

The Effect of Social Media Tools' Effectiveness at the Purchasing Process on Consumer Behavior: Mediating Role of the Generations

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ABSTRACT

Purpose - The primary purpose of the study is to determine the relationship between social media tools' effectiveness at the purchasing process and consumer behavior in social media before and after the purchase. Another important goal is to reveal the mediating role of the generations in the effect of social media tools' effectiveness at the purchasing process on consumer behavior in social media before and after the purchase.

Design/methodology/approach - The data used in the research was obtained through a questionnaire from citizens residing in Antalya city in November 2019. A total of 664 questionnaires were included in the analysis. For the purposes of the study, correlation and hierarchical regression analyzes were performed.

Findings - According to the results, it was determined that there is no relationship between social media tools' effectiveness at the purchasing process and consumer behavior in social media before and after the purchase. While there is not any effect of social media tools' effectiveness at the purchasing process on consumer behavior in social media before and after the purchase in social media, when the generation variable is included this equation it has been revealed that there is effect. While similar results were found in the marital status variable, no mediating role was observed in the gender variable.

Discussion - The results of the study are expected to be beneficial for firms' social media marketing activities and social media expertise. Businesses on social media should create a social media unit or should work with outsourcing and social media experts to update their social media pages instantly.

1. INTRODUCTION

With the introduction of technology in marketing, advertising and promotion activities, the way businesses focus on consumers has started to change (Jocz and Quelch, 2008). Rust et al., (2010) stated that the information technologies and social media will be widely used in marketing activities, noting that most businesses have begun to use various technologies in order to attract consumer interest, increase brand awareness and loyalty. Especially in recent years, the individual's purchasing patterns have begun to change significantly. While consumers used to shop mainly in physical stores such as large shopping malls, they now tend to shop through different social media tools or websites with information and communication technologies (Hsiao, 2009). This way of shopping can be expressed with the concepts such as online shopping, internet shopping, or online buying which covers the process of purchasing products through social media tools and over the Internet (Li and Zhang, 2002).

Social media tools are virtual environments where users share content such as images, videos, comments and interact with other users. In this way, consumers can influence the purchasing behavior of other consumers with their comments and evaluations on social media, and they are also influenced by the social media advertisements and promotions of businesses. Certain studies (Canziani et al., 2020; Ramadani et al., 2014) emphasizes the importance of social media in creating value for businesses, consumers and society. Today, the social media has evolved into a tool which is called social media marketing (Yıldız, 2014: 11). Because engaging in marketing activities through social media has a lower cost for businesses compared to traditional marketing tools. In addition, with social media, businesses can reach large audiences in a very short time and can communicate directly with the consumer (Kaplan and Haenlein, 2010: 62).

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In their study where they investigated the use of social media tools in the context of generations, Sarıtaş and Barutçu (2016) determined that Generations X, Y and Z had differences in making research, communicating, maintaining communication and collaborating in social media tools. On the other hand, in their study where they investigated the effect of marketing activities on Instagram, one of the social media tools, on the buying behavior of Generation Y consumers, Onurlubaş and Öztürk (2018) found a relationship between the number of followers and consumer likes and buying behavior. It is seen that there are a limited number of studies in the literature that consider consumer behavior in the context of generations within the scope of social media marketing activities. (Yurdakul and Üstün, 2009; Başgöze and Bayar, 2014; Sarıtaş and Barutçu, 2016; Onurlubaş and Öztürk, 2018). In addition, although social media tools are used extensively by users of all ages, it has been observed that social media marketing studies (Çalışır, 2015; Elitaş, 2015) are mainly aimed at young consumers. For this reason, it is important to conduct more studies on social media marketing with respect to the generations. In this context, the primary objective of the study is to determine the relationship between the impact level of social media tools on the purchasing process and consumer behavior before and after purchasing on social media. Another important goal is to determine the mediating role of generations in the impact of social media tools on consumer behavior. The effect of gender and marital status variables was also investigated in the study. The study is intended to provide benefits to businesses' social media marketing activities and their social media expertise, which has increased in recent years.

2. SOCIAL MEDIA AND SOCIAL MEDIA MARKETING

Social media has the meaning of two different concepts. The concept of social refers to the interaction of people within a community, while the concept of media refers to the communication of ideas and advertising through publications or channels. Social media, which combines these two concepts, refers to the means of publication and communication in which people create and maintain interaction (Neti, 2011: 2). Social media was defined by Evans (2008: 33) as the online publication of photos, news and videos in which their content was created by people, by Comm and Burge (2009: 2) as the content created by those using the social media tool and by Kim et al., (2010: 216) as virtual communities in which the contents are created by the user and shared with other users.

Social media is a consumer-generated media. In other words, social media is an online source of information created by consumers who are interested in a particular topic and want to share information about a particular topic with other users (Kohli et al., 2014: 1). Social media is fundamentally changing behavior patterns such as collaborating, searching for information, sharing or consuming information (Aral et al., 2013). This change has also occurred in the field of marketing. In marketing, Kaplan and Haenlein (2010) defined social media as the means by which consumers create various networks and share their information, emotions and experiences through these networks.

There are different types of social media, such as web diaries (blogs), digital audio files (podcasts), videos, images, message boards, or internet forums (Neti, 2011). Onat and Alikılıç (2008) classified social media tools as social networking sites, quick message services, corporate intranet, logs, forums and email groups. Köksal and Özdemir (2013) expressed social media tools as e-mail, digital audio files, wikis, image and video sharing sites, web logs and micro web logs. However, it can be said that the most widely used social media tools are Twitter, Facebook, Myspace and LinkedIn (Wang et al., 2011; Çavuş et al., 2012). In the age of developing information and technology, new social media tools are entering people's lives every day. Considering the classifications of different researchers (Bostancı, 2010; Dawley, 2009; Kaplan and Haenlein, 2010; Neti, 2011), social media tools can be classified as follows;

- Photograph Sharing: Flickr, Foodspotting, PhotoBucket, Panoramio, Instagram, Gravator, Fotolog, Picasa, Dailyboth.
- Video Sharing: YouTube, Dailymotion, Yahoo, Vimeo, Vlog, Metacafe, Google Video.
- Social Networks: Facebook, Vkontakte, Orkut, Google+, Bebo, MyYahoo, Odnoklassniki, Myspace, MyHeritage, Friendster, Chime.in.
- Professional Networks: LinkedIn, Coroflot, Xing, Viadeo.
- Web Logs: Blogger, Wordpress, LiveJournal, Technorati, MyOpera, Posterous.
- Mikro Web Logs: Twitter, DayTum, Tumblr, Threewords.
- Wikis: Wikileaks, Wikipedia, Wikia, Wikinews, Wikihow.

- Social Marking: Digg, Delicious, Reddit, StumbleUpon.
- Digital Audio Files: Apple iTunes, Spotify.
- Cyber Worlds: Second Life, World of War, Active Worlds, Metin2, eMeez, EverQuest, Lineage, Ultima Online.

Today, businesses invest in social media tools to increase their online sales (Tsimonis and Dimitriadis, 2014), protect brand and corporate reputation (Lee and Youn, 2009), and engage in consumer conversations about their businesses on social media (Gummerus et al., 2012). Because today, social media has caused changes in the way of doing business for almost every enterprise, including the small ones, and therefore it has become the most powerful tool of these enterprises (Shabbir et al., 2016). Social media also affects consumer decisions and behavior (Yıldız et al., 2020; Nakara et al., 2012). Consumers using social media expect businesses to be fast and responsible. Therefore, some businesses have started to employ social media experts to establish long-term relationships with consumers (Keegan and Rowley, 2017). While social media provides big data on consumers' attitudes towards businesses, it also creates social interaction and creates trust among consumers. This directly affects the purchasing behavior of consumers (Hajli, 2014). Therefore, Frederick et al., (2012) saw social media as a marketing tool that provides competitive power to businesses by making it easier to convince consumers.

Defining social media marketing as the use of social media tools such as social networks, web logs, photo sharing for marketing purposes to bring the products of businesses to consumers and convince consumers to buy them, Neti (2011: 3) addresses the five roles of social media in marketing;

- Creating identity about the products of businesses,
- Ensuring that businesses establish relationships with consumers who do not have information about their products,
- Making the business visible,
- Enabling businesses to connect and interact with their competitors in the market,
- Enabling businesses to communicate and interact with consumers.

Businesses carry out social media marketing in four basic processes; listening to consumers and competitors, creating loyalty, measuring and optimizing. Businesses that listen to consumers determine whether consumers are satisfied with their products and their level of loyalty, and reveal the activities of competitors. In this way, businesses can improve their products, develop new ones, and take advantage of market opportunities (Dholakia and Bagozzi, 2001: 167). Businesses can share their new products with consumers via social media. Business activities in social media tools are effective in creating loyalty among consumers (Hacıfendioğlu, 2010: 61). On the other hand, measuring is the process of following the goals set by the business in social media marketing and evaluating the performance by obtaining data from social media. In this way, the business can also obtain information about the markets and the factors that affect the purchasing decisions of consumers on social media (Özata, 2013). Finally, optimizing is creating long-term relationships with consumers. In this process, businesses can get feedback from consumers and perform activities such as product improvement, strategy and policy development. After this process, the business returns again to the listening process, which is the first one (Dholakia and Bagozzi, 2001: 165).

Currently, the consumers start the product purchasing process by looking at the comments and ratings made by the actual users of the products on social media tools. Those who buy and use the product tend to share their experiences about the product with other users on social media (Hashimzada, 2015: 35). Therefore, online comments and ratings influence consumers decisions before purchasing. Those who buy the product, on the other hand, can influence potential consumers by sharing their comments on social media (Parker, 2010: 263).

3. CONSUMER BEHAVIOR IN SOCIAL MEDIA

Consumption is an essential and constant part of people's daily routine. Consumers are individuals who buy and consume for their needs (İslamoğlu ve Altunışık, 2008: 5). Behavior, on the other hand, is the action tendency of a consumer with regard to a positive or negative assessment or an idea or object (Kotler and Keller, 2009: 194). Although different definitions have been made for consumer behavior, this concept generally covers the behavior, attitude, communication and interaction activities of consumers before and after purchasing a product (Odabaşı and Barış, 2004: 8). According to Solomon (2009: 33), consumer behavior refers

to all behaviors at the stages of choosing, using and giving up products or ideas in order to meet the needs and desires of communities or individuals. Yağcı and İlarlan (2010) stated that consumer behavior includes processes that influence activities such as searching for products that consumers decide on to meet their own or others' needs and desires as well as buying them online, using and disposing of. Wilkie (1994: 14) mentions seven basic keys to understand consumer behavior;

- Advertising activities carried out through social media can drive consumer behavior.
- Consumer behavior covers many activities, including psychological and socioeconomic situations.
- Consumer behavior is a process in which desires and needs turn into behavior.
- Consumer behavior varies.
- Consumer behavior covers various roles such as identifying needs, influencing, purchasing.
- Consumer behavior is affected by external factors such as social environment, alternative product price, market situation.
- Consumer behavior differs in the context of elements such as economic status, occupation, educational status, social group and age.

The research conducted is based on social network theory. Scott (1991: 11) defines social network theory as relationships between users involved in the network. With the social network theory, the relationships that occur in social networks can be examined in the context of behavioral relations (Schultz-Jones, 2009). Consumers can obtain information about businesses and products through social media tools, and perform comparisons and research on the price and quality of products. Thus, consumers can realize a purchasing behavior through social media (Aytan and Telci, 2014). From the point of view of businesses, social media tools allow building strong relationships with consumers and increasing intimacy. Therefore, businesses can influence consumers, sell products and create loyalty with social media tools (Davis et al., 2010: 42).

The process related to the purchasing decision of the consumers starts before the purchasing process takes place and continues after the purchase (Tek and Özgül, 2005: 183). In this process, the purchasing behavior of consumers is affected by social media tools (Constantinides and Stagno, 2011: 20). Because users who consume on social media can affect the purchasing behavior of other users with their individual comments and evaluations (Evans, 2008; Kietzmann et al.; 2011). In other words, the comments of consumers on social media about a product can change the decisions of other consumers by creating a positive or negative brand perception. In this regard, it can be said that social media turns consumers into marketers, and ultimately the consumers put positive or negative pressure on businesses by spreading information about the products of the businesses, such as their values, qualities, and prices (Roberts and Kraynak 2008: 146). At the same time, businesses can offer exclusive campaigns and discounts to their consumers through social media (Chung and Austria, 2010).

The social media tools that influence consumers by various factors are often used by consumers today. These factors are information, design, psychological and cultural factors. Consumers may tend to buy online if the business has provided sufficient information about its products in social media tools and has provided guarantees for the mentioned products (Limayem et al., 2000). Consumers are influenced by the design of social media tools such as colors, images, icons and links. Businesses that design their pages in social media tools in good shape and keep them up-to-date can encourage consumers to buy the products online (Pookulangara and Koesler, 2011). In addition, consumers can easily make purchases if they have enough confidence to buy from a social media tool. Business confidence in social media tools is influenced by the comments of relatives and friends of consumers. Similarly, consumers may be influenced by different cultures when it comes to buying on social media tools (Constantinides, 2004). Online shopping social media tools that provide no social interaction or emotional involvement may not be a suitable place for women (Cha, 2009). Because women and men have different motivators that encourage them to buy. Women are paying attention to psychological and emotional participation in the purchasing process, while men are driven by productivity and convenience (Jen-Hung and Yi-Chun 2010).

According to Howard and Sheth (1969), the consumer behavior before and after the purchase are the two most important stages of the decision making process. Consumer behavior before purchase is the stage where consumer is identifying needs, collecting information and comparing the products with alternatives. After the purchasing process takes place, the consumer behavior after the purchase begins. The consumer behavior after

purchase includes satisfaction, purchasing again, evaluating the product and sharing comments about the product (Howard and Sheth, 1969; Mitchell and Boustani, 1994).

4. LITERATURE REVIEW

Akar and Topçu (2011) investigated the factors that influence the attitudes of consumers towards marketing through social media. As a result, it was determined that the gender factor was not effective in determining the attitudes towards marketing through social media, and that there was a relationship between income and these attitudes. In their study where they tried to reveal the factors affecting the decision to buy online in social networks, Facebook in particular, Leerapong and Mardjo (2013) identified the factors affecting the behavior of consumers to buy products on social media as advantage, perceived risk, compliance and trust.

Yogesh and Yesha (2014) investigated the impact of using social media tools on decision-making processes of consumers when purchasing. In their research, they concluded that social media comments and ratings influence decisions of consumers, but there is a low tendency to share experiences on social media after a purchase. In a study in which they investigated the impact of advertising activities in social media tools on consumer behavior, Çağlıyan et al. (2016) found a positive relationship between social media advertisements and purchasing behavior of students.

In his study, which aimed to determine whether social media use changes purchasing behavior of consumers, Torun (2017) found that consumers are influenced by social media in the purchasing process. In their study where they examined the impact of marketing activities carried out with social media tools on purchasing behavior of consumers, Şahin and Yağcı (2017) determined that marketing activities carried out with social media tools had a positive effect on purchasing behavior of consumers. In their study, where they investigated the effect of social media tools on consumers' behavior before and after purchases, Yanar and Yılmaz (2017) found a relationship between consumers' behavior before and after purchases and the frequency of social media use.

Palalic et al., (2020) investigated the effects of social media on purchasing behavior of Pakistani consumers in the context of factors such as complex purchasing, variety search, reducing mismatch or habits. As a result, it was determined that social media has a partly significant effect on the purchasing behavior of Pakistani consumers, and word-of-mouth communication and content reliability were revealed as factors affecting the purchasing behavior of consumers.

5. RESEARCH METHOD

5.1. Research Model and Hypotheses

The primary goal of the study is to reveal the relationship between the effect of social media tools and consumer behavior in social media before purchase (BP) and after purchase (AP), and the research model created in order to determine the role of generations, gender and marital status in the level of effect of social media tools on the purchasing process is given in Figure 1.

As shown in Figure 1, the hypotheses developed for the purposes of the research are;

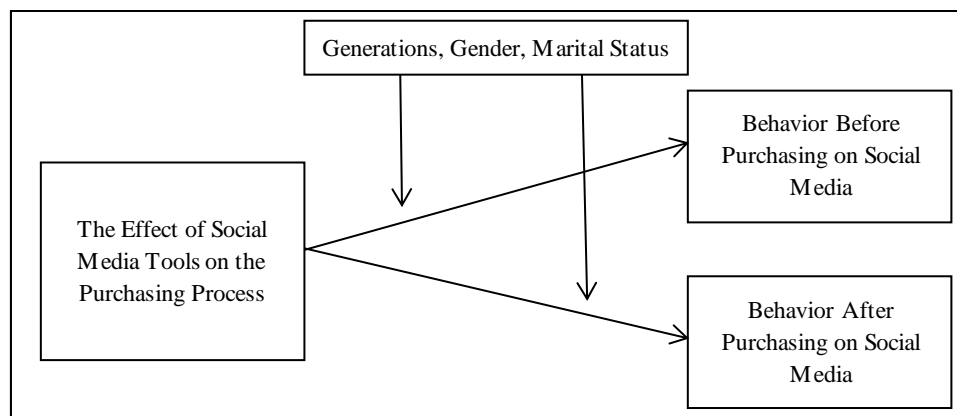


Figure 1. Research Model

As stated in the literature review; Palalic et al. (2020), Torun (2017), Şahin and Yağcı (2017), Çağlıyan et al. (2016), Leerapong and Mardjo (2013), Constantinides and Stagno, (2011) and Parker, (2010) stated in their research that social media tools are effective in the purchasing process of consumers. In the research of Yanar and Yılmaz (2017), it is stated that social media tools affect consumer purchasing behavior both before and after. It was developed in line with these researches, hypotheses H1 and H2 are listed as below:

H1: There is a relationship between the effect of social media tools and BP consumer behavior in social media.

H2: There is a relationship between the effect of social media tools and AP consumer behavior in social media.

There are a limited number of studies (Saritaş and Barutçu, 2016; Onurlubaş and Öztürk, 2018; Yurdakul and Üstün, 2009; Başgöze and Bayar, 2014) examining the relationship of generations between social media tools and purchase intention. From these studies; Saritaş and Barutçu (2016) and Onurlubaş and Öztürk (2018) revealed that generations have an influence on purchasing through social media tools. The H3 and H4 hypotheses developed in line with these researches are listed below:

H3: Generations have a role with regard to effect of social media tools on BP consumer behavior in social media.

H4: Generations have a role with regard to effect of social media tools on AP consumer behavior in social media.

The design of the web pages of the enterprises in social media and the complete, correct and complete information about the products affect the purchasing with social media tools (Limayem et al., 2000; Pookulangara and Koesler, 2011). Chung and Austria (2010) stated that, on the other hand, campaigns can be marketed through social media tools. Based on this, products can be marketed according to gender or marital status with different marketing techniques. On the other hand, Jen-Hung and Yi-Chun (2010) stated that women give importance to emotional ties in social media so that women can make purchases, while men emphasis on efficiency and comfort. H5, H6, H7, and H8 hypotheses developed for gender and marital status in line with these studies are as follows:

H5: Genders have a role with regard to effect of social media tools on BP consumer behavior in social media.

H6: Genders have a role with regard to effect of social media tools on AP consumer behavior in social media.

H7: Marital status has a role with regard to effect of social media tools on BP consumer behavior in social media.

H8: Marital status has a role with regard to effect of social media tools on AP consumer behavior in social media.

5.2. Population and Sample

The data used in the research were obtained from the surveys conducted with citizens residing in Antalya province in November 2019. Therefore, the population of the research consists of those who live in Antalya. According to TURKSTAT data, the population of Antalya province in 2019 is 2,511,700. For large samples, the sample group that has the power to represent the main mass with an error margin of 0.05 is (n) 384 (Yazıcıoğlu and Erdoğan, 2004). Due to the large population of the study, the surveys were applied with the convenience sampling method. Convenience sampling is the method in which the units in the sample are not chosen randomly. Therefore, it is not necessary to represent the population. In addition, non-random sampling methods give more significant results in some studies (Kurtuluş, 2010). Considering the purpose of the research, the convenience sampling method was chosen from non-random sampling methods. The surveys were applied to the baby boomer, X, Y and Z generations by convenience sampling method. The convenience sampling method was preferred in the study because it allows accessing more data quickly (Nakip, 2013: 227). A total of 664 surveys were conducted.

5.3. Data Collection Tools

5-item Likert survey was used as a data collection tool in the study. The survey consists of four parts. The first part contains statements about the demographic characteristics of participants and their level of social media use. The consumer behavior before purchasing on social media was included in the second part while the

consumer behavior after purchasing on social media was included in the third part and the effect of social media tools in the purchasing process was included in the fourth part. In order to determine the effect of social media on consumer behavior before and after purchase, a survey whose validity and reliability has been proven by Baycan (2017), İşlek (2012), Özcan and Akıncı (2017) and Sönmez (2016) was used in the study.

Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were performed in order to determine the validity of the scales used in the study (Gürbüz and Şahin, 2015). Kurtosis and skewness values were examined for the normal distribution of the data. The fact that kurtosis and skewness values of most items in the scales were between (+3) and (-3) supports that the data showed a normal distribution (Shao, 2002). Cronbach's Alpha (CA) values of the scales were checked for reliability. According to Kalaycı (2014), CA values must be above 0.60 for the reliability of the scales. In addition, Tavşancıl (2010) stated that variance rates between 40% and 60% are acceptable rates in factor analysis.

5.4. Validity and Reliability Results of the Scales

The BP Consumer Behavior Scale in social media consists of 10 expressions and the CA value is 0.86. The scale's having a sample size suitable for factor analysis is supported by the fact that the KMO value is 0.894. The determination of the p value of the scale as $P < 0.000$, the Chi-Square value as 2303,779 and the degree of freedom (df) as 45 shows that the data has a multivariate normal distribution. One dimension was obtained as a result of the factor analysis performed. The total variance explanation ratio of the dimension is 45%, and the factor load values of the expressions vary between 0.561 and 0.763. In the model obtained as a result of the CFA analysis, χ^2 / df 4,75; the GFI value was calculated as 0.96, the comparative fit index (CFI) value was calculated as 0.97 and the root mean square error of approximation (RMSEA) was calculated 0.07. Results support the reliability and validity of the scale (Kalaycı, 2014; Tavşancıl, 2010).

The AP Consumer Behavior Scale in social media consists of 9 expressions and the CA value is 0.89. The scale's having a sample size suitable for factor analysis is supported by the fact that the KMO value is 0.879. The determination of the p value of the scale as $P < 0.000$, the Chi-Square value as 3156,521 and the degree of freedom (df) as 36 shows that the data has a multivariate normal distribution. One dimension was obtained as a result of the factor analysis performed. The total variance explanation ratio of the dimension is 54 %, and the factor load values of the expressions vary between 0,605 and 0,812. In the model obtained as a result of the CFA analysis, χ^2 / df 5,22; the GFI value was calculated as 0.97, the comparative fit index (CFI) value was calculated as 0.99 and the root mean square error of approximation (RMSEA) was calculated 0.08. Results support the reliability and validity of the scale (Kalaycı, 2014; Tavşancıl, 2010).

The Scale of Effect of social media tools on Purchasing Process consists of 8 expressions and the CA value is 0.90. The scale's having a sample size suitable for factor analysis is supported by the fact that the KMO value is 0.896. The determination of the p value of the scale as $P < 0.000$, the Chi-Square value as 3166,820 and the degree of freedom (df) as 28 shows that the data has a multivariate normal distribution. One dimension was obtained as a result of the factor analysis performed. The total variance explanation ratio of the dimension is 60 %, and the factor load values of the expressions vary between 0,631 and 0,828. In the model obtained as a result of the CFA analysis, χ^2 / df 4,92; the GFI value was calculated as 0.98, the comparative fit index (CFI) value was calculated as 0.99 and the root mean square error of approximation (RMSEA) was calculated 0.07. Results support the reliability and validity of the scale (Kalaycı, 2014; Tavşancıl, 2010).

6. FINDINGS

The demographic characteristics of the participants are given in Table 1. As shown in Table 1, 42.7% of participants are male and 57.3% are female. 13.7% of participants are from the Baby Boomer generation while 17.2% are from Generation X, 31.3% are from Generation Y, and 37.8% are from Generation Z. In the context of marital status, 46.4% of participants were married, while 53.6% were single.

Table 1. The Demographic Characteristics of the Participants

		F	%			f	%
Gender	Woman	379	57,3	Year of Birth	1964 and earlier	91	13,7
	Man	285	42,7		1965-1979 (X)	114	17,2
Marital status	Married	308	46,4	1980-1994 (Y)	208	31,3	
	Single	356	53,6	1995 and later (Z)	251	37,8	
Education Status	Primary	85	12,8	Profession	Student	200	30,1
	High school	104	15,7		Public Employee	161	24,3
	Undergraduate	157	23,6		Private sector	118	17,8
	Graduate	269	40,5		Self-employment	62	9,3
	Postgraduate	49	7,4		Not working	123	18,5
Total		664	100	Total		664	100

Participants were asked questions about how much time they spent on social media, for how long they have been using social media, and with which devices they are using social media. The results obtained are given in Table 2.

Table 2. Social Media Usage Characteristics of Participants

		Variable	F	%
How many hours a day do you spend on social media on average?	Less than 1 hour		146	22,0
	1-2 hours		234	35,2
	3-4 hours		175	26,4
	4-5 hours		60	9,0
	More than 5 hours		49	7,4
How long have you been using social media tools?	Less than 1 year		26	3,9
	More than 1 year less than 2 years		44	6,6
	More than 2 years less than 3 years		56	8,4
	More than 3 years less than 4 years		57	8,6
	More than 4 years less than 5 years		82	12,3
	More than 5 years		399	60,1
What kind of devices do you use for accessing social media tools?	Personal Computer		26	3,9
	Workplace Computer		11	1,7
	Tablet-Handheld Computer		10	1,5
	Smart phone		617	92,9
Total			664	100

In Table 2, it is seen that 35.2% of participants spend an average of 1-2 hours per day and 26.4% spend 3-4 hours per day on social media. As for the duration of using social media tools, it was determined that 60.1% of participants used social media tools for more than 5 years. 92.9% of participants access social media tools via smartphones. These findings show that participants in the study had sufficient knowledge of social media and used social media tools in their daily lives.

A correlation analysis was performed to determine the relationship between the effect of social media tools in the purchasing process (EFFECT) and BP and AP consumer behavior in social media. Results are given in Table 3. According to the results, it was determined that there was no significant relationship between the effect of social media tools in the purchasing process and consumer behavior in social media before and after the purchase. Because of this, H1 and H2 were rejected.

Table 3. Relationship Between EFFECT and BP and AP Consumer Behaviour

		EFFECT	AP	BP
EFFECT	Correlation	1	0,054	0,025
	Significance		0,166	0,520
AP	Correlation	0,054	1	0,602*
	Significance	0,166		0,000
BP	Correlation	0,025	0,602*	1
	Significance	0,520	0,000	

*p<0,05

A hierarchical regression model has been established to determine whether generations have a role in the effect of social media tools on BP consumer behavior in the purchasing process. Results are given in Table 4. When examining the results in terms of hypothesis 3, an increase in R2 (from 0.025 to 0.382) and a decrease in standard error (from 1,000 to 0.925) were determined in the second model, and the second model was found to be statistically significant. Therefore, generations have an intermediary role in the effect of social media tools in purchasing process on BP consumer behavior in social media and H3 is accepted.

Table 4. The Role of Generations in BP Consumer Behavior in Social Media

Model	R	R2	Adj R2	S.H.	Change		
					R2	F	Significance
1	,001	,025	-,001	1,000	,025	,414	,520
2	,146	,382	,144	,925	,357	56,629	,000*

*p<0,05

A hierarchical regression model has been established to determine whether generations have a role in the effect of social media tools on AP consumer behavior in the purchasing process. Results are given in Table 5. When examining the results in terms of hypothesis 4, an increase in R2 (from 0.003 to 0.142) and a decrease in standard error (from 0,999 to 0.927) were determined in the second model, and the second model was found to be statistically significant. Therefore, generations have an intermediary role in the effect of social media tools in purchasing process on AP consumer behavior in social media and H4 is accepted.

Table 5. The Role of Generations in AP Consumer Behavior in Social Media

Model	R	R2	Adj R2	S.H.	Change		
					R2	F	Significance
1	,054	,003	,001	,999	,003	1,920	,166
2	,377	,142	,140	,927	,139	54,887	,000*

*p<0,05

In the hierarchical regression analyzes conducted to determine the role of gender in the effect of social media tools in the purchasing process on BP and AP consumer behavior in social media, it was determined that gender does not have a mediator role. Therefore, H5 and H6 are rejected.

A hierarchical regression model has been established to determine whether marital status has a role in the effect of social media tools on BP consumer behavior in the purchasing process. Results are given in Table 6. When examining the results in terms of hypothesis 7, an increase in R2 (from 0.001 to 0.053) and a decrease in standard error (from 1,000 to 0.974) were determined in the second model, and the second model was found to be statistically significant. Therefore, marital status has an intermediary role in the effect of social media tools in purchasing process on BP consumer behavior in social media and H7 is accepted.

Table 6. The Role of Marital Status in BP Consumer Behavior in Social Media

Model	R	R2	Adj R2	S.H.	Change		
					R2	F	Significance
1	,025	,001	-,001	1,000	,001	,414	,520
2	,230	,053	,050	,974	,052	18,427	,000*

*p<0,05

The statistical findings of the hierarchical regression analysis conducted to determine the mediating role of marital status on AP consumer behavior in social media are given in Table 7.

Table 7. The Role of Marital Status in AP Consumer Behavior in Social Media

Model	R	R2	Adj R2	S.H.	Change		
					R2	F	Significance
1	,054	,003	,001	,999	,003	1,920	,166
2	,233	,054	,051	,974	,051	18,901	,000*

*p<0,05

When examining the results in terms of hypothesis 8, an increase in R2 (from 0.003 to 0.054) and a decrease in standard error (from 0,999 to 0.974) were determined in the second model, and the second model was found to be statistically significant. Therefore, marital status has an intermediary role in the effect of social media tools in purchasing process on AP consumer behavior in social media and H8 is accepted.

7. CONCLUSION AND DISCUSSION

For the purpose of the study, data was collected from citizens residing in Antalya district by means of a surveys. EFA and CFA analyses were performed to ensure the validity and reliability of the scales used in the study. The data was showing a normal distribution. CA, KMO, total variance description ratio and fit index values have shown that the scales are valid and reliable. Correlation and regression analyses were performed to test the hypotheses with the data obtained.

It has been determined that there is no significant relationship between the effect of social media tools on the purchasing process and consumer behavior before and after purchasing on social media. Therefore, H1 and H2 were rejected. This result is partially similar to the study of Yogesh and Yesha (2014). Yogesh and Yesha (2014) found in their research that social media tools affect the purchasing decision, but sharing posts on the social media after purchasing is low. Therefore, it can be said that consumers do not tend to share much about the products they use after purchasing in social media tools. But since satisfied customers commenting on businesses and products will lead other consumers to buy these products, it is recommended that businesses implement policies such as campaigns and discounts to encourage satisfied consumers to comment on social media. On the other hand, our research results were found in the opposite direction with the results of the Palalic et al. (2020), Torun (2017), Çağlıyan et al. (2016), Leerapong and Mardjo (2013), Constantinides and Stagno, (2011) researches. According to the results of Palalic et al. (2020), while social media tools affect the purchasing behavior of Pakistani consumers, consumers do not trust the comments of other consumers who comment on the social media. Çağlıyan et al. (2016) found a positive correlation between students' purchasing behavior and social media advertisements in their study with the data they obtained from Selçuk University students. Constantinides and Stagno, (2011), as a result of their study by collecting data from students in the Netherlands, determined that compared to traditional communication channels, social media still plays a secondary role in the selection of students. Researchers state that consumers' purchasing decisions are affected by demographic, cultural, social and economic factors (Czinkota et al., 2000; Dibb et al., 2001; Solomon and Stuart, 2003). Therefore, contrary to some studies, it can be said that these factors are the reason why there is no relationship between the effect of social media tools on the purchasing process and consumer behavior in social media before and after purchasing in this study.

It has been determined that generations have an intermediary role in the effect of social media tools on BP and AP consumer behavior. Hence, H3 and H4 were accepted. Therefore, in the context of generations, it can be said that social media tools have an effect on BP and AP consumer behavior. There are very limited studies on this subject. Sarıtaş ve Barutçu (2016) found that generations play a significant role in the buying process via social media tools. Besides, Onurlubaş and Öztürk (2018) stated that the generation Y has a tendency to buy products from businesses with a high number of followers on social media and with more likes. In the past studies, it is stated that purchases can be made by being influenced by social media according to demographic characteristics such as age. this issue has been proved statistically in the context of generations with this study. Therefore, it is recommended that businesses engaged in marketing activities on social media should create a social media unit within their own organization or work with outsourcing and social media experts to update their social media pages instantly, increase the number of loyal followers and make their products visible.

It was concluded that gender does not play a mediating role in the effect of social media tools on BP and AP consumer behavior. This result supports the conclusion of Akar and Topçu (2011) that gender factor is not effective in determining attitudes towards marketing through social media. Therefore, H5 and H6 were rejected. It has been determined that marital status has a mediating role in the effect of social media tools on BP and AP consumer behavior. Hence, H7 and H8 were accepted.

The study was conducted with the data collected through surveys applied to citizens residing in Antalya province. The questionnaires were applied to Baby Boomer, X, Y and Z generations. Due to the limited number of studies in the literature in the context of generations and marital status, the discussion could not be made at the desired level. In future studies, it is thought that examining BP and AP consumer behavior in social media in the context of generations and other variables will contribute to the literature and businesses.

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