands and marketers to consider this in order to adopt their products, good or services and determining its marketing strategy (Kacen & Lee, 2002). There are three main components of cultural factors; culture itself, sub culture and social class. *Culture* refers to complex belief of human behavior which includes human society, the role of that society, the behavior of the society, the values, morals, customs and traditions. *Subcultures* are group of people who share the same values based on a common experience or lifestyles. Subcultures include nationality, religion, ethnicity, age groups, gender etc. The role of subculture in consumer behavior is significant and therefore, needs to be considered by brands for segmentation of a market in order to placing the product or creating effective communication strategies. *Social class* are homogenous groups placed within a form of social hierarchy. Similar values, lifestyles, interests and behaviors determines individuals' social classification. People from different social classes, as the most known types are low class, middle class and high class, have different desires and different consumption preferences. The difference in purchasing power has impact on consumer decision behavior (Kim, Forsythe, Gu, & Moon, 2002). Despite all these cultural trends is another issue that effects individuals' consumer behavior in relation to shopping habits of consumers, releasing a new product/brand. The contribution of media by making trends visible, consumers gets influenced whether consciously or unconsciously. Significant example for this can be social networking

sites, Facebook and Instagram are popular and became cultural trends (Jarvenpaa, Tractinsky, & Saarinen, 1999). **Personal factors** include variety of components that effect consumers in buying process or purchasing behaviors. These factors are age and lifecycle stage, financial or economic situation, life style, self-concept and personality. In age and lifecycle stages, consumers purchase different kind of products or services at different age levels. With the age factor the values, the environment, hobbies, activities and consumer habits change throughout his/her life. So the factors influencing the buying decision process may also get effected and change. In this sense, it is observed that the 'social value' for a brand generally play more importance on buying decision of consumer at age 25 compare to consumer at age 65 (Hemsley-Brown & Oplatka, 2016). Financial and economic situation refers to consumer's purchasing power. The individual's income and capital has influence, thus, determines the consumer purchasing decisions. The price of the product, the affordance of consumer, the perspective on money and the level of financial importance are components effects purchasing decision. Lifestyle includes he all kind of activities, interests, values, hobbies and opinions that influence the consumer purchase behavior. If a person is interested with sports activities, then his/her purchase preferences will be on buying sport shoes, clothes or specific products. Personality refers to specific characteristics of each individual. Components like confidence, adaptability, extraversion, curiosity, autonomy, sociability etc… reveals different kind of consumer behaviors. On the other hand, self-concept is the image that each individual has and conveys an encouragement in consumer choices and so, it is an important influence on buying decision (Moutinho, 1987). **Psychological factors** are divided into four categories; motivation, perception, learning and experience, attitude and beliefs. *Motivation* activates the internal need s and

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requirements of the consumer. It refers to goals and the needs of the consumers like security needs, self-esteem needs, self-actualization needs. *Perception* is the process in which the individual selects, organizes and interprets the information he/she obtains in order to his experiences, beliefs or personal characteristics. Different perceptions of each individual reveals different consumer's decision behaviors. *Learning and experience* occurs through action; it implies a change in the behavior resulting from the experience. For instance, an individual may not buy chocolate after finding out s/he has allergy to cacao. Or a person might stop buying salt if s/he has high blood pressure. *Attitudes and beliefs* refer to a conviction that a person relies on something. Individuals obtain their beliefs through their learning, their external influences, like friends and families, and through the experiences which influences on their consumer behavior. Attitudes allow individuals to develop suitable behaviors with their favorable, and unfavorable, emotional conditions or feelings. Also it creates a tendency of reaction to certain behaviors and actions (Lea, Webley, & Walker, 1995).

2.1.1 Consumer Decision Making Process

Despite of all these influencing factors on consumer behavior, the decision making process of consumers constitutes in five main stages. However, all these factors create different purchase decision, they all follow and pass through the same stages. In this matter, it is important to understand, especially for organizations, brands and marketers, how selecting a product, goods or service constructs in consumer's mind and reaches to purchasing level (Hoyer, 1984). Five stages of decision making process are; recognition of problem, information search, information evaluation, decision of purchasing and post- purchase evaluation.

2.1.2 Recognition of Problem

The first step of the decision process is problem recognition. This refers to identification of the problem or need that has to be fulfilled by consumer. In this point, the needs are divided into two as internal stimuli and external stimuli. Internal needs are basic average needs like water, clothes etc… and external stimuli comes from the environment individual lives in, like buying a new car. The identification of these stimuli are creating different needs in consumers and therefore, these recognitions results in creating of purchasing idea (Shiv & Fedorikhin, 1999).

2.1.3 Information Search

After the identification of stimuli and recognition of needs, consumer tended to look for information actively and starts involving in the search for information by using various sources like Internet, friends and other materials. Basically, there are four main information sources for consumers; personal-friends, families, neighbors, commercial-advertising, websites, packaging, sales person-, public mass media-Internet, magazines, experimental-free trials, examining using the product (Bettman & Park, 1980).

2.1.4 Evaluation of Alternatives

İn this stage, consumer usually compare the products in terms of their benefits, various features and information obtained from the previous stage to make the right choice. Consumers evaluate the products, goods or services under two components; functional benetifs and psycho-social benefits. Functional benefits are the otucomes that can be experiences by the individuals. Consumers who are less knowledable about the product tends to evaluate funcional benefits. When a consumer is informed about the product, the s/he process the prand and considers purchasing. Psycho-social benefits are personality related attributes of the brand. Such as brand image and its

benefits uder social currency. Consumers prefers brands with a personality that matches with their own and despite, good matches brings impact on brand choice, satisfaction, brand loyalty and consumers refernce as word-of-mouth (Grewal, Cline, & Davies, 2003). İn this sense, this stage is important for brands and marketers to consider when they position the product in the market, or creating brand image, and therefore creating advertising strategies.

2.1.5 Purchase Decision

After evaluating the products and its benefits, consumer is ready purchase the product. The consumer makes decision to make a final purchase as he or she has already reviewed all the alternatives and came to a final decision point. During purchase decision, consumer evaluates the product in different aspects like brand name, quality, price, time for purchasing, purchasing method, online or actual etc... Brands and companies might affected both negative and positive from this stage as the consumer makes decision suitable with his/her conclusions of the evaluations (Olshavsky & Granbois, 1979).

2.1.6 Post Purchase Evaluation

Post purchase evaluation stage refers to he affections of future decision making processed by the consumer for the same product. This stage is directly depends on the consumer's experience and what s/he obtained from purchasing that product or services. The consumer may either get satisfaction or dissatisfaction depending on the evaluation of the purchase and comparison of their own expectations. The outcomes of their experience and their expectations have direct impact on the next decision of the consumer to purchase the same product or not (Gardial, Clemons, Woodruff, Schumann, & Burns, 1994).

2.2 Internet Consumer Behavior and Online Purchasing Decision

The developments in communication technologies has changed the way consumers approach in purchasing behaviors. Compare to traditional purchase decision process and consumer behavior factors, Internet as new communication technology provides variety of options in making the purchase decision process easier for consumers (Peterson & Merino, 2003). Internet offers multiple features like capacity, speed, ease of use, convenience, rapid access to information source etc… and these features attracts number of potential consumers in terms of purchasing product online. Due to the alternatives and features provided by Internet, consumers focuses on different criteria for product purchase evaluation (Bickart & Schindler, 2001). One of them is research alternatives. Customers seek for different product options comparatively to make better evaluations, in terms of price, quality etc., for their purchase decisions. Also they look for recommendations and information to create their own ideas about the product. The availability of accessing variety of products at the same time without going to stores attracts consumers to online purchasing (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Internet purchasing behavior reveals in five different segments. These are; directed-information seekers- those who look for information of the product/service primarily. No guarantee for those to be online buyer-, undirected-information seekers- considered as new comers of the Internet. By strolling in web sites and pages, they expected to interact with the online posts, - directed buyers- those who have straight action to online purchasing the product, - bargain hunters- price sensitive consumers that primarily focuses on the promotional products or discount sales and entertainment seekers- consumers mainly seeks for anything that includes fun activities like online games (George, 2004).

In other words, the Internet purchase decision process has different stages than traditional purchase decision process. *In the first stage,* consumer meets with the Internet communication objectives. Such posts, public relations, banners, links, short videos attracts consumer's attention and creates and awareness on consumer's mind. This constitution directs consumer to think of that product need. *Second stage* refers to awareness of the product need and search for specifications. The content of the web site like trust worthy, security, popularity and the image of the web site shifts consumer into searching for purchasing purpose. For instance, if a consumer sees attractive posts on Facebook, s/he might click on the ad, and take a look in more detail in order to decide if s/he will purchase purpose (Park & Jun, 2003). *Third stage* is about searching for product details. Once or not consumer is convinced by the posts and the web site that the product is advertised, the s/he tends to search more detailed about that product. Such searching elements like comparing prices of the same product, searching for different alternatives like different models/ options for the product, retailing alternatives, searching for recommendations and opinions for the product etc. helps consumer to evaluate that product to go through Internet purchasing decision. *Fourth stage* is the decision point. After consumer evaluates the product and persuaded with the results obtained, s/he decides to take action on online purchasing. By reaching this stage of purchasing, consumer is satisfied with the details on brand, price, ways of payment and delivery. *Fifth stage* is post-purchase evaluation which refers to attitudes of consumer after purchasing the product. After experiencing the product, consumer might show loyalty towards that brand or evaluate other alternatives and switch to other brands (Li, Kuo, & Rusell, 1999).

2.3 Internet

Internet is the global communication network system in which computers are interconnected by using Internet protocol suite (TCP/IP). This network includes many networks like private, public, domestic, global, academic, government and business networks, of both local and global scope, and are linked by electronic, wireless and optical networking technologies. The Internet employs a set of standardized protocols which allow for the sharing of resources among different kinds of computers that communicate with each other on the network (Hertlein & Piercy, 2006).

The Internet was developed in the Uniter Sates by U. S. Department of Defense Advanced Reseach Projects Agency (DARPA) and first connected in October 1969. It was first called ARPANET and used for military issues. ARPAnet's popularity continued to spread among researchers, and in the 1980's the National Science Foundation, whose NSFNet, developed PSInet ,by MCI mail and Compuserve's contribution, for public commercial use of Internet which is one of the networks that would grow into the commercial Internet we know today (Marson, 2008).

In March 1990, the first high-speed T1 (1.5 Mbit/s) link, which allows much more robust communications than were capable with satellites, between the NSFNET and Europe was installed between Cornell University and CERN, Switzerland. Six months later Tim Berners-Lee has created WorldWideWeb, the first web browser, and built all the tools necessary for a working web: the HyperText Transfer Protocol (HTTP) 0.9, the HyperText Markup Language (HTML), the first HTTP server software, the first web server and the first Web pages that described the project itself

(Kleinrock, 2010). In 1991, the Commercial Internet exchange was founded, allowing PSInet to communicate with the other commercial networks CERFnet and Alternet. Since 1995 the Internet has tremendously impacted culture and commerce, including the communication by email, instant messaging, telephony (Voice over Internet Protocol or VoIP), two-way interactive video calls, and the World Wide Web with its discussion forums, blogs, social networking, and online shopping sites. Increasing amounts of data are transmitted at higher and higher speeds over fiber optic networks operating at 1-Gbit/s, 10-Gbit/s, or more (Mowery & Simcoe, 2002).

The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and file sharing (Prescott, 1997). The Internet is also what we call a distributed system; there is no central archives. Technically, no one runs the Internet. Rather, the Internet is made up of thousands of smaller networks. Data centers have very fast Internet connections, allowing them to serve many users simultaneously. Data centers can be located anywhere in the world, but they are often located in remote areas where land and electricity are cheap. For example, Google, Facebook, and Microsoft have all constructed vast data centers in Iowa. The Internet thrives and develops as its many users find new ways to create, display and retrieve the information that constitutes the Internet (Schöning & Wäsch, 2000).

Most traditional communications media, including telephony, radio, television, paper mail and newspapers have changed their structure and redefined in order to developments and demand on the usage of Internet. İnternet brought up a new services like email, Internet telephony, Internet television, online music, digital newspapers, and video streaming websites (Hampton, Sessions, & Her, 2010).

Newspaper, book, and other print publishing are adapting to web site technology, and reshaped themselves into blogging, web feeds and online news aggregators. The Internet has enabled and accelerated new forms of personal interactions through instant messaging, Internet forums, and social networking. Online shopping has grown and became new era for businesses in terms of marketing, selling, distributing, retailing, advertising, PR campaigns services entirely online and for public to search, to shop and purchase a product as consumer (Walker, 2015).

2.4 Social Media

Social media is computer mediated technology includes series of websites and application designed to allow people to share contents quickly and efficiently. It allows individuals to interact with one another and facilitates the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks (Curtis, et al., 2010). Despite all these provided variety of services, social media has some common features.

- Social media is an interactive web 2.0 Internet based software application.

- It is user generated content where text posts or comments, digital photos or videos, and data generated online interactions are gathered.

- Users create service-specific profiles for the website or application platforms that are designed and maintained by the social media organization

- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups which allows interactive communication (Trottier & Lyon, 2012).

Individuals as users access social media services via web-based technologies by using desktop computers, laptops, tablets, mobile devices and furthermore, they can download social media services and use its facilities through its applications. By engaging these services, users can generate interactive platforms where all individuals, communities, organizations can create, share, discuss and participant mutually (Lee & Ma, 2012). Therefore the idea of communication for individuals, businesses, organizations and communities changes structurally. These changes are result of emerging technology and innovation. Social media, in its structure and contect, differs from the traditional media, both paper-based or TV broadcasting. Based on its features like quality, accessibility, frequency, interactivity, permanency, usability and immediacy, social media brings an advantage for people and became a popular new communication tool for many kind of usage purpose (Hanna, Rohm, & Crittenden, 20111). Some of the most popular social media websites are Facebook, Gab, Google, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, Twitter, Viber, VK, WeChat, Weibo, WhatsApp, Messenger (associated by Facebook) Wikia, and YouTube. Today there are more than hundred million people registered and using social media networks.

According to the statistics Global social media ranking, August 2017, the list of social networking sites are listed as below (statista.com, 2017);

1. Facebook: 2,047,000,000 users

2. YouTube: 1,500,000,000 users

3. WhatsApp: 1,200,000,000 users

4. Facebook Messenger: 1,200,000,000 users

5. WeChat: 938,000,000 users

6. QQ: 861,000,000 users

7. Instagram: 700,000,000 users

8. QZone: 638,000,000 users

9. Tumblr: 357,000,000 users

10. Twitter: 328,000,000 users

11. Sina Weibo: 313,000,000 users

12. Baidu Tieba: 300,000,000 users

13. Skype: 300,000,000 users

14. Viber: 260,000,000 users

15. Snapchat: 255,000,000 users

16. Line: 214,000,000 users

17. Pinterest: 175,000,000 users

The usage purposes of these networking sites differs depends on many varieties. Social media is used by individuals, educational purposes, organizations, communities, governments, politics, businesses, companies, health organizations, media organizations, advertising companies, marketers and etc... to achieve the goals/purposes, to satisfy the needs and utilities (Perrin, 2015).

2.5 Facebook

Facebook, where people can post comments, share photographs and links to news or other interesting content on the Web, play games, chat live, and even stream live video. Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person (Valenzuela, Park, & Kee, 2009).

Facebook began in February of 2004 as a school-based social network at Harvard University. It was created by Mark Zuckerberg along with Edward Saverin, both

students at the college. One of the reasons credited for the rapid growth and popularity of Facebook was its exclusivity. Originally, to join Facebook you had to have an email address at one of the schools in the network. It soon went beyond Harvard and expanded to other colleges United States. In October it started using by the colleges in the U.K. and in December it launched for colleges in Australia and New Zealand. Facebook accessibility also expanded to select companies such as Microsoft and Apple. Finally, in 2006, Facebook opened to anyone 13 years or older and became the most popular social network in the world. In 2007, Facebook launched the Facebook Platform, which provide users to create applications on the network and allowed users to interact by playing games, such as chess, candy crush and etc. (Brügger, 2015).

Despite Facebook is available in 37 different languages, there are numerous features of Facebook for both people and businesses. Facebook allows for users to create and select a friends list and choose privacy settings to define who can access the content on their profile. It allows for users to upload photos, pictures and to create albums which can be shared with friend and therefore, supports interactive communication. Fcebook gives ability to comment ,on both in user's page and on a friend's profile page, in order to share information, to communicate and to keep in touch with others (Joinson, 2008). Despite this, Facebook supports group pages, fan pages and business pages that let businesses use Facebook as a vehicle for social media marketing. Facebook Connect allows websites to interact with Facebook and allows Facebook to be used as a universal login authentication service.

In this matter, there are some impacts that revealed and brought by Facebook. Economic impact of Facebook has reflected to marketing, advertising, announcing,

public relation campaigns, businesses, communities, governments and organizations in order to create a space where they can reach to mass target audience and allows to interact with users (Gangadharbatla, 2013). The social impact of Facebook is significantly fantastic. It affected social life and activities of people in many ways such as allowing people to stay in touch with their environments, family, relatives, friends and etc., through their computers or mobile devices wherever their location in the world. Facebook, as well as connecting people, allows users to generate, share, trade the ideas and information and unites people with common interests, beliefs, opinions through open, closed or private groups or other pages. Thus it helps people to socialize, develops self- esteem, gives relaxation, entertainments, escaping and becomes a social tool for people to use on their free times (Barker, 2009). On the other hand, Facebook has a political impact in order to help people to organize, gather, share, spread the information, contact and communicate with each other both domestic and globally (Conroy, Feezell, & Guerrero, 2012). One of the most recent examples for this is Arab spring. Facebook played a major role in generating 2011 Egyptian evolution in order to people create an event to invite Egyptian people to "peaceful demonstrations" protest and therefore to connect all protesters through Facebook social networking site (Eltantawy & Wiest, 2011).

2.6 Instagram

Instagram is photo-sharing based social networking site which the application allows users to share photos and videos both public and private. The application can be used both by mobile phones, tablets, laptops and desktops. However, Instagram is developed by Facebook, the developer author is Kevin Systrom and Mike Krieger and launched in October, 2010 as a free mobile application for IOS operating system.

Its versions for android and apple software in 2012 (Bakhshi, Shamma, & Gilbert, 2014).

Instagram requires registry, creating a user account, and downloading the application. It allows users to upload photos, videos and share the contents, therefore, applying various options like digital filters, linking the photos with other content, selecting locations, through geotags or hashtags to their post. Also, users can connect their Instagram account to other social media profiles, like a shared photo or video can be post in Facebook, and enable to share the post widely with others (Silva, Vaz de Melo, Almeida, Salles, & Loureiro, 2013).

The developments in Instagram has carried its distinctive feature to higher usage preference and utility level. For instance, the feature of Instagram was limited with posting a photo in a square at first, this has changed by 2015 and users were allowed to upload a photo or video at full size. In 2012, by introducing "explore" tab, users were able to meet with variety of media including popular photos, taken at by near places, popular tags about trends, events or places, recommended videos and comments for current content. In 2013, Instagram launched video options like widescreen and longer video records, compare to its 15 second limited duration and limited quality. Another update in 2013 was about private messaging. It was direct messaging, including basic photo sharing function and has changed with major updates and features, most attractive one is text support and "disappearing photos" (Hochman & Manovich, 2013). In 2016, Instagram developed "stories" feature and allowed users to add photos to a story they share, with the content disappears after 24 hours. Instagram added live-video functionality to Stories in November 2016, adding stickers options in April 2017, and face filters in May 2017. Day by day, Instagram

became more popular and reached to 700 million registered users in April 2017 and over 40 billion of photos and over 250 million of stories has been shared by its users. Instagram has received positive reviews from its users, and it has been named one of the most influential social networks in the world.

The popularity of Instagram has been grow and brought wide range of personal, community, political, governmental, businesses and organizational usage. For instance, the trends in which users post related photos, videos and comments or theme or event oriented photo or video posts with hashtag representing on specific days are results of Instagram by its provided features for its users (Manikonda, Hu, & Kambhampati, 2014). In other words, people started using Instagram not only for sharing photos or videos but also for their Uses and Gratifications. Instagram became a part of their social life, a way of expressing feeling or ideas, a way of socializing, staying updated, being informed about current issues, events or trends as well as personal and psychological influences of Instagram usage.

This constitution has affected in business, politics, government, communities and organization and brought different aspect of Instagram usage in order them to make announcement, advertising, representations, creating awareness, overall, to reach their purposes (Abd. Latiff & SafiraSafiee, 2015).

The usage of social media for businesses became very popular recently in order to achieve their marketing goals. As one of the most popular and demanded social networking site, Instagram is being used by companies to advertise, to sell, to announce a new product or promotion, to distribute their marketing widely in order to reach their target audience. With the same idea, the political parties and politicians

benefit from Instagram such as posting photos or videos about their events, sharing comments about the issues in order to reach their supporters globally (Filimonov, Russmann, & Svensson, 2016). Despite, communities use Instagram potentially nowadays as its free use feature and benefits of reaching larger audience. By using Instagram, communities are able to reach public in order to promote their activities, launching their campaigns, sharing their events and to obtain support or demand from the public. Organizations, both profit and non-profit, use Instagram in the same way. Through Instagram, organizations are able to reach their members widely and to announce their events, campaigns and so to advertise about their campaigns globally. Despite, Instagram is a good way of reaching the audience in order to unite and to create an awareness on people. Sometimes organizations use Instagram to collect global support for their purposes (McNely, 2013).

2.7 Social Network Advertising

Social network advertising is a new term which refers to describe online digital advertising by using social networking sites. By advertising online, advertisers are able to examine the demographics of the users and related to that able to create the most effective advertising (boyd & Ellison, 2007). Considering this one of the most significant benefit of social network advertising, social media allows advertisers to choose and to make detailed identification on targeting options, such as behavioral, socio-psychographic, geographic or demographic targeting, among the social network users. By social media targeting, posts are distributed regarding the information obtained from the users' profiles. Basically, social media targeting is a method used by advertisers to optimize the online advertising by using profile data to interact with the individual users directly (Vries, Gensler, & Leeflang, 2012). Social

media targeting refers to the process of matching social network users to target groups that have been specified by the advertiser.

The process of social media advertising and how the advertisers apply this process has a straight relation with the social media users in order to the information they share on their profiles. The content of the profiles mostly includes the user's age, gender, ethnicity, location, religion, social status and their interests. All these stored information allow advertisers to reach specific target groups and create their posts specifically (Wright, Khanfar, Harrington, & Kizer, 2010). Thus, it is a great opportunity for advertisers to reach people who are interested with their product or service. Therefore, it is an advantage for the social media users to see the posts which matches with their interests to them. To give an example, Facebook has a targeting technology which gives advantages to advertisers in order to reach specific audience, and so, Facebook users see the posts only suitable with their gender, age, location, likes or interests (Provost, Dalessandro, Hook, Zhang, & Murray, 2009).

Although the users' profile information is important source to use for targeting, it is crucial for advertisers when they are operating the social network posts. These information is accessed by social media targeting software and enables advertisers to create effective ads which match with the characteristics of social network users. The important component of social media targeting is the provision of the users' socio-demographic and interest information. By using this information, social media targeting makes it possible for users to see posts that might actually interest them (Bonatti & Bergemann, 2011).

The availability of user data allows for detailed analysis and reporting, which is a big part of social media targeting and what makes it more effective than statistical projections alone. Briefly, social media advertising helps businesses find new potential clients by using users own shared information to identify interest. Rather than reactively targeting users who search a certain term, social media advertising proactively targets relevant users before they even begin their search.

These social media targeting can be categorized under four components:

- **Interest targeting:** It refers to advertisers focusing on the users' profiles by looking at their likes, interests, activities, skills and pages which is actual information given by the user. Some of the social networking sites that offers and allows interest targeting for advertisers are Facebook, Instagram, LinkedIn, twitter and Pinterest.

- **Behavioral/Connection targeting:** With behavioral targeting, advertisers are able to reach audience based on their purchase behaviors or intents regarding their device usage. With connection targeting, advertisers are able to reach audiences who has a specific connection to their product/brand page, application, group or event. These kind of targeting can be applied in Facebook, Instagram, Pinterest, Twitter and Linkedin (Aral & Walker, 2012).

- **Custom targeting:** This is a type of targeting where advertisers or companies uploads list of email addresses, phone numbers, user Ids or Username data from social network sites to distribute their posts. It is mostly used in Facebook, İnstagram and Twitter.

- **Lookalike targeting:** This terms refers to searching for similar kind of target audience that the advertiser is seeking for. Lookalike targeting helps

companies, organization and businesses to increase their target audience, and so, to extent their customers. Lookalike targeting is ideal for new businesses to create customers through social media. As they are the most demanded social networking sites, Facebook, Instagram and Twitter are the best alternatives , pinterest has demand increasingly nowadays, for lookalike targeting (Saravanakumar & SuganthaLakshmi, 2012).

2.8 Teddy Group

Teddy corporate group is a family-run multinational corporation whose core business has been clothing since 1961; a multinational with an Italian style and run business, competing with international fast fashion companies. According to Teddy group, the key factors for success are the sense of belonging, the courage and the expertise of the people who work for the company. Teddy group enlarged and became a global fashion company through the years (Teddy.it, 2017).

- In 1961, Vittorio Tadei left from his accounting job and started working in his sister's clothes shop, which was the first handmade knitwear workshop, and realized his high interest on fashion, and bring the shop in the 1970s to engage in wholesale distribution projects on a wider range.

- In 1981, Teddy Sri is established, thus turned to entrepreneurial project into s more real and long lasting one. During these years, Teddy gained its corporate identity as well as corporate culture in order to the fashion trends started to become a worldwide phenomenon.

- In 1988 Terranova brand is created and the franchising format 'on a sale-or-return basis' format is launched, both domestic and international. In 1990, the

company has expanded abroad and open branches in Yugoslavia, Spain and other 22 eastern European countries.

- In 2001, Teddy starts to develop a sales network of wholesale stores to distribute Rinascimento-branded products abroad; the first store opened in Paris. In 2002, Kitana is created, the plus size fashion clothing by Rinascimento. In 2005, Terranova reached its 400th store, opened in Saudi Arabia. The brand Calliope is created which enter to low-cost market successfully.

- In 2006, Terranova kid clothing is created, thus Terranova expanded its product range. In 2008, Germany, Canada, Belgium, Lebanon, Ireland and France stores for rinascimento opened. By 2010, Terranova and Calliope had more than 500 stores and in 2011 Terranova created its e-commerce platform.

- In 2012, underwear line of Terranova is launched. And in 2013, miss brand is created. Teddy corporate group branches out onto four new big market; Denmark, France, Malaysia and morocco and reached its position in today (Teddy.it, 2017).

2.8.1 Terranova

Terranova is an Italian clothing company established by Teddy group in 1988, which facilitates in fashion industry in Italy and other countries. It is one of the most important European low-cost brands of young and urban fashion, with 463 stores in 39 countries in the world, in addition to that 16 e-commerce countries. The stores are managed both directly by the company or using the franchising format to distribute its products (Terranovastyle.com, 2017).

Terranova has 'everyday' fashion style that has fresh, simple and cool image which refers to casual, sports, comfortable simple and cool clothing style. The company's

clothing lines are menswear, womenswear, kids wear, accessories and underwear. They produce 14 collections every year. Based on the fashion industry experience and demographics and interests of their customers, Terranova focus on three basic concepts;

- Easy to wear; a product that fits for everyone

- Easy to buy; affordable price for everyone

- Easy to live; a product that makes everyone comfortable and inspires them with a feeling of freedom (Terranovastyle.com, 2017).

2.8.2 Calliope

Calliope is an Italian clothing company created by Teddy group in 2005 and has 88 stores in 19 countries. The brand designs and produces 14 clothing collections every year. Despite of competing in the global fashion market successfully, the unique features of Calliope are its point of sale, both flagships and franchised, is its well balanced, modern glamour, with a 'stylish' touch (Calliopestyle.com, 2017).

Calliope considers itself as trendy, modern products. Despite, they produce low-cost clothing and affordable products for its customers. It offers a unique purchasing experience in stores boasting a minimal and contemporary design. Thus, keeping a good balance between what is fashionable and basic. In designing their products, Calliope focuses on the both men and women's comfort and wants them to feel naturally glamourous every day. The clothing line of Calliope are menswear, womenswear and accessories and are designed for men and women aged 25-40 who wants to dress fashionably (Calliopestyle.com, 2017).

2.8.3 Visual Merchandising of Terranova and Calliope

The term visual merchandising refers to all the activities designed to obtain an attractive display of goods that effectively promotes sales. This discipline combines

the principles of aesthetics, psychology and marketing. In fact, in order to create an attractive display, it is necessary to possess know the aesthetic sense (Teddy.it, 2017).

As the visual merchandising has become a great resource for the clothing stores, Teddy has invested in the training of store personnel who are increasingly qualified and must know about the rules of visual merchandising and the importance it plays in world of retail.

Depends on the concept, collection, fashions style represented by the brand, the rules of visual merchandising have different undertones. For instance, Terranova and Terranova kids will therefore feature visual merchandising that express cool and easy coordinating pieces, whilst Calliope will be more sophisticated and glamorous.

In Terranona and Terranova kids, the mannequins, busts and legs will be use in a feisty and "in" movement way in order to interpret and display the dynamicity of the brand. For instance, a jumper mannequin can be used to display the Terranova's brand image. On the other hand, the mannequins used in Calliope with be posed in a 'sensual' way to line and reveal the company's brand identity (Teddy.it, 2017).

2.9 Uses and Gratification Theory

Uses and Gratification Theory first surfaced in the 1940s as opposing to magic bullet theory, which takes audience as passive respondents and assumes that media has straight effect on audience, it is evolved by the research of communications professor Jay Blumler and sociologist Elihu Katz in the 1970s (Ruggiero, 2009). Uses and Gratification Theory (UGT) has positivistic approach and focuses on to explain how and why people use media. And according to the theory, audiences, as media users,

actively select the types of media and media content they consume to gratify various needs. They do not get affected straight away of what they see in media, but they consume media depends on their needs, uses and consume in terms of their gratification from the media. Once they use media and gratified, then they get satisfied from that media usage (Katz, Blumler, & Gurevitch, 1974). Briefly in other words, this theory focuses on what people do with media rather than what media does to people. UGT considers people not as victim of media but as power to form the media content. There are three main assumptions that UGT emphasize (Lin, Fang, & Hsu, 2014);

- Audiences as media users are taking an active role in selecting the medium as well as interpreting it and integrating it into their lives. The audience have full control over the effect of media on them as the effect can be chosen by the audience themselves.

- Different types of media compete against each other and against other sources of gratification for viewers' attention (López-Ayala-López, García-Jiménez, & Gaona-Pisionero, 2012).

- The medium that provides the most satisfaction for a person will be used more often than other types. Value judgments of media content can only be assessed by the audience (Lometti, Reeves, & Bybee, 1977).
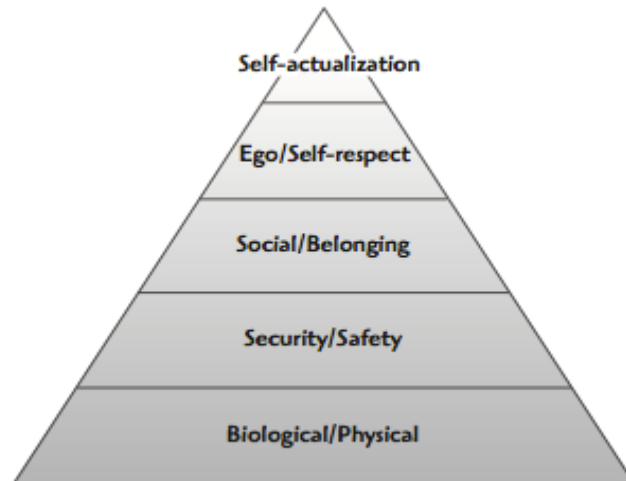
Figure 1: Relying on media consumptions of audience regarding their uses and types of needs they seek for gratification

Relying on media consumptions of audience regarding their uses and types of needs to seek for gratification, Katz, Blumler & Gurevitch (1974) stated five main categories;

Affective needs: Affective needs talk about emotional fulfillment. People use media to arouse certain emotions within themselves, such as happiness, fear or pleasure. For instance, by watching soap operas, series on television and movies, people relate to the character and feel the emotions the characters' show. If they cry, the audience cry and if they laugh, audience laugh along with them (Whiting & Williams, 2013).

Cognitive needs: People use media to get information and fulfill their mental and intellectual needs. People watch news mostly to gratify this need. Cognitive needs refer to acquiring information to rely the thinking and understanding process. People use media such as documentaries and how-to videos to increase their skills or knowledge in a certain area. Other examples can be quiz programs, teaching programs, arts and crafts programs for children, etc. Online media, Internet, is also being used to get information to get this need fulfilled (LaRose & Eastin, 2010).

Social integrative needs: The need of each person to socialize with people like family and friends is social integrative need. People use media to socialize and interact through social networking sites like Facebook, My Space, Twitter, etc. People also use media to increase their social interactions by getting topics to talk with their environments. Media also helps by providing people with topics and ideas to talk/discuss with their friends and near ones, increasing their social interaction skills. İn this sense, people use media not only for socializing but to connect with others as well (Shao, 2009).

Personal integrative needs: Personal integrative needs refer to the needs for self-esteem, promoting one's own image, reputation or status and respect. People need reassurance to establish their status, credibility, strength, power, etc. which is done with the use of media. For instance, they watch posts to know which products are in fashion and shop accordingly to change their lifestyle and fit in with other people. İnternet is the most preferred media tool for personal integrative needs. The websites, blogs, social media networking sites are most satisfied areas where audience meet their gratifications (Kaye, 2010).

Tension Free Needs: People listen to songs and watch television to relieve their stress, to fill their free times or when they are bored at times. People might have various tensions in life which they do not want to face, so take help of media to escape from the reality (Sundar & Limperos, 2013).

Despite of these varieties of needs, the same form of media content can fulfill different needs among consumers. For instance, TV show can provide cognitive gratification for one audience while providing tension release for another. Different

demographics, psychographic and behvioristic of audiences determine significant types of needs that differs for each individual (Dunne, Lawlor, & Rowley, 2010).

As mobile phones, Internet, social networking sites, etc. are new form of mass communication tools, the Uses and Gratifications of individuals are mostly focused on the usage of these media tools. The gratification level of each individual differs than each other's (Park, Kee, & Valenzuela, 2009). There are varieties of application of Uses and Gratifications can be listed. For instance, using mobile phone, people use mobile phones due to its advantages like immediate access, mobility and affiliation functions etc. These features gratifies entertainment, socializing, psychological reassurance, tension free needs, affections and cognitive needs (van Deursen, Bolle, Hegner, & Kommers, 2015). İnternet usage provides different gratifications for individuals; content gratification, process gratification and social gratification. Content gratification refers to the need for researching or finding specific information or material, which are gratified with content. Process gratification refers to functional process like immediate access, searching engines, random browsing. Social gratification encompasses many forms like relaxing, entertainment, escaping, socializing, self esteem etc. (Song, Larose, Eastin, & Lin, 2004). Different than Internet usage, social media is the most demanded communication tool for audience to gratify their usage. The benefits of social media like contacting with the environment, reaching information, spending free time, self-representation fulfills the gratifications needs of individuals like Social and affection, tension free needs, recognition, entertainment and cognitive needs (Raacke & Bonds-Raacke, 2008).

2.9.1 Research into Uses and Gratification

As the structure of Uses and Gratification can be applied in variety of fields and studies, the theory is applied in marketing communication and consumer behavior approach in other aspects as well as applying it in the affection of SNS posts in consumers as well. The theory of Uses and Gratification can be applied in variety of fields and studies. But the important point is how this theory has an influence on individuals as consumers when they interact with the SNS posts regarding clothing brands. The studies show that the Theory of Uses and Gratification is applied in many other fields in different regions in the world but in Northern Cyprus. As the significance of the study is SNS posts of clothing brands in Facebook and Instagram in Northern Cyprus and the reactions of Facebook and Instagram users, who locates in Northern Cyprus, towards to these posts, it is examined that the reactions of the users show difference in terms of their demographics, as they locate in Northern Cyprus.

Chapter 3

RESEARCH METHODOLOGY

The details about the research of the study are laid down in this chapter. Titles included in this chapter are research design, population and sample, data collection, validity & reliability and data analyses. Quantitative research methodology has been used to to examine the attitudes of individuals towards Facebook and Instagram posts of Terranova and Calliope and to understand how these posts in Facebook and Instagram motivate users for purchasing decisions. A survey study has been conducted to find out participants' approaches and attitudes towards Facebook and Instagram posts of Terranova and Calliope and their reactions in terms of the influence of these posts on their purchasing decisions. An in-house questionnaire has been designed in accordance with the purpose of the study. All the participants who responded the questionnaires were from different age, lifestyle, and social media usage and thus had different demographic characteristics the survey has been conducted in three areas, Nicosia, Kyrenia and Famagusta, in Northern Cyprus.

3.1 Case Study

As it has been mentioned earlier the quantitative research methodology has been preferred to find out the attitudes of individuals towards Facebook and Instagram posts of Terranova and Calliope and to examine how these posts in Facebook and Instagram motivate users to take purchasing decisions as well as understanding their opinions, preferences, likes, dislikes, needs and gratifications. The research has been conducted in 2017 December from Nicosia, Kyrenia and Morphou, in Northern

Cyprus. The questionnaire contains of fifty-two questions including nine multiple choices and forty-three likert scale statements. The pilot study has been conducted on fifteen respondents to measure the effectivity of the questionnaires as well as its reliability before applying to actual participants. With the pilot study, the necessary changes and requirements has been renewed and applied to the main questionnaire of survey in order to its format and structure. In this sense, the first four questions were designed to reveal the demographics of the participants and the questions between five and nine were designed conditionally to determine the participants social networking sites usage and their reactions for post in social networking sites. (Appendix A questions).

Although the questionnaires attached in Appendix part, the questions are stated below: In addition to multiple questions, there are forty-three statements as five point Likert scale type (strongly agree, agree, undicided, disagree and strongly disagree) have been designed to reveal the participants' opinion and attitudes toward Facebook and Instagram posts, especially clothing brands posts, and its influences on their purchase decision.

3.2 Population and Sample

The population of the research study has consisting of individuals with different age, gender, education, income level as well as different likes, dislikes, preferences and lifestyles. The population for the survey study were collected from three main areas of Northern Cyprus; Nicosia, Kyrenia and Famagusta. The participants have been selected randomly in which the respondents include SNS user and non-user, online consumer or standard consumer and conscious of SNS posts or not. Since we do not know the total number of population the sample sellected by cluster sampling. First,

3 towns were chosen there 350 surveys were administrated. However, only 350 are taken into consideration.

3.3 Data Collection

The collected data for the study is primary. The survey has been designed specifically to reveal the attitudes of individuals towards SNS posts and the influences on their purchase decision. The survey study was conducted in 2017 December and data was collected from the participants who locates in Nicosia, Kyrenia and Famagusta in Northern Cyprus. The data collected with the survey helped to understand individuals' approach about SNS posts and their perceptions on fashion clothing brands' posts in SNS. Also, by analyzing the collected data, the influences of SNS posts and how these posts motivate the individuals in their purchase decision has been revealed and examined. However, the participants had different demographics, depends on their SNS usage, they all have opinions about SNS posts, especially Facebook and Instagram.

As the survey used primary tool for collecting data to reveal the objectives of the study, SPSS program has been used to implement the research of the study. Despite of the multiple questionnaires, five point likert scale categorization was adopted by using the Balci's interval measurement scale. Regarding Balci's interval, the scales are classified statistically as 1.00-1.79 Strongly Agree, 1.80-2.59 Agree, 2.60- 3.39 Undecided, 3.40-4.19 Disagree and 4.20-5.00 Strongly Disagree.

3.4 Validity and Reliability

Regarding the importance of measuring the data collection is vital for the research, the validity and reliability of the study has been valued to reach the appropriate results. As the table shows below, Cronbach's Alpha statistics of the study is 0,948

which indicated a very high reliability (almost excellent). The result was proven by analyzing 52 questionnaire of the research study.

Table 3.1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,948	,949	43

3.5 Data Analysis

The data analysis refers to statistical analysis of the research and gives detail for information which reveals the objective of the study as well as helping to analyze the main research questions of the study. SPSS program was used to analyze the collected data. Generally, frequency table and Cross-Tabulations as descriptive statistics are used to analyze the participant's response for the questionnaires. By using frequency, the collected data was revealed in detail and by using Cross-Tabulation, the answers of the related questions were crossed with each other to find out the participant's attitudes towards SNS posts in Facebook and Instagram and to examine the participants' answers in order to reveal the findings of the main research questions for the study.

Chapter 4

ANALYSIS OF FINDINGS

This chapter lays down the descriptive statistical analysis of the data collected for the study. First, demographic information then analysis of 5 point likert scale questions and then Cross-Tabulation analysis will be presented.

4.1 Information of the Respondents' Demographics

Table 4.1: What is your Gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	6	1,9	1,9	1,9
	female	179	56,8	56,8	58,7
	male	130	41,3	41,3	100,0
	Total	315	100,0	100,0	

Table 4.1 shows the gender of the participants. The table shows that 56,8 % of the participants were female as 179 out of 315 people and 41,3 % of the participants were male as 130 out of 315 people. As the survey carried out depends on the availability of the participants, the table indicates that the sample of female respondents were more than male respondents in the survey study.

Table 4.2: What is your Age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	2	,6	,6	,6
	15-20	107	34,0	34,0	34,6
	21-25	117	37,1	37,1	71,7
	26-30	26	8,3	8,3	80,0
	31-35	25	7,9	7,9	87,9
	36-40	16	5,1	5,1	93,0
	41- above	21	6,7	6,7	99,7
	7,00	1	,3	,3	100,0
	Total	315	100,0	100,0	

The table 4.2 shows the participants' age distribution. According to the table, 0,6 % of them as 2 people were missing values, 34 % of the participants as 107 people were between 15-20 age, 37,1 % of them as 117 people were between 21-25 age, 8,3 % of them as 26 people were between 26-30 age, 7,9 % of the participants as 25 people were between 31-35 age, 5,1 % of them as 16 people were between 36-40 age and 6,7 % of the participants as 21 people were 41 and above age category. The result shows that most of the participants attend the survey study were between 15- 25 age category.

Table 4.3: What is your Educational Level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	4	1,3	1,3	1,3
	high school	77	24,4	24,4	25,7
	university	201	63,8	63,8	89,5
	post graduate	20	6,3	6,3	95,9
	other	13	4,1	4,1	100,0
	Total	315	100,0	100,0	

Table 4.3 shows the educational level of the participants. According to table, 1,3 % of them as 4 people are missing value, 24,4 % of the participants as 77 people are going to high schools, 63,8 % of them as 201 people are going to university, 6,3 % of them as 20 people are doing their post graduate and 4,1 % of the participants as 13 people select other option. The result shows that majority of the participants are going to university.

Table 4.4: What is your Income Level?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid missing value	18	5,7	5,7	5,7
350-500	58	18,4	18,4	24,1
501-750	31	9,8	9,8	34,0
751-1000	45	14,3	14,3	48,3
1001-2000	72	22,9	22,9	71,1
2001-above	91	28,9	28,9	100,0
Total	315	100,0	100,0	

Table 4.4 shows the participants' income level. 5,7 % of them as 18 are missing value, 18,4 % of the participants as 58 people have income between 350-500 tl, 9,8 % of them as 31 people have income between 501-750 tl, 14,3 % of them as 45 people have income between 751-1000 tl, 22,9 % of them as 72 people have income between 1001-2000 tl and 28,9 % of the participants as 91 people have income above 2001 tl. The result shows that majority of the participants have income more than 1001 tl.

4.2 Information of the Respondents' SNS Usage

Table 4.5: Do You Use Social Networking Sites?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	2	,6	,6	,6
	yes	291	92,4	92,4	93,0
	no	22	7,0	7,0	100,0
	Total	315	100,0	100,0	

Table 4.5 shows participants' social networking site usage. Despite the 0,6 % as 2 were missing values, 92,4 % of the participants as 291 people select yes and 7,0 % of the participants as 22 people selected no for the question. The result shows that high majority of the participants are using social networking sites.

Table 4.6: Which social networking sites do you use most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	8	2,5	2,5	2,5
	facebbok	108	34,3	34,3	36,8
	instagram	149	47,3	47,3	84,1
	twitter	15	4,8	4,8	88,9
	linkedin	2	,6	,6	89,5
	pinterest	6	1,9	1,9	91,4
	other	27	8,6	8,6	100,0
	Total	315	100,0	100,0	

Table 4.6 shows which social networking sites participants use. According to the table, 2,5 % of them as 8 are missing value, 34,3 % of them as 108 people use Facebook, 47,3 % of them as 149 people use Instagram, 4,8 % of them as 15 people use Twitter, 0,6 % of them as 2 people use LinkedIn, 1,9 % of them as 6 people use Pinterest and 8,6 % of the participants as 27 people use other social networking sites. The result indicates that almost half of the participants are using Instagram as social networking site.

Table 4.7: How often do you access your SNS account in a day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	15	4,8	4,8	4,8
	every 10 minutes	17	5,4	5,4	10,2
	every half an hour	17	5,4	5,4	15,6
	every hour	17	5,4	5,4	21,0
	every 2 hours	12	3,8	3,8	24,8
	every 3-4 hours	18	5,7	5,7	30,5
	less than twice in a day	52	16,5	16,5	47,0
	once in a week	167	53,0	53,0	100,0
	Total	315	100,0	100,0	

The table 4.7 shows the frequency of participants'SNS usage. Despite of 4,8 % as 15 are missing value, 5,4 % of the participants as 17 people access their SNS account every 10 minutes, 5,4 % of the participants as 17 people access their SNS account every half an hour, 5,4 % of the participants as 17 people access their SNS account every hour, 3,8 % of the participants as 12 people access their SNS account every 2

hours, 5,7 % of the participants as 18 people access their SNS account every 3-4 hours, 16,5 % of them as 52 people access their SNS account less than twice in a day and 53 % of the participants as 167 people access their SNS account once in a week. The result indicates that however the half of the participants access their SNS account once in a week, the other half of the participants access their SNS accounts every day, in total.

Table 4.8: Do you visit the sites posts placed in social networking sites?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	1	,3	,3	,3
	yes	157	49,8	49,8	50,2
	no	157	49,8	49,8	100,0
	Total	315	100,0	100,0	

Table 4.8 refers to participants visiting the websites of SNS posts or not. As 1 missing value for the question, 49,8 % of the participants as 157 people selected yes and 49,8 % of the participants as 157 people selected no. the results shows the participants responded equally for the statement of visiting the website of SNS posts.

Table 4.9: Do you follow your favorite brands in social networking sites?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	3	1,0	1,0	1,0
	yes	204	64,8	64,8	65,7
	no	108	34,3	34,3	100,0
	Total	315	100,0	100,0	

Table 4.9 shows the participants following their favorite brands on SNS or not. 1,0 % as 3 were missing value for the statement, 64,8 % of the participants as 204 people selected yes and 34,3 % of them as 18 people selected no for the statement. The result shows that majority of the participants are following their favorite brands in their SNS accounts.

Table 4.10: I trust the shared information in SNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	9	2,9	2,9	2,9
	strongly agree	57	18,1	18,1	21,0
	agree	77	24,4	24,4	45,4
	undecided	49	15,6	15,6	61,0
	disagree	81	25,7	25,7	86,7
	strongly disagree	42	13,3	13,3	100,0
	Total	315	100,0	100,0	

Table 4.10 shows the participant's attitude in trusting the information shared in SNS. Despite the missing value of 2,9 % as 9, 18,1 % of the participants as 57 people were strongly agree, 24,4 % of them as 77 people were agree, 15,6 % of the participants as 49 people had no idea, 25,7 % of them as 81 people were disagree and 13,3 % of the participants as 42 people were strongly disagree with the statement. The result indicates that, almost equally, participants trust the information shared in SNS and do not trust at the same time.

Table 4.11: SNS are a new way of communication for today's life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	10	3,2	3,2	3,2
	strongly agree	124	39,4	39,4	42,5
	agree	133	42,2	42,2	84,8
	undecided	21	6,7	6,7	91,4
	disagree	15	4,8	4,8	96,2
	strongly disagree	12	3,8	3,8	100,0
	Total	315	100,0	100,0	

Table 4.11 shows the opinions of participants about SNS being a new way of communication for today's life. Despite the missing value of 3,2 % as 10, 39,4 % of the participants as 124 people were strongly agree, 42,2 % of them as 133 people were agree, 6,7 % of the participants as 21 people had no idea, 4,8 % of them as 15 people were disagree and 3,8 % of the participants as 12 people were strongly disagree with the statement. The result shows that many participants thinks that SNS are new way of communication in today's life.

Table 4.12: SNS help me to improve my vision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	14	4,4	4,4	4,4
	strongly agree	74	23,5	23,5	27,9
	agree	109	34,6	34,6	62,5
	undecided	52	16,5	16,5	79,0
	disagree	38	12,1	12,1	91,1
	strongly disagree	28	8,9	8,9	100,0
	Total	315	100,0	100,0	

Table 4.12 shows participants' opinion about SNS helping their vision improvement. Despite the missing value of 4,4 % as 14, 23,5 % of the participants as 74 people were strongly agree, 34,6 % of them as 109 people were agree, 16,5 % of the participants as 52 people had no idea, 12,1 % of them as 38 people were disagree and 8,9 % of the participants as 28 people were strongly disagree with the statement. The result shows that majority of the participants believes that SNS helps improving their vision.

Table 4.13: I use SNS to communicate with my environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	13	4,1	4,1	4,1
	strongly agree	141	44,8	44,8	48,9
	agree	110	34,9	34,9	83,8
	undecided	18	5,7	5,7	89,5
	disagree	24	7,6	7,6	97,1
	strongly disagree	9	2,9	2,9	100,0
	Total	315	100,0	100,0	

Table 4.13 shows the opinions of participants using SNS to communicate with their environment. Despite the missing value of 4,1 % as 13, 44,8 % of the participants as 141 people were strongly agree, 34,9 % of them as 110 people were agree, 5,7 % of the participants as 18 people had no idea, 7,6 % of them as 24 people were disagree and 2,9 % of the participants as 9 people were strongly disagree with the statement. The result shows that high majority of the participants use SNS to communicate with their environment.

Table 4.14: I use SNS to contact with my friend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	9	2,9	2,9	2,9
	strongly agree	151	47,9	47,9	50,8
	agree	116	36,8	36,8	87,6
	undecided	15	4,8	4,8	92,4
	disagree	12	3,8	3,8	96,2
	strongly disagree	12	3,8	3,8	100,0
	Total	315	100,0	100,0	

Table 4.14 shows the opinions of participants about using SNS to contact with their friend or not. Despite the missing value of 2,9 % as 9, 47,9 % of the participants as 151 people were strongly agree, 36,8 % of them as 116 people were agree, 4,8 % of the participants as 15 people had no idea, 3,8 % of them as 12 people were disagree and 3,8 % of the participants as 12 people were strongly disagree with the statement. The result shows that high majority of the participants use SNS to contact with their friends.

Table 4.15: I use SNS to pass my free time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	11	3,5	3,5	3,5
	strongly agree	106	33,7	33,7	37,1
	agree	109	34,6	34,6	71,7
	undecided	26	8,3	8,3	80,0
	disagree	43	13,7	13,7	93,7
	strongly disagree	20	6,3	6,3	100,0
	Total	315	100,0	100,0	

Table 4.15 shows the opinions of participants about using SNS to pass their free time or not. Despite the missing value of 3,5 % as 11, 33,7 % of the participants as 106 people were strongly agree, 34,6 % of them as 109 people were agree, 8,3 % of the participants as 26 people had no idea, 13,7 % of them as 43 people were disagree and 6,3 % of the participants as 20 people were strongly disagree with the statement. The result shows that high majority of the participants use SNS to contact with their friends.

Table 4.16: I use SNS to reach the information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	9	2,9	2,9	2,9
	strongly agree	88	27,9	27,9	30,8
	agree	127	40,3	40,3	71,1
	undecided	36	11,4	11,4	82,5
	disagree	31	9,8	9,8	92,4
	strongly disagree	24	7,6	7,6	100,0
	Total	315	100,0	100,0	

Table 4.16 shows the opinions of participants about using SNS to reach the information or not. Despite the missing value of 2,9 % as 9, 27,9 % of the participants as 88 people were strongly agree, 4,3 % of them as 127 people were agree, 11,4 % of the participants as 36 people had no idea, 9,8 % of them as 31 people were disagree and 7,6 % of the participants as 24 people were strongly disagree with the statement. The result shows that majority of the participants use SNS to reach information.

Table 4.17: I use SNS for entertainment purposes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	107	34,0	34,0	37,8
	agree	124	39,4	39,4	77,1
	undecided	26	8,3	8,3	85,4
	disagree	29	9,2	9,2	94,6
	strongly disagree	17	5,4	5,4	100,0
	Total	315	100,0	100,0	

Table 4.17 shows the opinions of participants about using SNS for entertainment purposes or not. Despite the missing value of 3,8 % as 12, 34 % of the participants as 107 people were strongly agree, 39,4 % of them as 124 people were agree, 8,3 % of the participants as 26 people had no idea, 9,2 % of them as 29 people were disagree and 5,4 % of the participants as 17 people were strongly disagree with the statement. The result shows that majority of the participants use SNS for entertainment purposes.

Table 4.18: I use SNS to socialize

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	10	3,2	3,2	3,2
	strongly agree	82	26,0	26,0	29,2
	agree	95	30,2	30,2	59,4
	undecided	29	9,2	9,2	68,6
	disagree	61	19,4	19,4	87,9
	strongly disagree	38	12,1	12,1	100,0
	Total	315	100,0	100,0	

Table 4.18 shows the opinions of participants about using SNS to socialize or not. Despite the missing value of 3,2 % as 10, 26 % of the participants as 82 people were strongly agree, 30,2 % of them as 95 people were agree, 9,2 % of the participants as 29 people had no idea, 19,4 % of them as 61 people were disagree and 12,1 % of the participants as 38 people were strongly disagree with the statement. The result shows that many of the participants use SNS to socialize.

Table 4.19: SNS increase my self-confident

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	47	14,9	14,9	18,7
	agree	42	13,3	13,3	32,1
	undecided	55	17,5	17,5	49,5
	disagree	80	25,4	25,4	74,9
	strongly disagree	79	25,1	25,1	100,0
	Total	315	100,0	100,0	

Table 4.19 shows the opinions of participants about SNS increasing their self-confident or not. Despite the missing value of 3,8 % as 12, 14,9 % of the participants as 47 people were strongly agree, 13,3 % of them as 42 people were agree, 17,5 % of the participants as 55 people had no idea, 25,4 % of them as 80 people were disagree and 25,1 % of the participants as 70 people were strongly disagree with the statement. The result shows that half of the participants do not believe that SNS increases their self-confident.

Table 4.20: I use Facebook as an SNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	115	36,5	36,5	40,3
	agree	87	27,6	27,6	67,9
	undecided	18	5,7	5,7	73,7
	disagree	41	13,0	13,0	86,7
	stronly disagree	42	13,3	13,3	100,0
	Total	315	100,0	100,0	

Table 4.20 shows the answers of participants about using Facebook as an SNS or not. Despite the missing value of 3,8 % as 12, 36,5 % of the participants as 115 people were strongly agree, 27,6 % of them as 87 people were agree, 5,7 % of the participants as 18 people had no idea, 13 % of them as 41 people were disagree and 13,3 % of the participants as 42 people were strongly disagree with the statement. The result shows that majority of the participants use Facebook as an SNS.

Table 4.21: I use Instagram as an SNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	138	43,8	43,8	47,6
	agree	97	30,8	30,8	78,4
	undecided	11	3,5	3,5	81,9
	disagree	17	5,4	5,4	87,3
	stronly disagree	40	12,7	12,7	100,0
	Total	315	100,0	100,0	

Table 4.21 shows the opinions of participants about using Instagram as an SNS or not. Despite the missing value of 3,8 % as 12, 43,8 % of the participants as 138 people were strongly agree, 30,8 % of them as 97 people were agree, 3,5 % of the participants as 11 people had no idea, 5,4 % of them as 17 people were disagree and 12,7 % of the participants as 40 people were strongly disagree with the statement. The result shows that high majority of the participants use Instagram as an SNS.

Table 4.22: I use Twitter as an SNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	16	5,1	5,1	5,1
	strongly agree	61	19,4	19,4	24,4
	agree	59	18,7	18,7	43,2
	undecided	19	6,0	6,0	49,2
	disagree	47	14,9	14,9	64,1
	stronly disagree	113	35,9	35,9	100,0
	Total	315	100,0	100,0	

Table 4.22 shows the opinions of participants about using Twitter as an SNS or not. Despite the missing value of 5,1 % as 16, 19,4 % of the participants as 61 people were strongly agree, 18,7 % of them as 59 people were agree, 6 % of the participants as 19 people had no idea, 14,9 % of them as 47 people were disagree and 35,9 % of the participants as 113 people were strongly disagree with the statement. The result shows that almost half of the participants do not use Twitter as an SNS.

Table 4.23: I use Pinterest as an SNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	19	6,0	6,0	6,0
	strongly agree	36	11,4	11,4	17,5
	agree	44	14,0	14,0	31,4
	undecided	28	8,9	8,9	40,3
	disagree	56	17,8	17,8	58,1
	stronly disagree	132	41,9	41,9	100,0
	Total	315	100,0	100,0	

Table 4.23 shows the opinions of participants about using Pinterest as an SNS or not. Despite the missing value of 6 % as 19, 11,4 % of the participants as 36 people were strongly agree, 14 % of them as 44 people were agree, 8,9 % of the participants as 28 people had no idea, 17,8 % of them as 56 people were disagree and 41,9 % of the participants as 132 people were strongly disagree with the statement. The result shows that majority of the participants do not use Pinterest as an SNS.

Table 4.24: I use YouTube as an SNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	15	4,8	4,8	4,8
	strongly agree	123	39,0	39,0	43,8
	agree	98	31,1	31,1	74,9
	undecided	16	5,1	5,1	80,0
	disagree	22	7,0	7,0	87,0
	stronly disagree	41	13,0	13,0	100,0
	Total	315	100,0	100,0	

Table 4.24 shows the opinions of participants about using YouTube as an SNS or not. Despite the missing value of 4,8 % as 15, 39 % of the participants as 123 people were strongly agree, 31,1 % of them as 98 people were agree, 5,1 % of the participants as 16 people had no idea, 7 % of them as 22 people were disagree and 13 % of the participants as 41 people were strongly disagree with the statement. The result shows that high majority of the participants use YouTube as an SNS.

Table 4.25: SNS are a great source for information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	20	6,3	6,3	6,3
	strongly agree	92	29,2	29,2	35,6
	agree	92	29,2	29,2	64,8
	undecided	50	15,9	15,9	80,6
	disagree	35	11,1	11,1	91,7
	stronly disagree	26	8,3	8,3	100,0
	Total	315	100,0	100,0	

Table 4.25 shows the opinions of participants about SNS being a great source for information or not. Despite the missing value of 6,3 % as 20, 29,2 % of the participants as 92 people were strongly agree, 29,2 % of them as 92 people were agree, 15,9 % of the participants as 50 people had no idea, 11,1 % of them as 35 people were disagree and 8,3 % of the participants as 26 people were strongly disagree with the statement. The result shows that majority of the participants believes SNS are great source for information.

Table 4.26: SNS help me to catch the updates, events and campaigns

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	11	3,5	3,5	3,5
	strongly agree	103	32,7	32,7	36,2
	agree	120	38,1	38,1	74,3
	undecided	30	9,5	9,5	83,8
	disagree	25	7,9	7,9	91,7
	stronly disagree	26	8,3	8,3	100,0
	Total	315	100,0	100,0	

Table 4.26 shows the opinions of participants about SNS helping them to be updated about events and campaigns or not. Despite the missing value of 3,5 % as 11, 32,7 % of the participants as 103 people were strongly agree, 38,1 % of them as 120 people were agree, 9,5 % of the participants as 30 people had no idea, 7,9 % of them as 25 people were disagree and 8,3 % of the participants as 26 people were strongly disagree with the statement. The result shows that majority of the participants believes that SNS helps them to be updated about events and campaigns.

4.3 Information of the Respondents' Aspects of SNS, Facebook and Instagram Posts

Table 4.27: Posts in SNS are useful to inform peo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	11	3,5	3,5	3,5
	strongly agree	75	23,8	23,8	27,3
	agree	103	32,7	32,7	60,0
	undecided	66	21,0	21,0	81,0
	disagree	30	9,5	9,5	90,5
	stronly disagree	30	9,5	9,5	100,0
	Total	315	100,0	100,0	

Table 4.27 shows the opinions of participants about SNS posts are useful for informing people or not. Despite the missing value of 3,5 % as 11, 23,8 % of the participants as 75 people were strongly agree, 32,7 % of them as 103 people were agree, 21 % of the participants as 66 people had no idea, 9,5 % of them as 30 people were disagree and 9,5 % of the participants as 30 people were strongly disagree with the statement. The result shows that half of the participants believes that SNS posts are useful for informing people.

Table 4.28: Posts in SNS influence users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	10	3,2	3,2	3,2
	strongly agree	71	22,5	22,5	25,7
	agree	103	32,7	32,7	58,4
	undecided	70	22,2	22,2	80,6
	disagree	22	7,0	7,0	87,6
	stronly disagree	39	12,4	12,4	100,0
	Total	315	100,0	100,0	

Table 4.28 shows the opinions of participants about SNS posts are influential on users or not. Despite the missing value of 3,2 % as 10, 22,5 % of the participants as 71 people were strongly agree, 32,7 % of them as 103 people were agree, 22,2 % of the participants as 70 people had no idea, 7 % of them as 22 people were disagree and 12,4 % of the participants as 39 people were strongly disagree with the statement. The result shows that half of the participants believes that SNS posts are influential on SNS users.

Table 4.29: It is important for SNS advertising to have audio/ sound for being effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	101	32,1	32,1	35,9
	Agree	84	26,7	26,7	62,5
	undecided	62	19,7	19,7	82,2
	disagree	27	8,6	8,6	90,8
	stronly disagree	29	9,2	9,2	100,0
	Total	315	100,0	100,0	

Table 4.29 shows the opinions of participants about having SNS posts audio/ sound effect is important for its effectivity or not. Despite the missing value of 3,8 % as 12, 32,1 % of the participants as 101 people were strongly agree, 26,7 % of them as 84 people were agree, 19,7 % of the participants as 62 people had no idea, 8,6 % of them as 27 people were disagree and 9,2 % of the participants as 29 people were strongly disagree with the statement. The result shows that half of the participants believes that it is important for SNS posts to have audio/ sound effect for its effectivity.

Table 4.30: It is important for SNS advertising to have video for being effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	108	34,3	34,3	38,1
	Agree	106	33,7	33,7	71,7
	undecided	48	15,2	15,2	87,0
	disagree	18	5,7	5,7	92,7
	stronly disagree	23	7,3	7,3	100,0
	Total	315	100,0	100,0	

Table 4.30 shows the opinions of participants about having SNS posts video effect is important for its effectively or not. Despite the missing value of 3,8 % as 12, 34,3 % of the participants as 108 people were strongly agree, 33,7 % of them as 106 people were agree, 15,2 % of the participants as 48 people had no idea, 5,7 % of them as 18 people were disagree and 7,3 % of the participants as 23 people were strongly disagree with the statement. The result shows that majority of the participants believes that it is important for SNS posts to have video effect for its effectively.

Table 4.31: It is important for SNS advertising to have good images like gesture, picture etc. for being effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	116	36,8	36,8	40,6
	agree	118	37,5	37,5	78,1
	undecided	38	12,1	12,1	90,2
	disagree	15	4,8	4,8	94,9
	stronly disagree	16	5,1	5,1	100,0
	Total	315	100,0	100,0	

Table 4.31 shows the opinions of participants about SNS posts to have good images like gesture, picture etc. for its effectivity or not. Despite the missing value of 3,8 % as 12, 36,8 % of the participants as 116 people were strongly agree, 37,5 % of them as 118 people were agree, 12,1 % of the participants as 38 people had no idea, 4,8 % of them as 15 people were disagree and 5,1 % of the participants as 16 people were strongly disagree with the statement. The result shows that majority of the participants believes that it is important for SNS posts to have good images like gesture, picture etc. for its effectivity.

Table 4.32: It is important for SNS advertising to have information of the product for being effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	14	4,4	4,4	4,4
	strongly agree	101	32,1	32,1	36,5
	agree	114	36,2	36,2	72,7
	undecided	55	17,5	17,5	90,2
	disagree	13	4,1	4,1	94,3
	stronly disagree	18	5,7	5,7	100,0
	Total	315	100,0	100,0	

Table 4.32 shows the opinions of participants about SNS posts to have information of the product for its effectivity or not. Despite the missing value of 4,4 % as 14, 32,1 % of the participants as 101 people were strongly agree, 36,2 % of them as 114 people were agree, 17,5 % of the participants as 55 people had no idea, 4,1 % of them as 13 people were disagree and 5,7 % of the participants as 18 people were strongly disagree with the statement. The result shows that majority of the participants believes that it is important for SNS posts to have information of the product for its effectivity.

Table 4.33: It is important for SNS advertising to have price of the product for being effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	14	4,4	4,4	4,4
	strongly agree	123	39,0	39,0	43,5
	agree	103	32,7	32,7	76,2
	undecided	43	13,7	13,7	89,8
	disagree	16	5,1	5,1	94,9
	stronly disagree	16	5,1	5,1	100,0
	Total	315	100,0	100,0	

Table 4.33 shows the opinions of participants about SNS posts to have price of the product for its effectivity or not. Despite the missing value of 4,4 % as 14, 39 % of the participants as 123 people were strongly agree, 32,7 % of them as 103 people were agree, 13,7 % of the participants as 43 people had no idea, 5,1 % of them as 16 people were disagree and 5,1 % of the participants as 16 people were strongly disagree with the statement. The result shows that majority of the participants believes that it is important for SNS posts to have price of the product for its effectivity.

Table 4.34: There are some brands that I follow them on Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	13	4,1	4,1	4,1
	strongly agree	93	29,5	29,5	33,7
	agree	73	23,2	23,2	56,8
	undecided	25	7,9	7,9	64,8
	disagree	47	14,9	14,9	79,7
	stronly disagree	64	20,3	20,3	100,0
	Total	315	100,0	100,0	

Table 4.34 shows the answers of participants about following some brands in Facebook or not. Despite the missing value of 4,1 % as 13, 29,5 % of the participants as 93 people were strongly agree, 23,2 % of them as 73 people were agree, 7,9 % of the participants as 25 people had no idea, 14,9 % of them as 47 people were disagree and 20,3 % of the participants as 64 people were strongly disagree with the statement. The result shows that half of the participants follow some brands in Facebook.

Table 4.35: There are some brands that I follow them on Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	14	4,4	4,4	4,4
	strongly agree	99	31,4	31,4	35,9
	agree	91	28,9	28,9	64,8
	undecided	26	8,3	8,3	73,0
	disagree	24	7,6	7,6	80,6
	stronly disagree	61	19,4	19,4	100,0
	Total	315	100,0	100,0	

Table 4.35 shows the answers of participants about following some brands in Instagram or not. Despite the missing value of 4,4 % as 14, 31,4 % of the participants as 99 people were strongly agree, 28,9 % of them as 91 people were agree, 8,3 % of the participants as 26 people had no idea, 7,6 % of them as 24 people were disagree and 19,4 % of the participants as 61 people were strongly disagree with the statement. The result shows that majority of the participants follow some brands in Instagram.

Table 4.36: I find posts in Facebook encouraging for purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	13	4,1	4,1	4,1
	strongly agree	38	12,1	12,1	16,2
	agree	70	22,2	22,2	38,4
	undecided	49	15,6	15,6	54,0
	disagree	61	19,4	19,4	73,3
	stronly disagree	84	26,7	26,7	100,0
	Total	315	100,0	100,0	

Table 4.36 shows the opinions of participants about posts in Facebook are encouraging users for purchasing or not. Despite the missing value of 4,1 % as 13, 12,1 % of the participants as 38 people were strongly agree, 22,2 % of them as 70 people were agree, 15,6 % of the participants as 49 people had no idea, 19,4 % of them as 61 people were disagree and 26,7 % of the participants as 84 people were strongly disagree with the statement. The result shows that many of the participants do not support the idea of posts in Facebook are encouraging users for purchasing.

Table 4.37: I find posts in Instagram encouraging for purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	51	16,2	16,2	20,0
	agree	69	21,9	21,9	41,9
	undecided	55	17,5	17,5	59,4
	disagree	50	15,9	15,9	75,2
	stronly disagree	78	24,8	24,8	100,0
	Total	315	100,0	100,0	

Table 4.37 shows the opinions of participants about posts in Instagram are encouraging users for purchasing or not. Despite the missing value of 3,8 % as 12, 16,2 % of the participants as 51 people were strongly agree, 21,9 % of them as 69 people were agree, 17,5 % of the participants as 55 people had no idea, 15,9 % of them as 50 people were disagree and 24,8 % of the participants as 78 people were strongly disagree with the statement. The result indicates the participants' opinion is ranged equally about posts in Instagram are encouraging users for purchasing.

Table 4.38: I share the posts I like with my friends in Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	14	4,4	4,4	4,4
	strongly agree	49	15,6	15,6	20,0
	agree	49	15,6	15,6	35,6
	undecided	31	9,8	9,8	45,4
	disagree	61	19,4	19,4	64,8
	stronly disagree	111	35,2	35,2	100,0
	Total	315	100,0	100,0	

Table 4.38 shows the opinions of participants about sharing the posts they like with their friends in Facebook or not. Despite the missing value of 4,4 % as 14, 15,6 % of the participants as 49 people were strongly agree, 15,6 % of the participants as 49 people were agree, 9,8 % of the participants as 31 people had no idea, 19,4 % of them as 61 people were disagree and 35,2 % of the participants as 111 people were strongly disagree with the statement. The result indicates that half of the participants do not tend to share the posts they see in Facebook with their friends, even if they like the ad.

Table 4.39: I share the posts I like with my friends in Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	13	4,1	4,1	4,1
	strongly agree	60	19,0	19,0	23,2
	agree	56	17,8	17,8	41,0
	undecided	35	11,1	11,1	52,1
	disagree	51	16,2	16,2	68,3
	stronly disagree	100	31,7	31,7	100,0
	Total	315	100,0	100,0	

Table 4.39 shows the opinions of participants about sharing the posts they like with their friends in Instagram or not. Despite the missing value of 4,1 % as 13, 19 % of the participants as 60 people were strongly agree, 17,8 % of the participants as 56 people were agree, 11,1 % of the participants as 35 people had no idea, 16,2 % of them as 51 people were disagree and 31,7 % of the participants as 100 people were strongly disagree with the statement. The result indicates that almost half of the participants do not need to share the posts they see in Instagram with their friends, even if they like the posts.

4.4 Information of Respondents' Attitude Towards Fashion Clothing Brands Posts in Facebook and Instagram

Table 4.40: SNS are a great place for fashion clothing brands for informing people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	85	27,0	27,0	30,8
	agree	108	34,3	34,3	65,1
	undecided	62	19,7	19,7	84,8
	disagree	20	6,3	6,3	91,1
	stronly disagree	28	8,9	8,9	100,0
	Total	315	100,0	100,0	

Table 4.40 shows the opinions of participants about SNS being a great place for fashion clothing brands to inform people or not. Despite the missing value of 3,8 % as 12, 27 % of the participants as 85 people were strongly agree, 34,3 % of the participants as 108 people were agree, 19,7 % of the participants as 62 people had no idea, 6,3 % of them as 20 people were disagree and 8,9 % of the participants as 28 people were strongly disagree with the statement. The result indicates that half of the participants believes that SNS is a great place for fashion clothing brands to inform people.

Table 4.41: I think fashion clothing brands needs to use SNS for their posts campaigns

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	11	3,5	3,5	3,5
	strongly agree	75	23,8	23,8	27,3
	agree	89	28,3	28,3	55,6
	undecided	74	23,5	23,5	79,0
	disagree	26	8,3	8,3	87,3
	stronly disagree	40	12,7	12,7	100,0
	Total	315	100,0	100,0	

Table 4.41 shows the opinions of participants about fashion clothing brands need to use SNS for their posts campaigns or not. Despite the missing value of 3,5 % as 11, 23,8 % of the participants as 75 people were strongly agree, 28,3 % of the participants as 89 people were agree, 23,5 % of the participants as 74 people had no idea, 8,3 % of them as 26 people were disagree and 12,7 % of the participants as 40 people were strongly disagree with the statement. The result indicates that half of the participants think fashion clothing brands need to use SNS for their posts campaigns.

Table 4.42: Facebook is a great platform to be informed in terms of following these brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	13	4,1	4,1	4,1
	strongly agree	69	21,9	21,9	26,0
	agree	86	27,3	27,3	53,3
	undecided	70	22,2	22,2	75,6
	disagree	35	11,1	11,1	86,7
	stronly disagree	42	13,3	13,3	100,0
	Total	315	100,0	100,0	

Table 4.42 shows the opinions of participants about Facebook is a great platform for users to be informed about the brands they follow or not. Despite the missing value of 4,1 % as 13, 21,9 % of the participants as 69 people were strongly agree, 27,3 % of the participants as 86 people were agree, 22,2 % of the participants as 70 people had no idea, 11,1 % of them as 35 people were disagree and 13,3 % of the participants as 42 people were strongly disagree with the statement. The result shows that many participants think Facebook is a great platform for users to be informed about the brands they follow.

Table 4.43: Instagram is a great opportunity for brands to advertise about their products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	10	3,2	3,2	3,2
	strongly agree	107	34,0	34,0	37,1
	agree	106	33,7	33,7	70,8
	undecided	46	14,6	14,6	85,4
	disagree	20	6,3	6,3	91,7
	stronly disagree	26	8,3	8,3	100,0
	Total	315	100,0	100,0	

Table 4.43 shows the opinions of participants about Instagram is a great opportunity for brands to advertise their products or not. Despite the missing value of 3,2 % as 10, 34 % of the participants as 107 people were strongly agree, 33,7 % of the participants as 106 people were agree, 14,6 % of the participants as 46 people had no idea, 6,3 % of them as 20 people were disagree and 8,3 % of the participants as 26 people were strongly disagree with the statement. The result shows that high majority of the participants believes that Instagram is a great opportunity for brands to advertise their products.

Table 4.44: I am an active online consumer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	17	5,4	5,4	5,4
	strongly agree	52	16,5	16,5	21,9
	agree	75	23,8	23,8	45,7
	undecided	36	11,4	11,4	57,1
	disagree	53	16,8	16,8	74,0
	stronly disagree	82	26,0	26,0	100,0
	Total	315	100,0	100,0	

Table 4.44 shows the answers of participants about being an active online consumer or not. Despite the missing value of 5,4 % as 17, 16,5 % of the participants as 52 people were strongly agree, 23,8 % of the participants as 75 people were agree, 11,4 % of the participants as 36 people had no idea, 16,8 % of them as 53 people were disagree and 26 % of the participants as 82 people were strongly disagree with the statement. The result shows that, as the answers of the participants ranged equally, some of them are active online consumers and some of them are not.

Table 4.45: I mostly interact with the brand in Facebook like share my opinion, ask questions etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	15	4,8	4,8	4,8
	strongly agree	42	13,3	13,3	18,1
	agree	54	17,1	17,1	35,2
	undecided	40	12,7	12,7	47,9
	disagree	59	18,7	18,7	66,7
	stronly disagree	105	33,3	33,3	100,0
	Total	315	100,0	100,0	

Table 4.45 shows the answers of participants about being interactive with the brands in Facebook like sharing their opinions, asking questions etc. or not. Despite the missing value of 4,8 % as 15, 13,3 % of the participants as 42 people were strongly agree, 17,1 % of the participants as 54 people were agree, 12,7 % of the participants as 40 people had no idea, 18,7 % of them as 59 people were disagree and 33,3 % of the participants as 105 people were strongly disagree with the statement. The result shows that half of the participant are not interacting with the brands in Facebook like sharing their opinions or asking questions etc...

Table 4.46: I mostly interact with the brand in Instagram like share my opinion, ask questions etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	13	4,1	4,1	4,1
	strongly agree	53	16,8	16,8	21,0
	agree	57	18,1	18,1	39,0
	undecided	42	13,3	13,3	52,4
	disagree	56	17,8	17,8	70,2
	stronly disagree	94	29,8	29,8	100,0
	Total	315	100,0	100,0	

Table 4.46 shows the answers of participants about being interactive with the brands in Instagram like sharing their opinions, asking questions etc. or not. Despite the missing value of 4,1 % as 13, 16,8 % of the participants as 53 people were strongly agree, 18,1 % of the participants as 57 people were agree, 13,3 % of the participants as 42 people had no idea, 17,8 % of them as 56 people were disagree and 29,8 % of the participants as 94 people were strongly disagree with the statement. The result shows that most of the participant are not interacting with the brands in Instagram like sharing their opinions or asking questions etc.

Table 4.47: I find important what other users comment about brand's posts in Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	9	2,9	2,9	2,9
	strongly agree	75	23,8	23,8	26,7
	agree	73	23,2	23,2	49,8
	undecided	34	10,8	10,8	60,6
	disagree	42	13,3	13,3	74,0
	stronly disagree	82	26,0	26,0	100,0
	Total	315	100,0	100,0	

Table 4.47 shows the opinions of participants about finding important of what other users comment about the brands' posts in Facebook or not. Despite the missing value of 2,9 % as 9, 23,8 % of the participants as 75 people were strongly agree, 23,2 % of the participants as 73 people were agree, 10,8 % of the participants as 34 people had no idea, 13,3 % of them as 42 people were disagree and 26 % of the participants as 82 people were strongly disagree with the statement. The result shows that most of the participant are finding important of what other users comment about the brands' posts in Facebook.

Table 4.48: I find important what other users comment about brand's posts in Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	12	3,8	3,8	3,8
	strongly agree	74	23,5	23,5	27,3
	agree	93	29,5	29,5	56,8
	undecided	26	8,3	8,3	65,1
	disagree	35	11,1	11,1	76,2
	stronly disagree	75	23,8	23,8	100,0
	Total	315	100,0	100,0	

Table 4.48 shows the opinions of participants about finding important of what other users comment about the brands' posts in Instagram or not. Despite the missing value of 3,8 % as 12, 23,5 % of the participants as 74 people were strongly agree, 29,5 % of the participants as 93 people were agree, 8,3 % of the participants as 26 people had no idea, 11,1 % of them as 35 people were disagree and 23,8 % of the participants as 75 people were strongly disagree with the statement. The result shows that half of the participant are finding important of what other users comment about the brands' posts in Instagram.

Table 4.49: I consider buying the advertised product that I come across with Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	13	4,1	4,1	4,1
	strongly agree	69	21,9	21,9	26,0
	agree	65	20,6	20,6	46,7
	undecided	51	16,2	16,2	62,9
	disagree	48	15,2	15,2	78,1
	stronly disagree	69	21,9	21,9	100,0
	Total	315	100,0	100,0	

Table 4.49 shows the opinions of participants consider to buy advertised product they across with Facebook or not. Despite the missing value of 4,1 % as 13, 21,9 % of the participants as 69 people were strongly agree, 20,6 % of the participants as 65 people were agree, 16,2 % of the participants as 51 people had no idea, 15,2 % of them as 48 people were disagree and 21,9 % of the participants as 69 people were strongly disagree with the statement. The result shows that many of the participant consider buying advertised product they across with Facebook.

Table 4.50: I consider buying the advertised product that I come across with Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	11	3,5	3,5	3,5
	strongly agree	67	21,3	21,3	24,8
	agree	84	26,7	26,7	51,4
	undecided	47	14,9	14,9	66,3
	disagree	42	13,3	13,3	79,7
	stronly disagree	64	20,3	20,3	100,0
	Total	315	100,0	100,0	

Table 4.50 shows the opinions of participants consider to buy advertised product they across with Instagram or not. Despite the missing value of 3,5 % as 11, 21,3 % of the participants as 67 people were strongly agree, 26,7 % of the participants as 84 people were agree, 14,9 % of the participants as 47 people had no idea, 13,3 % of them as 42 people were disagree and 20,3 % of the participants as 64 people were strongly disagree with the statement. The result shows that almost half of the participants consider buying advertised product they across with Instagram.

Table 4.51: In the past, I bought the advertised product that I came across in Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	14	4,4	4,4	4,4
	strongly agree	41	13,0	13,0	17,5
	agree	50	15,9	15,9	33,3
	undecided	34	10,8	10,8	44,1
	disagree	53	16,8	16,8	61,0
	stronly disagree	123	39,0	39,0	100,0
	Total	315	100,0	100,0	

Table 4.51 shows the answers of participants, in the past they bought a product advertised in Facebook or not. Despite the missing value of 4,4 % as 14, 13 % of the participants as 41 people were strongly agree, 15,9 % of the participants as 50 people were agree, 10,8 % of the participants as 34 people had no idea, 16,8 % of them as 53 people were disagree and 39 % of the participants as 123 people were strongly disagree with the statement. The result shows that more than half of the participants did not buy a product that advertised in Facebook in the past.

Table 4.52: In the past, I bought the advertised product that I came across in Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	13	4,1	4,1	4,1
	strongly agree	62	19,7	19,7	23,8
	agree	61	19,4	19,4	43,2
	undecided	33	10,5	10,5	53,7
	disagree	39	12,4	12,4	66,0
	stronly disagree	107	34,0	34,0	100,0
	Total	315	100,0	100,0	

Table 4.52 shows the answers of participants, in the past they bought a product advertised in Instagram or not. Despite the missing value of 4,1 % as 13, 19,7 % of the participants as 62 people were strongly agree, 19,4 % of the participants as 61 people were agree, 10,5 % of the participants as 33 people had no idea, 12,4 % of them as 39 people were disagree and 34 % of the participants as 107 people were strongly disagree with the statement. The result shows that almost equally, some of the participants bought a product that advertised in Instagram in the past and some of them did not buy advertised product in Instagram before.

4.5 Cross-Tabulation Analysis for Attitudes of SNS Users Towards Facebook and Instagram Posts

The Cross-Tabulation analysis, as chi square is less than 0.05, show the respondents' answers for attitudes of SNS users towards Facebook and Instagram posts. As the analysis has indicated the main research question of the study, the Cross-Tabulations are explained below.

Table of *Cross-Tabulation between Age and Users Visiting The sites of SNS Posts* (see Appendix D) shows the relation between participants with different age categories and their checking the sites of the SNS posts or not. Despite to missing values, For the statement, 43,9 % of the respondents as 47 people between 15-20 age selected yes, 56,1 % of them as 60 people selected no. For respondents between 21-25 ages; 53 % of the respondents as 62 people selected yes, 47 % of them as 55 people selected no. For respondents between 26-30 age; 69,2 % of the respondents as 18 people selected yes, 30,8 % of them as 8 people selected no. For respondents between 31-35 age; 68 % of them as 17 people selected yes, 32 % of them as 8 people selected no. For respondents between 36-40 age; 31,3 % of them as 5 people selected yes, 68,8 % of them as 11 people selected no. For respondents between 41-above age; 27,3 % of them as 6 people selected yes, 68,2 % of them as 15 people selected no. The result shows that individuals below 36 age visit the sites of the posts that they see in SNS. On the other hand, individuals above 36 age do not tend to visit the brand advertised in SNS.

Table of *Cross-Tabulation of Age and Posts in SNS are Useful to Inform People* (see Appendix E) shows the relation between participants with different age categories and their opinions about SNS posts being useful to inform people. For the statement, 27,1% of the respondents as 29 people between 15-20 ages were strongly agree, 28 % of them as 30 people were agree, 22,4 % of the respondents as 24 people have no idea, 13,1 % of the respondents as 14 people were disagree and 5,6 % of the respondents as 6 people select strongly disagree. For respondents between 21-25 ages; 23,1% of them as 27 people were strongly agree, 38,5 % of them as 45 people were agree, 17,9 % of the respondents as 21 people have no idea, 6,8 % of them as 8 people select disagree and 11,1% of the participants as 13 people were strongly

disagree. For respondents between 26-30 age; 30,8 % of them as 8 people were strongly agree, 30,8 % of them as 8 people were agree, 23,1 % of the respondents as 6 people have no idea, 7,7 % of them as 2 people select disagree and 7,7 % of them as 2 people were strongly disagree. For respondents between 31-35 age; 24 % of them as 6 people were strongly agree, 48 % of them as 12 people were agree, 20% of the respondents as 5 people have no idea and 4 % of them as 1 people select disagree. For respondents between 36-40 age; 18,8 % of them as 3 people were strongly agree, 25 % of the respondents as 4 people were agree, 25 % of them as 4 people select have no idea, 12,5 % of them as 2 people select disagree and 18,8 % of them as 3 people were strongly disagree. For respondents between 41-above age; 4,5 % of them as 1 people were strongly agree, 18,2 % of them as 4 people were agree, 27,3 % of the respondents as 6 people have no idea, 9,1 % of them as 2 people select disagree and 27,3 % of the respondents as 6 people were strongly disagree. The result shows that individuals below 36 age thinks that SNS posts are useful to inform people. On the other hand, individuals above 36 were particularly undecided and disagree with the statement.

Table of *Cross-Tabulation between Age and SNS Posts Influence Users* (see Appendix F) shows the relation between participants with different age categories and their opinions about SNS posts influencing users. For the statement, 20,6 % of the respondents as 22 people between 15-20 ages were strongly agree, 30,8 % of them as 33 people were agree, 24,3 % of the respondents as 26 people have no idea, 7,5 % of the respondents as 8 people were disagree and 14 % of the respondents as 15 people select strongly disagree. For respondents between 21-25 ages; 23,1% of them as 27 people were strongly agree, 34,2 % of them as 40 people were agree, 23,9 % of the respondents as 28 people have no idea, 5,1 % of them as 6 people select

disagree and 11,1% of the participants as 13 people were strongly disagree. For respondents between 26-30 age; 26,9 % of them as 7 people were strongly agree, 46,2 % of them as 12 people were agree, 11,5 % of the respondents as 3 people have no idea, 7,7 % of them as 2 people select disagree and 7,7 % of them as 2 people were strongly disagree. For respondents between 31-35 age; 24 % of them as 6 people were strongly agree, 44 % of them as 11 people were agree, 20% of the respondents as 5 people have no idea, 4 % of them as 1 people select disagree and 4 % of them as 1 people select strongly disagree. For respondents between 36-40 age; 31,3 % of them as 5 people were strongly agree, 25 % of them as 4 people select have no idea, 18,8 % of them as 3 people select disagree and 25 % of them as 4 people were strongly disagree. For respondents between 41-above age; 13,6 % of them as 3 people were strongly agree, 27,3 % of them as 6 people were agree, 18,2 % of the respondents as 4 people have no idea, 9,1 % of them as 2 people select disagree and 18,2 % of the respondents as 4 people were strongly disagree. The result shows that individuals below 40 think SNS posts influential on SNS users. Participants above 41 do not find SNS posts influential on SNS users.

Table of *Cross-Tabulation between Age and Importance of SNS Advertising to have Audio/Sound for Being Effective* (see Appendix G) shows the relation between participants with different age categories and their opinions about importance of SNS posts to have audio/ sound for being effective. For the statement, 29,9 % of the respondents as 32 people between 15-20 ages were strongly agree, 26,2 % of them as 28 people were agree, 23,4 % of the respondents as 25 people have no idea, 7,5 % of the respondents as 8 people were disagree and 10,3 % of the respondents as 11 people select strongly disagree. For respondents between 21-25 ages; 31,6% of them as 37 people were strongly agree, 33,3 % of them as 39 people were agree, 18,8 % of

the respondents as 22 people have no idea, 7,7 % of them as 9 people select disagree and 6,8 % of the participants as 8 people were strongly disagree. For respondents between 26-30 age; 30,8 % of them as 8 people were strongly agree, 15,4% of them as 4 people were agree, 19,2 % of the respondents as 5 people have no idea, 19,2 % of the respondents as 5 people select disagree and 7,7 % of them as 2 people were strongly disagree. For respondents between 31-35 age; 48 % of them as 12 people were strongly agree, 16 % of them as 4 people were agree, 16 % of them as 4 people were have no idea and 16 % of them as 4 people were select disagree. For respondents between 36-40 age; 31,3 % of them as 5 people were strongly agree, 25 % of them as 4 people select agree, 6,3 % of them as 1 people have no idea, and 31,3 % of them as 5 people were strongly disagree. For respondents between 41-above age; 31,8 % of them as 7 people were strongly agree, 18,2 % of them as 4 people were agree, 22,7 % of the respondents as 5 people have no idea, 4,5 % of them as 1 people select disagree and 9,1 % of the respondents as 2 people were strongly disagree. The result shows that individuals including all age categories, thinks that it is important for SNS advertising to have audio/ sound its efficiency.

4.6 Cross-Tabulation Analysis of SNS Posts Aspect on Users' Motivation for Purchasing

The Cross-Tabulation analysis, as chi square is less than 0.05, show the respondents' answers for attitudes of SNS posts aspects on users' motivation for purchasing. As the analysis has indicated the main research question of the study, the Cross-Tabulations are explained below.

Table of *Cross-Tabulation between Age and Importance of SNS Posts to have Video for Its Efficiency* (see Appendix H) shows the relation between participants with

different age categories and their opinions about importance of SNS posts to video for being effective. For the statement, 38,3 % of the respondents as 41 people between 15-20 ages were strongly agree, 32,7 % of them as 35 people were agree, 14 % of the respondents as 15 people have no idea, 2,8 % of the respondents as 3 people were disagree and 8,4 % of the respondents as 9 people select strongly disagree. For respondents between 21-25 ages; 29,1 % of them as 34 people were strongly agree, 40,2 % of them as 47 people were agree, 15,4% of the respondents as 18 people have no idea, 6 % of them as 6 people select disagree and 7,7 % of the participants as 9 people were strongly disagree. For respondents between 26-30 age; 34,6 % of them as 9 people were strongly agree, 38,5 % of them as 10 people were agree, 11,5 % of the respondents as 3 people have no idea, 7,7 % of the respondents as 2 people select disagree and 3,8 % of them as 1 people were strongly disagree. For respondents between 31-35 age; 48 % of them as 12 people were strongly agree, 32 % of them as 8 people were agree, 8 % of them as 2 people were have no idea and 8 % of them as 2 people were select disagree. For respondents between 36-40 age; 43,8 % of them as 7 people were strongly agree, 25 % of them as 4 people have no idea, and 12,5 % of them as 2 people were disagree and 12,5 % of them as 2 people strongly disagree. For respondents between 41-above age; 22,7 % of the respondents as 5 people were strongly agree, 22,7 % of the respondents as 5 people were agree, 27,3 % of the respondents as 6 people have no idea, 4,5 % of them as 1 people select disagree and 9,1 % of the respondents as 2 people were strongly disagree. The result shows that individuals from all the age categories approach the same and believes that SNS posts to have videos will be more effective.

Table of *Cross-Tabulation between Age and Importance for SNS Advertising to Have Good Images Like Gesture, Picture etc. for Being Effective* (see Appendix I) shows

the relation between participants with different age categories and their opinions about importance of SNS posts to have good images like gesture, picture etc. for being effective. For the statement, 39,3 % of the respondents as 42 people between 15-20 ages were strongly agree, 38,3 % of them as 41 people were agree, 9,5 % of the respondents as 10 people have no idea, 3,7 % of the respondents as 4 people were disagree and 5,6 % of the respondents as 6 people select strongly disagree. For respondents between 21-25 ages; 34,2 % of them as 40 people were strongly agree, 42,7 % of them as 50 people were agree, 14,5 % of the respondents as 17 people have no idea, 6 % of them as 7 people select disagree and 1,7 % of the participants as 2 people were strongly disagree. For respondents between 26-30 age; 30,8 % of them as 8 people were strongly agree, 46,2 % of them as 12 people were agree, 7,7 % of the respondents as 2 people have no idea, 3,8 % of them as 1 people select disagree and 7,7 % of the respondents as 2 people were strongly disagree. For respondents between 31-35 age; 48 % of them as 12 people were strongly agree, 36 % of them as 9 people were agree, 12 % of them as 3 people were have no idea. For the respondents between 36-40 age; 43,8 % of them as 7 people were strongly agree, 12,5 % of them as 2 people were agree, 6,5 % of them as 1 people have no idea, 6,5 % of them as 1 people were disagree and 18,8 % of them as 3 people strongly disagree. For respondents between 41-above age; 31,8 % of the respondents as 3 people were strongly agree, 9,1 % of the respondents as 2 people were agree, 22,7 % of the respondents as 5 people have no idea, 9,1 % of the respondents as 2 people select disagree and 13,6 % of the respondents as 3 people were strongly disagree. The result shows that individuals from all the age categories agreeing that it is important for SNS posts to have good images like gesture, picture etc. for being effective on SNS users.

Table of *Cross-Tabulation between Age and Advertising in Facebook Encourage Users for Purchasing* (see Appendix J) shows the relation between participants with different age categories and their opinions about posts in Facebook encourages users for purchasing. For the statement, 8,4 % of the respondents as 9 people between 15-20 ages were strongly agree, 14 % of them as 15 people were agree, 14 % of them as 15 people have no idea, 23,4 % of the respondents as 25 people were disagree and 35,5 % of the respondents as 38 people select strongly disagree. For respondents between 21-25 ages; 12 % of them as 14 people were strongly agree, 22,2 % of them as 26 people were agree, 18,8 % of the respondents as 22 people have no idea, 19,7 % of them as 23 people select disagree and 25,6 % of the participants as 30 people were strongly disagree. For respondents between 26-30 age; 19,2 % of them as 5 people were strongly agree, 34,6 % of them as 9 people were agree, 23,1 % of the respondents as 6 people have no idea, 3,8 % of them as 1 people select disagree and 15,4 % of the respondents as 4 people were strongly disagree. For respondents between 31-35 age; 20 % of them as 5 people were strongly agree, 28 % of them as 7 people were agree, 8 % of them as 2 people were have no idea, 32 % of them as 8 people were disagree and 8 % of them as 2 people were strongly disagree. For the respondents between 36-40 age; 12,5 % of them as 2 people were strongly agree, 31,3 % of them as 5 people were agree, 12,5 % of them as 2 people have no idea, 18,8 % of them as 3 people were disagree and 18,8 % of them as 3 people strongly disagree. For respondents between 41-above age; 13,6 % of the respondents as 3 people were strongly agree, 31,8 % of the respondents as 7 people were agree, 4,5 % of the respondents as 1 people have no idea, 4,5 % of the respondents as 1 people select disagree and 31,8 % of the respondents as 7 people were strongly disagree. The result shows that individuals above 26 age finds posts in Facebook are

encouraging the users for purchasing, on the other hand, individuals below 26 age do not find posts in facebook encouraging for purchase decision.

Table of *Cross-Tabulation between Age and Posts in Instagram Encourage Users for Purchasing* (see Appendix K) shows the relation between participants with different age categories and their opinions about posts in Instagram encourage users for purchasing. For the statement, 15,9 % of the respondents as 17 people between 15-20 ages were strongly agree, 13,4 % of them as 14 people were agree, 18,7 % of them as 20 people have no idea, 19,6 % of the respondents as 21 people were disagree and 29 % of the respondents as 31 people select strongly disagree. For respondents between 21-25 ages; 17,1 % of them as 20 people were strongly agree, 29,1 % of them as 34 people were agree, 13,7 % of the respondents as 16 people have no idea, 15,4 % of them as 18 people select disagree and 23,1 % of the participants as 27 people were strongly disagree. For respondents between 26-30 age; 23,1 % of them as 6 people were strongly agree, 26,9 % of them as 7 people were agree, 34,6 % of the respondents as 9 people have no idea, 3,8 % of them as 1 people select disagree and 7,7 % of the respondents as 2 people were strongly disagree. For respondents between 31-35 age; 12 % of them as 3 people were strongly agree, 28 % of them as 7 people were agree, 16 % of them as 4 people were have no idea, 20 % of them as 5 people were disagree 20 % of them as 5 people were strongly disagree. For the respondents between 36-40 age; 12,5 % of them as 2 people were strongly agree, 18,8 % of them as 3 people were agree, 18,8 % of them as 3 people have no idea, 12,5 % of them as 2 people were disagree and 31,3 % of them as 5 people strongly disagree. For respondents between 41-above age; 9,1 % of the respondents as 2 people were strongly agree, 18,2 % of the respondents as 4 people were agree, 13,6 % of the respondents as 3 people have no idea, 9,1 % of the respondents as 2 people

select disagree and 36,4 % of the respondents as 8 people were strongly disagree. The result shows that Although the teenagers do not get encouraged by the Instagram posts in terms of purchasing, individuals between 20- 36 age find posts in Instagram are encouraging the users for purchasing, on the other hand, individuals above 36 age do not find posts in Instagram encouraging for purchase decision.

4.7 Cross-Tabulation Analysis of SNS Posts Encouraging Users for Purchasing

The Cross-Tabulation analysis, as chi square is less than 0.05, show the respondents' answers for attitudes of SNS posts encouragement on users' decision for purchasing. As the analysis has indicated the main research question of the study, the Cross-Tabulations are explained below.

Table of *Cross-Tabulation between Age and Importance for SNS Advertising to have Information of the Product for Being Effective on Users* (see Appendix L) shows the relation between participants with different age categories and their opinions about importance of SNS posts to have information of the product in order to its efficiency on the SNS users. For the statement, 39,3 % of the respondents as 42 people between 15-20 ages were strongly agree, 33,6 % of them as 36 people were agree, 15 % of the respondents as 16 people have no idea, 1,9 % of the respondents as 2 people were disagreeand 6,5 % of the respondents as 7 people select strongly disagree. For respondents between 21-25 ages; 24,8 % of them as 29 people were strongly agree, 41,9 % of them as 49 people were agree, 23,9 % of the respondents as 28 people have no idea, 4,3 % of them as 5 people select disagree and 2, % of the participants as 3 people were strongly disagree. For respondents between 26-30 age; 23,1 % of them as 6 people were strongly agree, 50 % of them as 13 people were agree, 11,5 %

of the respondents as 3 people have no idea and 11,5 % of the respondents as 3 people were strongly disagree. For respondents between 31-35 age; 56 % of them as 14 people were strongly agree, 36 % of them as 9 people were agree, 4 % of them as 1 people were have no idea. For respondents between 36-40 age; 31,3 % of them as 5 people were strongly agree, 12,5 % of them as 2 people selected agree, 18,8 % of them as 3 people have no idea, 18,8 % of them as 3 people were disagree and 12,5 % of them as 2 people strongly disagree. For respondents between 41-above age; 18,2 % of the respondents as 4 people were strongly agree, 22,7 % of the respondents as 5 people were agree, 18,2 % of the respondents as 4 people have no idea, 9,1 % of them as 2 people select disagree and 13,6 % of the respondents as 3 people were strongly disagree. The result shows that individuals from all age categories have the same approach and believes that It is important for SNS advertising to have information of the product for being effective.

Table of *Cross-Tabulation between Age and Importance of SNS Advertising to have Price* (see Appendix M) shows the relation between participants with different age categories and their opinions about importance of SNS posts to have price of the product for its effectiveness on the SNS users. For the statement, 45,8 % of the respondents as 49 people between 15-20 ages were strongly agree, 34,6 % of them as 37 people were agree, 6,5 % of the respondents as 7 people have no idea, 5,6 % of the respondents as 6 people were disagree and 3,7 % of the respondents as 4 people select strongly disagree. For respondents between 21-25 ages; 35,9 % of them as 4 people were strongly agree, 31,6 % of them as 37 people were agree, 20,5 % of the respondents as 24 people have no idea, 4,3 % of them as 5 people select disagree and 4,3 % of them as 5 people were strongly disagree. For respondents between 26-30 age; 26,9 % of them as 7 people were strongly agree, 53,8 % of them as 14 people

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were agree, 7,7 % of the respondents as 2 people have no idea and 7,7 % of the respondents as 2 people were strongly disagree. For respondents between 31-35 age; 56 % of them as 14 people were strongly agree, 24 % of them as 6 people were agree, 12 % of them as 3 people were have no idea and 4% of the respondents as 1 person selected disagree. For respondents between 36-40 age; 31,3 % of them as 5 people were strongly agree, 18,8 % of them as 3 people selected agree, 18,8 % of them as 3 people have no idea, 12,5 % of them as 2 people were disagree and 12,5 % of them as 2 people strongly disagree. For respondents between 41-above age; 27,3 % of the respondents as 6 people were strongly agree, 18,2 % of the respondents as 4 people were agree, 18,2 % of the respondents as 4 people have no idea, 9,1 % of them as 2 people select disagree and 13,6 % of the respondents as 3 people were strongly disagree. The result shows that individuals from all age categories have the same approach and believes that It is important for SNS advertising to have the price of the product for being effective on SNS users.

Table of *Cross-Tabulation between Age and Finding Important what Other Users Comment about Brand's Posts in Facebook* (see Appendix N) shows the relation between participants with different age categories and their opinions about finding important what other users comment about brand's posts in Facebook. For the statement, 29,9 % of the respondents as 32 people between 15-20 ages were strongly agree, 15,9 % of them as 17 people were agree, 9,3 % of the respondents as 10 people have no idea, 15 % of the respondents as 16 people were disagree and 27,1 % of the respondents as 29 people select strongly disagree. For respondents between 21-25 ages; 19,7 % of them as 23 people were strongly agree, 26,5 % of them as 31 people were agree, 12,8 % of the respondents as 15 people have no idea, 12,8 % of the respondents as 15 people select disagree and 24,8 % of them as 29 people were

strongly disagree. For respondents between 26-30 age; 26,9 % of them as 7 people were strongly agree, 38,5 % of them as 10 people were agree, 23,1 % of the respondents as 6 people were disagree and 11,5 % of the respondents as 3 were strongly disagree. For respondents between 31-35 age; 32 % of them as 8 people were strongly agree, 32 % of them as 8 people were agree, 8 % of them as 2 people were have no idea and 8 % of them as 2 person selected disagree and 16 % of the respondents as 4 people selected strongly disagree. For respondents between 36-40 age; 12,5 % of them as 2 people were strongly agree, 6,3 % of them as 1 people selected agree, 25 % of them as 4 people have no idea, 18,8 % of them as 3 people were disagree and 37,5 % of them as 6 people strongly disagree. For respondents between 41-above age; 13,6 % of the respondents as 3 people were strongly agree, 22,7 % of the respondents as 5 people were agree, 13,6 % of the respondents as 3 people have no idea, and 45,5 % of the respondents as 10 people were strongly disagree. The result shows that individuals between 15-35 age cares about the other users' comments about the brands' posts in Facebook. On the other hand, individuals above 36 age do not give much attention to what other users comments for brands' posts in Facebook.

Table of *Cross-Tabulation between Age and Finding Important of what Other Users Comment about Brand's Posts in Instagram* (see Appendix O) shows the relation between participants with different age categories and their opinions about finding important what other users comment about brand's posts in Instagram. For the statement, 33,6 % of the respondents as 36 people between 15-20 ages were strongly agree, 23,4 % of them as 25 people were agree, 10,3 % of the respondents as 11 people have no idea, 10,3 % of the respondents as 11 people were disagree and 18,7 % of the respondents as 20 people select strongly disagree. For respondents between

21-25 ages; 18,8 % of them as 22 people were strongly agree, 34,2 % of them as 40 people were agree, 7,7 % of the respondents as 9 people have no idea, 11,1 % of the respondents as 13 people select disagree and 24,8 % of them as 29 people were strongly disagree. For respondents between 26-30 age; 26,9 % of them as 7 people were strongly agree and 38,5 % of them as 10 people were agree, 19,2 % of the respondents as 5 people were disagree and 15,4 % of the respondents as 4 were strongly disagree.

For respondents between 31-35 age; 32 % of them as 8 people were strongly agree, 32 % of them as 8 people were agree, 8 % of them as 2 people were have no idea and 8 % of them as 2 person selected disagree and 16 % of the respondents as 4 people selected strongly disagree. For respondents between 36-40 age; 6,3 % of them as 1 people were strongly agree, 18,8 % of them as 3 people selected agree, 12,5 % of them as 2 people have no idea, 18,8 % of them as 3 people were disagree and 43,8 % of them as 7 people strongly disagree. For respondents between 41-above age; 27,3 % of the respondents as 6 people were agree, 9,1 % of the respondents as 2 people have no idea, 4,5 % of the respondents as 1 people were disagree and 45,5 % of the respondents as 10 people were strongly disagree. The result shows that individuals between 15-35 age cares about the other users' comments about the brands' posts in Instagram. On the other hand, individuals above 36 age do not give much attention to what other users comments for brands' posts in Instagram.

4.8 Cross-Tabulation Analysis of Respondents' Reaction Towards Clothing Brand Posts in SNS

The Cross-Tabulation analysis, as chi-square is less than 0.05, show the respondents' answers for their reactions of clothing brands' posts in. As the analysis has indicated the main research question of the study, the Cross-Tabulations are explained below.

Table of *Cross-Tabulation between Age and SNS are a great Place for Fashion Clothing Brands for Informing People* (see Appendix P) shows the relation between participants with different age categories and their opinions about SNS being a great place for fashion clothing brands to inform people. For the statement, 25,2 % of the respondents as 27 people between 15-20 ages were strongly agree, 36,4 % of them as 39 people were agree, 15,9 % of the respondents as 17 people have no idea, 7,5 % of the respondents as 8 people were disagree and 11,2 % of the respondents as 12 people select strongly disagree. For respondents between 21-25 ages; 28,2 % of them as 33 people were strongly agree, 35,9 % of them as 42 people were agree, 23,1 % of the respondents as 27 people have no idea, 6 % of them as 7 people select disagree and 5,1 % of the participants as 6 people were strongly disagree. For respondents between 26-30 age; 30,8 % of them as 8 people were strongly agree, 50 % of them as 13 people were agree, 11,5 % of the respondents as 3 people have no idea and 3,8 % of the respondents as 1 person were strongly disagree. For respondents between 31-35 age; 40 % of them as 10 people were strongly agree, 28 % of them as 7 people were agree, 20 % of them as 5 people were have no idea and 8% of the respondents as 2 people were strongly disagree. For respondents between 36-40 age; 18,8 % of them as 3 people were strongly agree, 18,8 % of them as 3 people selected agree, 25 % of them as 4 people have no idea, 6,3 % of them as 1 people were disagree and 25

% of them as 4 people strongly disagree. For respondents between 41-above age; 13,6 % of the respondents as 3 people were strongly agree, 13,6 % of the respondents as 3 people were agree, 27,3 % of the respondents as 6 people have no idea, 18,2 % of them as 4 people select disagree and 13,6 % of the respondents as 3 people were strongly disagree. The result shows that individuals from all age categories think that SNS are a great place for fashion clothing brands for informing people.

Table of *Cross-Tabulation between Age and Clothing Brands Need to Use SNS for Their Advertising* (see Appendix R) shows the relation between participants with different age categories and their opinions about fashion clothing brands needs to use SNS networks for their posts campaigns. For the statement, 21,5 % of the respondents as 23 people between 15-20 ages were strongly agree, 22,4 % of them as 24 people were agree, 20,6 % of the respondents as 22 people have no idea, 13,1 % of the respondents as 14 people were disagree and 18,7 % of the respondents as 20 people select strongly disagree. For respondents between 21-25 ages; 24,8 % of them as 29 people were strongly agree, 30,8 % of them as 36 people were agree, 30,8 % of them as 36 people have no idea, 3,4 % of them as 4 people select disagree and 8,5 % of the participants as 10 people were strongly disagree. For respondents between 26-30 age; 30,8 % of them as 8 people were strongly agree, 46,2 % of them as 12 people were agree, 11,5 % of the respondents as 3 people have no idea, 3,8 % of the respondents as 1 person were disagree and 3,8 % of the respondents as 1 person were strongly disagree. For respondents between 31-35 age; 44 % of them as 11 people were strongly agree, 24 % of them as 6 people were agree, 12 % of them as 3 people were have no idea, 8% of the respondents as 2 people were disagree and 8% of the respondents as 2 people were strongly disagree. For respondents between 36-40 age; 12,5 % of them as 2 people were strongly agree, 25 % of them as 4 people selected

agree, 18,8 % of them as 3 people have no idea, 12,5 % of them as 2 people were strongly disagree, 25 % of them as 4 people selected disagree. For respondents between 41-above age; 9,1 % of the respondents as 2 people were strongly agree, 27,3 % of the respondents as 6 people were agree, 27,3 % of the respondents as 6 people have no idea, 13,6 % of them as 3 people select disagree and 13,6 % of the respondents as 3 people were strongly disagree. The result shows that individuals from all age categories think that fashion clothing brands needs to use SNS for their posts campaigns.

Table of *Cross-Tabulation between Age and Facebook is a great Platform to be Informed in Terms of Following These Brands* (see Appendix S) shows the relation between participants with different age categories and their opinions about Facebook being a great platform to be informed in terms of following these clothing brands. For the statement, 24,3 % of the respondents as 26 people between 15-20 ages were strongly agree, 18,7 % of them as 20 people were agree, 17,8 % of the respondents as 19 people have no idea, 14 % of the respondents as 15 people were disagree and 21,5 % of the respondents as 23 people select strongly disagree. For respondents between 21-25 ages; 18,8 % of them as 22 people were strongly agree, 31,6 % of them as 37 people were agree, 26,5 % of them as 31 people have no idea, 12,8 % of them as 15 people select disagree and 6,8 % of the participants as 8 people were strongly disagree. For respondents between 26-30 age; 23,1 % of them as 6 people were strongly agree, 38,5 % of them as 10 people were agree, 23,1 % of the respondents as 6 people have no idea, 3,8 % of the respondents as 1 person were disagree and 7,7 % of the respondents as 2 people were strongly disagree. For respondents between 31-35 age; 36 % of them as 9 people were strongly agree, 36 % of them as 9 people were agree, 12 % of them as 3 people were have no idea, and 12 % of them as 3

people were strongly disagree. For respondents between 36-40 age; 12,5 % of them as 2 people were strongly agree, 25 % of them as 4 people selected agree, 18,8 % of them as 3 people have no idea, 18,8 % of them as 3 people were strongly disagree, 18,8 % of them as 3 people selected disagree. For respondents between 41-above age; 13,6 % of the respondents as 3 people were strongly agree, 22,7 % of the respondents as 5 people were agree, 36,4 % of the respondents as 8 people have no idea, 4,5 % of them as 1 people select disagree and 13,6 % of the respondents as 3 people were strongly disagree. The result shows that individuals from all age categories think Facebook is a great platform to be informed in terms of following these brands.

Table of *Cross-Tabulation between Age and Instagram is a great Opportunity for Brands to Advertise about Their Products* (see Appendix T) shows the relation between participants with different age categories and their opinions about Instagram being a great opportunity for brands to advertise about their products. For the statement, 37,4 % of the respondents as 40 people between 15-20 ages were strongly agree, 30,8 % of them as 33 people were agree, 11,2 % of the respondents as 12 people have no idea, 5,6 % of the respondents as 6 people were disagree and 12,1 % of the respondents as 13 people select strongly disagree. For respondents between 21-25 ages; 38,5 % of them as 45 people were strongly agree, 37,6 % of them as 44 people were agree, 17,1 % of them as 20 people have no idea, 3,4 % of them as 4 people select disagree and 2,6 % of the participants as 3 people were strongly disagree. For respondents between 26-30 age; 19,2 % of them as 5 people were strongly agree, 46,2 % of them as 12 people were agree, 15,4 % of the respondents as 4 people have no idea, 11,5 % of the respondents as 3 person were disagree and 3,8 % of the respondents as 1 people were strongly disagree. For respondents between

31-35 age; 40 % of them as 10 people were strongly agree, 28 % of them as 7 people were agree, 16 % of them as 4 people were have no idea, 8 % of them as 2 people were disagree and 4 % of them as 1 people were disagree. For respondents between 36-40 age; 31,3 % of them as 5 people were strongly agree, 18,8 % of them as 3 people selected agree, 6,3 % of them as 1 person were disagree and 37,5 % of them as 6 people selected disagree. For respondents between 41-above age; 9,1 % of the respondents as 2 people were strongly agree, 22,7 % of the respondents as 5 people were agree, 27,3 % of the respondents as 6 people have no idea, 18,2 % of them as 4 people select disagree and 9,1 % of the respondents as 2 people were strongly disagree. The result shows that individuals from all age categories think Instagram is a great opportunity for brands to advertise about their products.

Chapter 5

CONCLUSION

This chapter of the study includes the summary of the study as what has been indicated and examined, conclusion drawn from the study as the explanation of research questions of the study and recommendation for further studies as what other studies can be conducted regarding the same subject with the study.

5.1 Summary of The Study

This study has focused on the attitudes and behavior of SNS users and their reactions to clothing brand posts, as the Terranova and Calliope, in Facebook and Instagram in order to understand their expectations. Also the mutual communication between the consumer, as social media user, and Terranova and Calliope, as the Brands using social media to advertise, will be examine in this study. Despite to Uses and Gratification Theory were used in this study, quantitative research methodology was conducted to implicate the subject in a wider perspective. Survey study has been designed and applied to sample from different age ranges and demographics to understand their and approaches towards social networking sites posts.

For the research study, the survey has been conducted in three areas of Northern Cyprus; Nicosia, Morphou and Kyrenia. 52 questions, including 9 multiple choices and 43 likert scale questions, has been asked to 315 participants with different demographics. The collected data has been analyzed by using SPSS statistics program. The findings and results were analyzed through descriptive statistics

methods; frequency, Cross-Tabulation, Pearson correlation and chi- square. Participants attitude towards posts in SNS, especially Facebook and Instagram as they are the most demanded SNS, showed difference depending their age, primarily, and their SNS preference, as Facebook and Instagram user or both SNS user.

The target consumer of the Terranova brand is mainly between 15 and 25 years of age. This research indicates Terranova's customers use Instagram. Therefore, if Terranova brand share post in Instagrame, it will be more successful from Facebook posts. However, the target customers of the Calliope brand over 25 years old. In this case, this research indicates over 25 years old, they use mainly Facebook, so calliope's posts in Facebook will be successful then Instagram.

Individuals, from all the age categories approach the same and believe that it is important for SNS posts to have audio/ sound for being effective. Also they believe that SNS posts to have good images. Because, they are effective on SNS users. In this case, music and good image help to consumer to identify with themselves. To sum up, posts help to consumers for gratify with them.

5.2 Conclusions Drawn from the Study

Although the findings and analysis are explained in Chapter Four in detail, the conclusion of the study has been revealed by analyzing the research findings through SPSS in order to use descriptive statistics techniques. Among 315 participants, 179 of the participants were female as 56,8 % and 130 of the participants were male as 41,3 %. The survey has been carried out by the availability of participant. The age distribution of the participants was 34 % of the participants as 107 people were between 15-20 age, 37,1 % of them as 117 people were between 21-25 age, 8,3 % of

them as 26 people were between 26-30 age, 7,9 % of the participants as 25 people were between 31-35 age, 5,1 % of them as 16 people were between 36-40 age and 6,7 % of the participants as 21 people were 41 and above age category. The result shows that most of the participants attend the survey study were between 15- 25 age category.

According to the findings, obtained with the research of the study, it is observed that the attitudes of individuals towards SNS usage and their perspective about SNS posts of clothing brands has changes in order to their age difference. Despite of their different demographics and different lifestyles, individuals between 15-35 age mostly use instagram and finds SNS important for brands to advertise. Also they follow their favorite brands in Instagram. On the other hand, individuals between 36 and above age mostly use facebook and they find facebook is a great platform for the clothing brands to create a group, to advertise and to represent. Four research questions has been defined to find out attitudes of individuals towards SNS usage and SNS posts, especially clothing brands' posts in Facebook and Instagram. usage. Research questions has been evaluated based on the analysis and findings revealed with the research study conducted.

RQ1: What are the attitudes of social networking sites users towards Instagram and Facebook posts?

The answer of the question for what are attitudes of social networking sites users towards Instagram and Facebook posts has been found by analyzing the participants' answer. In the research of the study, there are 5 multiple questions, regarding age and their SNS usage, and 20 likert scale type of statement which are related with the research question one. However, it is explained in detail in chapter four, the attitudes

of individuals towards SNS usage and Instagram and Facebook posts shows difference regarding their age.

For the relation between participants with different age categories and them checking the sites of the SNS posts, individuals below 36 age visit the sites of the posts that they see in SNS. On the other hand, individuals above 36 age do not tend to visit the brand advertised in SNS. Also, the relation between participants' age and their opinions about SNS posts being useful to inform people shows difference as it is indicated that individuals below 36 age think that SNS posts are useful to inform people. On the other hand, individuals above 36 were particularly undecided and disagree with the statement. The relation between participants age categories and their opinions about SNS posts are influential on SNS users has also changes depending their age. The result shows that individuals below 40 think SNS posts influential on SNS users. Participants above 41 do not find SNS posts influential on SNS users. The research study shows that the content of the SNS posts has an importance for the SNS users. Participants with different age had the same opinions about importance of SNS posts to have audio/ sound for being effective. Individuals including all age categories, thinks that it is important for SNS advertising to have audio/ sound its efficiency.

RQ2: What are the aspects of Facebook and Instagram posts for the users that motivates them to purchase?

The answer of the question for what are the aspects of Facebook and Instagram posts for the users that motivates them to purchase has been found by analyzing the participants' answer. In the research of the study, there are 4 multiple questions, regarding age and their SNS usage, and 11 likert scale type of statement which are

related with the research question two. However, it is explained in detail in chapter four, the aspects of individuals towards Facebook and Instagram posts and their opinions about how these posts motivates them to purchase shows difference regarding their age.

Individuals find important for SNS posts to have better and effective content. In this matter, participants, individuals from all the age categories approach the same and believes that it is important for SNS posts to have videos and find it more influential compare to other SNS posts. Also, participants believe that SNS posts to have good images like gesture, picture etc. are important. They find these kind of content takes SNS users' attention and, in fact, they are effective on SNS users. The relation between participants with different age and their opinions about posts in Facebook encourages users for purchasing shows difference. individuals above 26 age finds posts in Facebook are encouraging the users for purchasing, on the other hand, individuals below 26 age do not find posts in Facebook encouraging for purchase decision. For Instagram users, the relation between participants' age and their opinions about posts in Instagram encourage users for purchasing are different. Although the teenagers do not get encouraged by the Instagram posts in terms of purchasing, individuals between 20- 36 age find posts in Instagram are encouraging the users for purchasing, on the other hand, individuals above 36 age do not find posts in Instagram encouraging for purchase decision.

RQ3: How do Facebook and Instagram posts encourage or attract users for purchasing?

The findings for how Facebook and Instagram posts encourage or attract users for purchasing has been revealed by analyzing the participants' answer. In the research

of the study, there are 2 multiple questions, regarding age and their SNS posts checking, and 9 likert scale type of statement which are related with the research question three. However, it is explained in detail in chapter four, the attitudes of individuals about how Facebook and Instagram posts encourage or attract them as SNS users for purchasing shows difference regarding their age.

The research shows that the importance of SNS posts to have information of the product in order to its efficiency on the SNS users is very crucial for participants. Despite of the different age categories, individuals approaches the same and believes that It is important for SNS advertising to have information of the product and would be effective on SNS users. Also, individuals from all age categories have a same opinion about importance of SNS posts to have price of the product for its effectiveness. They believe that It is important for SNS posts to have the price of the product for SNS users and it encourages them for making purchase decision. The research shows that SNS users show attention to what other users comment about that brand's posts other than the content of the posts. The relation between participants' age and their opinions about finding important of what other users comment about brand's posts in Facebook shows difference. Individuals between 15-35 age cares about what other users' comments about the brands' posts in Facebook. On the other hand, individuals above 36 age do not give much attention to what other users comments for brands' posts in Facebook. For the Instagram users, the attention towards other users' opinion is similar with Facebook. The relation between participants' age and their opinions about finding important what other users comment about brand's posts in Instagram differs. Individuals between 15-35 age cares about the other users' comments about the brands' posts in Instagram. On the

other hand, individuals above 36 age do not give much attention to what other users comments for brands' posts in Instagram.

RQ4: What are their reactions towards clothing brands' posts in Facebook and Instagram?

The findings for SNS users' reaction towards clothing brands' posts in Facebook and Instagram has been revealed by analyzing the participants' answer for the questionnaires. In the research of the study, there are 2 multiple questions, regarding age and their SNS posts checking, and 16 likert scale type of statement which are related with the research question four. However, it is explained in detail in chapter four, the attitudes of individuals about their reactions towards clothing brands' posts in Facebook and Instagram shows difference regarding their age.

The research study shows that individuals from all age categories think that SNS are a great place for fashion clothing brands to inform their consumers. Also, the result shows that individuals from all age categories think that fashion clothing brands needs to use SNS for their posts campaigns. The Facebook users from all age categories, participated the survey study, think Facebook is a great platform to be informed in terms of following these brands. And for Instagram users, individuals from all age categories think Instagram is a great opportunity for brands to advertise about their products. Despite all these findings, it is indicated that individuals do not interactively communicate with the brands they follow in Facebook and Instagram, but they find these brand's posts encouraging and motivates them for purchase decision.

5.3 Recommendations for Further Research

This study focused in the individuals' attitudes towards Facebook and Instagram SNS, as they are the most preferred, and the clothing brands' posts in these SNS. Also, the attitudes of individuals towards Facebook and Instagram posts of Terranova and Calliope and how these posts in Facebook and Instagram motivate users for purchasing decisions are examined in this study.

As the study has been conducted in Northern Cyprus, the importance of SNS for advertising, especially for brands and companies can be conducted in different regions. Also SNS users' demographics can be specified to reveal different findings for other study purposes. In fact, the number of participants and the research methodology can be selected in different varieties.

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APPENDICES

Appendix A: English Version of the Survey

Questionnaire

Attitudes of Facebook and Instagram users towards SNS (Social Networking Sites) clothing brands' posts

Survey question for master's thesis by Tahsin Karahasan

Supervisor: Assoc. Prof. Dr. Bahire Efe Özad

This questionnaire was prepared to research attitudes of Facebook and Instagram users towards SNS clothing brands' posts and their reactions to TerraNova and Calliope posts in Facebook and Instagram in Nicosia, Famagusta and Kyrenia towns in Northern Cyprus. Result only will be used for a master's thesis in communication by Tahsin Karahasan. The participation to this questioner is entirely voluntarily. Participant may choose Not to take the survey, to stop responding at any time, or to skip any questions that you do Not want to answer and Please do Not write your name or put any other identifying information on the survey

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1) Sex: a- Female   b- Male
2) Age: a- 15-20 ages   b- 21-25 ages   c- 26-30 ages
           d- 31-35 ages   e- 36- 40 ages   f- 41- above ages

3) Educational level: a- High school   b- University
                          c- Post graduate   d-Other (please specify)
..…………….

4) Income level: a- 350 tl- 500 tl   b- 501 tl- 750 tl   c- 751 tl- 1000 tl
                   d- 1001 tl - 2000 tl   e- 2001- above

5) Do you use social networking sites?   a- Yes   b- No

6) Which social networking sites do you use most? a- Facebook   b-Instagram   c- Twitter
    d-Linkedin   e- Pinterest   f- Other (please specify) …………..

7) How often do you access your SNS account in a day?

    a- Every 10 minutes   b- Every half an hour   c- Every hour

d- Every 2 hours   e- Every 3-4 hours   f- Less than twice in a day   g- once a week

8) Do you visit the sites posts placed in social networking sites?
   a- Yes   b- No

9) Do you follow your favourite brands in social networking sites?

   a- Yes   b- No

STATEMENTS

Following statements are about the mobile phone technology and SNS usage, Please select on how much you agree or disagree with following	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
I trust the shared information in SNS					
SNS are a new way of communication for today's life					
SNS help me to improve my vision					
I use SNS to communicate with my environment					
I use SNS to contact with my friend					
I use SNS to pass my free time					
I use SNS to reach the information					
I use SNS for entertainment purposes					
I use SNS to socialize					
SNS increase my self-confident					
I use Facebook as an SNS					
I use Instagram as an SNS					
I use Twitter as an SNS					
I use Pinterest as an SNS					

I use YouTube as an SNS					
SNS are a great sources for information					
SNS help me to catch the updates, events and campaigns					
Posts in SNS are useful to inform people					
Posts in SNS influence users					
It is important for SNS advertising to have audio/ sound for being effective					
It is important for SNS advertising to have video for being effective					
It is important for SNS advertising to have good images like gesture, picture etc. for being effective					
It is important for SNS advertising to have information of the product for being effective					
It is important for SNS advertising to have price of the product for being effective					
There are some brands that I follow them on Facebook					
There are some brands that I follow them on Instagram					
I find posts in Facebook encouraging for purchasing					
I find posts in Instagram encouraging for purchasing					
I share the advetisements I like with my friends in Facebook					
I share the advetisements I like with my friends in Instagram					
SNS are a great place for fashion clothing brands for informing people					
I think fashion clothing brands needs to use SNS networks for their posts campaigns					

Facebook is a great platform to be informed in terms of following these brands					
Instagram is a great opportunity for brands to advertise about their products					
I am an active online consumer					
I mostly interact with the brand in Facebook like share my opinion, ask questions etc.					
I mostly interact with the brand in Instagram like share my opinion, ask questions etc.					
I find important what other users comment about brand's posts in Facebook					
I find important what other users comment about brand's posts in Instagram					
I consider buying the advertised product that I come across with Facebook					
I consider buying the advertised product that I come across with Instagram					
In the past, I bought the advertised product that I came across in Facebook					
In the past, I bought the advertised product that I came across in Instagram					

Thank you for your time and participation in these questions

Appendix B: Turkish Version of the Survey

Anket Soruları

Facebook ve Instagram kullanıcılarının SPS (sosyal paylaşım siteleri) de yer alan giyim markaları reklamlarına karşı tutumları

Anket soruları Tahsin Karahasan'ın yüksek lisans tezi için kullanılmıştır

Danışman: Doç. Dr. Bahire Efe Özad

Anket soruları Facebook ve Instagram kullanıcılarının SPS de yer alan giyim markaları reklamlarına karşı tutumları, Terranova ve Calliope markalarının facebook ve instagramda yer alan reklamlarına karşı gösterdikleri reaksiyonları ölçmek üzere hazırlanmıştır. Sorular Kuzey Kıbrıs da Lefkoşa, Girne ve Gazimpaylaşım usa da uygulanmıştır. Anket sonuçları sadece Tahsin Karahasan'ın yüksek lisans tezi için kullanılacaktır. Katılımcılar ankete gönüllü olarak katılabilir ve istedikleri noktada anketi sonlandırabilmektedirler. Anket üzerinde isminizi veya sizi tanımlayacak bir bilgi yazmaktan kaçınınız.

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10) Cinsiyetiniz : a- Kadın   b- Erkek

11) Yaşınız : a-15-20 yaş   b- 21-25 yaş   c- 26-30 yaş
               d- 31-35 yaş   e- 36- 40 yaş   f- 41- üzeri

12) Eğitim düzeyiniz: a- Lise   b- Üniversite
                          c- Yüksek lisans   d-Diğer (lütfen belirtiniz)
    ………………

13) Gelir düzeyiniz: a- 350 tl- 500 tl   b- 501 tl- 750 tl   c- 751 tl-
    1000 tl

                         d- 1001 tl - 2000 tl   e- 2001- üzeri

14) Sosyal paylaşım sitelerini kullanıyormusunuz? a-Evet   b- Hayır

15) En çok hangi sosyal paylaşım sitesini kullanıyorsunuz? a-Facebook   b- Instagram
    c-Twitter   d-Linkedin   e- Pinterest   f- Diğer (lütfen belirtiniz) …….

16) Sosyal paylaşım hesabınıza günde ne sıklıkta bpaylaşım lanıyorsunuz?

    a- Her 10 dakika   b- Her yarım saat   c- Her saat   d- Her 2 saat
    e- Her 3-4 saat   f- Günde 2 kereden az   g- Haftada bir

17) Sosyal paylaşım sitelerinde yer alan reklamların sitelerine bakıyormusunuz?

b- Evet   b- Hayır

18) Favori markalarınızı sosyal paylaşım sitelerinden takip ediyormusunuz?

b- Evet   b- Hayır

İBARELER

Aşağıda yer alan cümleler SPS ve bu sitelerde yer alan reklamlara kullanıcıların reaksiyonları ile ilgilidir. Lütfen ne kadar katıldığınızı belirtiniz	Kesinlikle katılıyorum	katılıyorum	Fikrim yok	katılmıyorum	Kesinlikle katılmıyorum
SPS de paylaşılan bilgilere güvenirim					
SPS günümüz için yeni bir iletişim yöntemidir					
SPS vizyonumun gelişmesine yardımcı oluyor					
SPS çevremle iletişim kurmak için kullanırım					
SPS arkadaşlarımla iletişim kurmak için kullanırım					
SPS boş zamanlarımı doldurmak için kullanırım					
SPS bilgi erişimi için kullanırım					
SPS eğlence amaçlı kullanırım					
SPS sosyalleşmek için kullanırım					
SPS özgüvenimi geliştiriyor					
SPS olarak Facebook kullanırım					
SPS olarak İnstagram kullanırım					
SPS olarak Twitter kullanırım					
SPS olarak Pinterest kullanırım					
SPS olarak You tube kullanırım					
SPS bilgiye ulaşmak için iyi bir kaynaktır					

SPS yenilikleri, kampanyaları ve etkinlikleri takip etmeme yardımcı olur					
SPS de yer alan reklamlar bilgilendirme için iyi bir yoldur					
SPS de yer alan reklamlar kullanıcılar üzerinde etkilidir					
SPS de yer alan reklamların sesli olması etkililiği açısından önemlidir					
SPS de yer alan reklamların video görüntülü olması etkililiği açısından önemlidir					
SPS de yer alan reklamların görsel imajlar ve resimler içermesi etkililiği açısından önemlidir					
SPS de yer alan reklamların ürün bilgileri içermesi etkililiği açısından önemlidir					
SPS de yer alan reklamların ürün fiyatını içermesi etkililiği açısından önemlidir					
Bazı favori markalarımı Facebook da takip ediyorum					
Bazı favori markalarımı Instagram da takip ediyorum					
Benim için markaların Facebook reklamları satın almamda etkilidir					
Benim için markaların Instagram reklamları satın almamda etkilidir					
Beğendiğim SPS reklamlarını facebook da arkadaşlarımla paylaşırım					
Beğendiğim SPS reklamlarını Instagram da arkadaşlarımla paylaşırım					
SPS moda giyim markaları için insanları bilgilendirmek adına iyi bir platformdur.					

Bence moda ve giyim markaları sosyal paylaşım sitelerini reklam kampanyaları için kullanmaldır					
Facebook bu markaları takip etmek ve bilgi almak açısından etkili bir araçtır					
İnstagram markaların ürünlerini tanıtması için iyi bir fırsattır.					
Aktif bir online tüketiciyim					
Facebook da genellikle markalarla soru sormak. Görüş belirtmek gibi etkin iletişime geçerim					
Instagram da genellikle markalarla soru sormak. Görüş belirtmek gibi etkin iletişime geçerim					
Markaların Facebook reklamlarına diğer kullanıcıların yaptıkları yorumlara önem veririm					
Markaların Instagram reklamlarına diğer kullanıcıların yaptıkları yorumlara önem veririm					
Facebook da reklamına denk geldiğim bir ürünü almayı düşünebilirim					
Instagram da reklamına denk geldiğim bir ürünü almayı düşünebilirim					
Geçmiş de Facebook da reklamına denk geldiğim bir ürün satın aldım					
Geçmiş de Instagram da reklamına denk geldiğim bir ürün satın aldım					

Katılımınız ve zaman ayırdığınız için teşekkür ederim

Appendix C: Mean Values and Attitudes of Likert Scale Questionnaires

	Mean	Attitudes
I trust the shared information in SNS	2,8317	Undecided
SNS are a new way of communication for today's life	1,8190	Agree
SNS help me to improve my vision	2,3492	Agree
I use SNS to communicate with my environment	1,7651	Strongly Agree
I use SNS to contact with my friend	1,7016	Strongly Agree
I use SNS to pass my free time	2,1397	Agree
I use SNS to reach the information	2,2032	Agree
I use SNS for entertainment purposes	2,0127	Agree
I use SNS to socialize	2,5175	Agree
SNS increase my self-confident	3,2095	Undecided
I use Facebook as an SNS	2,2762	Agree
I use Instagram as an SNS	2,0095	Agree
I use Twitter as an SNS	3,1397	Undecided
I use Pinterest as an SNS	3,4667	Disagree
I use YouTube as an SNS	2,0952	Agree
SNS are a great sources for information	2,2095	Agree
SNS help me to catch the updates, events and campaigns	2,1048	Agree
Posts in SNS are useful to inform people	2,3778	Agree
Posts in SNS influence users	2,4444	Agree
It is important for SNS advertising to have audio/ sound for being effective	2,2476	Agree
It is important for SNS advertising to have video for being effective	2,0667	Agree

It is important for SNS advertising to have good images like gesture, picture etc. for being effective	1,9238	Agree
It is important for SNS advertising to have information of the product for being effective	2,0190	Agree
It is important for SNS advertising to have price of the product for being effective	1,9111	Agree
There are some brands that I follow them on Facebook	2,6095	Undecided
There are some brands that I follow them on Instagram	2,4127	Agree
I find posts in Facebook encouraging for purchasing	3,1397	Undecided
I find posts in Instagram encouraging for purchasing	2,9968	Undecided
I share the posts I like with my friends in Facebook	3,2984	Undecided
I share the advetisements I like with my friends in Instagram	3,1143	Undecided
SNS are a great place for fashion clothing brands for informing people	2,2444	Agree
I think fashion clothing brands needs to use SNS for their posts campaigns	2,4730	Agree
Facebook is a great platform to be informed in terms of following these brands	2,5429	Agree
Instagram is a great opportunity for brands to advertise about their products	2,1175	Agree
I am an active online consumer	2,9587	Undecided
I mostly interact with the brand in Facebook like share my opinion, ask questions etc.	3,2730	Undecided
I mostly interact with the brand in Instagram like share my opinion, ask questions etc.	3,1333	Undecided
I find important what other users comment about brand's posts in Facebook	2,8603	Undecided
I find important what other users comment about brand's posts in Instagram	2,7079	Undecided

I consider buying the advertised product that I come across with Facebook	2,8222	Undecided
I consider buying the advertised product that I come across with Instagram	2,7429	Undecided
In the past, I bought the advertised product that I came across in Facebook	3,3968	Undecided
In the past, I bought the advertised product that I came across in Instagram	3,0921	Undecided

Appendix D: Cross-Tabulation between Age and Users Visiting The Sites of SNS Posts

			Do you visit the sites posts placed in social networking sites?			Total
			missing value	yes	no	
your age?	missing value	Count	0	2	0	2
		% within your age?	,0%	100,0%	,0%	100,0%
		% within Do you visit the sites posts placed in social networking sites?	,0%	1,3%	,0%	,6%
		% of Total	,0%	,6%	,0%	,6%
	15-20	Count	0	47	60	107
		% within your age?	,0%	43,9%	56,1%	100,0%
		% within Do you visit the sites posts placed in social networking sites?	,0%	29,9%	38,2%	34,0%
		% of Total	,0%	14,9%	19,0%	34,0%
	21-25	Count	0	62	55	117
		% within your age?	,0%	53,0%	47,0%	100,0%
		% within Do you visit the sites posts placed in social networking sites?	,0%	39,5%	35,0%	37,1%
		% of Total	,0%	19,7%	17,5%	37,1%
	26-30	Count	0	18	8	26
		% within your age?	,0%	69,2%	30,8%	100,0%

		% within Do you visit the sites posts placed in social networking sites?	,0%	11,5%	5,1%	8,3%
		% of Total	,0%	5,7%	2,5%	8,3%
	31-35	Count	0	17	8	25
		% within your age?	,0%	68,0%	32,0%	100,0%
		% within Do you visit the sites posts placed in social networking sites?	,0%	10,8%	5,1%	7,9%
		% of Total	,0%	5,4%	2,5%	7,9%
	36-40	Count	0	5	11	16
		% within your age?	,0%	31,3%	68,8%	100,0%
		% within Do you visit the sites posts placed in social networking sites?	,0%	3,2%	7,0%	5,1%
		% of Total	,0%	1,6%	3,5%	5,1%
	41-above	Count	1	6	15	22
		% within your age?	4,5%	27,3%	68,2%	100,0%
		% within Do you visit the sites posts placed in social networking sites?	100,0%	3,8%	9,6%	7,0%
		% of Total	,3%	1,9%	4,8%	7,0%
Total		Count	1	157	157	315
		% within your age?	,3%	49,8%	49,8%	100,0%
		% within Do you visit the sites posts placed in social networking sites?	100,0%	100,0%	100,0%	100,0%

		% of Total	,3%	49,8%	49,8%	100,0%

Appendix E: Cross-Tabulation of Age and Posts in SNS are Useful to Inform People

			Posts in SNS are useful to inform people						
			missing value	strongly agree	agree	undecided	disagree	strongly disagree	Total
your age?	missing value	Count	0	1	0	0	1	0	2
		% within your age?	,0%	50,0%	,0%	,0%	50,0%	,0%	100,0%
		% within Posts in SNS are useful to inform people	,0%	1,3%	,0%	,0%	3,3%	,0%	,6%
		% of Total	,0%	,3%	,0%	,0%	,3%	,0%	,6%
	15-20	Count	4	29	30	24	14	6	107
		% within your age?	3,7%	27,1%	28,0%	22,4%	13,1%	5,6%	100,0%
		% within Posts in SNS are useful to inform people	36,4%	38,7%	29,1%	36,4%	46,7%	20,0%	34,0%
		% of Total	1,3%	9,2%	9,5%	7,6%	4,4%	1,9%	34,0%
	21-25	Count	3	27	45	21	8	13	117
		% within your age?	2,6%	23,1%	38,5%	17,9%	6,8%	11,1%	100,0%

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	% within Posts in SNS are useful to inform people	27,3%	36,0%	43,7%	31,8%	26,7%	43,3%	37,1%
	% of Total	1,0%	8,6%	14,3%	6,7%	2,5%	4,1%	37,1%
26-30	Count	0	8	8	6	2	2	26
	% within your age?	,0%	30,8%	30,8%	23,1%	7,7%	7,7%	100,0%
	% within Posts in SNS are useful to inform people	,0%	10,7%	7,8%	9,1%	6,7%	6,7%	8,3%
	% of Total	,0%	2,5%	2,5%	1,9%	,6%	,6%	8,3%
31-35	Count	1	6	12	5	1	0	25
	% within your age?	4,0%	24,0%	48,0%	20,0%	4,0%	,0%	100,0%
	% within Posts in SNS are useful to inform people	9,1%	8,0%	11,7%	7,6%	3,3%	,0%	7,9%
	% of Total	,3%	1,9%	3,8%	1,6%	,3%	,0%	7,9%
36-40	Count	0	3	4	4	2	3	16
	% within your age?	,0%	18,8%	25,0%	25,0%	12,5%	18,8%	100,0%
	% within Posts in SNS are useful to inform people	,0%	4,0%	3,9%	6,1%	6,7%	10,0%	5,1%
	% of Total	,0%	1,0%	1,3%	1,3%	,6%	1,0%	5,1%
41-above	Count	3	1	4	6	2	6	22
	% within your age?	13,6%	4,5%	18,2%	27,3%	9,1%	27,3%	100,0%

	% within Posts in SNS are useful to inform people	27,3%	1,3%	3,9%	9,1%	6,7%	20,0%	7,0%
	% of Total	1,0%	,3%	1,3%	1,9%	,6%	1,9%	7,0%
Total	Count	11	75	103	66	30	30	315
	% within your age?	3,5%	23,8%	32,7%	21,0%	9,5%	9,5%	100,0%
	% within Posts in SNS are useful to inform people	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,5%	23,8%	32,7%	21,0%	9,5%	9,5%	100,0%

Appendix F: Cross-Tabulation between Age and SNS Posts Influence Users

| | | | \multicolumn{6}{c}{Posts in SNS influence users} | Total |
			missing value	strongly agree	agree	undecided	disagree	strongly disagree	
your age?	missing value	Count	0	1	1	0	0	0	2
		% within your age?	,0%	50,0%	50,0%	,0%	,0%	,0%	100,0%
		% within Posts in SNS influence users	,0%	1,4%	1,0%	,0%	,0%	,0%	,6%
		% of Total	,0%	,3%	,3%	,0%	,0%	,0%	,6%
	15-20	Count	3	22	33	26	8	15	107
		% within your age?	2,8%	20,6%	30,8%	24,3%	7,5%	14,0%	100,0%
		% within Posts in SNS influence users	30,0%	31,0%	32,0%	37,1%	36,4%	38,5%	34,0%
		% of Total	1,0%	7,0%	10,5%	8,3%	2,5%	4,8%	34,0%
	21-25	Count	3	27	40	28	6	13	117
		% within your age?	2,6%	23,1%	34,2%	23,9%	5,1%	11,1%	100,0%
		% within Posts in SNS influence users	30,0%	38,0%	38,8%	40,0%	27,3%	33,3%	37,1%
		% of Total	1,0%	8,6%	12,7%	8,9%	1,9%	4,1%	37,1%

26-30	Count	0	7	12	3	2	2	26
	% within your age?	,0%	26,9%	46,2%	11,5%	7,7%	7,7%	100,0%
	% within Posts in SNS influence users	,0%	9,9%	11,7%	4,3%	9,1%	5,1%	8,3%
	% of Total	,0%	2,2%	3,8%	1,0%	,6%	,6%	8,3%
31-35	Count	1	6	11	5	1	1	25
	% within your age?	4,0%	24,0%	44,0%	20,0%	4,0%	4,0%	100,0%
	% within Posts in SNS influence users	10,0%	8,5%	10,7%	7,1%	4,5%	2,6%	7,9%
	% of Total	,3%	1,9%	3,5%	1,6%	,3%	,3%	7,9%
36-40	Count	0	5	0	4	3	4	16
	% within your age?	,0%	31,3%	,0%	25,0%	18,8%	25,0%	100,0%
	% within Posts in SNS influence users	,0%	7,0%	,0%	5,7%	13,6%	10,3%	5,1%
	% of Total	,0%	1,6%	,0%	1,3%	1,0%	1,3%	5,1%
41-above	Count	3	3	6	4	2	4	22
	% within your age?	13,6%	13,6%	27,3%	18,2%	9,1%	18,2%	100,0%
	% within Posts in SNS influence users	30,0%	4,2%	5,8%	5,7%	9,1%	10,3%	7,0%
	% of Total	1,0%	1,0%	1,9%	1,3%	,6%	1,3%	7,0%
Total	Count	10	71	103	70	22	39	315

% within your age?	3,2%	22,5%	32,7%	22,2%	7,0%	12,4%	100,0%
% within Posts in SNS influence users	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
% of Total	3,2%	22,5%	32,7%	22,2%	7,0%	12,4%	100,0%

Appendix G: Cross-Tabulation between Age and Importance of SNS Advertising to have Audio/Sound for Being Effective

			It is important for SNS advertising to have audio/ sound for being effective						Total
			missing value	strongly agree	agree	undecided	disagree	strongly disagree	
your age?	missing value	Count	0	0	1	0	0	1	2
		% within your age?	,0%	,0%	50,0%	,0%	,0%	50,0%	100,0%
		% within It is important for SNS advertising to have audio/ sound for being effective	,0%	,0%	1,2%	,0%	,0%	3,4%	,6%
		% of Total	,0%	,0%	,3%	,0%	,0%	,3%	,6%
	15-20	Count	3	32	28	25	8	11	107
		% within your age?	2,8%	29,9%	26,2%	23,4%	7,5%	10,3%	100,0%
		% within It is important for SNS advertising to have audio/ sound for being effective	25,0%	31,7%	33,3%	40,3%	29,6%	37,9%	34,0%
		% of Total	1,0%	10,2%	8,9%	7,9%	2,5%	3,5%	34,0%
	21-25	Count	2	37	39	22	9	8	117
		% within your age?	1,7%	31,6%	33,3%	18,8%	7,7%	6,8%	100,0%

		% within It is important for SNS advertising to have audio/ sound for being effective	16,7%	36,6%	46,4%	35,5%	33,3%	27,6%	37,1%
		% of Total	,6%	11,7%	12,4%	7,0%	2,9%	2,5%	37,1%
26-30	Count	2	8	4	5	5	2	26
	% within your age?	7,7%	30,8%	15,4%	19,2%	19,2%	7,7%	100,0%
	% within It is important for SNS advertising to have audio/ sound for being effective	16,7%	7,9%	4,8%	8,1%	18,5%	6,9%	8,3%
	% of Total	,6%	2,5%	1,3%	1,6%	1,6%	,6%	8,3%
31-35	Count	1	12	4	4	4	0	25
	% within your age?	4,0%	48,0%	16,0%	16,0%	16,0%	,0%	100,0%
	% within It is important for SNS advertising to have audio/ sound for being effective	8,3%	11,9%	4,8%	6,5%	14,8%	,0%	7,9%
	% of Total	,3%	3,8%	1,3%	1,3%	1,3%	,0%	7,9%
36-40	Count	1	5	4	1	0	5	16
	% within your age?	6,3%	31,3%	25,0%	6,3%	,0%	31,3%	100,0%

		% within It is important for SNS advertising to have audio/ sound for being effective	8,3%	5,0%	4,8%	1,6%	,0%	17,2%	5,1%
		% of Total	,3%	1,6%	1,3%	,3%	,0%	1,6%	5,1%
41-above	Count	3	7	4	5	1	2	22
	% within your age?	13,6%	31,8%	18,2%	22,7%	4,5%	9,1%	100,0%
	% within It is important for SNS advertising to have audio/ sound for being effective	25,0%	6,9%	4,8%	8,1%	3,7%	6,9%	7,0%
	% of Total	1,0%	2,2%	1,3%	1,6%	,3%	,6%	7,0%
Total	Count	12	101	84	62	27	29	315
	% within your age?	3,8%	32,1%	26,7%	19,7%	8,6%	9,2%	100,0%
	% within It is important for SNS advertising to have audio/ sound for being effective	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,8%	32,1%	26,7%	19,7%	8,6%	9,2%	100,0%

Appendix H: Cross-Tabulation between Age and Importance of SNS Posts to have Video for Its Efficiency

			missing value	strongly agree	agree	undecided	disagree	strongly disagree	Total
				It is important for SNS advertising to have video for being effective					Total
your age?	missing value	Count	0	0	1	0	1	0	2
		% within your age?	,0%	,0%	50,0%	,0%	50,0%	,0%	100,0%
		% within It is important for SNS advertising to have video for being effective	,0%	,0%	,9%	,0%	5,6%	,0%	,6%
		% of Total	,0%	,0%	,3%	,0%	,3%	,0%	,6%
	15-20	Count	4	41	35	15	3	9	107
		% within your age?	3,7%	38,3%	32,7%	14,0%	2,8%	8,4%	100,0%
		% within It is important for SNS advertising to have video for being effective	33,3%	38,0%	33,0%	31,3%	16,7%	39,1%	34,0%
		% of Total	1,3%	13,0%	11,1%	4,8%	1,0%	2,9%	34,0%
	21-25	Count	2	34	47	18	7	9	117
		% within your age?	1,7%	29,1%	40,2%	15,4%	6,0%	7,7%	100,0%

	% within It is important for SNS advertising to have video for being effective	16,7%	31,5%	44,3%	37,5%	38,9%	39,1%	37,1%
	% of Total	,6%	10,8%	14,9%	5,7%	2,2%	2,9%	37,1%
26-30	Count	1	9	10	3	2	1	26
	% within your age?	3,8%	34,6%	38,5%	11,5%	7,7%	3,8%	100,0%
	% within It is important for SNS advertising to have video for being effective	8,3%	8,3%	9,4%	6,3%	11,1%	4,3%	8,3%
	% of Total	,3%	2,9%	3,2%	1,0%	,6%	,3%	8,3%
31-35	Count	1	12	8	2	2	0	25
	% within your age?	4,0%	48,0%	32,0%	8,0%	8,0%	,0%	100,0%
	% within It is important for SNS advertising to have video for being effective	8,3%	11,1%	7,5%	4,2%	11,1%	,0%	7,9%
	% of Total	,3%	3,8%	2,5%	,6%	,6%	,0%	7,9%
36-40	Count	1	7	0	4	2	2	16
	% within your age?	6,3%	43,8%	,0%	25,0%	12,5%	12,5%	100,0%

								Total
		% within It is important for SNS advertising to have video for being effective	8,3%	6,5%	,0%	8,3%	11,1%	8,7%	5,1%
		% of Total	,3%	2,2%	,0%	1,3%	,6%	,6%	5,1%
	41-above	Count	3	5	5	6	1	2	22
		% within your age?	13,6%	22,7%	22,7%	27,3%	4,5%	9,1%	100,0%
		% within It is important for SNS advertising to have video for being effective	25,0%	4,6%	4,7%	12,5%	5,6%	8,7%	7,0%
		% of Total	1,0%	1,6%	1,6%	1,9%	,3%	,6%	7,0%
Total		Count	12	108	106	48	18	23	315
		% within your age?	3,8%	34,3%	33,7%	15,2%	5,7%	7,3%	100,0%
		% within It is important for SNS advertising to have video for being effective	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	3,8%	34,3%	33,7%	15,2%	5,7%	7,3%	100,0%

Appendix I: Cross-Tabulation between Age and Importance for SNS Advertising to Have Good Images Like Gesture, Picture etc. for Being Effective

			It is important for SNS advertising to have good images like gesture, picture etc. for being effective						Total
			missing value	strongly agree	agree	undecided	disagree	strongly disagree	
your age?	missing value	Count	0	0	2	0	0	0	2
		% within your age?	,0%	,0%	100,0%	,0%	,0%	,0%	100,0%
		% within It is important for SNS advertising to have good images like gesture, picture etc. for being effective	,0%	,0%	1,7%	,0%	,0%	,0%	,6%
		% of Total	,0%	,0%	,6%	,0%	,0%	,0%	,6%
	15-20	Count	4	42	41	10	4	6	107
		% within your age?	3,7%	39,3%	38,3%	9,3%	3,7%	5,6%	100,0%
		% within It is important for SNS advertising to have good images like gesture, picture etc. for being effective	33,3%	36,2%	34,7%	26,3%	26,7%	37,5%	34,0%

	% of Total	1,3%	13,3%	13,0%	3,2%	1,3%	1,9%	34,0%
21-25	Count	1	40	50	17	7	2	117
	% within your age?	,9%	34,2%	42,7%	14,5%	6,0%	1,7%	100,0%
	% within It is important for SNS advertising to have good images like gesture, picture etc. for being effective	8,3%	34,5%	42,4%	44,7%	46,7%	12,5%	37,1%
	% of Total	,3%	12,7%	15,9%	5,4%	2,2%	,6%	37,1%
26-30	Count	1	8	12	2	1	2	26
	% within your age?	3,8%	30,8%	46,2%	7,7%	3,8%	7,7%	100,0%
	% within It is important for SNS advertising to have good images like gesture, picture etc. for being effective	8,3%	6,9%	10,2%	5,3%	6,7%	12,5%	8,3%
	% of Total	,3%	2,5%	3,8%	,6%	,3%	,6%	8,3%
31-35	Count	1	12	9	3	0	0	25
	% within your age?	4,0%	48,0%	36,0%	12,0%	,0%	,0%	100,0%

								Total
	% within It is important for SNS advertising to have good images like gesture, picture etc. for being effective	8,3%	10,3%	7,6%	7,9%	,0%	,0%	7,9%
	% of Total	,3%	3,8%	2,9%	1,0%	,0%	,0%	7,9%
36-40	Count	2	7	2	1	1	3	16
	% within your age?	12,5%	43,8%	12,5%	6,3%	6,3%	18,8%	100,0%
	% within It is important for SNS advertising to have good images like gesture, picture etc. for being effective	16,7%	6,0%	1,7%	2,6%	6,7%	18,8%	5,1%
	% of Total	,6%	2,2%	,6%	,3%	,3%	1,0%	5,1%
41-above	Count	3	7	2	5	2	3	22
	% within your age?	13,6%	31,8%	9,1%	22,7%	9,1%	13,6%	100,0%
	% within It is important for SNS advertising to have good images like gesture, picture etc. for being effective	25,0%	6,0%	1,7%	13,2%	13,3%	18,8%	7,0%
	% of Total	1,0%	2,2%	,6%	1,6%	,6%	1,0%	7,0%

Total	Count	12	116	118	38	15	16	315
	% within your age?	3,8%	36,8%	37,5%	12,1%	4,8%	5,1%	100,0%
	% within It is important for SNS advertising to have good images like gesture, picture etc. for being effective	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,8%	36,8%	37,5%	12,1%	4,8%	5,1%	100,0%

			I find posts in Facebook encouraging for purchasing						Total
			missing value	strongly agree	agree	undecided	disagree	strongly disagree	
your age?	missing value	Count	0	0	1	1	0	0	2
		% within your age?	,0%	,0%	50,0%	50,0%	,0%	,0%	100,0%
		% within I find posts in Facebook encouraging for purchasing	,0%	,0%	1,4%	2,0%	,0%	,0%	,6%
		% of Total	,0%	,0%	,3%	,3%	,0%	,0%	,6%
	15-20	Count	5	9	15	15	25	38	107
		% within your age?	4,7%	8,4%	14,0%	14,0%	23,4%	35,5%	100,0%
		% within I find posts in Facebook encouraging for purchasing	38,5%	23,7%	21,4%	30,6%	41,0%	45,2%	34,0%
		% of Total	1,6%	2,9%	4,8%	4,8%	7,9%	12,1%	34,0%
	21-25	Count	2	14	26	22	23	30	117
		% within your age?	1,7%	12,0%	22,2%	18,8%	19,7%	25,6%	100,0%
		% within I find posts in Facebook encouraging for purchasing	15,4%	36,8%	37,1%	44,9%	37,7%	35,7%	37,1%

	% of Total	,6%	4,4%	8,3%	7,0%	7,3%	9,5%	37,1%
26-30	Count	1	5	9	6	1	4	26
	% within your age?	3,8%	19,2%	34,6%	23,1%	3,8%	15,4%	100,0%
	% within I find posts in Facebook encouraging for purchasing	7,7%	13,2%	12,9%	12,2%	1,6%	4,8%	8,3%
	% of Total	,3%	1,6%	2,9%	1,9%	,3%	1,3%	8,3%
31-35	Count	1	5	7	2	8	2	25
	% within your age?	4,0%	20,0%	28,0%	8,0%	32,0%	8,0%	100,0%
	% within I find posts in Facebook encouraging for purchasing	7,7%	13,2%	10,0%	4,1%	13,1%	2,4%	7,9%
	% of Total	,3%	1,6%	2,2%	,6%	2,5%	,6%	7,9%
36-40	Count	1	2	5	2	3	3	16
	% within your age?	6,3%	12,5%	31,3%	12,5%	18,8%	18,8%	100,0%
	% within I find posts in Facebook encouraging for purchasing	7,7%	5,3%	7,1%	4,1%	4,9%	3,6%	5,1%
	% of Total	,3%	,6%	1,6%	,6%	1,0%	1,0%	5,1%
41-above	Count	3	3	7	1	1	7	22
	% within your age?	13,6%	13,6%	31,8%	4,5%	4,5%	31,8%	100,0%

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	% within I find posts in Facebook encouraging for purchasing	23,1%	7,9%	10,0%	2,0%	1,6%	8,3%	7,0%
	% of Total	1,0%	1,0%	2,2%	,3%	,3%	2,2%	7,0%
Total	Count	13	38	70	49	61	84	315
	% within your age?	4,1%	12,1%	22,2%	15,6%	19,4%	26,7%	100,0%
	% within I find posts in Facebook encouraging for purchasing	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	4,1%	12,1%	22,2%	15,6%	19,4%	26,7%	100,0%

Appendix K: Cross-Tabulation between Age and Posts in Instagram Encourage Users for Purchasing

			I find posts in Instagram encouraging for purchasing						Total
			missing value	strongly agree	agree	undecided	disagree	stronly disagree	
your age?	missing value	Count	0	1	0	0	1	0	2
		% within your age?	,0%	50,0%	,0%	,0%	50,0%	,0%	100,0%
		% within I find posts in Instagram encouraging for purchasing	,0%	2,0%	,0%	,0%	2,0%	,0%	,6%
		% of Total	,0%	,3%	,0%	,0%	,3%	,0%	,6%
	15-20	Count	4	17	14	20	21	31	107
		% within your age?	3,7%	15,9%	13,1%	18,7%	19,6%	29,0%	100,0%
		% within I find posts in Instagram encouraging for purchasing	33,3%	33,3%	20,3%	36,4%	42,0%	39,7%	34,0%
		% of Total	1,3%	5,4%	4,4%	6,3%	6,7%	9,8%	34,0%
	21-25	Count	2	20	34	16	18	27	117
		% within your age?	1,7%	17,1%	29,1%	13,7%	15,4%	23,1%	100,0%
		% within I find posts in Instagram encouraging for purchasing	16,7%	39,2%	49,3%	29,1%	36,0%	34,6%	37,1%

	% of Total	,6%	6,3%	10,8%	5,1%	5,7%	8,6%	37,1%
26-30	Count	1	6	7	9	1	2	26
	% within your age?	3,8%	23,1%	26,9%	34,6%	3,8%	7,7%	100,0%
	% within I find posts in Instagram encouraging for purchasing	8,3%	11,8%	10,1%	16,4%	2,0%	2,6%	8,3%
	% of Total	,3%	1,9%	2,2%	2,9%	,3%	,6%	8,3%
31-35	Count	1	3	7	4	5	5	25
	% within your age?	4,0%	12,0%	28,0%	16,0%	20,0%	20,0%	100,0%
	% within I find posts in Instagram encouraging for purchasing	8,3%	5,9%	10,1%	7,3%	10,0%	6,4%	7,9%
	% of Total	,3%	1,0%	2,2%	1,3%	1,6%	1,6%	7,9%
36-40	Count	1	2	3	3	2	5	16
	% within your age?	6,3%	12,5%	18,8%	18,8%	12,5%	31,3%	100,0%
	% within I find posts in Instagram encouraging for purchasing	8,3%	3,9%	4,3%	5,5%	4,0%	6,4%	5,1%
	% of Total	,3%	,6%	1,0%	1,0%	,6%	1,6%	5,1%
41-above	Count	3	2	4	3	2	8	22
	% within your age?	13,6%	9,1%	18,2%	13,6%	9,1%	36,4%	100,0%
	% within I find posts in Instagram	25,0%	3,9%	5,8%	5,5%	4,0%	10,3%	7,0%

	encouraging for purchasing						
	% of Total	1,0%	,6%	1,3%	1,0%	,6%	2,5%	7,0%
Total	Count	12	51	69	55	50	78	315
	% within your age?	3,8%	16,2%	21,9%	17,5%	15,9%	24,8%	100,0%
	% within I find posts in Instagram encouraging for purchasing	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,8%	16,2%	21,9%	17,5%	15,9%	24,8%	100,0%

Appendix L: Cross-Tabulation between Age and Importance for SNS Advertising to have Information of the Product for Being Effective on Users

			It is important for SNS advertising to have information of the product for being effective						Total
			missing value	strongly agree	agree	undecided	disagree	strongly disagree	
your age?	missing value	Count	0	1	0	0	1	0	2
		% within your age?	,0%	50,0%	,0%	,0%	50,0%	,0%	100,0%
		% within It is important for SNS advertising to have information of the product for being effective	,0%	1,0%	,0%	,0%	7,7%	,0%	,6%
		% of Total	,0%	,3%	,0%	,0%	,3%	,0%	,6%
	15-20	Count	4	42	36	16	2	7	107
		% within your age?	3,7%	39,3%	33,6%	15,0%	1,9%	6,5%	100,0%
		% within It is important for SNS advertising to have information of the product for being effective	28,6%	41,6%	31,6%	29,1%	15,4%	38,9%	34,0%
		% of Total	1,3%	13,3%	11,4%	5,1%	,6%	2,2%	34,0%
	21-25	Count	3	29	49	28	5	3	117

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	% within your age?	2,6%	24,8%	41,9%	23,9%	4,3%	2,6%	100,0%
	% within It is important for SNS advertising to have information of the product for being effective	21,4%	28,7%	43,0%	50,9%	38,5%	16,7%	37,1%
	% of Total	1,0%	9,2%	15,6%	8,9%	1,6%	1,0%	37,1%
26-30	Count	1	6	13	3	0	3	26
	% within your age?	3,8%	23,1%	50,0%	11,5%	,0%	11,5%	100,0%
	% within It is important for SNS advertising to have information of the product for being effective	7,1%	5,9%	11,4%	5,5%	,0%	16,7%	8,3%
	% of Total	,3%	1,9%	4,1%	1,0%	,0%	1,0%	8,3%
31-35	Count	1	14	9	1	0	0	25
	% within your age?	4,0%	56,0%	36,0%	4,0%	,0%	,0%	100,0%
	% within It is important for SNS advertising to have information of the product for being effective	7,1%	13,9%	7,9%	1,8%	,0%	,0%	7,9%
	% of Total	,3%	4,4%	2,9%	,3%	,0%	,0%	7,9%
36-40	Count	1	5	2	3	3	2	16

	% within your age?	6,3%	31,3%	12,5%	18,8%	18,8%	12,5%	100,0%
	% within It is important for SNS advertising to have information of the product for being effective	7,1%	5,0%	1,8%	5,5%	23,1%	11,1%	5,1%
	% of Total	,3%	1,6%	,6%	1,0%	1,0%	,6%	5,1%
41-above	Count	4	4	5	4	2	3	22
	% within your age?	18,2%	18,2%	22,7%	18,2%	9,1%	13,6%	100,0%
	% within It is important for SNS advertising to have information of the product for being effective	28,6%	4,0%	4,4%	7,3%	15,4%	16,7%	7,0%
	% of Total	1,3%	1,3%	1,6%	1,3%	,6%	1,0%	7,0%
Total	Count	14	101	114	55	13	18	315
	% within your age?	4,4%	32,1%	36,2%	17,5%	4,1%	5,7%	100,0%
	% within It is important for SNS advertising to have information of the product for being effective	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	4,4%	32,1%	36,2%	17,5%	4,1%	5,7%	100,0%

Appendix M: Cross-Tabulation between Age and Importance of SNS Advertising to have Price

<table>
<tr><th colspan="2" rowspan="2"></th><th></th><th colspan="6">It is important for SNS advertising to have price of the product for being effective</th><th rowspan="2">Total</th></tr>
<tr><th></th><th>missing value</th><th>strongly agree</th><th>agree</th><th>undecided</th><th>disagree</th><th>stronly disagree</th></tr>
<tr><td rowspan="4">your age?</td><td rowspan="4">missing value</td><td>Count</td><td>0</td><td>0</td><td>2</td><td>0</td><td>0</td><td>0</td><td>2</td></tr>
<tr><td>% within your age?</td><td>,0%</td><td>,0%</td><td>100,0%</td><td>,0%</td><td>,0%</td><td>,0%</td><td>100,0%</td></tr>
<tr><td>% within It is important for SNS advertising to have price of the product for being effective</td><td>,0%</td><td>,0%</td><td>1,9%</td><td>,0%</td><td>,0%</td><td>,0%</td><td>,6%</td></tr>
<tr><td>% of Total</td><td>,0%</td><td>,0%</td><td>,6%</td><td>,0%</td><td>,0%</td><td>,0%</td><td>,6%</td></tr>
<tr><td rowspan="4">15-20</td><td>Count</td><td>4</td><td>49</td><td>37</td><td>7</td><td>6</td><td>4</td><td>107</td></tr>
<tr><td>% within your age?</td><td>3,7%</td><td>45,8%</td><td>34,6%</td><td>6,5%</td><td>5,6%</td><td>3,7%</td><td>100,0%</td></tr>
<tr><td>% within It is important for SNS advertising to have price of the product for being effective</td><td>28,6%</td><td>39,8%</td><td>35,9%</td><td>16,3%</td><td>37,5%</td><td>25,0%</td><td>34,0%</td></tr>
<tr><td>% of Total</td><td>1,3%</td><td>15,6%</td><td>11,7%</td><td>2,2%</td><td>1,9%</td><td>1,3%</td><td>34,0%</td></tr>
<tr><td rowspan="2">21-25</td><td>Count</td><td>4</td><td>42</td><td>37</td><td>24</td><td>5</td><td>5</td><td>117</td></tr>
<tr><td>% within your age?</td><td>3,4%</td><td>35,9%</td><td>31,6%</td><td>20,5%</td><td>4,3%</td><td>4,3%</td><td>100,0%</td></tr>
</table>

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								Total
		% within It is important for SNS advertising to have price of the product for being effective	28,6%	34,1%	35,9%	55,8%	31,3%	31,3%	37,1%
		% of Total	1,3%	13,3%	11,7%	7,6%	1,6%	1,6%	37,1%
26-30	Count		1	7	14	2	0	2	26
		% within your age?	3,8%	26,9%	53,8%	7,7%	,0%	7,7%	100,0%
		% within It is important for SNS advertising to have price of the product for being effective	7,1%	5,7%	13,6%	4,7%	,0%	12,5%	8,3%
		% of Total	,3%	2,2%	4,4%	,6%	,0%	,6%	8,3%
31-35	Count		1	14	6	3	1	0	25
		% within your age?	4,0%	56,0%	24,0%	12,0%	4,0%	,0%	100,0%
		% within It is important for SNS advertising to have price of the product for being effective	7,1%	11,4%	5,8%	7,0%	6,3%	,0%	7,9%
		% of Total	,3%	4,4%	1,9%	1,0%	,3%	,0%	7,9%
36-40	Count		1	5	3	3	2	2	16
		% within your age?	6,3%	31,3%	18,8%	18,8%	12,5%	12,5%	100,0%

	% within It is important for SNS advertising to have price of the product for being effective	7,1%	4,1%	2,9%	7,0%	12,5%	12,5%	5,1%
	% of Total	,3%	1,6%	1,0%	1,0%	,6%	,6%	5,1%
41-above	Count	3	6	4	4	2	3	22
	% within your age?	13,6%	27,3%	18,2%	18,2%	9,1%	13,6%	100,0%
	% within It is important for SNS advertising to have price of the product for being effective	21,4%	4,9%	3,9%	9,3%	12,5%	18,8%	7,0%
	% of Total	1,0%	1,9%	1,3%	1,3%	,6%	1,0%	7,0%
Total	Count	14	123	103	43	16	16	315
	% within your age?	4,4%	39,0%	32,7%	13,7%	5,1%	5,1%	100,0%
	% within It is important for SNS advertising to have price of the product for being effective	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	4,4%	39,0%	32,7%	13,7%	5,1%	5,1%	100,0%

Appendix N: Cross-Tabulation between Age and Finding Important what Other Users Comment about Brand's Posts in Facebook

			I find important what other users comment about brand's posts in Facebook						Total
			missing value	strongly agree	agree	undecided	disagree	stronly disagree	
your age?	missing value	Count	0	0	1	0	0	1	2
		% within your age?	,0%	,0%	50,0%	,0%	,0%	50,0%	100,0%
		% within I find important what other users comment about brand's posts in Facebook	,0%	,0%	1,4%	,0%	,0%	1,2%	,6%
		% of Total	,0%	,0%	,3%	,0%	,0%	,3%	,6%
	15-20	Count	3	32	17	10	16	29	107
		% within your age?	2,8%	29,9%	15,9%	9,3%	15,0%	27,1%	100,0%
		% within I find important what other users comment about brand's posts in Facebook	33,3%	42,7%	23,3%	29,4%	38,1%	35,4%	34,0%
		% of Total	1,0%	10,2%	5,4%	3,2%	5,1%	9,2%	34,0%
	21-25	Count	4	23	31	15	15	29	117
		% within your age?	3,4%	19,7%	26,5%	12,8%	12,8%	24,8%	100,0%

	% within I find important what other users comment about brand's posts in Facebook	44,4%	30,7%	42,5%	44,1%	35,7%	35,4%	37,1%
	% of Total	1,3%	7,3%	9,8%	4,8%	4,8%	9,2%	37,1%
26-30	Count	0	7	10	0	6	3	26
	% within your age?	,0%	26,9%	38,5%	,0%	23,1%	11,5%	100,0%
	% within I find important what other users comment about brand's posts in Facebook	,0%	9,3%	13,7%	,0%	14,3%	3,7%	8,3%
	% of Total	,0%	2,2%	3,2%	,0%	1,9%	1,0%	8,3%
31-35	Count	1	8	8	2	2	4	25
	% within your age?	4,0%	32,0%	32,0%	8,0%	8,0%	16,0%	100,0%
	% within I find important what other users comment about brand's posts in Facebook	11,1%	10,7%	11,0%	5,9%	4,8%	4,9%	7,9%
	% of Total	,3%	2,5%	2,5%	,6%	,6%	1,3%	7,9%
36-40	Count	0	2	1	4	3	6	16
	% within your age?	,0%	12,5%	6,3%	25,0%	18,8%	37,5%	100,0%

	% within I find important what other users comment about brand's posts in Facebook	,0%	2,7%	1,4%	11,8%	7,1%	7,3%	5,1%
	% of Total	,0%	,6%	,3%	1,3%	1,0%	1,9%	5,1%
41-above	Count	1	3	5	3	0	10	22
	% within your age?	4,5%	13,6%	22,7%	13,6%	,0%	45,5%	100,0%
	% within I find important what other users comment about brand's posts in Facebook	11,1%	4,0%	6,8%	8,8%	,0%	12,2%	7,0%
	% of Total	,3%	1,0%	1,6%	1,0%	,0%	3,2%	7,0%
Total	Count	9	75	73	34	42	82	315
	% within your age?	2,9%	23,8%	23,2%	10,8%	13,3%	26,0%	100,0%
	% within I find important what other users comment about brand's posts in Facebook	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	2,9%	23,8%	23,2%	10,8%	13,3%	26,0%	100,0%

Appendix O: Cross-Tabulation between Age and Finding Important of what Other Users Comment about Brand's Posts in Instagram

			I find important what other users comment about brand's posts in Instagram						Total
			missing value	strongly agree	agree	undecided	disagree	stronly disagree	
your age?	missing value	Count	0	0	1	0	0	1	2
		% within your age?	,0%	,0%	50,0%	,0%	,0%	50,0%	100,0%
		% within I find important what other users comment about brand's posts in Instagram	,0%	,0%	1,1%	,0%	,0%	1,3%	,6%
		% of Total	,0%	,0%	,3%	,0%	,0%	,3%	,6%
	15-20	Count	4	36	25	11	11	20	107
		% within your age?	3,7%	33,6%	23,4%	10,3%	10,3%	18,7%	100,0%
		% within I find important what other users comment about brand's posts in Instagram	33,3%	48,6%	26,9%	42,3%	31,4%	26,7%	34,0%
		% of Total	1,3%	11,4%	7,9%	3,5%	3,5%	6,3%	34,0%
	21-25	Count	4	22	40	9	13	29	117
		% within your age?	3,4%	18,8%	34,2%	7,7%	11,1%	24,8%	100,0%

	% within I find important what other users comment about brand's posts in Instagram	33,3%	29,7%	43,0%	34,6%	37,1%	38,7%	37,1%
	% of Total	1,3%	7,0%	12,7%	2,9%	4,1%	9,2%	37,1%
26-30	Count	0	7	10	0	5	4	26
	% within your age?	,0%	26,9%	38,5%	,0%	19,2%	15,4%	100,0%
	% within I find important what other users comment about brand's posts in Instagram	,0%	9,5%	10,8%	,0%	14,3%	5,3%	8,3%
	% of Total	,0%	2,2%	3,2%	,0%	1,6%	1,3%	8,3%
31-35	Count	1	8	8	2	2	4	25
	% within your age?	4,0%	32,0%	32,0%	8,0%	8,0%	16,0%	100,0%
	% within I find important what other users comment about brand's posts in Instagram	8,3%	10,8%	8,6%	7,7%	5,7%	5,3%	7,9%
	% of Total	,3%	2,5%	2,5%	,6%	,6%	1,3%	7,9%
36-40	Count	0	1	3	2	3	7	16
	% within your age?	,0%	6,3%	18,8%	12,5%	18,8%	43,8%	100,0%

	% within I find important what other users comment about brand's posts in Instagram	,0%	1,4%	3,2%	7,7%	8,6%	9,3%	5,1%
	% of Total	,0%	,3%	1,0%	,6%	1,0%	2,2%	5,1%
41-above	Count	3	0	6	2	1	10	22
	% within your age?	13,6%	,0%	27,3%	9,1%	4,5%	45,5%	100,0%
	% within I find important what other users comment about brand's posts in Instagram	25,0%	,0%	6,5%	7,7%	2,9%	13,3%	7,0%
	% of Total	1,0%	,0%	1,9%	,6%	,3%	3,2%	7,0%
Total	Count	12	74	93	26	35	75	315
	% within your age?	3,8%	23,5%	29,5%	8,3%	11,1%	23,8%	100,0%
	% within I find important what other users comment about brand's posts in Instagram	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,8%	23,5%	29,5%	8,3%	11,1%	23,8%	100,0%

Appendix P: Cross-Tabulation between Age and SNS are a great Place for Fashion Clothing Brands for Informing People

			SNS are a great place for fashion clothing brands for informing people						Total
			missing value	strongly agree	agree	undecided	disagree	stronly disagree	
your age?	missing value	Count	0	1	1	0	0	0	2
		% within your age?	,0%	50,0%	50,0%	,0%	,0%	,0%	100,0%
		% within SNS are a great place for fashion clothing brands for informing people	,0%	1,2%	,9%	,0%	,0%	,0%	,6%
		% of Total	,0%	,3%	,3%	,0%	,0%	,0%	,6%
	15-20	Count	4	27	39	17	8	12	107
		% within your age?	3,7%	25,2%	36,4%	15,9%	7,5%	11,2%	100,0%
		% within SNS are a great place for fashion clothing brands for informing people	33,3%	31,8%	36,1%	27,4%	40,0%	42,9%	34,0%
		% of Total	1,3%	8,6%	12,4%	5,4%	2,5%	3,8%	34,0%
	21-25	Count	2	33	42	27	7	6	117
		% within your age?	1,7%	28,2%	35,9%	23,1%	6,0%	5,1%	100,0%

	% within SNS are a great place for fashion clothing brands for informing people	16,7%	38,8%	38,9%	43,5%	35,0%	21,4%	37,1%
	% of Total	,6%	10,5%	13,3%	8,6%	2,2%	1,9%	37,1%
26-30	Count	1	8	13	3	0	1	26
	% within your age?	3,8%	30,8%	50,0%	11,5%	,0%	3,8%	100,0%
	% within SNS are a great place for fashion clothing brands for informing people	8,3%	9,4%	12,0%	4,8%	,0%	3,6%	8,3%
	% of Total	,3%	2,5%	4,1%	1,0%	,0%	,3%	8,3%
31-35	Count	1	10	7	5	0	2	25
	% within your age?	4,0%	40,0%	28,0%	20,0%	,0%	8,0%	100,0%
	% within SNS are a great place for fashion clothing brands for informing people	8,3%	11,8%	6,5%	8,1%	,0%	7,1%	7,9%
	% of Total	,3%	3,2%	2,2%	1,6%	,0%	,6%	7,9%
36-40	Count	1	3	3	4	1	4	16
	% within your age?	6,3%	18,8%	18,8%	25,0%	6,3%	25,0%	100,0%

	% within SNS are a great place for fashion clothing brands for informing people	8,3%	3,5%	2,8%	6,5%	5,0%	14,3%	5,1%
	% of Total	,3%	1,0%	1,0%	1,3%	,3%	1,3%	5,1%
41-above	Count	3	3	3	6	4	3	22
	% within your age?	13,6%	13,6%	13,6%	27,3%	18,2%	13,6%	100,0%
	% within SNS are a great place for fashion clothing brands for informing people	25,0%	3,5%	2,8%	9,7%	20,0%	10,7%	7,0%
	% of Total	1,0%	1,0%	1,0%	1,9%	1,3%	1,0%	7,0%
Total	Count	12	85	108	62	20	28	315
	% within your age?	3,8%	27,0%	34,3%	19,7%	6,3%	8,9%	100,0%
	% within SNS are a great place for fashion clothing brands for informing people	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,8%	27,0%	34,3%	19,7%	6,3%	8,9%	100,0%

Appendix R: Cross-Tabulation between Age and Clothing Brands Need to Use SNS for Their Advertising

			I think fashion clothing brands needs to use SNS for their posts campaigns						Total
			missing value	strongly agree	agree	undecided	disagree	stronly disagree	
your age?	missing value	Count	0	0	1	1	0	0	2
		% within your age?	,0%	,0%	50,0%	50,0%	,0%	,0%	100,0%
		% within I think fashion clothing brands needs to use SNS networks for their posts campaigns	,0%	,0%	1,1%	1,4%	,0%	,0%	,6%
		% of Total	,0%	,0%	,3%	,3%	,0%	,0%	,6%
	15-20	Count	4	23	24	22	14	20	107
		% within your age?	3,7%	21,5%	22,4%	20,6%	13,1%	18,7%	100,0%
		% within I think fashion clothing brands needs to use SNS networks for their posts campaigns	36,4%	30,7%	27,0%	29,7%	53,8%	50,0%	34,0%
		% of Total	1,3%	7,3%	7,6%	7,0%	4,4%	6,3%	34,0%
	21-25	Count	2	29	36	36	4	10	117
		% within your age?	1,7%	24,8%	30,8%	30,8%	3,4%	8,5%	100,0%

	% within I think fashion clothing brands needs to use SNS networks for their posts campaigns	18,2%	38,7%	40,4%	48,6%	15,4%	25,0%	37,1%
	% of Total	,6%	9,2%	11,4%	11,4%	1,3%	3,2%	37,1%
26-30	Count	1	8	12	3	1	1	26
	% within your age?	3,8%	30,8%	46,2%	11,5%	3,8%	3,8%	100,0%
	% within I think fashion clothing brands needs to use SNS networks for their posts campaigns	9,1%	10,7%	13,5%	4,1%	3,8%	2,5%	8,3%
	% of Total	,3%	2,5%	3,8%	1,0%	,3%	,3%	8,3%
31-35	Count	1	11	6	3	2	2	25
	% within your age?	4,0%	44,0%	24,0%	12,0%	8,0%	8,0%	100,0%
	% within I think fashion clothing brands needs to use SNS networks for their posts campaigns	9,1%	14,7%	6,7%	4,1%	7,7%	5,0%	7,9%
	% of Total	,3%	3,5%	1,9%	1,0%	,6%	,6%	7,9%
36-40	Count	1	2	4	3	2	4	16
	% within your age?	6,3%	12,5%	25,0%	18,8%	12,5%	25,0%	100,0%

	% within I think fashion clothing brands needs to use SNS networks for their posts campaigns	9,1%	2,7%	4,5%	4,1%	7,7%	10,0%	5,1%
	% of Total	,3%	,6%	1,3%	1,0%	,6%	1,3%	5,1%
41-above	Count	2	2	6	6	3	3	22
	% within your age?	9,1%	9,1%	27,3%	27,3%	13,6%	13,6%	100,0%
	% within I think fashion clothing brands needs to use SNS networks for their posts campaigns	18,2%	2,7%	6,7%	8,1%	11,5%	7,5%	7,0%
	% of Total	,6%	,6%	1,9%	1,9%	1,0%	1,0%	7,0%
Total	Count	11	75	89	74	26	40	315
	% within your age?	3,5%	23,8%	28,3%	23,5%	8,3%	12,7%	100,0%
	% within I think fashion clothing brands needs to use SNS networks for their posts campaigns	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,5%	23,8%	28,3%	23,5%	8,3%	12,7%	100,0%

Appendix S: Cross-Tabulation between Age and Facebook is a great Platform to be Informed in Terms of Following These Brands

			Facebook is a great platform to be informed in terms of following these brands						Total
			missing value	strongly agree	agree	undecided	disagree	stronly disagree	
your age?	missing value	Count	0	1	1	0	0	0	2
		% within your age?	,0%	50,0%	50,0%	,0%	,0%	,0%	100,0%
		% within Facebook is a great platform to be informed in terms of following these brands	,0%	1,4%	1,2%	,0%	,0%	,0%	,6%
		% of Total	,0%	,3%	,3%	,0%	,0%	,0%	,6%
	15-20	Count	4	26	20	19	15	23	107
		% within your age?	3,7%	24,3%	18,7%	17,8%	14,0%	21,5%	100,0%
		% within Facebook is a great platform to be informed in terms of following these brands	30,8%	37,7%	23,3%	27,1%	42,9%	54,8%	34,0%
		% of Total	1,3%	8,3%	6,3%	6,0%	4,8%	7,3%	34,0%
	21-25	Count	4	22	37	31	15	8	117
		% within your age?	3,4%	18,8%	31,6%	26,5%	12,8%	6,8%	100,0%

	% within Facebook is a great platform to be informed in terms of following these brands	30,8%	31,9%	43,0%	44,3%	42,9%	19,0%	37,1%
	% of Total	1,3%	7,0%	11,7%	9,8%	4,8%	2,5%	37,1%
26-30	Count	1	6	10	6	1	2	26
	% within your age?	3,8%	23,1%	38,5%	23,1%	3,8%	7,7%	100,0%
	% within Facebook is a great platform to be informed in terms of following these brands	7,7%	8,7%	11,6%	8,6%	2,9%	4,8%	8,3%
	% of Total	,3%	1,9%	3,2%	1,9%	,3%	,6%	8,3%
31-35	Count	1	9	9	3	0	3	25
	% within your age?	4,0%	36,0%	36,0%	12,0%	,0%	12,0%	100,0%
	% within Facebook is a great platform to be informed in terms of following these brands	7,7%	13,0%	10,5%	4,3%	,0%	7,1%	7,9%
	% of Total	,3%	2,9%	2,9%	1,0%	,0%	1,0%	7,9%
36-40	Count	1	2	4	3	3	3	16
	% within your age?	6,3%	12,5%	25,0%	18,8%	18,8%	18,8%	100,0%

		% within Facebook is a great platform to be informed in terms of following these brands	7,7%	2,9%	4,7%	4,3%	8,6%	7,1%	5,1%
		% of Total	,3%	,6%	1,3%	1,0%	1,0%	1,0%	5,1%
41-above	Count		2	3	5	8	1	3	22
	% within your age?		9,1%	13,6%	22,7%	36,4%	4,5%	13,6%	100,0%
	% within Facebook is a great platform to be informed in terms of following these brands		15,4%	4,3%	5,8%	11,4%	2,9%	7,1%	7,0%
	% of Total		,6%	1,0%	1,6%	2,5%	,3%	1,0%	7,0%
Total	Count		13	69	86	70	35	42	315
	% within your age?		4,1%	21,9%	27,3%	22,2%	11,1%	13,3%	100,0%
	% within Facebook is a great platform to be informed in terms of following these brands		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total		4,1%	21,9%	27,3%	22,2%	11,1%	13,3%	100,0%

Appendix T: Cross-Tabulation between Age and Instagram is a great Opportunity for Brands to Advertise about Their Products

			Instagram is a great opportunity for brands to advertise about their products						Total
			missing value	strongly agree	agree	undecided	disagree	strongly disagree	
your age?	missing value	Count	0	0	2	0	0	0	2
		% within your age?	,0%	,0%	100,0%	,0%	,0%	,0%	100,0%
		% within Instagram is a great opportunity for brands to advertise about their products	,0%	,0%	1,9%	,0%	,0%	,0%	,6%
		% of Total	,0%	,0%	,6%	,0%	,0%	,0%	,6%
	15-20	Count	3	40	33	12	6	13	107
		% within your age?	2,8%	37,4%	30,8%	11,2%	5,6%	12,1%	100,0%
		% within Instagram is a great opportunity for brands to advertise about their products	30,0%	37,4%	31,1%	26,1%	30,0%	50,0%	34,0%
		% of Total	1,0%	12,7%	10,5%	3,8%	1,9%	4,1%	34,0%
	21-25	Count	1	45	44	20	4	3	117
		% within your age?	,9%	38,5%	37,6%	17,1%	3,4%	2,6%	100,0%

	% within Instagram is a great opportunity for brands to advertise about their products	10,0%	42,1%	41,5%	43,5%	20,0%	11,5%	37,1%
	% of Total	,3%	14,3%	14,0%	6,3%	1,3%	1,0%	37,1%
26-30	Count	1	5	12	4	3	1	26
	% within your age?	3,8%	19,2%	46,2%	15,4%	11,5%	3,8%	100,0%
	% within Instagram is a great opportunity for brands to advertise about their products	10,0%	4,7%	11,3%	8,7%	15,0%	3,8%	8,3%
	% of Total	,3%	1,6%	3,8%	1,3%	1,0%	,3%	8,3%
31-35	Count	1	10	7	4	2	1	25
	% within your age?	4,0%	40,0%	28,0%	16,0%	8,0%	4,0%	100,0%
	% within Instagram is a great opportunity for brands to advertise about their products	10,0%	9,3%	6,6%	8,7%	10,0%	3,8%	7,9%
	% of Total	,3%	3,2%	2,2%	1,3%	,6%	,3%	7,9%
36-40	Count	1	5	3	0	1	6	16
	% within your age?	6,3%	31,3%	18,8%	,0%	6,3%	37,5%	100,0%

								Total
	% within Instagram is a great opportunity for brands to advertise about their products	10,0%	4,7%	2,8%	,0%	5,0%	23,1%	5,1%
	% of Total	,3%	1,6%	1,0%	,0%	,3%	1,9%	5,1%
41-above	Count	3	2	5	6	4	2	22
	% within your age?	13,6%	9,1%	22,7%	27,3%	18,2%	9,1%	100,0%
	% within Instagram is a great opportunity for brands to advertise about their products	30,0%	1,9%	4,7%	13,0%	20,0%	7,7%	7,0%
	% of Total	1,0%	,6%	1,6%	1,9%	1,3%	,6%	7,0%
Total	Count	10	107	106	46	20	26	315
	% within your age?	3,2%	34,0%	33,7%	14,6%	6,3%	8,3%	100,0%
	% within Instagram is a great opportunity for brands to advertise about their products	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,2%	34,0%	33,7%	14,6%	6,3%	8,3%	100,0%

Appendix U: Ethic Committee Report

Sayı: ETK00-2018-0063
Konu: Etik Kurulu'na Başvurunuz Hk.

29.01.2018

Sayın Tahsin Karahasan
İletişim Fakültesi
Yüksek Lisans Öğrencisi

Doğu Akdeniz Üniversitesi Bilimsel Araştırma ve Yayın Etiği Kurulu'nun **15.01.2018** tarih ve **2018/52-35** sayılı kararı doğrultusunda, *Attitudes of Facebook and Instagram Users Towards SNS Clothing Brand's Advertisement and Its Influence on Users' Purchasing* adlı tez çalışmanızı, Doç. Dr. Bahire Özad'ın danışmanlığında araştırmanız, Bilimsel ve Araştırma Etiği açısından uygun bulunmuştur.

Bilginize rica ederim.

Yrd. Doç. Dr. Mümtaz Güran
Etik Kurulu Başkan Vekili

ŞT/sky.