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ABSTRACT

Nowadays social media has taken the craze of nature. One of the most popular topics of recent years is social media. Although there are thousands of social media experts in our country, the number of people or agencies who understand social media dynamics and produce effective strategies is too low. As such, people who understand and apply these dynamics are always one step ahead. In this study, the behaviors and expectations of consumers in social media, which are only a part of these dynamics will be examined. A good understanding of these expectations and behaviors is one of the biggest components of the brand's social media strategies in the integrated marketing communication ecosystem.

In this study, the effect of social media on consumer preferences is analyzed. In the first part of the thesis, which consists of three parts, it is mentioned about the internet concept, its types and the advantages and disadvantages for people. At the same time, the role of internet usage in the world and how it affects marketing has been examined in this part as well. In the second part, consumer behavior and social media, the factors affecting these behaviors, consumer behavior models and purchasing decisions were discussed. The third part consists of a research section. In this part, a survey method was applied to determine the effects of social media on the consumers living in Azerbaijan. 150 respondents participated in the questionnaire, which was shared and answered through social media. The collected answers were analyzed and the findings are given in the third section.

FIRST PART

I. INTRODUCTION AND THE CONCEPT OF INTERNET

Introduction

Today, the use of social media is increasing. People spend more time on social media in their spare time and generally prefer social media as a source of information and news. At the same time, social media for individuals has become available for shopping purposes as well as information exchange. The fact that products in social media are more suitable for cheapness, accessibility and availability, encourages individuals to exchange more in social media. Individuals can access detailed information about the products or products they want in social media. Therefore, individuals can have enough information about the product they will have.

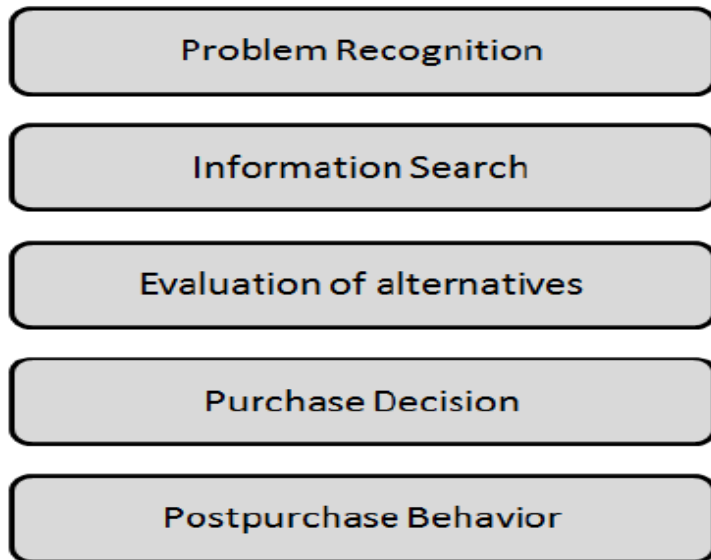
Mankind has been in an effort and desire to communicate since the day of its existence. Since ancient times, when people who are physically distant from each other can communicate with each other through pigeons and smoke, human beings have made continuous efforts to transform their communication into a better quality. Especially with the development of technology, communication styles have diversified and people in different parts of the world have had the opportunity to communicate with each other simultaneously.

Undoubtedly, social media has become one of these new means of communication. The increase in the number of social media platforms, which are dependent on Internet technology, has also affected the use of social media in a direct proportion. In particular, the use of social media with the internet connection of portable devices has increased rapidly in our country as well as in the whole world. According to the Digital in 2018 Global Overview report prepared by We Are Social, those using active social

media in Azerbaijan have reached 27% of the total population. This figure shows that the use of social media in our country increased by 29% over the previous year compared to the Digital in 2017 Global Overview report of the same company last year. According to the 2017 report of the same research, those who use social media in our country spend an average of 1 hour per day on these platforms. Such active use of social media in our country also affects consumer behavior as in many other areas. The fact that enterprises use social media actively, product / service promotion and advertisements through social media are the main reasons affecting these consumer behaviors.

Today, change is not only in technology, but in every aspect of life. These changes often disrupt the existing ones and always reveal the need for something new. Most of the changes in life are experienced in the social, cultural, demographic, ecological and economic areas in which consumers live. Therefore, the changes in these environmental factors can create specific changes in consumers and can change the demands, needs and expectations, lifestyles, fashion perceptions and buying traditions. The competitive success of the enterprises will be possible with these innovations and marketing strategy which will be able to create the most appropriate responses to the needs of the consumers and make them faster than their competitors.

The rapid development of globalization and information technologies, and the economic changes that have occurred have led to changes and developments in consumers' preferences. Especially the young population is more affected by these changes and developments. Starting from this point, the demands and expectations of the young population have increased. This change in the attitudes of consumers has led companies to use different channels to reach their target audience. In the new century, a new consumer population has been formed. Consumers' desires, wishes and expectations differ from each other. These consumers' purchasing behavior and satisfaction level are also affected by many reasons. Demographic characteristics of the consumer play a dominant role in buying behavior. In addition, below are the five stages of the consumer purchasing process;



(The five-stage model in consumer behavior Kotler (2012)).

When consumers feel the need for a product or service, they have access to more information by accessing information sources, primarily through the Internet, social media and blogs. Through these applications, companies can compare their products and services. In the social media applications they follow and in the virtual environment, consumers want to have a particular brand to belong to a group and to have a good reputation within the group (Rio et al., 2001: 412). In this way, they create a socially positive image and they feel involved.

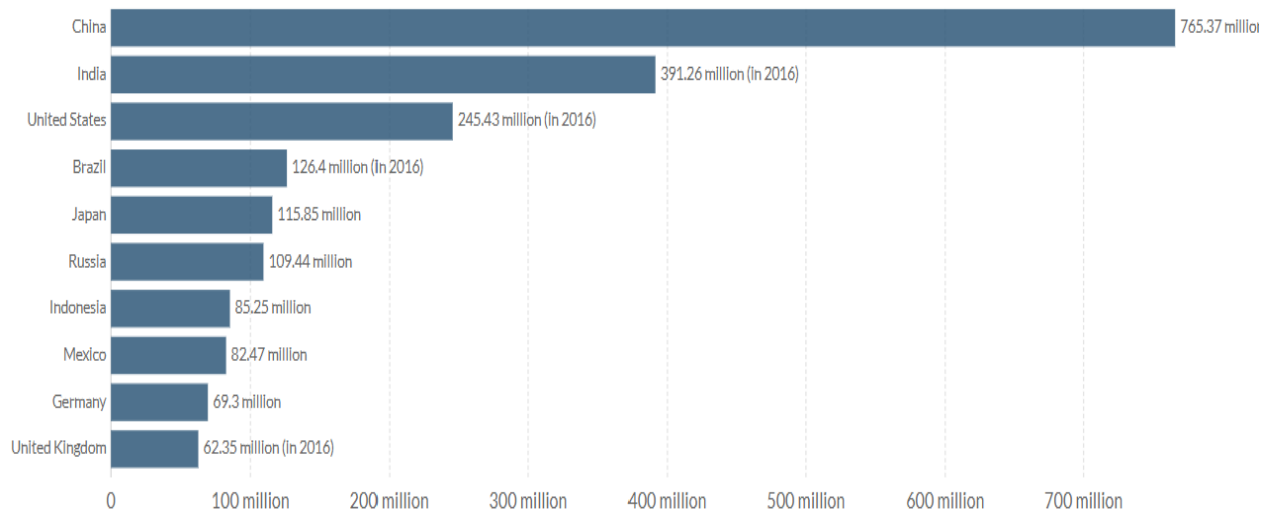
1.1 The concept of the Internet.

Communication has always been seen as a need, and people have fallen in search of alternative means of communication throughout the ages. Internet, which is an essential communication tool of our age, is a technology that is accepted quickly by many people in the world. The rapid dissemination of this technology has also led to rapid changes in people's lives.

Internet technology can also be considered as a result of human needs. In particular, people's motivation to store and share increased information and the need to access this information has supported the further development of the Internet. Because with the internet technology, people can realize their cheap and easy access to information, storage and sharing.

Number of internet users by country, 2017

Internet users are individuals who have used the Internet (from any location) in the last 3 months. The Internet can be used via a computer, mobile phone, personal digital assistant, games machine, digital TV etc.



Source: OWID based on World Bank & UN World Population Prospects

The Internet is essentially the abbreviation of “Interconnected Networks” from English to most of the other languages. With the Internet, people interact interactively with each other and they are able to continue this interaction through networks. The internet concept, which is considered as a global network, is a large network system.

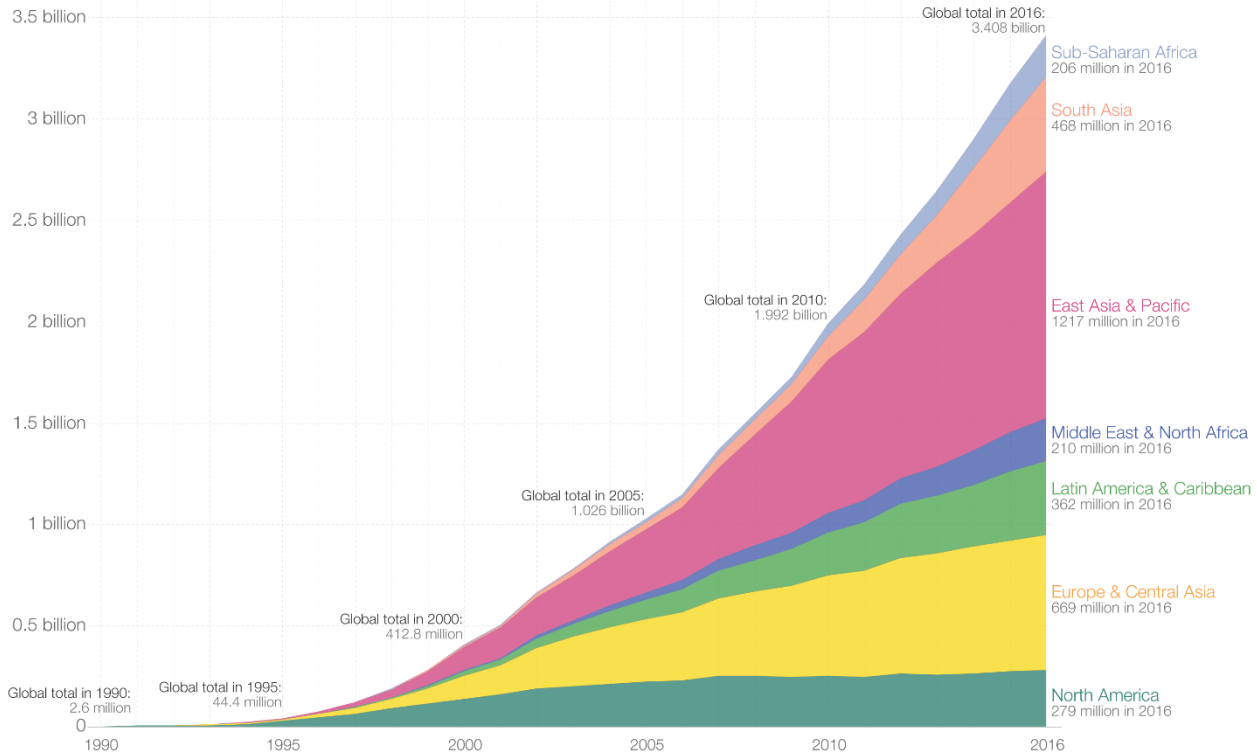
The global dimension of the Internet system as a combination of information networks has enabled this system to be used for research purposes and by state institutions. The Internet system is actually a single whole network because it allows all networks to be interconnected and is also called the father of networks. With this great network people can communicate using things like picture, sound and graphics

1.2. Short History of the Internet

Internet communication in the world began in 1969 when the US Department of Defense set up an exclusive network for the communication of military computers. This network packet was the beginning of computer communication and thus the Internet. The internet connection was available in the US in the early 1980s, in the computer labs of the universities and military laboratories. In 1983, universities participated in this network. Internet In 1987, 28 thousand users in research laboratories with many universities expanded to a computer.

The central development of the Internet has expanded since 1994, with the widespread use of the "World Wide Web" (World Wide Web), as well as universities, and the business world at an incredible pace. On the other hand, developments in the 2000s led to the establishment of individual sites as well as institutional and commercial sites.

Internet users by world region since 1990



Data source: Based on data from the World Bank and data from the International Telecommunications Union. Internet users are people with access to the worldwide network. The interactive data visualization is available at [OurWorldinData.org](https://ourworldindata.org). There you find the raw data and more visualizations on this topic. Licensed under CC-BY-SA by the author Max Roser.

Soruce: <https://ourworldindata.org>

Features of the Internet

The Internet is a network that is widespread throughout the world, where many computer systems are interconnected.

The Internet is a technology that has emerged after people's desire to "store, share, and easily access the information produced." With the help of this technology, people can access information in many areas easily, cheaply, quickly and safely. We can make him look like a sea of information or an extensive library.

SECOND PART

II. GENERAL FRAMEWORK ON SOCIAL MEDIA AND CONSUMER BEHAVIOUR

2.1 Concept and Definition of Consumer Behavior.

Consumer behavior is one of the primary subjects researched in the field of marketing and it is human behavior which is tried to be defined and studied by working together with other social science fields. The main focus of the market is the consumer, which is called consumer markets. It is seen that consumers are mostly discussed in the context of purchasing behavior in this area. At this point, the black box model of economists and psychologists is the first foundation. According to the black box model, the behavior is created as a function in the form of personal impact and environmental factor. This function was developed by Lewin and shown as

$$B = f(P < E)$$

Lewin's Model



Consumer behavior is examined under the topic of human behavior. Human behavior is the result of the interaction of individuals with their environment. In the same way, consumer behavior is also concerned with the behavior of individuals in the market.

As long as people continue their life, they demand a variety of goods and services to meet their needs. The link between this demand and the demand for goods and services

is the subject of research in consumer behavior because it is crucial to understand and learn the buying behavior of consumers and to supply the requested goods and services.

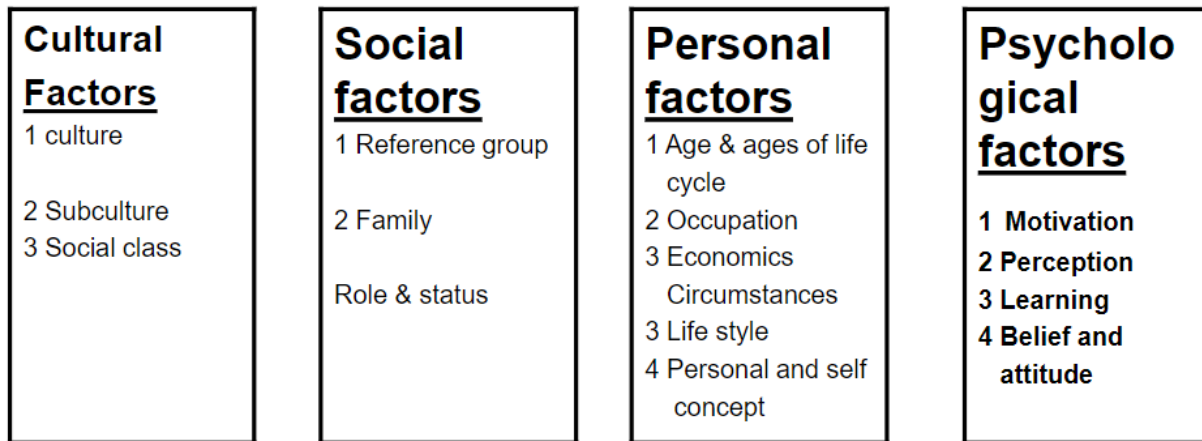
The common point of definition of consumer behavior can be explained as follows: Consumer behaviors should be considered as attitudes, behaviors and thoughts that show the decision-making process of people about "why, how, when and where to meet".

2.2 Bottom Elements of Consumer Behavior

Consumer behavior interacts with specific scientific disciplines while pointing to consumers' decision-making mechanisms. Particularly anthropology, psychology, specialized fields of cultural anthropology, social psychology and psychological sociology have significant effects on consumer behavior.

Consumer behavior is based on three primary factors:

The variables that influence consumer buying behavior, preferences, consumption habits, and consumer behaviors are generally based on three fundamental factors (Elden, 2004)



- **Personal factors** (age, gender, income, occupational status, education level, geographical characteristics, marital status, etc.)
- **Psychological factors** (need and motivation, learning, perception, personality, attitudes and beliefs)
- **Socio-cultural factors** (culture and subculture, family, counseling groups, social classes)

Therefore, in order to be able to follow and examine the changes in consumer behavior, the fields described above should also be examined.

Psychological Factors.

Psychological Factors are the main psychological factors that affect people's behavior and those are motivations, perceptions, learning, beliefs and attitudes. Learning is a permanent change in behavior. Because marketing decisions require very detailed information, learning in marketing is considered to be one of the main characteristics of consumer behavior (Tokol, 2007).

In marketing, motivation is the factor that drives consumers to develop buying behavior. Motivation is a variable that governs behavior. Motivation is the desires and needs that man wants to be satisfied with. It is an expression of demand, which is high enough to lead the consumer.

Perception is defined as acquiring information through the senses of the existence of an event or object. In other words, the individual observing a number of stimulants in his environment, such as colors, smells, flavors, objects, and giving meaning to these stimulants are expressed as perceptions. Perception of the situation at a given moment is decisive for the person to take an active role. Consumers may have different perceptions in a similar situation or environment or they may have similar perceptions in different situations or environments. One of the main factors in determining the causes of consumer behavior is personality. A personality is a form of behavior that determines the general condition of a person's characteristics and his / her compliance with his / her environment. Also it directs the behavior of the person.

The attitudes and beliefs of the consumers are shaped by various actions and direct the buying behavior. Attitudes can be defined as the tendencies, emotions and evaluations of the individual to some objects and thoughts. Faith is the detailed thoughts of a person about objects and thoughts.

Socio-cultural factors.

Consumers are a member of society and because of this reason they are affected by the factors around them. Socio-cultural factors affecting consumer behavior and

determining purchasing behavior are values related to society such as family, reference groups, roles and status, culture, subculture and social class. The person's family and a close friend have an essential role in the behavioral structure (R.Abotalibov and S.M. Guliyev 2015). Family habits affect the current and future behaviors of family members. Depending on various factors such as family size and economic status, consumption patterns of individuals differ. Persons are influenced by social groups that have a direct or indirect influence on their behaviors, or which are members or not. Here, the person may not be as a member of the group. However, he acts as if he is a member of that group and behaves accordingly. For example, many boys want to be a good football player or astronaut, and girls want to be stars. The activities of these groups are carefully monitored and imitated immediately. At the same time, individuals can show purchasing behavior according to their roles and status. The role of the person also raises a status to the person. The social class is the classification of community members according to a hierarchy. Classification can be based on various variables such as social prestige, occupation, income, type of house, settlement area, income source and corporate membership. Understanding cultural values is significant for marketers. Because culture depends on the geography of the world and affects the success of the world market (Tokol, 2007). All of the social and psychological factors that affect the behaviors and needs of people by directing their needs are under the influence of culture.

Personal Factors.

Personal factors affecting consumer behavior include age, gender, education, job and occupation, marital status, lifestyle and economic status. According to the position of the person at the age of the requests and needs vary. For example, when a toy he buys for a 5-year-old is essential, a telephone for a 20-year-old may be more important. The purchasing power of the consumer has the most decisive influence on the decisions and purchasing behaviors, and basically acts as a consumer's income and one-some kind of constraint for purchasing decisions. For example, a person with a high purchasing power may be more flexible when spending.

2.3 Consumer Behavior Models.

There are some scientists and their approaches that analyze consumer behavior. These models are from ancient times, but they have contemporary models. The models that are first discussed in explaining consumer behaviors are classical behavioral models.

The common point of these models is that consumer behavior appears based on motivation and should be examined in this way. It can be said that these models are the motives of the keywords they use to explain consumer behaviors. The motive of each model is different, but the reasons for the purchase of consumers are connected to these motives.

Marshall's Economic Model
Freudian Model
Pavlovian Model
Veblen's Social-Spiritual Model

2.3.1 Marshall's Economic Model

The Marshall model, which was the first model to emerge from the perspective of economists, is assumed to show the rational and economic buying behavior of consumers. Therefore, it is suggested that the purchasing decisions of consumers are based on economic motives. In addition, consumers are thought to be oriented towards benefit maximization as a result of purchases.

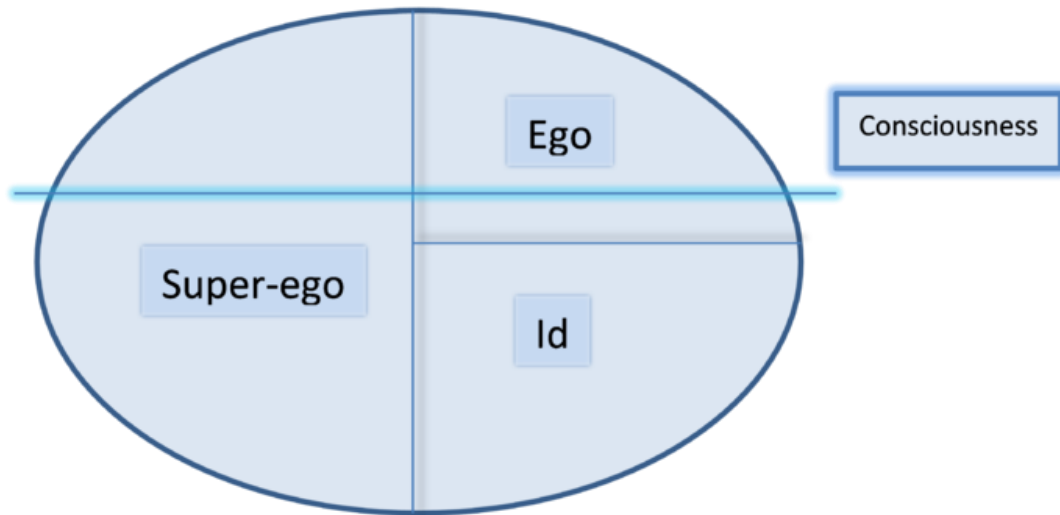
Consumers take into account the benefits and prices of goods and services and buy the affordable product that will give them the most benefit. The concept is called the Marginal Utility Theory. And in the Marshall model, this benefit theory is fundamentally based.

2.3.2 Freudian Model

In the Freudian model, it is argued that Freud's religious feelings are predominant in human behavior. Here, the underlying reasons behind the behavior are tried to be explained in the context of ID, ego and superego concepts which are proposed by Freud. These concepts can be explained as follows:

- The ID is called the most principal part of human personality. This section includes people's instinctive demands and needs.

- Superego, the impact of the social environment in people's behavior is considered. In this context, consumer behavior is thought to be driven by society.
- Ego, Ego takes place in the conflict between the ID of people and superego emotions. The ego essentially balances the desires and needs between primitive self and conformity to society.

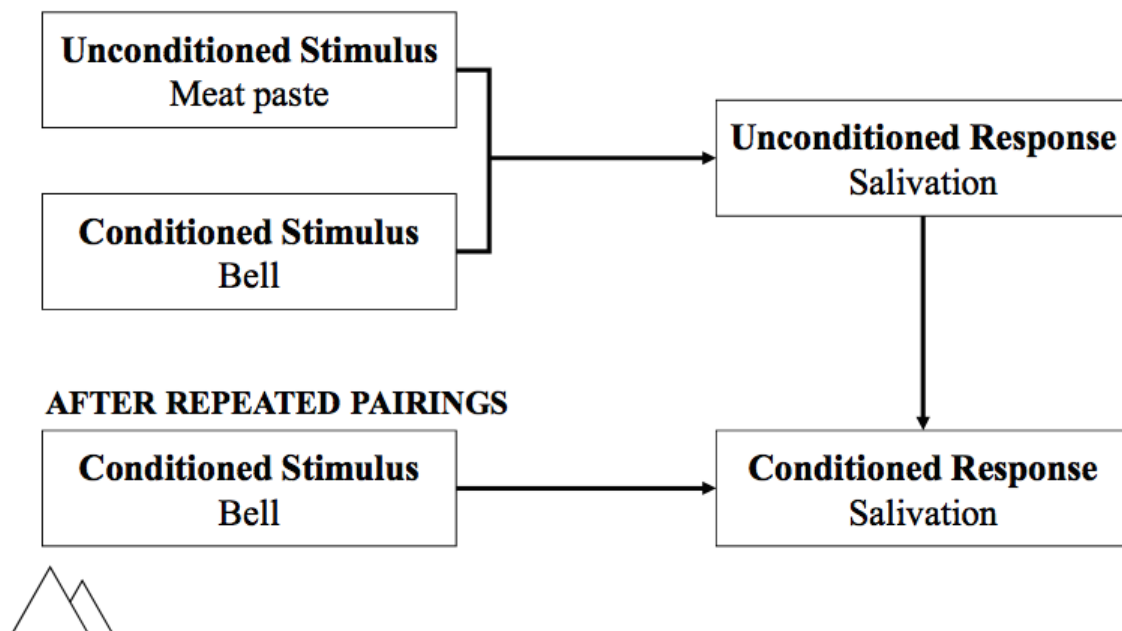


According to Freud, human behavior is complex. It is challenging to understand the causes of the behavior of the people immediately and to observe the reasons outside. According to the Freudian model, people can make purchases through emotional - symbolic motives as well as buying with economic incentives. Although the model has the power to explain in some ways, it has weaknesses. At the beginning of these weaknesses, it can be said that it is difficult to measure consumer behavior according to this model.

2.3.3 Pavlovian Model

In the Pavlovian Model, an approach is used to explain the reasons for buying consumer behaviors and to respond to some stimulants. The starting point of this model can be said to be the conditioning effect of Pavlov as a result of his experiment on dogs. In Pavlov's experiment, dogs are given food for a long time. And dogs are observed. At the end of the observation, it was observed that the dogs increased the amount of saliva and focused on the food. This condition is called conditioning. In the application of this model to marketing, it is assumed that consumer behavior occurs as conditional learning. In this way, consumers are being warned and stimulated by consumers to react to an element at the basis of their purchasing behavior.

Pavlovian Model of Classical Conditioning



Pavlov's model is generally used in consumer behaviors by using the essential elements in the form of supporting the motive, stimulant, behavior and behavior of the classical conditioning model as used today.

2.3.4 Veblen's Social-Spiritual Model.

According to Veblen's theory, people want to belong to some groups or classes in the society in which they live and their behavior changes. Similarly, consumption behaviors can be shaped according to the groups that people want to belong to. According to Veblen, there is a series of groups in society that are not visible around the person. These are family, friends, reference groups, social class, subcultures, and culture. The effect of all these groups on the purchasing behavior of individuals is different.

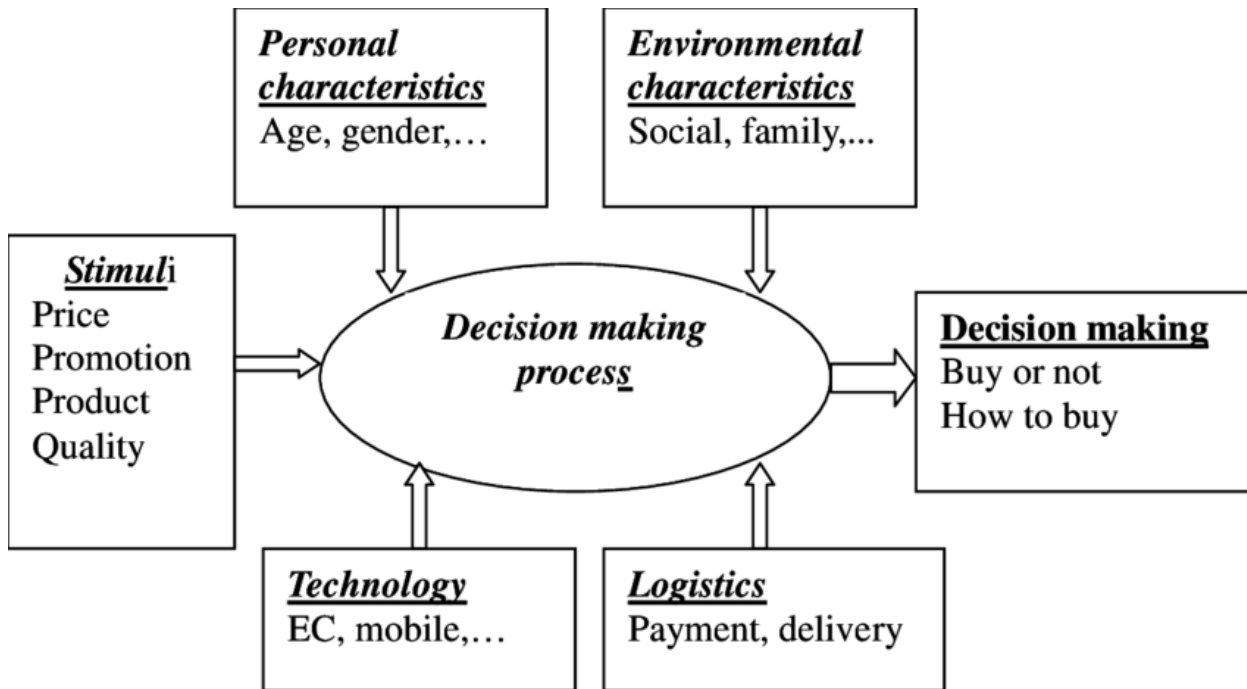
The starting point of the Veblen model is the observation of the aristocratic class of Veblen. Veblen, as a result of his observations, attributed the exaggerated and ostentatious behavior of this class to the class in which they belong. He suggested that this class also influenced other subgroups. Thus, according to Veblen, socio-psychological effects intensively affect the purchasing behavior of consumers.

2.4 Today's Changing Consumer Behavior

Technological developments affect marketing as well as consumer behavior. Because, as a result of every innovation, the wishes and needs of consumers change and differentiate. Therefore, brands or businesses that analyze consumer behavior in a pleasant and successful manner will take the lead in the competition.

As consumer demands change very quickly, it is becoming increasingly difficult to explain and review purchasing decision processes. The greatest challenge for marketers today is the rapid change in consumer demands and needs. Being able to respond to these changing demands and needs in the right way will show the success of the enterprises.

Marketing strategies, market positioning, target grouping studies, market segmentation studies will be more accurately determined by means of information that businesses and brands will collect about consumers or customers. Therefore, the comprehensive collection of information and market research by enterprises is vital for understanding consumer behavior.



Source: Turban

Considering the difficulty of estimating and understanding consumer behavior as a result of rapid change, the importance of social media, internet and mobile networks or tools that are emerging today cannot be denied. For example, especially in our country, the growing young population exhibits completely different behavior patterns compared to the previous generations. On the other hand, it can be said that the online purchasing process which is a new dimension in the buying behavior of consumers has emerged under the influence of the online and mobile networks and tools brought by information technologies. Thanks to the speed and efficiency provided by these technologies, it can be said that more online or mobile buying behaviors will be examined in the following years.

In consumer behavior researches, it is examined how people's resources become a form of spending. At this point, as mentioned before, the people, what, how, where and how they buy is examined separately. In order to understand consumer behaviors, the following questions should be answered:

- Reasons for different consumers to buy different products,
- The best option for consumers in terms of purchasing a primary product,
- Efforts to promote consumer preferences,

- The ways to respond to consumers' preferences.

2.5 The concept and the definition of Social Media.

There are many definitions regarding the concept of social media. To give some of these definitions, social media is defined as a group of web-based applications that create the ideological and technological foundations of Web 2.0 and allow the creation and modification of user-generated content (Kaplan and Heinlein, 2010: 61). In another definition, social media websites are defined as networks that allow enterprises to interact with potential consumers and to interact with potential consumers, to engage with consumers and to develop relationships with potential consumers. Social media are online communities that allow users to connect and communicate with each other, as well as to create a personal network as well as to share personal content. Finally, social media can be defined as websites and applications that allow users to create and share content with the networks they create for themselves (in other words, friends, followers, etc.) (Pittman and Reich, 2016).

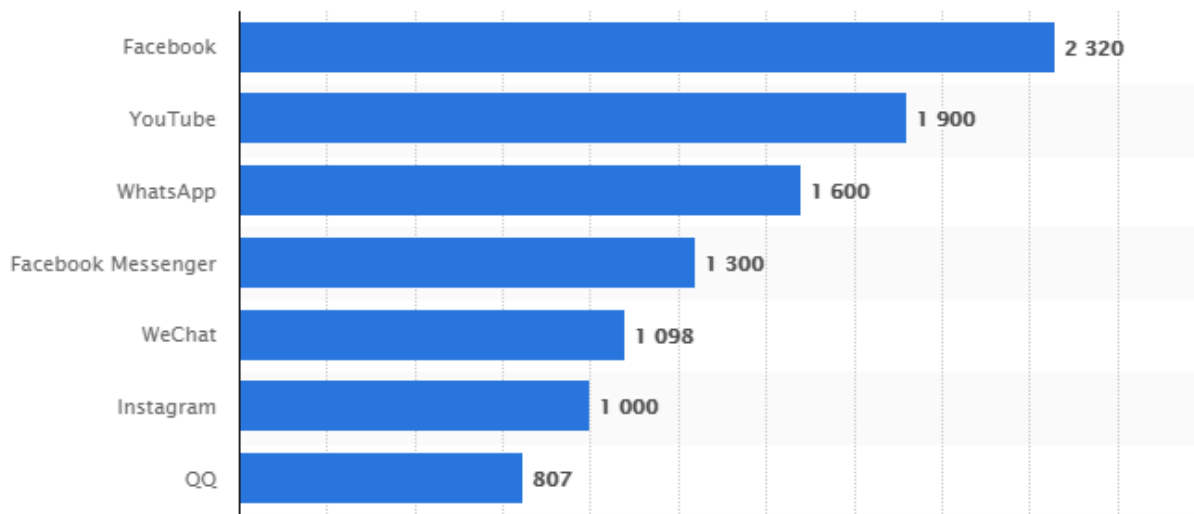
Social media can be defined as the Internet-based applications that are based on Web 2.0 technologies and philosophy, enabling the creation and sharing of content by consumers.

Therefore, social media is the result of the production of creative consumers. In this process, Web 2.0 technologies help to transform traditional media monologues into dialogues within social media. Social media has re-taught the concept of freedom to users and users have found a comfortable channel to discuss their thoughts and ideas. The main difference of the social media to the media types known to date is that it turns to at least two-way and simultaneous information transfer. Social media has eliminated the time and space limitation by means of new communication tools such as the Internet and mobile phones. In this way, social media has influenced many areas ranging from entertainment to education, from work to assistance. Today, social media has become a force that cannot prevent its growth, cannot refuse and a force that can even affect the decisions of a country. When it comes to the types of Social media, people first think of Facebook, Twitter, Whatsapp, Instagram and other most popular platforms. But forums, dictionaries, blogs, micro-blogs where ideas and information can be shared and discussed, are also types of social media.

According to the Global Digital Report of 2018 January, approximately 53% of the world's population is using the Internet while around 42% of the population is the user of any social media channel. The number of users accessing social media via mobile

devices is around 3 billion. These figures are significant in terms of showing the point where the prevalence of social media has reached. Therefore, it is possible to create viral content in any social media channel and to bring it to billions of people through social media. As a result, the advantages of social media to personal, corporate users or brands and firms are increasing compared to traditional communication tools. Social media stands out as a medium that allows individuals to create public content and deliver these contents to huge audiences without time and space constraints. These shares, which do not have any predetermined rules, are more chatting. The social media medium that emerged as a result of the change in media environments has become a determining factor in the diversification of information, in the dissemination of information, in the form of information, in the access to information and in the internalization of knowledge. In addition, social media nowadays has become an organic structure in which people's cultural and personal perceptions change and develop.

Most popular social networks in the World, April 2019, by number of active users (in millions)



<https://www.statista.com>

Social media, which has a great place in our lives with technology, has already replaced other traditional media. Social media has become more preferred than other platforms due to its advantages compared to traditional media platforms. For this reason, the social media preferred by the companies are being used too much and the budget allocated to social media increases even more each year. Many brands are actively using social networks and social networks are able to communicate directly to the target audience and potential customers. Advantages;

- Ad targeting is clear. In social media, we are not only sharing our credentials but also sharing our music and even our location. This has made it easy to target brands that want to advertise. Assuming that the target group of a company is 18-25 years old, a single, male, university graduate, and people interested in pop music, they can be reached directly by doing all of these targetings with Facebook ad targeting. Unlike traditional media, this means both cost and time savings as only people in this targeting have been reached, but a company that advertises in traditional media can target most TV channels, ad hours, TV show targeting in the light of rating results.
- By being able to reach the right audience with the advertising budget you have allocated, the cost of social media is lower than in traditional media. This allows you to show your ads to the right people who actually want to advertise with much smaller budgets.
- Another advantage is that it can be updated instantly. It cannot be changed after the news is created in the traditional media, but the next day correction can be published. But this is not the case in social media. Allows you to edit your change instantly.

Social media continues to develop rapidly and it is spreading very fast by adding new features to itself. People through platforms such as Facebook, Twitter, Google Plus, Youtube, Pinterest, Instagram communicate worldwide and interact. Social media has a strong and effective position when it is used correctly because it is a platform where everyone has no right to say that it does not impose any restrictions on its users.

2.5.1 Social Media Marketing.

Social media channels offer personalized ads to users based on data from users' voluntary profile information. The brands included here are able to carry out advertising and marketing activities specific to the target audience thanks to the profile information entered. Because nowadays, many users who have accounts on social media sites use real identity information. These applications, which are highly beneficial for brands and companies in social media, are thought to be highly effective in purchasing decisions of consumers. There are many studies that show the effect of social media channels on consumer behavior. The studies reveal the impact of social

media applications on consumer behavior in many subjects ranging from brand loyalty to brand loyalty, brand awareness, purchasing decisions, and positive or negative mouth-to-mouth communication.

Due to the increasing interest of consumers regarding traditional marketing channels, technological developments, demographic developments, consumer preferences and low cost, social media has become more preferred by brands and companies as a marketing channel (Tsimonis and Dimitriadis, 2013). Here we introduce the concept of social media marketing to promote products and services through electronic social media

It is possible to define the channels as a process that allows them to communicate and interact with the broad masses that have not been reached (Weinberg, 2009). Social media marketing professionals use the information they have gained by observing what their followers or social media users are talking about and what they are interested in social media environments, and they use it to influence their users positively. Because Internet-based messages transmitted through social media channels affect consciousness, thought, attitude, information search and decision-making behaviors and after sales evaluations of consumers. However, in order for brands and firms to achieve the benefits of social media, they need not only to open a social media account but also to develop productive social media marketing activities and organize social media marketing efforts to create customer experiences for better brand perceptions.

The content created by brands on social media positively affects the attitudes of consumers towards the brand. In addition, social media contributes to a broader audience by providing viral effects to brand advertisements. As a result, it is clear that social networks play an essential role in affecting consumer behavior as the degree of messaging and relationship between consumers and the virtual environment increase. Also, before purchasing a product on the Internet, 53% of consumers usually receive information from forums, social media accounts, company websites, and advice from their friends. Thus, social media enables individual consumers to access product information that facilitates purchasing decisions as well as making their voices heard (Kozinets, 2010). Therefore, internet or social media are considered as an essential and attractive tool where people are influenced in decision making and benefit as a source of information (Madni, 2014). In addition, social media provides the opportunity for companies to interact with potential or existing consumers, to encourage customer relations in a friendly environment and to establish meaningful relationships with

consumers. This function of social media is crucial, because it is determined that consumers who communicate with their favorite brands in social media have established stronger relationships with their brands. Therefore, it can provide significant marketing advantages to social media brands when it is successfully applied to facilitate customer-brand interactions. Due to these advantages of social media and the continuous expansion of information and communication technologies, the brand and firms accelerate their creation of Internet-tools rather than traditional media.

Marketing activities to influence consumers in social media channels can also be used to create a positive and enjoyable customer experience. Moreover, such experiences are considered by the consumers as entertaining, fashionable, customized and mouth-to-mouth as a significant brand value chain multiplier. As a result, there is no doubt that social networks have a role in affecting consumers' behaviors in the virtual environment. In addition, the positive experiences with the social media sites of a brand have a positive impact on the perception of consumers towards the brand and also make a positive contribution to the brand value.

Social media marketing should not be considered as an alternative to traditional marketing but as a complement to traditional marketing communication. Because social media participants are also affected by the traditional communication channels and in addition to the traditional communication channels, they can find the opportunity to comment on social media and reflect their own perspective (Evans, 2008). As a result, social media should be considered as a part of integrated marketing communication because of the advantages given above according to traditional marketing communication tools. Brands that use social media or plan to take part are advised to be active, consistently meet their followers with up-to-date content, be interesting to be able to attract their attention and interest, be modest, act with an amateur spirit, and finally to be honest with social media sharing (Kaplan and Haenlein, 2010: 67). Similarly, creating creative content that will attract the attention of the target audience will directly affect the impact of their work.

2.5.2 Consumer Behavior in Social Media

In the 21st century, social media elements became an important factor affecting consumer behavior in various aspects including information acquisition, opinion reporting, purchasing behavior and post-acquisition communication and evaluation. Of course, social media is a powerful tool that can be used by businesses in integrated marketing communication campaigns. What makes social media so accessible is that it

provides consumers with mutual interaction and information sharing. One of the main objectives of marketing is to develop relationships with customers. The Internet is now used not only to find information, but also to establish more effective relationships with consumers. Nearly all users enjoy using social media. Social media is one of the most effective ways to communicate and interact with people (Chung-Austria, 2010). Many corporate social networking websites have already allowed customers to not only learn about products and services but also to create shared values online with current and potential consumers online experience. Social media are the perfect tools for promoting relationships with customers. One way to do this is to create brand fan pages on specific social networking sites. Businesses can place brand messages such as videos, messages, information and other materials on these brand fan pages. Consumers become fans of this brand of fan pages, and then they can comment on and like them (Vries- Gensler et al. 2012). Consumers are no longer interested in the advertising content of the media controlled by the advertiser. Because they expect to be active participants in the media process. Users visit social media sites for different purposes, interact in various ways and produce content (Smith-Fischer et al. 2012). Social media provides a unique platform for consumers to announce their personal assessments about the products they buy and thereby facilitate communication. With the emergence of internet-based social media, it has been possible for a person to communicate with hundreds and even thousands of other people about the products and the companies that produce these products. Thus, the impact of consumer-to-consumer communication has primarily taken place in the markets.

When the concept of social media is considered in the context of consumer behavior in social media; user, media and technology, such as sub-dimensions come together. Social media can be expressed more effectively by a holistic review of these dimensions. Evaluating social media with only one of these dimensions will be a deficient and erroneous approach. User size of social media, with user-based content, technology size; the characteristics of current web infrastructures and the media dimension are explained by the features of the new media with different content and support than the traditional media. Chi (2011) shows the sub-dimensions of social media; social capital needs, psychological wellbeing, trust, and general approach. Social networks are structures that support interpersonal bonding with their functional characteristics. The ability to support communication between individuals and groups is explained by the social capital requirement dimension of social media. Social media, it is not only a tool that allows individuals to communicate with new people, but is also a means of connecting with their current acquaintances. Psychological well-being

dimension of social media; It is a content that feeds people socially by supporting social capital through the relations and communication provided by social media and communication. Use of social networks; it strengthens social capital and thus has a positive impact on one's psychological well-being (Burke-Marlow et al. 2010). Trust in social media marketing is the perception that users create against social media marketing activities. Confidence, accuracy and credibility, As in other marketing areas, it is also vital in social media marketing. In this context, another sub-dimension of social media marketing is trust. The general approach dimension of social media represents the whole perception of all these dimensions.

2.5.3 Social Media and Consumer Behavior Relationship.

With a simple Google search, it is possible to reach a lot of information about products and services. Today, consumers can benefit from the ideas and experiences of other consumers through social media. Consumers using social media are affected and affected by other social media users with their shares. This situation sometimes allows consumers to be informed only about products and services and sometimes they can influence purchasing decisions. Consumers can make a positive or negative contribution to the business thanks to the blogs they write about the products and services they like and the social network shares. A blog post stating satisfaction is read by other people who have been doing research about the product even years later, and the social network share can reach thousands of people. For the products that consumers are not satisfied with, blog posts and social network shares are seen by someone doing research on that product and this situation can reduce the problems to the companies. A negative social network can be transmitted to millions of people by showing viral effects immediately. In this context, it is possible to say that social media has an impact on consumer behaviors. Individuals can change their purchasing decisions by being affected by social media sometimes positively and sometimes negatively. According to Evans' (2008) Social Feedback Cycle, the consumer first finds out about the product or service, then thinks and evaluates it and finally makes the purchase. The consumer considers buying behavior by considering speeches and opinions of other consumers on social media while thinking about buying a product or service (Evans, 2008). Consumers are engaged in a number of activities before and after the purchase on social media. Within the context of pre-purchase consumer behavior, consumers are conducting an online search for the products or services they want to buy or are interested in. This online research is not only limited to search engines, but also covers blogs, tweets, forums and evaluation sites. As a consumer behavior after purchase, consumers share their opinions and comments on the product

or service in social media after they purchase a product or service. Whether the expectations are met, the experience of using the product, and the positive and negative aspects of the product, provide all consumers with information about the products for the other consumers. Research shows that consumer reviews are proliferating on the Internet. Research shows that potential consumers are more interested in the recommendations of other users than vendor-only product information (Ridings and Gefen, 2004). Thus, such interactions through social media help to increase the level of consumer confidence and reduce perceived risk.

2.5.4 Advantages and Disadvantages of Social Media.

Social Media covers a large part of our lives, activities we take, photos we take, the place we go to, the animal we feed, the clothes we take, the work we do, the work we eat, the food we eat, the place we eat, the place we eat, the people we eat, we can interact with different people, follow things we like, we don't like, social media is a place where we can react, we can meet new people and show us what we do in real life and create different internet tools that we can share our feelings and thoughts with them. With so much information and a broad audience, there is no need to mention how important it is.

As well as the positive aspects of social media, there are also negative aspects of social media. Let us explain these under two headings as the advantages of social media and the disadvantages of social media.

ADVANTAGES OF SOCIAL MEDIA

It allows you to be aware of what is going on all over the world, what is happening in the world, what is happening in the world, social, scientific and technological developments.

It allows you to explore places you like, travel, and want to see about the topics you like, like, and follow.

Using social media tools, you can interact with friends more quickly, communicate more quickly. You can also find and contact your friends, relatives or friends through social media for a long time.

You can collect detailed information about the business areas where you operate through social media channels, track new developments related to your competitors and your sector on social media and position yourself accordingly.

You can contact your current customers or create an environment where you can express yourself to your potential customers.

By interacting with people, you can transfer your own feelings and thoughts to them, as well as learn their feelings and thoughts on the opposite side.

DISADVANTAGES OF SOCIAL MEDIA

Inability to prevent harmful content for children and to be shared by different users, it can not be prevented,

Adoption of situations that may adversely affect the personal development of adolescents,

The use of social media, such as fraudsters and fraudsters, for malicious purposes and the fact that individuals are victims of economic damage and that may lead to the initiation of legal proceedings.

Conflicts of privacy, deprivation and respect for private life are overcome in some cases, and people become increasingly frustrated by the sense of empathy,

People spending a lot of time on social media platforms may cause adverse physical and mental consequences,

The most critical disadvantage of social media for our society is the shortening of the time spent with family, friends, relatives, co-friends, and the separation of society from the process.

THIRD PART

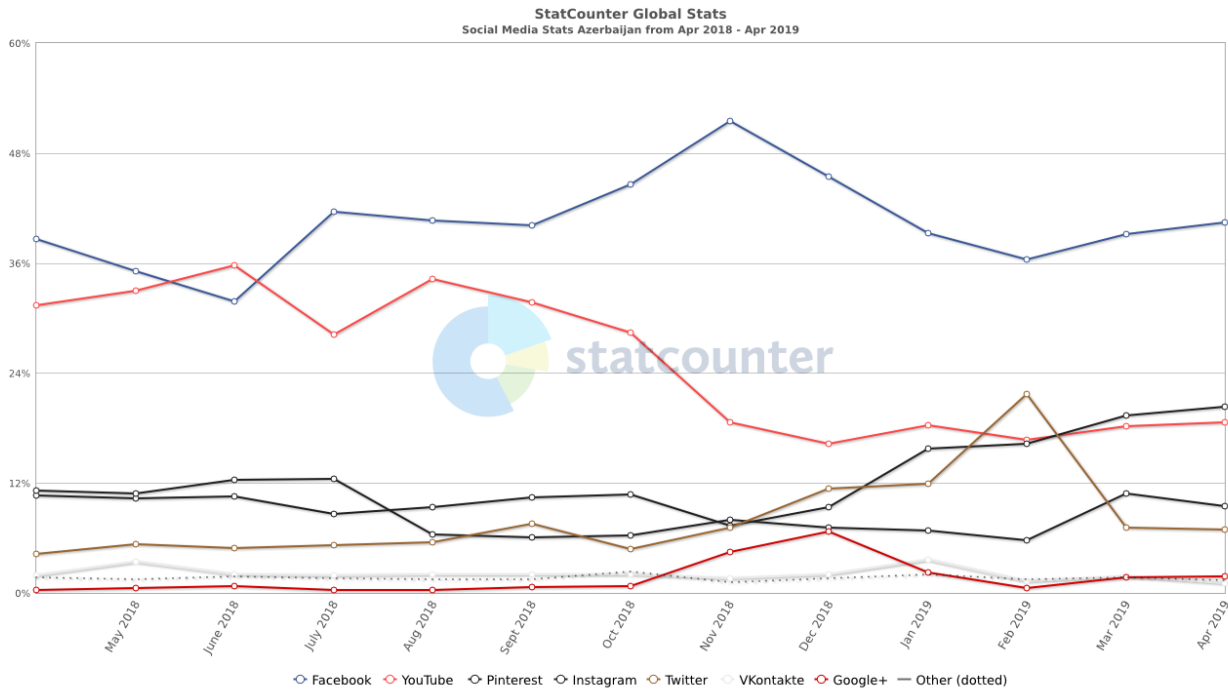
III. SOCIAL MEDIA IN AZERBAIJAN AND THE ANALYSIS OF ITS' IMPACT ON CONSUMER BEHAVIOUR.

3.1 Social Media In Azerbaijan.

The most important advantage of social media compared with traditional mass communication platforms is to allow interaction with the target audience and to receive feedback in a short time. As is the case in all countries, feedback from the brands and companies operating in Azerbaijan is essential. It should be noted that the achievements of brands and firms are closely related to their knowledge of consumer behavior. There are limited studies on the behavior of consumers living in Azerbaijan. In one of these few studies it was stated that although Azerbaijani youths are free to make the decision on buying some type of goods, their families also have an impact on their purchasing behaviors, too (Seymur M. Guliyev and Rasim Abutalibov 2016). In the research, the purchasing criteria of the consumers in Azerbaijan were determined as the price, brand and country of origin, services, functions, design, quality and ergonomic features.

Although the use of the internet is not as much as developed countries, it has reached a wide range of usage in Azerbaijan. In the most remote areas, the internet has not been reached via a computer, but through the various applications of mobile phones. As Azerbaijan was a member of the former USSR, it was first met in the country with social networks in the Russian language. The most important of these are Moy Mir,

Odnoklassniki, Vkontakte. After that, the social media channels of Western countries such as Facebook, Twitter, LinkedIn, Youtube have broad usage areas.



According to the StatCounter Global Stats, the social media usage in Azerbaijan was as follows;

Social Media Platform	Usage
Facebook	40.41%
Pinterest	20.27%
Youtube	18.6%
Instagram	9.5%
Twitter	6.91%
Other	1.82%

Table 1

As of January 2019, the data published in the report on the global internet, social media and mobile user information published by Wearesocial is given in Table 1. The use of social media in the Caucasus countries, where Internet use is not widespread yet, is also deficient. However, it can be seen that social media use has very high rates of increase in Azerbaijan. Table 3 shows that the number of monthly Facebook users is 1.8 million.

Internet Usage in Azerbaijan	
Total number of active internet users	8.0 million
Internet users as a % of the total population	80%
Total number of active mobile internet users	5.16 million
Mobile internet users as a % of the total population	52%

Table 2

Table 2 shows the social media usage rates of Azerbaijan in January 2019. These ratios show the distribution of social media usage sites in social media users in Azerbaijan. When the table is examined, it is seen that Instagram came first and Facebook ranked second. Twitter has not seen much demand in Azerbaijan. As a result, when it is about social media in Azerbaijan, Instagram and Facebook are the first social media platforms that come to mind.

<i>Platform</i>	<i>Total number of monthly active users</i>	<i>F</i>	<i>M</i>
<i>Facebook</i>	1.80 million	30%	70%
<i>Instagram</i>	2.50 million	33%	67%
<i>Twitter</i>	124.3 thousand	27%	73%
<i>Linkedin</i>	340.0 thousand	35%	65%

Table 3

The use of social media in Azerbaijan is relatively low compared to other countries, and Internet users living in urban areas are actively involved in social media platforms. Facebook is the most popular social media platform in Azerbaijan. However, only one-third of Azerbaijani internet users regularly use Facebook. Another social media channel used in the country is the Russian site VKontakte.

When we look at the 2019 Global Digital Report, we see that the total population is close to 8 billion and almost 3.5 billion of the population is an active social media user. This ratio corresponds to 45%. 42% of the total population uses social media via mobile. Internet use is above 57% with social media usage. 3.10 million people, which makes 31% of the total population of Azerbaijan, are using social media actively and 2 million of them can access social media through mobile phones.









<i>Social Media Overview in Azerbaijan</i>	
Total number of active social media users	3.10 million
Active social media users as a percentage total of population	31%
Total number of active social users accessing via mobile devices	2 million
Active mobile social users as a percentage of the total population	20%

Table 4

Facebook Audience Overview.

As of April 2019, there are 8 pages with the highest number of followers on Facebook. In the first place, Bizimyol.info is located in the news sector with 1,884,589 followers. In the second place, axsam.az which is also active in the same sector, is located with 1,461,968 followers. When the table is examined, it is seen that the pages mostly in the news sector have more followers. According to the Digital 2019 Report of Azerbaijan, 23% of adults aged 13+ can be reached with advertisements on Facebook.

Facebook Pages Stats in Azerbaijan

		Total Fans
1	 Bizim Yol AZERBAIJAN	1 884 589
2	 Axsam.Az AZERBAIJAN	1 461 968
3	 www.1NEWS.az AZERBAIJAN	1 421 880
4	 Azerbaijan Medical University by Ellevitta AZERBAIJAN	889 111
5	 Azerbaijan-Azerbaycan AZERBAIJAN	858 232
6	 Interaz AZERBAIJAN	653 484
7	 Azerbaijan Realities AZERBAIJAN	649 012
8	 Azərbaycan AZERBAIJAN	637 369

3.2 Social Status in Azerbaijan

Social status is a hierarchical structure of the social environment in which people are classified according to specific criteria. Social class members may be the basis of market segmentation due to their ability to show similar behavior. Because the members of the same social class become socialized with each other, and from the point of view of marketing, social classes act as advisory groups for consumption behavior and attitudes. The measurement of social stratum comes with two related concepts: class and status. The measurement is the question of whether the classes are real assets, such as family, religious institutions, or the product of a statistical plane. Warner's concept of social class describes a social structure of people who have the same social dignity, have very close relations with each other and have similar behavioral expectations. Various methods are used in determining social status. Relationship index and status properties index. Relational diagrams are made to be subjective and judgmental. The status attribute index uses the following variables:

- Job,
- Income level,

- The source of income,
- Education,
- Type of house,
- Structure of the living environment.

3.3 Factors that affect Consumer Behaviour in Azerbaijan.

Consumer behavior is a motivated behavior: Since consumer behavior occurs as a result of specific motivation, they are carried out to achieve specific goals. Consequently, consumer behavior is the behavior to fulfill the purpose of satisfying consumer wishes and needs. Consumer behavior is a dynamic process: The process is a series of interconnected, interrelated and successive steps. Consumer behavior is an extremely dynamic process and activities that constitute the consumption process take place in a particular order and hierarchy.

Consumer behaviour steps before,during and after the purchase.

Steps Before Purchase

To see the need

Search options

Evaluate options

Steps in the Purchase Process

Purchasing behavior

Product / Service experience

Steps After Purchase

Consumption experience and evaluation

Provide feedback

End the purchase process, terminate.

Consumer behavior in Azerbaijan deals with different roles: Consumers can play different roles in the consumption process. Each will have different roles and activities

in the consumption process. In this context, consumers; starter, impressive, decision maker, buyer, user can take the role.

Consumer behavior in Azerbaijan is influenced by environmental factors: Environmental factors affect consumer behavior. However, the impact of environmental factors may vary according to the purpose of the purchase, the internal situation of the consumer and other situational factors. The factors that the washing machine takes into account in choosing someone's washing machine will change with the buying behavior of a person who is going to marry newly. As the priority level of purchasing activity is different, there will be a difference in purchasing behavior. Economic expectations may lead to delaying or delaying purchasing decisions. For example, the effects of intimidating or directing people are considered to be negative. Providing information about new products, learning new sales campaigns can be shown as examples of positive effects. Culture, family, counseling group, marketing environment are examples of external factors.

Consumer behavior in Azerbaijan may differ for different people: This feature can be considered as a personal natural result. It is necessary to understand why people behave differently to understand consumer behavior. Consumer behaviors vary depending on such phenomena as personality, motivation, learning, personal experiences. Investigating consumer behavior helps in product and service development. For example, it is challenging to keep children away from medication boxes, so drug boxes that cannot be opened by children have been produced.

Consumer behavior in Azerbaijan is complex and differs in terms of timing: the complexity of the purchase decisions for various products and the time needed to decide differ. Timing refers to when the purchase decision was taken and the length of this process. Complexity refers to the number of factors affecting decision making and the difficulty of the decision. It affects the time spent on the complexity of the decision. Making complex and challenging decisions leads to more energy expenditure. In order to make easier decisions, methods such as taking opinions and suggestions of others and creating brand addiction can be applied.

4 METHODOLOGY.

In this section, information about the purpose, scope and methodology of the research carried out within the scope of the study and the data obtained as a result of the survey were evaluated and the findings obtained were shared.

4.1 The Purpose of this research

The aim of this study is to examine the effects of social media use on consumer behavior. In this context, the effects of social media usage on consumer behaviors are examined separately according to gender, age, income status, occupation, daily internet usage period, internet connected device, internet shopping status. In addition, the researches in this area were examined and the results of this research were aimed to guide the other researchers in the field.

4.2 Population and Sample

Social media includes online environments with users with different demographic features. The central mass of the research is the consumers who have different demographic characteristics in Azerbaijan and use one or more of the social media tools. According to 2019 data of the Digital, in the section of the report on Azerbaijan, there are 4.388 million active social media users. Since the central mass is enormous, the snowball sampling method is used. In this method, one of the units belonging to the universe is contacted. Contact the second unit with the help of the contact unit, the third unit with the help of the second unit.

4.3 Data Collection Method

The research is a field study using a survey technique. In order to collect the first-hand data, a questionnaire about the research topic was prepared and applied to 150 people selected through face to face and social media via simple random sampling method. The prepared questionnaire was created using the Google Documents Web site between 3 April and 3 May 2019 and the questionnaire was sent to the participants via social media such as facebook, twitter, LinkedIn and forums. The data were analyzed using the SPSS Statistics program. After the questionnaires with incorrect and incomplete information were separated, the analysis was conducted through 132 questionnaires.

4.4 Limitations of the Study

As with any social research, this study also has some limitations. The research was based on a small sample of all social media users in Azerbaijan. Research findings are therefore relatively low in general to all social media users. The second significant limitation of the research is that it is not supported by qualitative research methods. Due to sample size in the research, lack of time and cost factor, surveys were shared by hand and through social media platforms.

4.5. Analysis and evaluation of data

In this section, firstly, the results of the research will be interpreted in accordance with the descriptive statistics about the participants and then the frequency distributions.

4.5.1 Demographic data.

The results of the demographic characteristics of the participants were given in Table 5. According to this, approximately 40.1% of the participants were female and 59.8% were male. Approximately 58% of the participants are from the Y generation while approximately 32% belong to the X generation. 50.7% of the participants were single. When the education level of the participants is examined, it is seen that the first graduates (53,8%) are in the first place. 45% of the participants spend 3-4 hours a day on social networks. When the income level of the participants is examined, it is seen that approximately 45% of the participants have low income while the other 55% have sufficient income. This result can be attributed to the fact that 48.5% of the participants are students.

Gender	Frequency	Percentage
Male	79	59.84
Female	53	40.15

Age	Frequency	Percentage
1969 and before	13	9.8
1970 - 1989	42	31.8
1990 - 2005	77	58.3
Marital status	Frequency	Percentage
Married	47	35.6
Single	81	61.36
Other	4	3
Education	Frequency	Percentage
School	26	19.7
Bachelor	71	53.8
Master	32	24.2
Doctorate	3	2.8
Time Spent on Social Networks	Frequency	Percentage
None	3	4
1-2 hours	38	28.7
3-4 hours	60	45.4
More than 5 hours	31	23.4
Monthly Income	Frequency	Percentage
Less than 350 AZN	59	44.7
400-700 AZN	33	25
More than 700 AZN	40	30.3
Profession	Frequency	Percentage

Student	64	48.5
Academician	10	7.6
Private Sector Employee	18	13.6
Government official	17	12.9
Self-employment	4	3
Retired	10	7.6
Not working	9	6.8
In Total	132	100

Table 5

4.5.2 Frequency of Social Media Usage and Distributions.

Average Frequency of Social Media Sharing		
	Frequency	Percentage
At least once a day	10	7.6
At least once a week	34	25.8
At least once a month	36	27.3
At least 3 times a month	19	14.4
At least once a year	8	6.1
Never	25	18.9
Total	132	100
Use of Social Media		
	Frequency	Percentage
To find my friends	7	5.3
Shopping	9	6.8
Leisure time	36	27.3
Chat online	13	9.8

Educational Purposes	8	6
To follow news	40	30.3
Gaming and entertainment	12	9
To share	4	3
To find new friends	3	2.3
Total	132	100
Social media platforms used		
	Frequency	Percentage
Facebook	38	28.7
Whatsapp	103	78
Instagram	85	64.4
Youtube	57	43.2
Twitter	18	13.6
TikTok	12	9
Snapchat	14	10.6
Total	132	100

Table 6

When the answers given to the question of average sharing frequency are examined in Table 6, it is seen that the majority of 60% of people share their social media accounts at least once a month. The percentage of people who do not share social media accounts is 18.9%. This is an indication of the fact that the share of social media accounts among people is intense.

When people are looking at social media for the purpose of following the news, 30.3% and leisure time have the highest share with 27.3%. In addition, 18% of the students use social media for online chat and play entertainment, while the number of students who use it for shopping purposes is remarkable at 6.8%.

Looking at the question that is asked about which social media people use people, the highest rate is 78% for Whatsapp and 64.4% for Instagram. Youtube has an average number of users with 43.2%. Facebook is 28.7%, Twitter 13.6%, Snapchat 10.6% and TikTok 9% with low usage number of social media platforms appear as. It is observed that Facebook usage, which attracts great attention among people all over the world, is replaced by Instagram and WhatsApp.

4.5.3 Shopping through Social Media Platforms

The Frequency of Shopping through Social Media		
	Frequency	Percentage
I never do	30	22.7
I do it occasionally	92	69.7
I always do	10	7.6
In total	132	100
Type of shopping via social media		
	Frequency	Percentage
Personal care, cosmetic	10	7.6
Textile, shoes	45	34
Souvenir, accessories	9	6.8
Transport tickets	15	11.4
Event tickets	3	2.3
Stationery, office stuff	5	3.8
Electronic	12	9
Watch	4	3
Home decors	1	0.8
Construction market	2	1.5
Health, Medical products	2	1.5
Never do	24	18.2

In total	132	100
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Table 7

Looking at Table 7, it is seen that the rate of exchanging students on social media is quite high. While the rate of people who say that they do not make purchases on social media is 18,2%, the ratio of those exchanging via social media constitutes 3/4 of the participants.

The sector where people make the most purchases through social media is the distant intermediate textile and shoe sector with 34%. This sector is followed by transportation with 11.4% and electronic goods with 9%. Home decoration, construction market and health products, medical sectors have been the least favorite sectors with only 3.8% in total.

4.5.4 Analysis and Findings

Frequency and Percentage Distribution of People's Responses on Social Media.

	m	Sd	Totally disagree		Disagree		Neutral		Agree		Totally agree	
			F	%	F	%	F	%	F	%	F	%
SM affects consumers	3.27	1.325	20	15.2	10	7.5	29	22	40	30.3	33	25
I follow the brand that I am going to buy on SM	3.31	1.452	24	18.2	19	14.4	15	11.4	37	28	46	34.8
I read reviews on SM about the product I am going to buy	3.45	1.418	21	15.9	15	11.4	18	13.6	38	28.8	40	30.3
Comments from SM directly affect my purchasing behaviour	3.22	1.387	25	18.9	17	12.9	31	23.5	29	22	37	28
Comments on SM may change my mind	3.27	1.437	23	17.4	15	11.4	26	19.7	35	26.5	33	25
When I am satisfied with the product, I	2.84	1.389	30	22.7	25	18.9	27	20.5	30	22.7	20	15.2

make positive comments on SM.												
I make negative comments on the SM about the product I am not satisfied with.	3.12	1.445	29	22	32	17.4	25	18.9	31	23.5	15	11.4
Comments on social media may change my view of the brand.	3.29	1.273	18	13.6	17	12.9	27	20.5	45	34	25	18.9
SM provides fast communication between consumer and business.	3.48	1.265	16	12.1	11	8.3	28	21.2	47	35.6	30	22.7
I find the reviews on social media reliable.	2.83	1.252	24	18.2	22	16.7	40	30.3	28	21.8	18	13.6
The number of SM followers of a brand affects my decision to buy that brand.	3.17	1.415	29	22	21	15.9	26	19.7	34	25.8	22	16.7
I'm interested in ads on SM.	2.98	1.254	22	16.6	18	13.6	34	25.8	39	29.5	19	14.4
The instant communication of the business with the consumer from SM positively affects the decision to purchase.	3.15	1.319	15	11.4	17	12.9	35	26.5	41	31	24	18.2
Shopping through SM is not safe.	2.85	1.331	24	18.2	23	17.4	40	30.3	21	15.9	24	18.2

Table 8

When the answers to the survey questions are grouped as frequency and their averages are taken, the following results are revealed. The effect of social media on shopping and consumption behaviors of people is great (55.3%). Because people spend a significant amount of time on social media in most of the day, they learn many developments, the agenda and fashion from social media. In recent years, we have seen professions like Youtuber, Videoblogger, who enter our lives and prefer young people. These YouTubers and videobloggers determine the general trends that affect people's perceptions of social media. They direct young people with their videos and they gain millions of followers. Then, they share their advertisements from various brands on their own channels and pages and direct their followers. This situation became so

widespread in 2018 that those who made these professions became more recognized by the young than the other celebrities on television. At the same time, awards were awarded in the form of Best Youtuber or Video blogger in various award ceremonies. Therefore, before the purchase of a product, the young population starts to closely follow the comments and trends in social media and makes its decisions in this direction. Our study confirms this result. Particularly, taking pictures with the products and brands they buy, uploading them on social media and getting likes have become quite popular. Today, many people take into account the likes of social media rather than face-to-face relationships. In fact, the more appreciation of a picture or video, the more successful it is. For example, the success of the albums made by audio artists today is measured by the likes and clicks of the Internet rather than the CDs they sell. Thus, a fast interaction and communication network is established and individuals can communicate directly with the people, brands and businesses they want. This positively affects our shopping preferences (58.3%, 49.2%). Of course, besides, it is not possible to say that there are still people who do not use social media and do not prefer social media and internet in their purchases. The factor that hampers the shopping preferences of these people via the internet and social media has emerged as the result of our research finding that they do not find reliable (30.3% are undecided, 34.1% do not trust). The problem of trust is at the top of the issues that every brand operating on the internet tries to overcome and find solutions.

Effect of Social Media Marketing Studies on Consumer Decisions.

Expressions	n	mean	Std.D
The use of social media tools by brands affects my purchasing behaviour.	132	3,18	1.219

Comments on brands' products and services in social media tools affect my purchase decision.	132	3.05	1.225
Before I buy a product, I do research about that product on social media.	132	3.07	1.186
Shares made on social media tools about the products or services of brands affect my decision to purchase.	132	3.12	1.194

1. Strongly Disagree, 3. Neutral, 5. Strongly Agree.

Table 9

Within the scope of the study, questions were asked to measure the effectiveness of the brands' social media marketing activities on the purchasing decisions of the consumers. When we look at the statements in Table 7, it is seen that the participants' level of participation in expressions is about 3, that is neutral. These results show that the social media marketing activities of the brands in Azerbaijan should make much more efforts to influence the purchasing decisions of the participants.

Descriptive Statistics Regarding the Size of Social Capital Needs

Social Capital Needs	mean	Std.Dev
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I need to be online to learn about the activities that take place in another city through a familiar person living there.	3.61	1.05
When traveling to another city, I need to be online to connect with an acquaintance.	3.58	1.15
I need to be online to find someone familiar.	3.53	1.13
I need to interact with people online so that I can be interested in events in the outside world.	3.51	1.17
I need to interact with people online so that I can find good job references.	3.50	1.14
I don't expect people that I interact online to do something important to me.	3.48	1.12
I need to interact with people online to increase my desire to experiment with new things.	3.44	1.11
I need to be online to find useful information about a familiar person.	3.38	1.17
I need to interact with people online so I can be interested in different ideas.	3.34	1.12
I need to interact with people online so that I can support the activities of online groups.	3.31	1.16
I need to interact with people online so that I can be interested in other places in the World.	3.30	1.10
I need to interact with people online to find people who will help me when I need to fight injustice.	3.27	1.14
I need to interact with people online so I can see myself as part of large communities.	3.21	1.13
I need to interact with people online so I can remember that all people in the world are connected to each other.	3.20	1.14
I need to be online to ask an acquaintance to do a little favor for me.	3.18	1.15

When making important decisions, I need to interact with people online so that I can find someone I can get advice for.	3.15	1.16
I need to interact with people online to find new people to talk to.	3.14	1.10
I always need to be online to connect with new people.	3.12	1.21
I need to interact with people online so that I can find people who will have their own reputation for me when I need them.	3.09	1.67
When I feel lonely, I need to find people who can chat with me online.	3.05	1.24
I need to interact with people online so that I can feel myself belong to the big picture.	2.98	1.23
I need to interact with people online so that I can find someone I can trust when I need help solving my problems.	2.97	1.29
I need to interact with people online so that I can find people to contact when I need urgent money.	2.78	1.24
I need to interact with people online so I can find people who can share their last money in their pockets with me.	2.73	1.30
Total*	3.25	0.78

Notes: (i) n = 132, (ii) 1 on the scale strongly disagree and 5 means absolutely agree.

Table 10

Descriptive Statistics Regarding Trust Dimension

Trust Dimension	Mean	St.Dev
Social media marketing activities are engaging.	3.32	1.02
Social media marketing activities are fun	3.29	1.04
Social media marketing activities are positive.	3.24	1.07
I can take into consideration the information transmitted in marketing activities in social media when making my decisions about the purchase.	3.22	1.08
Marketing activities are useful in social media.	3.18	1.02
Social media marketing activities are suitable.	3.15	1.03
Marketing on social media is credible.	3.12	1.01
Marketing activities in social media are clear and understandable.	3.09	1.07
I can recommend the product or service I see in social media marketing activities to my friends or family.	3.05	1.06
Marketing activities in social media are valuable	3.02	1.00
Marketing on social media is believable.	2.94	1.03
Social media marketing activities are realistic	2.87	1.06
I can make important decisions about my purchase on the basis of the information provided in marketing activities in social media.	2.84	1.03
Marketing on social media is reliable.	2.81	1.08
I can rely on the information that is communicated in social media marketing activities in my decisions on procurement.	2.79	1.05
Marketing activities in social media are honest.	2.77	1.09

Total	3.04	0.76
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Table 11

Results and Conclusion.

Through social media tools, users can connect with other users, find the opportunity to express themselves through the sharing and create a different communication environment. In these environments, consumers are able to express themselves by creating their content, while businesses can conduct communication and marketing activities for existing and potential target groups. Consumers expect the enterprises to listen to themselves, to act in accordance with their demands and to create a sense of trust in them. Nowadays, the fact that businesses are more oriented towards social media and internet-based applications can be explained with this simultaneous, compelling and persuasive communication. This situation makes social media activities inevitable for both consumers and businesses.

The results of this study conducted to investigate whether social media marketing practices have an impact on consumer buying behavior in Azerbaijan can be summarized as follows:

- Participants' level of participation in the dimensions and dimensions of the social media marketing scale is moderate and high.
- Participants' level of participation in the item on consumer purchasing behavior scale is higher.
- There is a positive and moderate and statistically significant relationship between social media marketing scale, sub-dimensions and consumer purchasing scale.

This study was carried out to determine the extent to which consumers use social networking sites at different stages of the purchasing process and the effects of these sites on consumer decisions. According to the results of the survey, consumers often use social networking sites, while the impact of social networking sites on decision-making is generally moderate at different stages of the purchasing process. It is seen

that consumers are most affected by social networking sites during the evaluation of different product alternatives.

There are several limitations to this study. The results based on this sampling, which are generated by a non-random method in this study, cannot be generalized to other communities. Furthermore, the participants in the study were mostly young people and low-income consumers. The repetition of this study in the future by using samples of individuals with different demographic characteristics will contribute to a more unobstructed view of the relationships between the variables discussed in the study. In this study, social networking sites were considered as a whole and the analyses were carried out in this way. In newer studies on this subject, the research can be done by considering specific social networking sites and the results obtained can be compared.

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