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RESEARCH ARTICLE

The Impact of Social Media on Children's Consumption: Instagram Example

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Abstract

The purpose of this study is to look into the effect of parents who frequently post on Instagram, one of the most popular social media platforms, on their children's awareness of consumption. This study will employ a case study, which is a type of qualitative research. The research's participants comprises 20 volunteer mothers with children aged between 5 and 13 who regularly post on their Instagram accounts. Due to the COVID-19 pandemic, it was conducted using Google Meet with the participants that make up the research's study group. An interview form with three questions to determine the demographic characteristics of the study group and eight semi-structured open-ended questions to determine the views of parents who frequently share on their Instagram account on their children's consumption understanding was used as the research's data collection tool. The data were analyzed using the MAXQDA 2018 Program's descriptive analysis technique. It is believed that the findings of the study will aid in the understanding of the trend created by child Instagram users, one of the social media accounts that has a significant impact on the structure and weight of the changing cultural structure socialization agents.

Keywords: *Child Consumer, Child State Of Consumption, Instagram, Social Media.*

Öz

Araştırmanın amacı, günümüzdeki popüler sosyal medya platformlarından biri olan Instagram hesabında sıklıkla paylaşım yapan ebeveynlerin çocuklarının tüketim anlayışlarındaki etkisinin incelenmesidir. Araştırmanın amacına yönelik olarak, nitel araştırma yöntemlerinden durum çalışması kullanılacaktır. Araştırmanın çalışma grubu 5 ve 13 yaş arası çocuğu olan ve Instagram hesabında sıkça paylaşım yapan 20 gönüllü anneden oluşmaktadır. Araştırmanın çalışma grubunu oluşturan katılımcılarla COVID-19 pandemisi nedeniyle Google Meet üzerinden yapılmıştır. Araştırmanın veri toplama aracı olarak araştırmanın çalışma grubunun demografik özelliklerini belirlemeye yönelik 3 soru ve Instagram hesabında sıklıkla paylaşım yapan ebeveynlerin çocuklarının tüketim anlayışlarındaki etkisine ilişkin görüşlerinin belirlenmesine yönelik 8 yarı yapılandırılmış açık uçlu sorudan oluşan görüşme formu kullanılmıştır. Veriler MAXQDA 2018 Programı ile betimsel analiz tekniği kullanılarak analiz edilmiştir. Araştırma sonuçlarının değişen kültürel yapı sosyalleşme araçlarının yapısını ve ağırlıklarını büyük ölçüde etkileyen sosyal medya hesaplarından biri olan Instagram'ın çocuk tüketicilerde oluşturduğu eğilimi anlama konusunda önemli olduğu düşünülmektedir.

Anahtar Kelimeler: *Çocuk Tüketici, Tüketimin Çocuk Hali, Instagram, Sosyal Medya.*

Introduction

The family, which is the smallest social unit, serves as a cultural school for the entire community. Because of cultural values, men and women work together to build a home, which they then share with their children. Children's social roles are shaped by the structure of their families. The child develops concurrently as an individual, a social group member and a consumer, depending on the developmental characteristics of the family into which he or she was born. Humanity's most essential institution, the family cocoon, is actually a key unit in the process of bringing people into society (Dağlı and Hacıbektaşoğlu, 2015, p.193).

The continuity of the family is ensured by both biological and social functions. The continuity of the generation is linked to organic functions, such as love, economy, security and spousal unity (Haralambos & Holborn, 2008; Oktik, 2013). As a social group in terms of relationships among its members, an economy, a social institution with rules to meet the expectations of its members, the family has two important features in marketing science (Bayraktar and Uçkaç, 2015, p.214). Two things can be said about it: first, it is a major social influence on consumer behavior and second, it functions as a consumption unit in and of itself. As a result, the family is a significant decision-making unit when it comes to purchasing goods and services. Other family members are involved in the decision-making process, even if the product is purchased to meet a specific family member's needs.

In the past, family purchases were thought to be made solely by the parents, but this has changed. Due to changes in family structure and marketing, the role of children in these decisions has become a topic of debate. As a result of technological advancements, today's children are capable of making their own decisions and choices. Consequently, they are a sought-after market for businesses. McDonald's toys on children's menus, game rooms in large shopping malls, the popularity of Barbie & Pokemon and prominent corporations in the children's clothing industry all serve as examples of the extent of this enormous industry. According to Pembecioglu (2013), today every family spends between 25 and 40 percent of its budget on a child-centered basis. It's no longer about which biscuit you ate, but rather the brand of car you're driving or the type of computer you're using. Today, the impact of children on consumption is not a one-way interaction consisting of yelling at the supermarket, but rather a two-way interaction between parents and children, which is sometimes conflicting and other times cooperative (Gram, 2015). Children today are not just consumers who have an opinion on how much junk food they want and occasionally disagree with their parents; they are also collaborators who pick up their tablet when we say we need a holiday and search for hotels and destinations (Südaş Doğan and Loge, 2015, p.311).

Children's role in family decisions is examined under a variety of names in the literature. However, while Berey and Pollay (1968) referred to the role of this contribution as a 'effect,' other researchers disagreed (Caruana and Vassallo, 2003; Kaur and Singh, 2006). Ward and Wackman (1972) referred to this as a "effect attempt." According to Foxman, Beatty and Talpade (1989), the "perception of relative effect" approach was used (El Aoud and Neeley, 2008). Children's ability to perform this function is growing every day, despite the fact that different titles are preferred.

It's difficult to listen to discussions about the changes brought about by new communication technologies in the physical and social world without recognizing how these changes affect children. While some say that youngsters are swept away by the magic of the digital world, others assert that in this realm of social contact, they develop into individuals capable of democratic and efficient communication and learning (Buckingham, 2006, p.76-77; Kılınç and Kılınç, 2014, p.12). Postman (1995), who claimed that the new information environment has demolished childhood, emphasized that, due to the miracle of symbols and electronic devices, children know everything that any adult knows and that the behavior, language, attitudes and desires of adults and children are becoming increasingly similar and indistinguishable (Akdağ and Yayalar, 2017, p.87).

Since the end of the twentieth century, technological devices used at home as a result of technological advancements have exploded in

front of children, making them almost specialized. The new generation's area of expertise is, on the one hand, racing training, and, on the other, new technological devices that are becoming increasingly complex. With access to a wide range of information and technological enrichment, children's worlds become more complex and they are exposed to more stimuli. Children can become emotionally disturbed in this stimulating, oppressive and high-expectation world (Oktik, 2013, p.299). The relationship between traditional mass media and children has temporal and spatial limitations. New technologies, on the other hand, do not have these limitations. Children in this new world, which cannot be contained, are confronted with the multipliers of the old media's negative effects. It is accused of turning them antisocial and destroying normal relationships and family life; it is claimed that it surrounds itself with inappropriate and violent images, shaping generations who have acquired a consumer culture in this way (Kılınç and Kılınç, 2014, p.16-17). The detrimental impacts of technology, particularly the internet, are especially devastating to youngsters. As a result, one of the primary goals should be to control their internet interactions and prevent them from being exposed to negative consequences.

The purpose of this study is to evaluate the effect of parents who frequently post on Instagram, one of the most popular social media platforms, on their children's awareness of consumption. The results of the study are believed to be an extremely relevant and worthwhile subject in the context of how consuming seeds are planted culturally from childhood on social media, which is one of the most popular channels among children and young people.

Literature Review

Marketers' promotion and distribution operations have fundamentally changed as social media has evolved into a platform that expands and matures with each passing day, culminating in the emergence of a new business known as social media marketing. Consumers on social media are unlike any previous type of consumer to date, as

they are more involved and responsive than ever before. Thanks to this new platform, businesses will be able to advertise their brands more swiftly, contact customers more quickly and receive speedier feedback. From the moment they open their eyes to the world until they reach adolescence, when they become adults, children have come a long way towards being adult consumers. Cognitive processes that develop with age and the current generation are quite significant in this process. The child's awareness, attitude and interest in consumption, purchasing, branding and advertisements are shaped by this situation. In addition, the child's consuming journey is shaped by his or her interactions with his or her environment, particularly family. As a result, being a consumer isn't a journey that can be characterized solely in terms of age or generation. As a social being, the individual's engagement with the outside world is an important aspect of this process and diverse actors participate in these interactions.

Experts discuss the growth of a target audience in the virtual world, while businesses focus on reaching out to young people online. According to the most recent data, children currently account for 40% of internet users in Turkey (Ünlükaya, Savaş and Sucu, 2021). While most sites that have succeeded in winning the hearts of children throughout the world have sold for hundreds of millions of dollars, the Turkish marketing sector is only now discovering this "huge" market generated by the "small people". The 13-15 age group accounts for 9% of total internet users in Turkey, according to TUIK's Report on the Use of Information Technologies in Households. The percentage of children under the age of 13 who use the internet is 6.5%. The internet is now the most popular media tool among children. The number of children who use the Internet is estimated to be between 6 and 8 million (IP Magazine, 2009, p.36; cited in Karaca and Bozyiğit, 2015; Aklaş et al., 2010). Kara (2013, p.28) likens social media to a platform which is the inspiration of the ancient agora that modernized with today's architecture, where many restaurants, newsstands, libraries, game halls, banks and shopping centers are located and people of all ages and nationalities gather and

chat in one corner and to a lively and crowded city square where hobbies can be exhibited and shared. Although this crowded city square is closed to children from numerous directions, its vibrant and colorful nature may tempt children to disregard the bans and wander around. It has been explored in the following sub-headings in the context of the pertinent literature and the research's objective.

What Technology Has Added to Our Lives, What Has It Taken From Our Lives?

In any effort that characterizes the 21st century, the weight of technology comes to the fore. On the one hand, technology provides humanity with conveniences it has never experienced before and on the other hand, it introduces a new type of human communication. When changes have unintended repercussions, the debate over whether the threat is posed by technology or the user begins. Pembecioğlu (2013) asserts that technology can result in addiction and other harmful repercussions. When we examine how people spend their time nowadays, we notice that a significant percentage (53%) of it is spent in a passive listening environment. We devote an increasing proportion of our daily time to reading (17%), conversing (16%), and nearly never writing (14%). One could even argue that yesterday's audience evolved into today's audience. We know that listening or following constantly results in a variety of issues that impair or inhibit the performance of the brain's other activities. The habit of 'listening to others,' which begins when people awake and turn on their radio, television, computer, or cell phone, and their subsequent tendency to position themselves based on the information they have just acquired, can cause them to lose track of who they are, what they are doing, and where they are going. This means that our environments and options for self-expression are severely limited in today's world. We exist by continually thinking, hearing, imitating, and converting ourselves into others. If we do not create shared situations in which we may listen and express ourselves, as well as time periods for self-discovery, we will quickly find ourselves surrounded by persons with whom we have communicated and interacted.

Milberry (2010, p.50) explains how technology has generated both respect and fear from the beginning of modernity. On the one hand, technology is humanity's victory over nature and on the other, it is humanity's approaching death. It's difficult to come to a conclusion on this controversial subject, perhaps because the technology isn't yet mature, just as it's difficult to remain neutral or take sides in talks about it. However, it is undeniable that technology brings about significant changes in the physical and social environment (Kılınç and Kılınç, 2014, p.11). The internet is possibly the greatest revolutionary technical invention in human life. The introduction of the Internet into our life, as well as production and consumption relations, interpersonal communication and the development of culture, have all had an impact on different scenarios. The internet has entered every aspect of life. The availability of services such as gaming, e-mail, video conferencing, chat rooms and social networks, as well as the rapid transfer of information, photos, images, news, text and data, make internet technology important for our age. However, the disadvantages of this technology include misinformation (information distortion), information pollution and repetition, forgery, piracy and illegal online transactions (Fuchs, 2013, p.1; Kırık, 2014, p.339). Despite its problems, the internet allows for the reconfiguration of the communication field and the construction of an artificial world based on interaction (Kırık, 2014, p.339). In this aspect, Sartorf's opinions on modern technology are notable. According to Sartorf, the comfort of the digital era is comparable to the comfort of drugs. The virtual world provides services and applications to people of all ages and walks of life, including website navigation, mutual games and anonymous identities. By breaking away from the reality they live in, society becomes a part of the virtual world (Kırık, 2014, p.341). Since the Internet is a human-controlled environment, it is up to us to alter its effects on our lives. The Internet is a tool and environment that supports everyday applications as well as a tool that makes a difference by interacting with the rest of the world. The content is permanent, reproducible, collaborative, scalable and researchable (Boyd, 2014; cited in Livingstone and Yurdakul Kabakçı,

2017) due to features like distributed, common, interactive and instant network exchanges (Lievrouw and Livingstone, 2009; Livingstone and Yurdakul Kabakçı, 2017, p.23). Therefore, the internet restructures both daily interactions and the functioning of the organizations and the environment in which we operate and the positive or negative effects of the internet are experienced, as always, by people of flesh and blood in certain geographies (Livingstone and Yurdakul Kabakçı, 2017, p.23).

Social Media Use in Children: Let's Put It On Instagram Now!

All of the online tools and networks that registered users share and engage with in line with their knowledge, opinions and interests make up social media, which is shaped by websites and applications that allow users to produce and share content and establish social relationships. Blogs, social networking sites, social signage sites, forums, podcasts, online chat environments, e-mail chains, virtual worlds, wikis and microblogs are examples of interactive, easy-to-use and open-to-participation communication environments on the internet (Onat, 2010; cited in Köroğlu, 2015, p.271). We can list the main features of social media as follows (Mavnacıoğlu, 2009, p.64; cited in Kırık, 2014, p.340):

- Users can share and exchange views without any time and place restrictions.
- Communication takes place not within certain rules, but in a more sincere environment.
- User-generated content can also be shared via mobile media.
- Users can follow their friends and social circle through social networks and can comment on shared content.
- Social media can sometimes turn into a source of disinformation by providing information pollution.
- Users fall into the situation of both following and being followed on social media and privacy can be damaged.

One of the most significant developments brought about by social media has been in the marketing field. Since social media has evolved into a platform that grows and matures with each passing day, marketers' promotion and distribution activities have fundamentally changed, resulting in the formation of a new industry known as social media marketing. The social media consumer is unlike any other type of consumer to date, being more engaged and responsive than before. Businesses will be able to quickly promote their brands, contact consumers more quickly and receive faster feedback thanks to this new platform.

Experts discuss the growth of a target audience in the virtual world, while businesses focus on reaching out to young people online. According to the most recent data, children currently account for 40% of internet users in Turkey. While most sites have succeeded in winning the hearts of children throughout the world have sold for hundreds of millions of dollars, the Turkish marketing sector is only now discovering this "huge" market generated by the "small people." The 13-15 age group accounts for 9% of total internet users in Turkey, according to TUIK's Report on the Use of Information Technologies in Households. The percentage of children under the age of 13 who use the internet is 6.5%. The internet is now the most popular media tool among children. The number of children who use the Internet is estimated to be between 6 and 8 million (IP Magazine, 2009, p.36; Karaca and Bozyiğit, 2015; Aklaş, Akyol Çekiç, Akyol, 2010). Kara (2013, p.28) compares social media to an inspired ancient agora modernized with contemporary architecture, where numerous restaurants, newsstands, libraries, game halls, banks, and shopping centers are located and people of all ages and nationalities congregate and chat in one corner, as well as to a bustling and crowded city square where hobbies can be displayed and shared. Although this crowded city square is closed to children from numerous directions, its vibrant and colorful nature may tempt children to disregard the bans and wander around.

Method

Research Model

A case study, which is one of the qualitative research designs, was used for this study. Case studies are studies that evaluate an event or situation from several viewpoints in order to comprehend it. More thorough information on the situation can be obtained by evaluating the situation and attitudes of people having different roles in the same event (Bogdan & Biklen, 1998).

A holistic (multiple) case study was used in the scope of the research, as answers were sought in different situations with the same research questions on the effect of parents' views on their children's consumption understanding, who frequently post on Instagram, one of today's most popular social media platforms. A holistic case study is a research model that uses multiple similar situations to clarify and generalize the results.

Study Group of the Research

According to Babbie (2007, p.15), the research study group stated that in order to get general consumer insight in focus group interviews, studies should include the opinions of at least 12 participants. Homogeneous sampling, one of the purposive sample methods, was used to determine the study group. Similar individuals, groups, events, or institutions are used in homogenous sampling in cases where a detailed examination is required and it is often chosen to form a subgroup that includes similar individuals (Patton, 2002, p.87). In other words, the participants chosen for the sample share the same feature and those who do not share these features is excluded from the sample (Yıldırım and Şimşek, 2018, p.254). The common feature of the participants selected by the homogeneous sampling method of the study consists of 20 volunteer mothers who have children aged between 5 and 13 and frequently share on their Instagram account. The focus groups of the research were determined to be equal and balanced according to the age and educational status of the participants. In other words, within the scope of the purpose of the research, age

groups and educational status were taken into consideration in determining the focus groups.

Participants forming the study group of the research were specified as P1, P2, .., P20. The demographic characteristics of the participants who make up the study group of the research are given in Table 1.

Table 1. Demographic characteristics of the study group of the research.

Demographic Characteristics		Frequency (f)	Percentage (%)
Gender	Woman	20	%100
Age groups	Between 30-39	12	%60
	Between 40-49	8	%40
Educational status	Bachelor Degree	8	%40
	Master's Degree	8	%40
	Doctorate	4	%20
Total		20	%100

Data Collection Tool

As the research's data collection tool, a literature review is done to determine the interview questions (Malik and Wojdynski, 2014; Opree et al., 2014; Gentina et al., 2016), which included the opinions of parents who frequently share on Instagram, one of today's most popular social media platforms, on the impact of their children on their consumption understanding, as well as the necessary corrections based on the opinions of field experts. In this sense, an interview form with 3 questions to determine the demographic characteristics of the study group (gender, age and education level) and 8 semi-structured open-ended questions about the effect of parents who frequently post on Instagram on their children's consumption understanding was used as the research's data collection tool. Semi-structured open-ended questions asked within the scope of the research are given below:

1. What does it mean to you to post on your Instagram account?
2. How do you associate social media with consumer society?
3. Can you talk about the aspects of social media that affect the consumption behavior of individuals?
4. Which metaphor (adjective, abstraction, symbol, sign, etc.) does that rivalry conjure up for you?
5. How do you think the posts on Instagram make a difference in your child's perception?

6. Do you follow the parents of your child's friends' children on social media?
a. (If yes, how does your child react to you when he/she sees anything new in his/her friend's Instagram posts?) Can you talk about it?
7. What are the most significant consequences of social media on children's consumption, in your opinion?
8. Is your child interested in posting a photo of himself/herself with a new thing (e.g. new clothes) on Instagram?
b. If yes, what perception do you think such Instagram posts create on your child's mind (such as purchasing, consumption)?

Data Collection

The information was collected through a focus group interview technique. Focus group interviews are a straightforward and quick technique of collecting data from multiple people in the presence of a face-to-face moderator. Furthermore, group dynamics provide data and group interaction comes to the fore in focus group views (Balcı, 2011, p.87). Focus group interviews are most commonly used in the field of marketing, according to Marshall (2006: 124). As a result, the focus group interview technique was chosen for data collecting. Due to the COVID-19 pandemic, however, focus group discussions were held via Google Meet in December 2021. In addition, the researcher conducting the interview obtained informed consent from the participants prior to the start of the interview. Due to the literature's suggestion that focus group interviews should last at least an hour and no more than two hours, the duration of each group interview in this study varied between 100 and 120 minutes. Given the group size of 20, and the literature's recommendation of at least 5 minutes for each interviewee, it was determined that this amount of time would be sufficient for each interview to accomplish its aim. However, it was determined that this time period was insufficient to thoroughly analyze and open the subject. As a result, the first focus group (10 participants) and the second focus group (10 participants) each had two independent interviews lasting around 90 minutes and 120 minutes. This enabled us to meet with focus group participants for a longer period of time overall, without being dull, and in a more encouraging manner.

The Role of the Researcher

From the conception of the study to its realization and reporting, the researcher claims to follow scientific ethical principles. However, efforts have been made to meet the sensitivity that qualitative research requires.

Analysis of Data

The data collected in the study was analyzed using content analysis and descriptive analysis. The purpose of this analysis is to use the information collected to obtain concepts within the research's scope. As a result, it organizes and analyzes similar data within the context of specific concepts and themes in a way that the reader can understand (Yıldırım and Şimşek, 2018, p.107).

The purpose of using the MAXQDA 2018 Program in the research data analysis is to ensure the reliability of the data obtained from the research and to create descriptive themes by grouping the codes obtained within the scope of the research according to their similarities and differences and grouping them in a hierarchical structure. The definitions and meanings of the grouped codes were included in the themes for each group. In addition, new interpretative structures and explanations were developed in the context of the problems addressed within the scope of the research, in addition to the themes created by using the theoretical framework in the relevant literature. As a result, descriptive themes derived from the inductive analysis were used.

Findings

The views of the participants about what sharing on their Instagram accounts means for them are given in Table 2.

Table 2. What sharing on their instagram accounts means for the participants.

		Frequency (f)
What sharing on instagram accounts means	Instant emotion sharing	1
	A feeling of connectedness to the world	1
	Following the posts of immediate environment and families	3
	Following current events	1
	The feeling of making advertisement	1
	Sharing on special days	3
	Sharing photos with friends that you like	1
	Those who have no expression for the sharing on Instagram	3
	Those who use nstagram for business purposes	1
	Giving a feeling of happiness	1
	Enjoying	1
	Feeling of admiration by others	1
	Having fun and enjoyable time	4
	The feeling of presence	1
	The feeling of having fun and pleasant time before	1
	Getting bored over time	1
	Social responsibility sharing	1
	Sharing according to ambitions	1
	Lifestyle	1
	Communication	1
	Being followed and liked by others	1
	Self expression tool	1
Total		31

According to Table 2, the participants' opinions on what sharing on their Instagram accounts means to them were evaluated as one category in terms of function and concept when taken as a whole. This Is What Instagram Accounts Mean For Them (31). According to the themes found in this category, we can say that Instagram is a way to show people's daily lives in the most real way possible.

The opinions of the participants about the relationship between social media and consumer society are given in Table 3.

Table 3. The relationship of participants between social media and consumer society.

		Frequency (f)
The relationship between social media and consumer society	Having parallel concepts	1
	Having a directly proportional relationship	1
	Smartphone usage frequency	2
	The desire to be constantly on social media	2
	Interpersonal interaction over the internet	1
	The impact of influencers on consumer behavior	5
	The effect of social media ads on online purchasing	12
	Following social media accounts for interests leads to unnecessary consumption	10
Total		34

According to Table 3., when the opinions of the participants about the relations between social media and consumer society are considered as a whole, they are evaluated as 1 category in terms of function and concept. This is What Posting on Instagram Accounts Means (34). People learn about how to buy things and what to do with the help of their families, friends, and the media, as well as other people who have a lot of power. They use social media to help them do this.

The opinions of the participants about the aspects of social media that affect the consumption behaviors of individuals are given in Table 4.

Table 4. Aspects of social media affecting consumer behaviors of individuals.

		Frequency (f)
Aspects of social media affecting consumer behaviors of individuals	Being influenced by the posts of immediate environment and reference groups	4
	Being influenced by the posts of interested accounts	10
	Being influenced by social media ads	7
	Feeling of belonging to the society	4
	Consumer purchasing behavior characteristics of generation Z	2
	Feeling of saturation	3
	Desire to spend money	1
Total		31

When the opinions of the participants about the aspects of social media that affect individual consumption behaviors are regarded as a whole, they are evaluated as 1 category in terms of function and concept, according to Table 4. This is the Aspects of Social Media Affecting Individual Consumer Behaviors (31). According to the themes

identified in this category, it can be concluded that when participants make consumption decisions, their attitudes, abilities and knowledge are influenced by factors that have an indirect relationship with social media and consumption.

The opinions of the participants about the metaphor (adjective, abstract concept, symbol, sign, etc.) that they evoke according to their perceptions of the child version of consumption are given in Table 5.

Table 5. The metaphor related to the perceptions of the child version of consumption by the participants (adjective, abstract concept, symbol, sign etc.).

		Frequency (f)
The metaphor that related to consumption according to perceptions of child version	Alarm clock	1
	Never-ending shopping	1
	Insatiable children	1
	The feeling of existence when buying	1
	Popular toys	5
	Kite tail	1
	Garbage can	1
	Race / run	1
	Trip	1
	Wannabe	1
	Popular brand	2
	Credit card	1
	Bad fairy tale character	1
	Money	1
	Popularly used concepts	1
Total		20

According to Table 5, the participants' opinions of the metaphor (adjective, abstract concept, symbol, sign, etc.) that consumption evokes based on their perceptions of the child state were evaluated as one category in terms of function and concept when taken as a whole. This is the Metaphor That Related to Consumption According to Perceptions of Child Version (20). According to the themes that emerged, it can be concluded that the participants are concerned about the increasing materialistic nature of today's children. This is due to the fact that children have come a long way towards becoming an adult consumer in the process, which begins when they first open their eyes to the world and continues until adolescence, when the consumption of participants is geared towards the role of a child.

The opinions of the participants about the difference that Instagram posts make in their children's perception are given in Table 6.

Table 6. Opinions of participants on the difference that instagram posts make in their children's perceptions.

		Frequency (f)
The difference that instagram posts make in children's perceptions	The feeling of belonging to the environment with the number of followers and shares	1
	The effect of influencers on children's consumer behaviors	7
	Children's negative effects on body image	3
	Negative effects on children's psychology	4
	Those whose children do not have a social media account	3
	Continuous consumption demand	5
	Feeling of dissatisfaction	5
	Greed for competition	4
	Feeling of jealousy	1
	Frequency of children using smartphones	1
	Children's following of their immediate environment and reference groups	3
	Those who haven't have a negative effect on their children's perceptions of sharing on instagram	4
Total		37

In terms of function and concept, the opinions of the participants about the impact that Instagram posts make in their children's perception as a whole was evaluated as 1 category in Table 6. This is the Difference (37) Created in the Perception of Children's Posts on Instagram. Following the themes identified, it can be concluded that because Instagram is a popular application that will result in children imitating celebrities, it is also an appropriate environment for the use of celebrities for advertising purposes, resulting in negative perceptions of children.

The status of whether or not the children of the participants follow the accounts of their friends' parents together is given in Table 7.

Table 7. Whether or not the children of the participants follow their friends' parents accounts together.

		Frequency (f)
Status of whether or not the children of the participants follow their friends' parents accounts together	Those who do not follow	16
	Those who follow	4
Total		20

According to Table 7., according to whether the children of the participants follow their friends' parents accounts together, 16 of them do not follow, while 4 of them follow. Additionally, 8 of

those participants who do not follow, stated that they only follow them in person.

The opinions of the participants' children, who follow the accounts of their friends' parents together, about their children's reactions to themselves after seeing something new on their friends' Instagram accounts are given in Table 8.

Table 8. The reactions of children of the participants to their parents after seeing something new on their friends' instagram account.

		Frequency (f)
Reactions of children of the participants to their parents after seeing something new in their friends' instagram account	Those who haven't experienced	1
	Children's influence on consumer purchasing behaviors	3
	Peer interaction/communication	3
Total		7

According to Table 8., when the opinions of the participants' children, who follow the accounts of their friends' parents together, about their children's reactions to them after seeing something new in the Instagram accounts of their friends, are evaluated as 1 category in terms of function and concept. This is Children's Reactions (7) After Seeing Something New in Their Friends' Instagram Account Posts. According to the themes identified, it can be concluded that one of the most important determinants of children's materialistic tendencies is their relationships with their peers. According to this finding, peers are the most important socialization actors after the family, which can be explained as follows:

The opinions of the participants about the most important effects of social media on child consumption are given in Table 9. When the participants' opinions on the most important effects of social media on children's consumption are regarded as a whole, they are evaluated as 1 category in terms of function and concept, according to Table 9. This is the Most Important Effects of Social Media on Child Consumption (28).

Table 9. Opinions of the participants about the most important effects of social media on child consumption.

		Frequency (f)
Most important effects of social media on child consumption	The belief that money exists to spend in terms of consumption	2
	Desire to earn more money	2
	Desire for wannabe	2
	Purchase desire for everything seen on social media	3
	Finding the searched product and product diversity in social media marketing	1
	Preparing children to become members of the consumer society	6
	The effect of social media ads on online purchasing	4
	The negative effects of children's consumption desires on their psychology	4
	The effect of social media posts on parents' purchasing	1
	Those whose children do not have a social media account	1
	Those who buy products through social media accounts they follow for their children	1
	The effect on children's socialization with peer groups	1
Total		28

When the participants' opinions on the most important effects of social media on children's consumption are regarded as a whole, they are evaluated as 1 category in terms of function and concept, according to Table 9. This is the Most Important Effects of Social Media on Child Consumption (28). According to the themes identified, children are constantly on the lookout for people in their environment who they aspire to 'be like.' Role modeling, which manifests itself primarily through play and imitation in childhood, is shaped by the influence of the media, as well as by the influence of family, school and friend circles, particularly during critical periods of social growth and development. This is precisely where Instagram encourages children to imitate and identify with other people. Following this identification, it is possible that the child will develop a desire to own the material goods he or she sees in the media, to live in houses as large and as beautiful as those he or she sees there and to live in the same level of comfort as they do.

The status of the participants' desire to share the photo of their children on Instagram when a new thing was bought for them is given in Table 10.

Table 10. The status of the participants' desire to share the photo of their children on instagram with a new thing.

		Frequency (f)
Status of the participants' desire to share the photo of their children on instagram with a new thing	Those who want to share on instagram	9
	Those who do not want to share on instagram	11
Total		20

In Table 10, according to the participants' desire to share the photo on Instagram of their children when they bought a new thing, 9 of them want to share their child on Instagram, while 11 of them don't want to share on Instagram.

The perception created by the participants who want to share the photo of their children on Instagram when a new thing is bought for them is given in Table 11.

Table 11. The perception created by the participants who want to share the photo of their children on instagram when a new thing is bought for them.

		Frequency (f)
Perception created by the participants, who want to share on instagram, on the children	Triggering the purchasing impulse of the viewers	2
	Desire to share with and be liked by the immediate environment and friend group	3
	Product variety	1
	Directing of social interest shares to non-necessary consumption	3
Total		9

In Table 11., the opinions of the participants about perception created by the those who want to share the photo of their children on Instagram when a new thing is bought for them are evaluated as 1 category in terms of function and concept. This is the Perception Created by The Participants, Who Want to Share On Instagram, On The Children (9). It can be concluded from the themes discovered that the posts presented on Instagram cause children to exhibit some negative tendencies and cause a distinct identity perception between who they are and what they do to encourage children's materialistic tendencies.

Discussion and Conclusion

As an exaggerated presentation area of private life, social media is a surreal world, as well as a virtual environment where private spaces are shared and of both children and adults. Since social media provides a sense of belonging to a public space, this feeling is also experienced in private spaces and extends to private interactions. The audience's envy is revealed by sharing what happened in the private space. In particular, presenting a place visited, a purchased gift, a newly bought product to followers/viewers on social media can create a desire to own it on the other side (Çöteli, 2017). Social media has become a playground where businesses develop ways to attract children to build product and brand loyalty in the new media, which is continuously changing form according to global market conditions. Today's children are born into, grow up in, and socialize in a digital culture. Therefore, the commercialization of areas that are said to be aimed at children in the new media makes it vital to examine children's websites in terms of consumption culture (Akdağ and Yayalar, 2017). How cultural consumption seeds are sowed from childhood on the Internet, one of the most popular channels for children and adolescents, is surely a major and worthwhile issue to investigate. The purpose of this research is to determine the effect of parents who frequently post on Instagram, one of the most popular social media sites, on their children's awareness of consumption.

Consumption messages processed through social media accounts serve to teach children and young people how to be 'consumer citizens,' and not only to sell products, such as socializing or displaying newly purchased items (Grioux and Pollock, 2011, p.73-74; cited in Akdağ and Yayalar, 2017, p.86). The relationship to be established between the virtual and the reality has traces of the deep alienation peculiar to the capitalist mode of production. (Grioux and Pollock, 2011, p.73-74; cited in Akdağ and Yayalar, 2017, p.86). The relationship that should be created between the virtual and the real bears the hallmarks of the capitalist mode of production's profound alienation. Design, in which almost all content has indirect components that contribute to enjoyment or consumption, converts physical encounters into virtual ones (Kılınç and Kılınç, 2014, p.16). These results confirmed previous findings of the effect of Instagram posts on parents' perceptions of their children. As a result, these consumption habits that

have become games are very likely to lead to overconsumption, especially among children who are unable to connect with marketing.

With the motivational power of social media, adopting a popular culture that guides consumption habits has taken on a new form. It evolves towards shares from friend lists as a result of the manner of emulating through ads that work on celebrities or models. The urge to own what he/she sees is especially strong in school-aged children, whose money perception is still developing. Furthermore, the child is prepared for life as a member of the new mass society as an observer and follower. Individuals learn all knowledge and opinions through the mass media and establish their social ties through this organization, according to the organizational form of the mass media. Even though social media, as a new type of mass communication, provides an electronic democracy environment, the form of mass society that traditional mass media has pushed on individuals for many years has yet to be understood. Even the shared posts don't go beyond the information produced and shared by thousands of people who approved (Çöteli, 2017, p.61). Individuals are urged to remain constantly online and in contact with friends via social networking sites as these platforms gain popularity. On the internet, social interactions and information sharing are at an all-time high. Thanks to social media, users may rapidly access the experiences and opinions of others, as well as generate content for others to benefit from. The internet has the potential to affect consumer behavior as a new and unconventional channel influencing consumer socialization. Both the consumer's decision-making process and marketing methods have evolved as a result of the rise of social networks (Wang, Yu and Wei, 2012; Südaş Doğan and Loge, 2015, p.310). With each passing day, these platforms become more commercialized, making their advertising methods more innovative and putting children at risk. The juice bottle on a celebrity's table that is seen on Instagram can quickly draw the child's attention and make him/he ask why he/she is standing there. The fact that the same celebrity emphasized the juice's benefits during the video chat further adds to the confusion. Since this account is the private account of that celebrity, where he/she shares all the details of his/her private life and that he/she is advertising on this platform is perhaps the last expected possibility. These results confirm the results of the participants' relations between social media and the consumption society and the aspects of social media that affect the consumption behaviors of individuals in the research.

One of the most significant effects of social media on child consumption is the alteration of peer socialization. Research results show that children communicate most with their peers on social media. For this reason, children learn about the products and brands their peers use, which products they approve and which ones they reject, through social media. Thus, word of mouth marketing effect is created in social media environments and consumption patterns of peers are transferred to each other. Therefore, consumption is valuable when it produces a result that can be shared with peers on social media.

Since they allow for faster and ongoing connectivity, digital devices play a crucial role in facilitating social interaction. Children keep in touch with one another through social media. It is essential for children to interact on social media. This concept of needs shows that children's cultural consumption and identities are closely intertwined. Children believe that they should consume technology in order to exist in both the analog and digital worlds and to be someone both within and outside of the school. This need is reignited and fed by marketing for businesses that provide faster speeds and connections, as well as more functional and self-confident products (Pini, Musanli, & Pargman, 2014, p.69). Thanks to these advertising and other marketing activities, the desire to be a technology user evolve into a desire for a product. For example, a child watching a Youtube video about the Elsa character he/she loves may come across an advertisement for Özdilek's licensed bedding with the Elsa character on it. Moreover, the same advertisement can appear on all social media platforms that the child is exposed to. These results confirm the perceptions of those who want to share their children's photos on Instagram when a new thing is bought for them. In this case, the child may be

gravitated by the images he/she sees and fall into the misconception that he/she needs the related product.

The relationship between children's exposure to social media and their purchasing and consumption behaviors has been studied in the literature. Akdağ and Yavalar (2017) studied how consumption ideology is conveyed and distributed through content aimed at children on a prominent new media website. The Tipeez Child and Youth Portal, which has over two million members and is published in six countries under the name Tweege, has been chosen. Content analysis was used to examine 146 news published in the last six years that had consumption elements. Purposive sampling was used to pick 10 news from a total of 146. The most essential theme on the site has been found as having fashion and style. From a young age, children can be instilled in the ability to express themselves through objects, from the clothes they wear to the furniture they use. The site's virtual shop, as well as the fact that the business gives real discounts and opportunities, can be regarded as an early introduction to capitalism for children. The concept of owning a thing with points for a small fee can be seen as an attempt to turn future consumers into citizen-consumers. Administrators of the site have announced that anyone who makes a creative comment under the content will receive 150 virtual points. With the points earned, children can organize and revise their virtual homes according to their types. These results support the participants' claims about the most significant effects of social media on child consumption. Accordingly, children are encouraged to compete with other users through their virtual type. On the site where the popular is glorified, it can be claimed that the type turns it into an obsession for children.

It was discovered by researchers that changes in cultural structure have a significant impact on the structure and weight of socialization agents. As a result of the changing family structures, external factors become more effective in the socialization process that was previously led by the family. The media, without a doubt, is the most important of these external socialization tools. Because this may

be the mode of transportation in which the child spends the most of his time. Parents who work two jobs and have two children have less time to spend with their children when they have a dual income family structure. As a result, the child is exposed to television and other forms of media for a significant amount of time during the course of the day. Children become sensitive to what they see in the media, dream of having the lives they see in the media, and try to act like people see. This situation has a significant impact on the development of the child's materialistic values. One of the most important determinants of children's tendency toward materialism is their relationships with their peers. We can say that, after the family, peers are the most important socialization actors to observe. While the influence of peers on children takes precedence over the influence of the family after a certain age, it is often not possible for the family to keep this influence under control.

It is not possible to generalize the findings of this study because the findings were obtained through qualitative research methods and they are limited to the experiences and opinions of the participants in the current research's study group. However, the researchers anticipate that the study's findings will inform future research into the purchasing preferences and intentions of Instagram users, who can be considered an important actor in the social media marketing of children, who, according to the researchers, are the consumers of the future.

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