

Perception of Consumers toward Social Media Marketing

Mahnaz Bakhtiary

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Arts
in
Marketing Management

Eastern Mediterranean University
January 2019
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

Assoc. Prof. Dr. Ali Hakan Ulusoy
Acting Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Arts in Marketing Management.

Assoc. Prof. Dr. Şule Aker
Chair, Department of Business
Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management.

Prof. Dr. Sami Fethi
Supervisor

Examining Committee

1. Prof. Dr. Sami Fethi

2. Assoc. Prof. Dr. İlhan Dalci

3. Assoc. Prof. Dr. Hale Özgit

ABSTRACT

Nowadays social media has become more popular in various part of the world and the major reason for such a thing is sufficient innovations and technological developments. Accordingly, people can easily connect to each other using different kinds of apps such as Instagram, Facebook, and Twitter which are accessible on the internet. As a result, every firm is focusing on social media and using it as marketing component because of its broad reach as well as economic characteristic.

This study empirically investigate the perception of consumers toward social media marketing in North Cyprus. The research also evaluates the personal, social as well as psychological factors of social media based on gender, age, job statues, occupation as well as income level.

In order to collect data, the research survey has used quantitative method and totally 100 students and locals participated in this research. Further, the collected data are analyzed by Frequency, Descriptive Statistics, Independent T-test and One-Way Analysis of Variance (ANOVA) to investigate if there are significant differences among the groups under investigation.

The outcome of the study demonstrates that majority of participants are positive regarding usage of social media to obtain information and buy products and services. However, there are limited number of respondents who are less interested to use social media as a reliable source to achieve information and make purchase.

Keywords: social media, consumer behavior, making decision process, purchase, independent T-test and One-Way Anova analysis, Eastern Mediterranean University, North Cyprus

ÖZ

Sosyal medya günümüzde dünyanın birçok yerinde giderek popüler hale gelmiştir ve bu durumun temel nedeni yeterli yenilik ve teknolojik gelişmelerdir. Böylelikle, insanlar, İnternet üzerinden erişilebilen Instagram, Facebook ve Twitter gibi farklı uygulamalar kullanarak birbirine kolayca bağlanabilir. Sonuç olarak, her firma sosyal medyaya odaklanmakta ve geniş kapsamlı olduğu kadar ekonomik özelliği nedeniyle de pazarlama bileşeni olarak kullanmaktadır.

Bu çalışma, Kuzey Kıbrıs'ta satın alma karar sürecinde sosyal medyanın tüketici davranışları üzerindeki etkisini ampirik olarak incelemektedir. Ayrıca, toplanan veriler, incelenen gruplar arasında önemli farklılıklar olup olmadığını araştırmak için Frekans, Tanımlayıcı İstatistikler, Bağımsız T-Testi ve Tek Yönlü Varyans Analizi (ANOVA) ile tespit edilir.

Çalışmanın sonucu, katılımcıların çoğunluğunun bilgi edinmek, ürün ve hizmet satın almak için sosyal medya kullanımı konusunda olumlu olduğunu göstermektedir. Ancak, sosyal medyayı bilgi edinmek ve satın almak için güvenilir bir kaynak olarak kullanmakla daha az ilgilenen sınırlı sayıda katılımcı bulunmaktadır.

Anahtar kelimeler: sosyal medya, tüketici davranışı, karar verme, satın alma, bağımsız t-testi and tek yön Anova, Doğu Akdeniz Üniversitesi, Kuzey Kıbrıs

This thesis is wholeheartedly dedicated to my beloved parents, who have been my source of inspiration and gave me strength when I thought of giving up, who continually provide their moral, spiritual, emotional, and financial support.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my supervisor Prof. Dr. Sami Fethi for the continuous support of my master study and research, for his patience, motivation, enthusiasm, and immense knowledge. His guidance helped me in all the time of research and writing of this thesis. I could not have imagined having a better supervisor and mentor for my study.

Last but not least, deepest thanks go to all people who took part in making this thesis real.

TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	v
DEDICATION	vi
ACKNOWLEDGEMENT	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
1 INTRODUCTION.....	1
1.1 Objectives of the Study	2
1.2 Research questions of the Study	2
1.3 Research Approach	3
1.4 Findings of the Study	3
1.5 Structure of the Study.....	3
2 LITERATURE REVIEW	4
2.1 Background	4
2.2 Consumer Behavior.....	6
2.3 The Different Types of Social Media.....	8
2.4 The Power of Non-Marketing Sources	10
2.5 The Usage of Social Media Platforms to Create Social Support	12
3 RESEARCH METHODOLOGY	15
3.1 Introduction.....	15
3.2 Research Design.....	15
3.3 Research Methodology.....	16
3.4 Data Collection.....	16

3.4.1 Data Collection Tools	17
3.5 Data Analysis	17
3.6 Participants	18
4 FINDINGS AND DISCUSSIONS.....	19
4.1 Demographic Profile	19
4.2 Descriptive Statistics.....	21
4.3 Reliability Analysis.....	23
4.4 Independent Sample T-test.....	24
4.5 Analyses of Variance	25
4.5.1 Relation Between the Age Groups and Using of Social Media for the Buying Choices.....	25
4.5.2 Relation Between Occupational Categories and Using of Social Media for the Buying Choice.....	29
4.5.3 Relation Between Job Status and Using of Social Media for the Buying Choice	32
4.5.4 Relation Between Monthly Income Level and Using of Social Media for the Buying Choice.....	34
5 CONCLUSION	39
5.1 Conclusion.....	39
5.2 Recommendation.....	40
5.3 Limitations of the Study.....	41
REFERENCES.....	42
APPENDIX.....	46

LIST OF TABLES

Table 1: Demographic Profile of participants.....	20
Table 2: Summary of Descriptive Statistics.....	22
Table 3: Cronbach's Alpha	23
Table 4: Independent T-test	24
Table 5: ANOVA for Age.....	27
Table 6: ANOVA for Occupation.....	30
Table 7: ANOVA for Job Status	33
Table 8: ANOVA for Monthly Income.....	36

LIST OF FIGURES

Figure 1: Social Media Landscape 2017, Cavazza (2017).....	8
Figure 2: The Conversation Prism, Brian Solis and JESS3 (2013)	10
Figure 3: Survey about the degree of trusts in advertising, (Nielsen 2015).....	12

Chapter 1

INTRODUCTION

There has been a significant change in the world of commerce which has come along with social media since the emergence of Web 2.0. This remarkable technical revolution resulted in a drastic change in the traditional approach of marketing and has brought a modern era amongst marketers. In fact, the emergence of social media has caused a vast transformation in relationships between marketers and retailers, consumers, distribution channels, etc. Now, the consumers own the power which has been shifted from marketers to them. This power provided by the social media regarding the opportunity, enables the consumers to have contact with each other while exchanging the information about specific goods and services.

This alteration has forced marketers to substitute new methods to fulfill their client's demands compared to traditional ones. To achieve this, marketers are required to pay enough attention to either paid advertising channels or word-of-mouth to find out an insight of buying behavior and being capable to match with customers' new requirements. In fact, advertising is mainly about the ways of getting customers informed and make them aware of their needs or desires.

Social media has transferred the position of consumers and made them the most highlighted factor in the world of business. Due to the role of social media, newly

discovered tools have been provided to have communication with consumers and provide the opportunity for the integration with the brands.

Consumer behavior has been widely studied, however understanding this concept thoroughly is seemed to be impossible because it is relevant to the unknown rolled off human being. Decision making process can be estimated by studying the pervious individuals purchase decision. Consumers are daily faced with the process of purchase decision while a great number of them are not even aware of the factors that will effect on their decision making.

1.1 Objectives of the Study

The purpose of this study is to analyze the influence of social media on consumer's behavior during purchasing according to their gender, age, income level, job status and occupation.

1.2 Research questions of the Study

Research questions of the study are constructed as follows

1. Is there a statistically significant difference between male and female customers in their use of social media for the buying choices?
2. Is there a statistically significant difference between the age groups in their use of social media for the buying choices?
3. Is there a statistically significant difference between the job status in their use of social media for the buying choices?
4. Is there a statistically significant difference between monthly income groups in their use of social media for the buying choices?
5. Is there a statistically significant difference between occupational categories in their use of social media for the buying choice

1.3 Research Approach

The study was administered to students at Eastern Mediterranean University and local people in Famagusta, North Cyprus. The method used in this research is a quantitative one which applied a survey research design in a form of questionnaires. Quantitative analysis is conducted and Descriptive Analysis, Independent T-test and Analysis of variance (ANOVA) are implemented to measure the research.

1.4 Findings of the Study

The outcome of the study demonstrates that the majority of participants were confident about using social media in order to gain information and purchase services and products. However, there were a limited number of respondents who are less interested to use social media and hence considered it as an unreliable source to achieve information and make a purchase. Furthermore, according to the T-test result of 20 items, there is a strong relationship between male and female perceptions in the use of social media. Besides, the result of the ANOVA shows that there was a considerable difference in participants' perceptions based on the age, occupation, job status and income level about the usefulness of social media, having instant and reliable access to acquire information, and buy services and products comfortably.

1.5 Structure of the Study

Chapter one has introduced the whole concept of the thesis. The second chapter is assigned to the literature review. The third chapter provides the details regarding the methodology of research, whilst chapter four debates the empirical results eventually chapter five discusses the brief conclusion on the summary of the research.

Chapter 2

LITERATURE REVIEW

2.1 Background

The Internet and online groups have improved consumers, companies and societies, with broad spread access to information, better social networking and raised communication abilities (Kucuk and Krishnamurthy 2007). With the advancement of the Internet and the appearance of web 2.0 the online communication between people has expanded. This development enables customers and businesses to cooperate via the internet (Füller, et al. 2009). Accordingly, we can call social networks as websites which link millions of users from all over the world with the same interests, sights, and hobbies.

There are many social media that are popular among all level of consumers such as Blogs, YouTube, and Myspace. For example, Wikipedia is a free online encyclopedia that has the facility for users to collaborate on information sharing which is one of the most popular platforms (Chen, Xu and Whinston 2011). Other platforms such as Amazon.com, with the ability to collect reviews and ratings, enable shoppers to review and rate products. Moreover, members of these platforms are working together but interdependently.

Consumers can generate content by using social media and online platforms and offer considerable advice to other clients (Füller, et al. 2009). The massive popularity and

unique aspects of social media have changed the marketing methods such as advertising and promotion. Apart from this social media could affect customer behavior from not only gathering information, but also after purchase behavior including dissatisfaction declaration as well as behaviors about a product or a corporation.

In the last few years can be mentioned influence of the companies on online networks. Social media websites create an opportunity for businesses to engage and communicate with potential consumers, encourage and increase a sense of closeness with consumers, also help them to build all essential relationships with potential customers (Davis Mersey, Malthouse and Calder 2010), for instance, creating a new development in which business can improve performance. Moreover, in these platforms there is social interaction among consumers, members can get to know with one another which can provide a conceivable trust source that has great influence on users and their purchase intention. Accordingly, it is important for firms to possess a business pattern tailored to social commerce (Lorenzo, et al. n.d., Liang and Turban 2011).

Individuals use social networks in everyday life for many reasons. Most of these users need to keep connections with families or coworkers/friends. Keeping interpersonal connection between social media users has benefits and leads to organizing and maintaining contact with other people in a way that giving social support, fellowship, and trust (Dholakia, et al. n.d.). This allows users that have a connection with coworkers and add them to networks of friends, which help communication, specifically among peer groups.

Online communities apply a considerable effect on the behavior, consumer-buying intention and absolutely on the purchase decision. For instance, social media websites prepare a proper base for a community forum, which provides individual buyers their own voice. Moreover, they can easily have access to product information by using social media websites, which make the purchasing decision easier (Kozinets, et al. 2010).

Social media as well as platforms propose numerous values to firms, including boosting brand recognition and popularity, distribution information in the business area, boosting sales, providing a better facility for word- of – mouth communication, and producing community support for users (Hajli 2014). Besides that, the networking of peoples via social media establishes shared values that feature a positive impact on trust.

2.2 Consumer Behavior

Consumer behavior is a complex and dynamic procedure, involves individuals, groups or organizations activities related with the buying choices also the way they use products, services, ideas, and experiences, to satisfy their needs and requests. Nowadays how the consumers behave or think is quickly and continuously changing because of globalization and technology improvement.

According to (Kotler and Armstrong 2010), there are a lot of factors which have an influence on an individual decision such as:

1. **Psychological** (motivation, perception, learning, beliefs and attitudes)
2. **Personal** (age and life-cycle stage, career, economic circumstances, lifestyle, personality, and self-concept)

3. **Social** (reference groups, family member, roles and position)
4. **Cultural** (culture, subculture, social class system).

For the marketers, it is necessary and critical to know about consumer purchase decision factors which tied to any business's profit. According to (Evans 2010) effective factors on the customer's purchase decisions are:

- Consumer information about a product,
- The consumer's concern about other choices,
- Collection information process through evaluation until the final purchase

According to (Kotler and Keller 2012), depending on the purchase involvement, consumer decision making can order in 3 different classifications:

1. Nominal decision making,
2. Limited decision making,
3. Extended decision making,

Nominal decision making usually arises when consumer buy products that are familiar and they buy them frequently with low cost and involvement.

Limited decision making occurs when there is a need to have some external research.

Extended decision making arises when shopper face to a new, unfamiliar and expensive product which need to conduct research and high involvement that research should be done carefully and consider all aspect of the product.

2.3 The Different Types of Social Media

Nowadays various kind of social media exists which facilitates communication between individuals and gives them a new form (Figure 1).

Social Media offers a wide variety of options to users. They can publish and share their activities, discuss different subjects, collaborate and build a network of people with same interests, purchase a product and localize. Social media are available on various types of devices, as result people can connect globally.

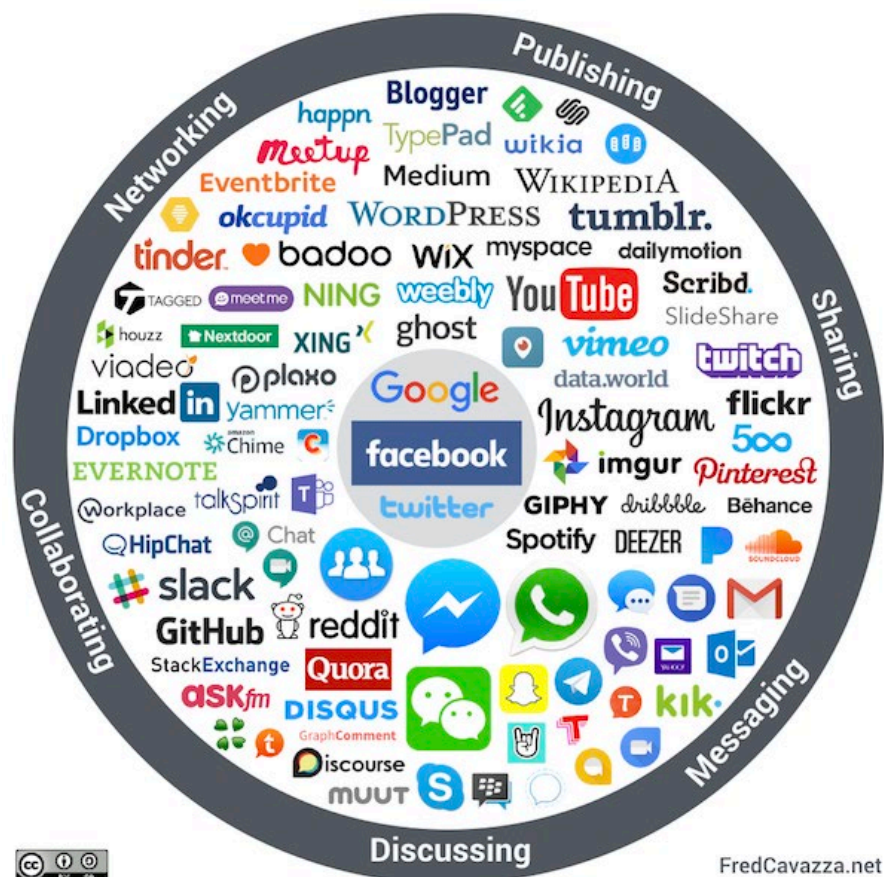


Figure 1: Social Media Landscape 2017, Cavazza (2017)

Parker (Parker 2011) categorizes social media in 8 different ways:

- Blogging (e.g. TypePad, WordPress, Blogger...)
- Microblogging (e.g. Twitter, FriendFeed),
- Social networking (e.g. Facebook, LinkedIn, Orkut, Plaxo, Ning, MySpace...),
- Social bookmarking (e.g. Digg, StumbleUpon, Delicious...),
- Multimedia sharing (e.g. YouTube, Flickr),
- Reviews and opinions (e.g. Epinions, TripAdvisor, eHow...),
- Wikis (e.g. Wikipedia)
- Forums

All these types of social media fulfil different needs and usage by offering wide range of functionality.

Parker (Parker 2011) categorized lots of social media platforms and tools as a social landscape map in by presenting them in different layers while people are at the center.

Every year new platforms appear and some will fade away, therefore, the map needed to be updated over time to cover the different ways they affect our life and work.

Parker (Parker 2011, 18) stated Social Media is using platforms and websites to have a conversation between the product or service provider and the potential buyer and as well as introduce it to the world. Now the customers are digitally equipped when they are at gathering information phase during a making decision giving them the opportunity to consult with other customers and experts just by clicking a button.

Today, consumers can be influenced by communities because of the presence of Social Media in the purchase decision-making process. Since consumers are using different platforms in different ways therefore, the influence revolves itself in various forms and intensity. That is why it is not possible to measure the exact influence reflection over customers in the phase.

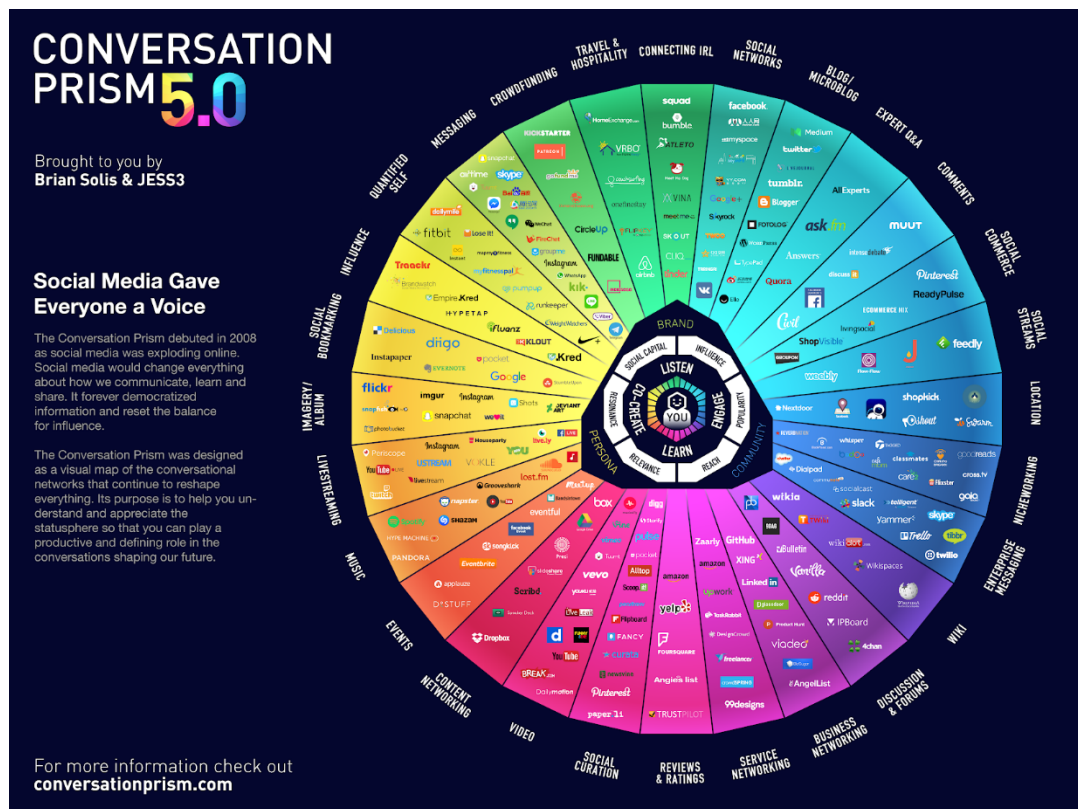


Figure 2: The Conversation Prism, Brian Solis and JESS3 (2013)

2.4 The Power of Non-Marketing Sources


Social Media has changed the ways of influence during the consumer’s decision making process (SOLIS and JESS3 2013). Social media that is known as non-marketing sources and it is somehow getting the customers attention for being more convincing. The point is they do not believe these resources have an individual stake in consumer purchasing behavior as well as consumption.

This shows that consumers can recognize the differentiation between those firms, which are insisting them to consume products by sending messages, where 33 of them have similarities and do not have a tendency to spread neither positive, nor negative word of mouth on the social media.

As (Hoyer and MacInnis 2010, 389) stated, the credit of non-marketing resources is higher and have a further impact on customer decision making compared to traditional models. Branded website among these non-marketing sources is the most-trusted advertisement method, according to (Nielsen 2015) report, most credible ads come directly from the people that consumer know and more than 83% of people believe that they can trust family and friends recommendation and 66% can trust the opinions of other consumers that have been posted online but traditional methods like newspaper, TV, and magazine deliver the advertisement to the audience only once, therefore, implementing the combination of online and offline channel will eventually lead the business to better results.

“While advertisers have started to follow consumers online, about a third of online advertising campaigns don’t work—they don’t generate awareness or drive any lift in purchase intent,” said Randall Beard, president, Nielsen Expanded Verticals. “As consumers are in control of how they consume content and interact with brands more than ever, understanding ad resonance across screens is the only way to successfully drive memorability and brand lift today.”

According to the Nielsen survey based on online respondents in 60 countries the degree of trusts in advertising.



	ASIA-PACIFIC	EUROPE	AFRICA/MIDDLE EAST	LATIN AMERICA	NORTH AMERICA
RECOMMENDATIONS FROM PEOPLE I KNOW	85%	78%	85%	88%	82%
BRANDED WEBSITES	78%	54%	76%	75%	61%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	71%	52%	71%	74%	63%
CONSUMER OPINIONS POSTED ONLINE	70%	60%	71%	63%	66%
ADS ON TV	68%	45%	70%	72%	63%
BRAND SPONSORSHIPS	67%	43%	73%	70%	57%
ADS IN NEWSPAPERS	63%	44%	69%	72%	65%
ADS IN MAGAZINES	62%	43%	65%	70%	62%
BILLBOARDS AND OTHER OUTDOOR ADVERTISING	60%	40%	64%	63%	57%
EMAILS I SIGNED UP FOR	60%	41%	59%	65%	64%
TV PROGRAM PRODUCT PLACEMENTS	60%	35%	64%	64%	53%
ADS BEFORE MOVIES	59%	38%	57%	62%	56%
ADS ON RADIO	54%	41%	62%	68%	60%
ONLINE VIDEO ADS	53%	33%	55%	52%	47%
ADS ON MOBILE DEVICES	50%	26%	49%	48%	39%
ADS ON SOCIAL NETWORKS	50%	32%	57%	54%	42%
ADS SERVED IN SEARCH ENGINE RESULTS	50%	36%	52%	58%	49%
ONLINE BANNER ADS	48%	27%	49%	46%	41%
TEXT ADS ON MOBILE PHONES	42%	22%	41%	39%	37%

Figure 3: Survey about the degree of trusts in advertising, (Nielsen 2015)

2.5 The Usage of Social Media Platforms to Create Social Support

Nowadays the development of social media platforms can provide a proper base for information to be shared easily and progress the creation of content in an online framework. There are various types of social media such as Twitter, Wikipedia, YouTube, or Facebook which can facilitate these kinds of activities.

Individuals have a tendency to join various social media tools to connect with other online members, such as recommendations, online meetings, and suggestions. In other

words, they are involved not only to share information, but also obtain social support. (Nambisan 2002) Proposed that customer reviews that are broadly accessible for both products and services can create enormous consumers as well as firms. In other words, firms encouraging consumers to rate the online products and services.

These kinds of activities create electronic word of mouth. (Pan and Chiou 2011) believes that when word of mouth is creating by social media, consumers can easily make their purchasing decision. Buyer's reviews have developed rapidly on the internet. Amazon.com has nearly 10 million accessible using customers' revisions. Online communities are good models for social media. Online community is a place where a user can share information as well as get knowledge about both products and services. Apart from this, potential customers broadly use recommendations. They show more interest in using recommendations more than just vendor-generated product information as a result, these kinds of interaction provide a base for increasing the level of trust as well as boosting apparent risk.

According to (Mueller, et al. 2011) virtual worlds in form of electronic environments are considered as a significant example for the development of web 2.0, a novel method for creating and distributing information on the internet. Moreover, they make the possibility for a user to interact social as well as commercial purposes.

(Mueller, et al. 2011) suggest that the character of virtual worlds is to learn by doing that provides a base for consumers to learn and perform in the virtual space. Nevertheless, the quality of content, which are submitted by unknown users, seems to be a challenging issue, the extensive use revisions on the influence on buyers of social media where consumers can share information simply. The ambiguity of some

consumers creates difficulties in making decision about the quality of information shared by them.

Individuals can gain more social support and friendship while joining online communities. Social support defined as the received support of members in a group. According to scholars, both online communities and SNSs create not only informational but also emotional support. Emotional and informational supports could be considered as two examples of social support, for example, Twitter is a place where individuals can give social supports to others. In addition, it appeals to many users to use social media for searching online information. Social interaction becomes more meaningful by social media including rating, online forums, recommendations, and communities, in other word, they all create online social support and also boost the reliance in e-commerce for both sellers and buyers.

Chapter 3

RESEARCH METHODOLOGY

3.1 Introduction

The primary objective of this chapter is to deliver detailed information regarding research design, sample, data tools and techniques, data collection and data analysis which employed for the current study.

3.2 Research Design

‘Research design described plans and procedures for research which cover the decisions from broad assumptions to detailed methods of data collection and analysis’ (Creswell 2008). The main objective of this study is to understand the impact of social media on consumer behavior during the purchase decision making process in Northern Cyprus.

As (Creswell 2008) stated, in order to collect data there are different possible research designs available to use. Research designs are categorized into three groups as qualitative, quantitative and mixed methods. The method used in this research is a quantitative one which applied a survey research design in a form of questionnaires. The questionnaire used to satisfy the study objectives, collect statistics and to find the research answers.

3.3 Research Methodology

The research method employed in this study involves a survey technique. The main instrument developed in this study is a survey questionnaire which was developed to obtain as much relevant information as possible in achieving the objectives of the study.

3.4 Data Collection

Data collection was the base and the most significant part of the findings. In this study, two types of data collection are used, including primary as well as secondary. The purpose of using secondary data in the literature review was to understand the buyer's decision-making procedures, social media, as well as psychographic media in a much better way. This study has used primary data collection to be able to find a proper answer for the research questions throughout the study. The primary data collection process was conducted in Northern Cyprus.

In order to collect data, the research survey has used online data gathering tool, SurveyMonkey.com, which is a powerful online software to create and collect surveys. The usage of online survey method provides better anonymity that is different from the conventional paper-and-pencil method. This provides a superior advantage for researchers to collect high quality data. The participants were given an electronic conserving approval from upon having access to Survey Monkey.com. Apart from this, those participants who approved their consent were asked to complete the assessment and have 4-5 minutes to complete it. The scholars cautiously designed the survey in a way that 7 questions not missed out and all compulsory questions were answered before starting a next one. It was vivid that this study had some limitations.

3.4.1 Data Collection Tools

A closed-ended Questionnaire (Appendix) was used to collect quantitative data from students and locals in Cyprus. The survey contained twenty-seven (27) questions, which was developed on the model by (Hajli 2014) and (Nyagucha 2017). The questionnaire divided into 2 sections; the first section collected demographic information's includes gender, age, and job status, monthly income level (TRY), education level, nationality, and occupation. The second section comprised 20 items which included 5 points Likert scale ranging from 1= strongly agree to 5= strongly disagree. The questionnaire measures the impact of social media on consumer regarding their gender, income, age and job statue during a purchase decision making process.

3.5 Data Analysis

Quantitative data are analyzed using SPSS application software, version 25. The data are analyzed through descriptive analyses, reliability test (Cronbach`s Alpha), t-test and ANOVA. The purpose of using Descriptive analysis is to gain respondents` demographic information. Cronbach`s alpha test was computed to indicate the consistency of scales.

Further, according to (Pallant 2010), T-test can be used to specify a statistical importance, as long as they have dissimilarity in their mean scores. Moreover, ANOVA is employed in order to find significant differences among various groups. The level of quantitative data significance was taken as $p < 0.05$.

3.6 Participants

The participants of this research include 100 students and locals in Cyprus, who are using social media. It was somehow unfeasible to gather data from the whole population; the reason is the excessive range of social media population.

Chapter 4

FINDINGS AND DISCUSSIONS

4.1 Demographic Profile

Table-1 discover the frequency analysis of the participant's demographic information. Out of 100 respondents, 48% (n=48) were males and 52% (n=52) were females. Obviously, female respondents were greater than male respondents.

36% (n=36) were aged among 18 - 27, 37 % (n=37) were aged among 28 - 37, 17% (n=17) were aged between 38-47 and 10% (n=10) of the respondents were aged over48. So most participants were aged among 28 - 37.

According to educational level, 3% (n=3) of the respondents had primary school level of education. 11% (n=11) had a secondary school level of education, 43% (n=43) were undergoing a university degree program or held Bachelor degree, 43% (n=43) were post-graduate students or held a post-graduate degree.

The respondent's occupations shows that 16% (n=16) of them had own businesses, 18% (n=18) were civil servant, 40% (n=40) of the respondents were student, 26% (n=26) worked at private sector.

Regarding the job status, 24% (n=24) were part time, 22% (n=22) were unemployed undoubtedly most of the respondents were full time 54% (n=54).

The participant's income level in Turkish Lira, 27 % (n=27) of them was among 1001 -1999, 31% (n=31) was between 2000-2999, 27% (n=27) was between 3000-3999, 15% (n=15) was Over 4000 Turkish Lira.

Most of the respondents who participated in the survey were from Iran with a percentage of 36% followed by KKTC with a percentage of 25% and The Turkish participants and Middle East and African respondents were 12% and 11% and 9% respectively. The least participants were from the USSR with 4% participation also 3% were from other nationality.

Table 1: Demographic Profile of participants

Variables	Frequency	Percent
Gender		
Male	48	48.0
Female	52	52.0
Age		
18-27	36	36.0
28-37	37	37.0
38-47	17	17.0
Over 48	10	10.0
Education Level		
Primary school	3	3.0
Secondary school	11	11.0
University	43	43.0
Post graduate	43	43.0
Occupation		
Own business	16	16.0
Civil servant	18	18.0
Student	40	40.0
Private sector	26	26.0
Job Status		

Full time	54	54.0
Part time	24	24.0
Unemployed	22	22.0
Income Level		
1001-1999	27	27.0
2000-2999	31	31.0
3000-3999	27	27.0
Over 4000	15	15.0
Nationality		
KKTC	25	25.0
TC	12	12.0
Iranian	36	36.0
African	9	9.0
People from Middle East	11	11.0
People from USSR	4	4.0
Other	3	3.0

4.2 Descriptive Statistics

Items with the highest means are:

- Before I buy a product/services I use Facebook to check out more information about it. With (M = 3.21, SD =1.32), which suggests that the majority of participants Disagree that they use Facebook to check out information about a product before buy.
- Before I buy a product/services I use Instagram to check out more information about it. With (M = 3.06, SD =1.29), which suggests that the average participants disagree that they use Facebook to check out information about a product before buy.
- Items with the lowest means are:

Knowledge or awareness of the brand can influence my decision to purchase a product/service. With (M=1.95, SD = .97) which show the average respondents agree that knowledge or awareness of the brand has an influence on their decision to purchase a product/service.

I usually use people ratings and reviews about products on the internet. With (M=2.12, SD=1.1) which means the average respondents agree that people’s rating and reviews on the internet have an influence on their buying choices.

Table 2: Summary of Descriptive Statistics

Items	N	Min	Max	Mean	SD
‘Before I buy a product / service I use Facebook to checkout more information about it.’	100	1	5	3.21	1.320
‘Before I buy a product/service I use Instagram to checkout more information about it.’	100	1	5	3.06	1.293
‘I get motivated to buy products/services that are advertised on social media’	100	1	5	2.59	1.016
‘I bought a product/service after seeing it on social media’	100	1	5	2.66	1.056
‘Social media has a higher credibility than traditional media (TV, newspaper, magazine, and etc.)’	100	1	5	2.34	1.199
‘Social media provides solutions on what to buy, where to buy and why to buy’	100	1	5	2.24	.996
‘Social media stimulates you to recognize a need for something before buying it’	100	1	5	2.51	1.040
‘Social media tools make you have a +ve/-ve attitude towards a product based on information accessed about it’	100	1	5	2.47	.948
‘Knowledge or awareness of the brand can influence my decision to purchase a product/service’	100	1	5	1.95	.978
‘I use social media to checkout more information before I buy a product/service’	100	1	5	2.41	1.129
‘I usually use people ratings and reviews about products on the internet.’	100	1	5	2.12	1.104
‘I usually use people’s recommendations to buy a product on the internet’	100	1	5	2.33	1.055

'I trust my friends on online forums and communities.'	100	1	5	2.81	1.042
'I am happy to use my credit card to purchase from an online vendor through my favorite social networking site'	100	1	5	2.48	1.168
'Searching and buying on my favorite social networking site is useful for me.'	100	1	5	2.38	1.052
'Searching and buying on my favorite social networking site makes my life easier'	100	1	5	2.36	1.030
'The Websites of my favorite social networking sites enable me to search and buy materials faster'	100	1	5	2.30	1.049
'I use online forums and communities for acquiring information about a product.'	100	1	5	2.61	1.171
'Promises made by my favorite social networking site are likely to be reliable.'	100	1	5	2.71	.902
'Based on my experience with my favorite social networking site, I know it is honest.'	100	1	5	2.78	.894

4.3 Reliability Analysis

Cronbach's Alpha was conducted on all 20 items whether the questions are reliable or not. According to Nunnally (1978, p.245), the Cronbach Alpha is reliable when it is more than 0.7.

Table 3: Cronbach's Alpha

Cronbach's Alpha	No of Items
0.893	20

The Cronbach's alpha coefficient result table above is .893, which is more than 0.7. Since, the scale used for the survey has high level of reliability.

4.4 Independent Sample T-test

T-test was conducted to define is there a statistically significant difference between male and female customers in their use of social media for the buying choice according to the 20 items that examined.

Table 4: Independent T-test

Item	Gender	N	Mean	T	sig(2-tailed)
Item 1	male	48	3.25	.290	.773
	female	52	3.17		
Item 2	male	48	3.38	2.395	.019
	female	52	2.77		
Item 3	male	48	2.63	.329	.742
	female	52	2.56		
Item 4	male	48	2.81	1.349	.167
	female	52	2.52		
Item 5	male	48	2.58	1.977	.051
	female	52	2.12		
Item 6	male	48	2.23	-.104	.916
	female	52	2.25		
Item 7	male	48	2.48	-.248	.77
	female	52	2.54		
Item 8	male	48	2.48	.092	.927
	female	52	2.46		
Item 9	male	48	1.96	.081	.935
	female	52	1.94		
Item 10	male	48	2.63	1.85	.067
	female	52	2.21		
Item 11	male	48	2.10	-0.137	.891
	female	52	2.13		
Item 12	male	48	2.25	-0.72	.469
	female	52	2.40		
Item 13	male	48	2.77	-0.359	.720
	female	52	2.85		
Item 14	male	48	2.44	-.348	.728
	female	52	2.52		
Item 15	male	48	2.46	.714	.477
	female	52	2.31		
Item 16	male	48	2.44	.721	.473
	female	52	2.29		
Item 17	male	48	2.35	.494	.622
	female	52	2.25		
Item 18	male	48	2.69	.634	.528
	female	52	2.54		

Item 19	male	48	2.71	-.018	.986
	female	52	2.71		
Item 20	male	48	2.88	1.021	.310
	female	52	2.69		

As it observed from Table 4, there is a noteworthy distinction among male and female to use Instagram to check out more information about product/service and female are more willing to use Instagram to check out information before shopping than male.

From this table it can be noticed that 19 items have p value greater than 0.05, this statically shows that, there aren't significant differences between male and female customers in their use of social media for the buying choices in Northern Cyprus.

4.5 Analyses of Variance

A one-way ANOVA test was conducted to figure out the potential differences between respondents and subset groups, which are Age, Occupation, Job Status, and Monthly Income.

4.5.1 Relation Between the Age Groups and Using of Social Media for the Buying Choices

As it seen from table five below between four age groups, except four items, there was no significant difference between using of social media for the buying choices and age group.

1. I bought a product/service after seeing it on social media. (F=4.479, sig=0.005). The post hoc analysis results show that there is a difference between age groups 18-27 and over 48 (M=1.150, Std. Error =0.359, sig=0.010). The respondent over 48 believes that they bought a product/service after seeing it

on social media but age group between 18-27 are disagree. The result shows that advertisement on social media has more influence on older group compare to youngest people.

2. Searching and buying on my favorite social networking site are useful for me. (F=2.877, sig=0.04). The post hoc analysis results affirm that between age groups 18-27 and 38-47 there is a difference (M=0.858, Std. Error =0.301, sig=0.027). The age group among 38 - 47 believes that collecting data and purchasing from their favorite social networking platform is useful for them more than age group 18-27.
3. I use online forums and communities for acquiring information about a product. (F=5.025, sig=0.003). The post hoc analysis results confirm that between age groups 18-27 and 38-47 there is a difference (M=0.892, Std. Error =0.325, sig=0.036) also the difference exists between age groups 18-27 and over 48 (M=1.333, Std. Error =0.395, sig=0.006). It can be concluded that people between age 18-27 have less trust to acquire information about the product via using online forum and communities than age group 38-47 and over 48.
4. Based on my experience with my favorite social networking site, I know it is honest (F=2.856, sig=0.041). The post hoc analysis results confirm that there is a difference between age groups 28-37 and over 48 (M=0.859, Std. Error =0.310, sig=0.033). It can be concluded that people between ages 28-37 considered the social networking site less reliable than people over 48.

Table 5: ANOVA for Age

Items	group	N	Mean	F	sig
Item 1	18-27	36	3.22	1.502	.219
	28-37	37	3.38		
	38-47	17	3.29		
	over 48	10	2.40		
	Total	100	3.21		
Item 2	18-27	36	2.83	1.863	.141
	28-37	37	3.00		
	38-47	17	3.71		
	over 48	10	3.00		
	Total	100	3.06		
Item 3	18-27	36	2.50	.256	.857
	28-37	37	2.59		
	38-47	17	2.76		
	over 48	10	2.60		
	Total	100	2.59		
Item 4	18-27	36	2.25	4.479	.005
	28-37	37	2.70		
	38-47	17	3.00		
	over 48	10	3.40		
	Total	100	2.66		
Item 5	18-27	36	2.17	2.598	.057
	28-37	37	2.16		
	38-47	17	2.59		
	over 48	10	3.20		
	Total	100	2.34		
Item 6	18-27	36	2.03	2.495	.065
	28-37	37	2.16		
	38-47	17	2.47		
	over 48	10	2.90		
	Total	100	2.24		
Item 7	18-27	36	2.36	.459	.712
	28-37	37	2.54		
	38-47	17	2.65		
	over 48	10	2.70		
	Total	100	2.51		
Item 8	18-27	36	2.28	2.004	.119
	28-37	37	2.41		
	38-47	17	2.71		
	over 48	10	3.00		
	Total	100	2.47		
Item 9	18-27	36	1.94	1.253	.295
	28-37	37	1.84		
	38-47	17	1.88		
	over 48	10	2.50		
	Total	100	1.95		

Item 10	18-27	36	2.25	.645	.588
	28-37	37	2.59		
	38-47	17	2.29		
	over 48	10	2.50		
	Total	100	2.41		
Item 11	18-27	36	1.94	.805	.494
	28-37	37	2.22		
	38-47	17	2.06		
	over 48	10	2.50		
	Total	100	2.12		
Item 12	18-27	36	2.31	.238	.870
	28-37	37	2.30		
	38-47	17	2.29		
	over 48	10	2.60		
	Total	100	2.33		
Item 13	18-27	36	1.94	2.058	.111
	28-37	37	2.22		
	38-47	17	2.06		
	over 48	10	2.50		
	Total	100	2.12		
Item 14	18-27	36	2.33	2.211	.092
	28-37	37	2.27		
	38-47	17	2.94		
	over 48	10	3.00		
	Total	100	2.48		
Item 15	18-27	36	2.08	2.877	.040
	28-37	37	2.35		
	38-47	17	2.94		
	over 48	10	2.60		
	Total	100	2.38		
Item 16	18-27	36	2.19	3.114	.030
	28-37	37	2.16		
	38-47	17	2.76		
	over 48	10	3.00		
	Total	100	2.36		
Item 17	18-27	36	2.33	2.281	.084
	28-37	37	2.27		
	38-47	17	2.94		
	over 48	10	3.00		
	Total	100	2.48		
Item 18	18-27	36	2.33	5.025	.003
	28-37	37	2.27		
	38-47	17	2.94		
	over 48	10	3.00		
	Total	100	2.48		
Item 19	18-27	36	2.33	1.325	.271
	28-37	37	2.27		

	38-47	17	2.94		
	over 48	10	3.00		
	Total	100	2.48		
Item 20	18-27	36	2.89	2.856	.041
	28-37	37	2.54		
	38-47	17	2.71		
	over 48	10	3.40		
	Total	100	2.78		

4.5.2 Relation Between Occupational Categories and Using of Social Media for the Buying Choice

The ANOVA results for occupational categories is shown on table 6 except one item, there was no significant difference between occupational categories and using of social media for the buying choice. Item with the significant difference is:

I use online forums and communities for acquiring information about a product. (F=4.849, sig=0.003). The post hoc analysis results confirm that between student and private sector employees there is a difference (M=0.746, Std. Error =0.279, sig=0.043). It can be concluded that student is less interested to acquire information about the product through online forum and communities than private sector employees.

Table 6: ANOVA for Occupation

Items	group	N	Mean	F	sig
Item 1	own business	16	3.00	1.834	.146
	civil servant	18	2.83		
	student	40	3.58		
	private sector	26	3.04		
	Total	100	3.21		
Item 2	own business	16	2.94	.807	.493
	civil servant	18	3.28		
	student	40	3.20		
	private sector	26	2.77		
	Total	100	3.06		
Item 3	own business	16	3.00	1.450	.233
	civil servant	18	2.50		
	student	40	2.63		
	private sector	26	2.35		
	Total	100	2.59		
Item 4	own business	16	2.63	.660	.579
	civil servant	18	2.94		
	student	40	2.53		
	private sector	26	2.69		
	Total	100	2.66		
Item 5	own business	16	2.56	1.932	.129
	civil servant	18	2.83		
	student	40	2.08		
	private sector	26	2.27		
	Total	100	2.34		
Item 6	own business	16	2.69	1.667	.179
	civil servant	18	2.33		
	student	40	2.05		
	private sector	26	2.19		
	Total	100	2.24		
Item 7	own business	16	2.56	.323	.809
	civil servant	18	2.50		
	student	40	2.40		
	private sector	26	2.65		
	Total	100	2.51		
Item 8	own business	16	2.94	2.011	.117
	civil servant	18	2.39		
	student	40	2.28		
	private sector	26	2.54		
	Total	100	2.47		
Item 9	own business	16	2.25	1.272	.289
	civil servant	18	1.83		
	student	40	1.78		
	private sector	26	2.12		
	Total	100	1.95		

Item 10	own business	16	2.50	1.633	.187
	civil servant	18	2.89		
	student	40	2.20		
	private sector	26	2.35		
	Total	100	2.41		
Item 11	own business	16	2.75	2.704	.050
	civil servant	18	2.28		
	student	40	1.95		
	private sector	26	1.88		
	Total	100	2.12		
Item 12	own business	16	2.56	.687	.562
	civil servant	18	2.06		
	student	40	2.38		
	private sector	26	2.31		
	Total	100	2.33		
Item 13	own business	16	3.19	2.055	.111
	civil servant	18	2.72		
	student	40	2.55		
	private sector	26	3.04		
	Total	100	2.81		
Item 14	own business	16	2.63	1.058	.371
	civil servant	18	2.83		
	student	40	2.43		
	private sector	26	2.23		
	Total	100	2.48		
Item 15	own business	16	2.38	.885	.452
	civil servant	18	2.67		
	student	40	2.20		
	private sector	26	2.46		
	Total	100	2.38		
Item 16	own business	16	2.69	.945	.422
	civil servant	18	2.50		
	student	40	2.23		
	private sector	26	2.27		
	Total	100	2.36		
Item 17	own business	16	2.50	.459	.711
	civil servant	18	2.44		
	student	40	2.23		
	private sector	26	2.19		
	Total	100	2.30		
Item 18	own business	16	3.06	4.849	.003
	civil servant	18	3.00		
	student	40	2.10		
	private sector	26	2.85		
	Total	100	2.61		
Item 19	own business	16	3.06	1.639	.186
	civil servant	18	2.78		

	student	40	2.50		
	private sector	26	2.77		
	Total	100	2.71		
Item 20	own business	16	2.94	.783	.506
	civil servant	18	2.78		
	student	40	2.63		
	private sector	26	2.92		
	Total	100	2.78		

4.5.3 Relation Between Job Status and Using of Social Media for the Buying Choice

As it figured by Table 7, The results of the analysis stated that amongst the twenty items, there are two items with statistically considerable differences.

1. Social media tools make you have a positive or negative attitude towards a product based on information accessed about it ($F=3.666$, $sig=0.029$). The post hoc analysis results show that the significant difference exists among full time and unemployment respondents ($M=0.593$, Std. Error = 0.233 , $sig=0.034$). It can be concluded that Social media tools have more influence on the attitude of unemployed toward product than full time employees.
2. I use online forums and communities for acquiring information about a product. ($F=4.424$, $sig=0.015$). The post hoc analysis results show that the significant difference exists among full time and unemployed respondents ($M=0.852$, Std. Error = 0.286 , $sig=0.010$). It can be concluded that unemployed respondents are more interested to use online forums and groups to collect information and search about a product than full time employees.

Table 7: ANOVA for Job Status

Items	group	N	Mean	F	sig
Item 1	full-time	54	3.00	1.500	.228
	part-time	24	3.46		
	unemployed	22	3.45		
	Total	100	3.21		
Item 2	full-time	54	3.00	.124	.883
	part-time	24	3.13		
	unemployed	22	3.14		
	Total	100	3.06		
Item 3	full-time	54	2.46	1.137	.325
	part-time	24	2.83		
	unemployed	22	2.64		
	Total	100	2.59		
Item 4	full-time	54	2.72	.201	.818
	part-time	24	2.58		
	unemployed	22	2.59		
	Total	100	2.66		
Item 5	full-time	54	2.43	.848	.431
	part-time	24	2.42		
	unemployed	22	2.05		
	Total	100	2.34		
Item 6	full-time	54	2.37	1.389	.254
	part-time	24	2.21		
	unemployed	22	1.95		
	Total	100	2.24		
Item 7	full-time	54	2.57	1.064	.349
	part-time	24	2.63		
	unemployed	22	2.23		
	Total	100	2.51		
Item 8	full-time	54	2.59	3.666	.029
	part-time	24	2.63		
	unemployed	22	2.00		
	Total	100	2.47		
Item 9	full-time	54	2.00	.167	.846
	part-time	24	1.92		
	unemployed	22	1.86		
	Total	100	1.95		
Item 10	full-time	54	2.44	.633	.533
	part-time	24	2.54		
	unemployed	22	2.18		
	Total	100	2.41		
Item 11	full-time	54	2.07	.124	.884
	part-time	24	2.21		
	unemployed	22	2.14		
	Total	100	2.12		
	full-time	54	2.43	.674	.512

Item 12	part-time	24	2.13		
	unemployed	22	2.32		
	Total	100	2.33		
Item 13	full-time	54	2.93	.751	.475
	part-time	24	2.71		
	unemployed	22	2.64		
	Total	100	2.81		
Item 14	full-time	54	2.56	.247	.782
	part-time	24	2.38		
	unemployed	22	2.41		
	Total	100	2.48		
Item 15	full-time	54	2.56	1.684	.191
	part-time	24	2.21		
	unemployed	22	2.14		
	Total	100	2.38		
Item 16	full-time	54	2.46	.793	.455
	part-time	24	2.33		
	unemployed	22	2.14		
	Total	100	2.36		
Item 17	full-time	54	2.26	.611	.545
	part-time	24	2.50		
	unemployed	22	2.18		
	Total	100	2.30		
Item 18	full-time	54	2.85	4.424	.015
	part-time	24	2.63		
	unemployed	22	2.00		
	Total	100	2.61		
Item 19	full-time	54	2.78	1.620	.203
	part-time	24	2.83		
	unemployed	22	2.41		
	Total	100	2.71		
Item 20	full-time	54	2.74	.657	.521
	part-time	24	2.96		
	unemployed	22	2.68		
	Total	100	2.78		

4.5.4 Relation Between Monthly Income Level and Using of Social Media for the Buying Choice

The ANOVA results for monthly income level is shown on Table 8. The results of the analysis stated that amongst the twenty items, there are four items with statistically significant differences.

1. Before I buy a product/service I use Facebook to checkout more information about it. ($F=3.588$, $\text{sig}=0.017$). The post hoc analysis results show that the significant difference exists among respondents with 1001-1999 monthly income level and respondents with 2000-2999 monthly income level ($M=1.068$, $\text{Std. Error}=0.335$, $\text{sig}=0.010$). It can be concluded that respondents with 2000-2999 monthly income level are more willing to checkout information about product/service by Facebook than respondents with 1001-1999 monthly income level.
2. Before I buy a product/service I use Instagram to checkout more information about it. ($F=3.619$, $\text{sig}=0.016$). The post hoc analysis results show that the significant difference exists among respondents with 2000-2999 monthly income level and respondents with 3000-3999 monthly income level ($M=0.961$, $\text{Std. Error}=0.328$, $\text{sig}=0.022$). It can be concluded that respondents with 3000-3999 monthly income level are less keen to checkout information about product/service through Instagram than respondents with 2000-2999 monthly income level.
3. Social media has a higher credibility than traditional media (TV, newspaper, magazine, and etc.) ($F=5.474$, $\text{sig}=0.002$). The post hoc analysis results show that the significant difference exists amongst respondents with 1001-1999 monthly income level and respondents with 3000-3999 monthly income level ($M=0.889$, $\text{Std. Error}=0.306$, $\text{sig}=0.023$) also the significant difference exists amongst respondents with 2000-2999 monthly income level and respondents with 3000-3999 monthly income level ($M=1.092$, $\text{Std. Error}=0.296$, $\text{sig}=0.002$). It can be concluded that respondents with 1001-1999 and 2000-2999

monthly income level believes that Social media has a higher credibility than traditional media than respondents with 3000-3999 monthly income level.

4. I use online forums and communities for acquiring information about a product. (F=3.314, sig=0.023). The post hoc analysis results show that the significant difference exists among respondents with 1001-1999 monthly income level and respondents with 3000-3999 monthly income level (M=0.889, Std. Error =0.308, sig=0.025). It can be concluded that respondents with 3000-3999 monthly income level less interested to gain information about product via online forums and communities than respondents with 1001-1999 monthly income level.

Table 8: ANOVA for Monthly Income

Items	Group	N	Mean	F	sig
Item 1	1001-1999	27	3.78	3.558	.017
	2000-2999	31	2.71		
	3000-3999	27	3.11		
	over 4000	15	3.40		
	Total	100	3.21		
Item 2	1001-1999	27	3.11	3.619	.016
	2000-2999	31	2.48		
	3000-3999	27	3.44		
	over 4000	15	3.47		
	Total	100	3.06		
Item 3	1001-1999	27	2.70	.613	.608
	2000-2999	31	2.71		
	3000-3999	27	2.41		
	over 4000	15	2.47		
	Total	100	2.59		
Item 4	1001-1999	27	2.52	.515	.673
	2000-2999	31	2.58		
	3000-3999	27	2.78		
	over 4000	15	2.87		
	Total	100	2.66		
Item 5	1001-1999	27	2.07	5.474	.002
	2000-2999	31	1.87		
	3000-3999	27	2.96		
	over 4000	15	2.67		
	Total	100	2.34		

Item 6	1001-1999	27	2.00	.832	.479
	2000-2999	31	2.29		
	3000-3999	27	2.30		
	over 4000	15	2.47		
	Total	100	2.24		
Item 7	1001-1999	27	2.48	.029	.993
	2000-2999	31	2.55		
	3000-3999	27	2.48		
	over 4000	15	2.53		
	Total	100	2.51		
Item 8	1001-1999	27	2.26	1.172	.325
	2000-2999	31	2.61		
	3000-3999	27	2.37		
	over 4000	15	2.73		
	Total	100	2.47		
Item 9	1001-1999	27	1.70	.946	.422
	2000-2999	31	2.00		
	3000-3999	27	2.00		
	over 4000	15	2.20		
	Total	100	1.95		
Item 10	1001-1999	27	2.07	1.616	.191
	2000-2999	31	2.39		
	3000-3999	27	2.74		
	over 4000	15	2.47		
	Total	100	2.41		
Item 11	1001-1999	27	2.04	.276	.843
	2000-2999	31	2.03		
	3000-3999	27	2.22		
	over 4000	15	2.27		
	Total	100	2.12		
Item 12	1001-1999	27	2.52	.584	.627
	2000-2999	31	2.29		
	3000-3999	27	2.15		
	over 4000	15	2.40		
	Total	100	2.33		
Item 13	1001-1999	27	2.48	1.486	.223
	2000-2999	31	2.87		
	3000-3999	27	2.89		
	over 4000	15	3.13		
	Total	100	2.81		
Item 14	1001-1999	27	2.33	1.277	.287
	2000-2999	31	2.32		
	3000-3999	27	2.85		
	over 4000	15	2.40		
	Total	100	2.48		
Item 15	1001-1999	27	2.19	1.766	.159
	2000-2999	31	2.19		

	3000-3999	27	2.74		
	over 4000	15	2.47		
	Total	100	2.38		
Item 16	1001-1999	27	2.26	.836	.477
	2000-2999	31	2.19		
	3000-3999	27	2.52		
	over 4000	15	2.60		
	Total	100	2.36		
Item 17	1001-1999	27	2.15	.618	.605
	2000-2999	31	2.29		
	3000-3999	27	2.52		
	over 4000	15	2.20		
	Total	100	2.30		
Item 18	1001-1999	27	2.15	3.314	.023
	2000-2999	31	2.48		
	3000-3999	27	3.04		
	over 4000	15	2.93		
	Total	100	2.61		
Item 19	1001-1999	27	2.59	1.067	.367
	2000-2999	31	2.68		
	3000-3999	27	2.96		
	over 4000	15	2.53		
	Total	100	2.71		
Item 20	1001-1999	27	2.70	1.060	.370
	2000-2999	31	2.65		
	3000-3999	27	3.04		
	over 4000	15	2.73		
	Total	100	2.78		

Chapter 5

CONCLUSION

5.1 Conclusion

Today, social media is considered as one of the popular and useful tools in people's life due to its sufficient innovations and technological developments. This makes people able to connect to each other, acquire information and services as well as purchase products through Instagram, Facebook, Twitter and etc.

The proposed study aimed to evaluate the personal, social and psychological impacts of social media on consumer behavior during the purchase decision making process in Northern Cyprus. In Addition, the research conducted to find the influence of social media on customers' behavior during purchase.

The study is employed based on survey approach which benefits from quantitative data collection method. There were 100 students and locals who contributed to this research from different countries including Iran, Cyprus, Turkey, and etc.

As a result of the hypotheses revealed, a great number of participants were confident about using social media in order to gain information and purchase services and products. Furthermore, there is not noteworthy difference between male and female perceptions in the use of social media for the buying choices. However, females are more likely to use Instagram to check out information before shopping than male.

Additionally, there was a considerable difference in participants' perceptions based on the age, occupation, job status and income level about the usefulness of social media, having instant and reliable access to acquire information, and buy services and products comfortably.

5.2 Recommendation

It is obvious that nowadays-social media could be considered as a top schema for any business executives. As a result, firms are trying to identify various methods for making a profit by using applications such as Twitter, Face book, Instagram and You Tube in each application. This could mainly attract a certain group of people and companies, as a result, they should be active whenever their customers are available. Apart from this, social media could be considered as significant marketing elements for firms to connect with their customers in a preferable competitive business area. They can use social media as a communication element to not only attract their customers but also achieve their target group by less cost and more influential messages.

In conclusion, by paying attention to the research findings, it can be observed that customers in Northern Cyprus are enthusiastically using social media platforms as an element for validating the purchasing decisions. This study shows that social communication between consumers reflects on their attitude regarding a product or service. Consequently, online vendors can find the opinion leaders and motivating them to talk about their products or services positively. Also, pleasant advertisement on social media should be boosted to provide a base for customers to increase more positive attitude toward products and attempt to be more influential. In addition, both firms and manufactures should learn to utilize those kinds of social media platforms

which are more interactive and help customers to interact with their products easily as well as build and hold the trust.

5.3 Limitations of the Study

This study has some limitations, which need to be studied. The first limitation is non-probability sampling technique. As a result, both Emu students and local people in Famagusta are considered instead of using the whole population of Northern Cyprus.

The second limitation is the data collection method, which is cross sectional. Thus, the attitude of respondents might be changed based on the questions and the different given answers provided by them.

The third limitation is considering not only the language, but also the communication subjects. Although respondents might have various attitudes toward the questions due to their different language, the questionnaire was provided in English. Therefore, this could cause a problem while communicating the major aim of the questionnaire.

REFERENCES

- Chen, Jianqing, Hong Xu, and Andrew B. Whinston. 2011. "Moderated Online Communities and Quality of User-Generated Content." *Journal of Management Information Systems* 28 (2): 237-268.
- Creswell, J. W. 2008. *Educational research: Planning, conducting, and evaluating quantitative and qualitative research*. 3. Upper Saddle River, NJ: Pearson Education, Inc.
- Davis Mersey, Rachel, Edward C. Malthouse, and Bobby J. Calder. 2010. "Engagement with Online Media." *Journal of Media Business Studies* 7 (2): 39-56.
- Dholakia, UM, RP Bagozzi, LK Pearo - International journal of research in, and undefined 2004. n.d. "A social influence model of consumer participation in network-and small-group-based virtual communities." *Elsevier*.
- Evans, D. 2010. *Social media marketing: An hour a day*.
- Füller, Johann, Hans Mühlbacher, Kurt Matzler, and Gregor Jawecki. 2009. "Consumer Empowerment Through Internet-Based Co-creation." *Journal of Management Information Systems* 26 (3): 71-102.
- Hajli, M. Nick. 2014. "A study of the impact of social media on consumers." *International Journal of Market Research* 56 (3): 387-404.

Hoyer, Wayne D., and Deborah J. MacInnis. 2010. *Consumer behavior*. London: South-Western Cengage Learning.

Kotler, P, and G Armstrong. 2010. *Principles of marketing*. 3. Pearson Education.

Kotler, Philip, and Kevin Lane Keller. 2012. *Marketing management*. 14. Pearson Education.

Kozinets, Robert V, Kristine de Valck, Andrea C Wojnicki, and Sarah J.S Wilner. 2010. "Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities." *Journal of Marketing* 74 (2): 71-89.

Kucuk, SU, and Sandeep Krishnamurthy. 2007. "An analysis of consumer power on the Internet." *Elsevier* 27 (1-2).

Liang, Ting-Peng, and Efraim Turban. 2011. "Introduction to the Special Issue Social Commerce: A Research Framework for Social Commerce." *International Journal of Electronic Commerce* 16 (2): 5-14.

Lorenzo, Carlota, Efthymios Constantinides, Peter Geurts, and Miguel A. Gómez. n.d. "Impact of Web Experience on e-Consumer Responses." In *E-Commerce and Web Technologies*, by Carlota Lorenzo, Efthymios Constantinides, Peter Geurts and Miguel A. Gómez, 191-200. Berlin, Heidelberg: Springer Berlin Heidelberg.

- Mueller, Julia, Katja Hutter, Johann Fueller, and Kurt Matzler. 2011. "Virtual worlds as knowledge management platform - a practice-perspective." *Information Systems Journal* 21 (6): 479-501.
- Nambisan, Satish. 2002. "Designing Virtual Customer Environments for New Product Development: Toward a Theory." *Academy of Management Review* 27 (3): 392-413.
- Nielsen. 2015. *GLOBAL TRUST IN ADVERTISING*.
<https://www.nielsen.com/eu/en/insights/reports/2015/global-trust-in-advertising-2015.html>.
- Nyagucha, M. A. (2017). *Impact of Social Media on Consumer's Decision Making Process among the Youth in Nairobi* (Doctoral dissertation, United States International University-Africa).
- Pallant, Julie. 2010. *SPSS survival manual : a step by step guide to data analysis using SPSS*. Maidenhead: Open University Press/McGraw-Hill.
- Pan, LY, JS Chiou - *Journal of Interactive Marketing*, and undefined 2011. n.d. "How much can you trust online information? Cues for perceived trustworthiness of consumer-generated online information." *Elsevier*.
- Parker, C. 2011. *301 ways to use social media to boost your marketing*. NY: McGraw-Hill Education.

Solis, Brian, and JESS3. 2013. *The Conversation Prism*.
<https://conversationprism.com/>.

APPENDIX

QUESTIONNAIRE

Dear Participant,

You are asked to partake in the study Social media impacts on the buying choices. Your honest opinions are required, all the information that you provide will be confidential and in no way will you be identified when the results of the study are reported.

Thank you for your participation

Prof S. Fethi and Mahnaz Bakhtiari

Part A: Demographic Information

Gender:

Male () Female ()

Age:

18- 27 () 28-37 () 38-47 () 48 and above ()

Monthly Income Level (TL):

1001-1999 () 2000-2999 () 3000-3999() 5000 and above ()

Education Level:

Primary school () Secondary/High School ()

University () Post graduate ()

Job Status:

Full time () Part time () Unemployed ()

Occupation

a. Student b. Civil servant at Government

c. Own business d. Private sector

Place of origin

a. Turkish Cypriot b. Turkish c. Iranian d. African

e. Middle Eastern f. Far Eastern g. European h. American I. other

Part B:

Instructions: For each of the statements below, please indicate the extent of your agreement or disagreement by placing a tick in the appropriate box. The response scale is as follows:

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

ID	Measuring Social media impacts on the buying choices	Likert's Scale
1	Before I buy a product/service I use Facebook to checkout more information about it.	1 2 3 4 5
2	Before I buy a product/service I use Instagram to checkout more information about it.	1 2 3 4 5
3	I get motivated to buy products that are advertised on social media	1 2 3 4 5
4	I bought a product/service after seeing it on social media	1 2 3 4 5
5	Social media has a higher credibility than traditional media (TV, newspaper, magazine, and etc.)	1 2 3 4 5
6	Social media provides solutions on what to buy, where to buy and why to buy	1 2 3 4 5
7	Social media stimulates you to recognize a need for something before buying it	1 2 3 4 5
8	Social media tools make you have a +ve/-ve attitude towards a product based on information accessed about it	1 2 3 4 5
9	Knowledge or awareness of the brand can influence my decision to purchase a product/service	1 2 3 4 5
10	I use social media to checkout more information before I buy a product/service	1 2 3 4 5
11	I usually use people ratings and reviews about products on the internet.	1 2 3 4 5

12	I usually use people's recommendations to buy a product on the internet	1 2 3 4 5
13	I trust my friends on online forums and communities.	1 2 3 4 5
14	I am happy to use my credit card to purchase from an online vendor through my favorite social networking site	1 2 3 4 5
15	Searching and buying on my favorite social networking site is useful for me.	1 2 3 4 5
16	Searching and buying on my favorite social networking site makes my life easier	1 2 3 4 5
17	The Websites of my favorite social networking sites enable me to search and buy materials faster	1 2 3 4 5
18	I use online forums and communities for acquiring information about a product.	1 2 3 4 5
19	Promises made by my favorite social networking site are likely to be reliable.	1 2 3 4 5
20	Based on my experience with my favorite social networking site, I know it is honest.	1 2 3 4 5

Sources: Hajli, M. N. (2014), (Nyaguha 2017)