RELATIONSHIP BETWEEN CONSUMER BEHAVIOR BEFORE AND AFTER PURCHASE IN SOCIAL MEDIA

İlknur Gözde ÖZGÜN[1], Burcu ÖZCAN [1]

[1]Kocaeli Üniversitesi, Kocaeli, Türkiye

ABSTRACT

Technologies in the field of communication are developing rapidly today. Social media refers to communication and broadcasting platforms where individuals create interpersonal interaction. Social media marketing is an attempt to use social media to make companies' products or services important to consumers and enable them to buy them. Consumer behavior examines how they attitude and purchase when choosing products and services to meet customers' needs and wants. The "Relationship Between Consumer Behaviors Before and After Purchase in Social Media" study was carried out by using survey technique on 100 people. It was aimed to determine how the demographic characteristics of the users affect their behavior before and after purchasing on social media and to determine the relationship between consumers' behavior before and after purchasing. Parametric tests were used to determine the relationship between consumer behavior before and after purchasing on social media, and the results obtained were interpreted.

Keywords: Social Media, Social Media Marketing, Consumer Behavior, Parametric Analysis, Before And After Purchasing

SOSYAL MEDYADA SATIN ALMA ÖNCESİ VE SONRASI TÜKETİCİ DAVRANIŞLARI ARASINDAKİ İLİŞKİ

ÖZ

Günümüzde iletişim alanında teknolojiler oldukça hızlı gelişmektedir. Sosyal medya, bireylerin kişilerarası etkileşim oluşturduğu ve bu etkileşimi sürdürdüğü iletişim ve yayın platformlarını ifade etmektedir. Sosyal medya pazarlaması, firmaların ürün veya hizmetlerini, tüketiciler için önemli kılmak ve tüketicilerin almalarına imkân sağlamak için sosyal medyayı kullanma girişimidir. Tüketici davranışları, müşterilerin ihtiyaçlarını ve isteklerini karşılamak için düşünceleri, ürünleri ve hizmetleri seçerken nasıl tutum sergilediklerini ve satın aldıklarını inceler. "Sosyal Medyada Satın Alma Öncesi Ve Sonrası Tüketici Davranışları Arasındaki İlişki" çalışması, 100 kişi üzerinde anket tekniği kullanılarak yapılmıştır. Kullanıcıların demografik özelliklerinin sosyal medyada satın alma öncesi ve

Relationship Between Consumer Behavior Before and After Purchase in Social Media

İlknur Gözde ÖZGÜN, Burcu ÖZCAN

sonrası davranışlarını nasıl etkilediğinin belirlenmesi ve sosyal medyadaki tüketicilerin satın alma öncesi ve sonrasındaki davranışları arasındaki ilişkinin belirlenmesi amaçlanmıştır. Sosyal medyada satın alma öncesi ve sonrası tüketici davranışları arasındaki ilişkiyi belirlemek için parametrik testler kullanılmış ve elde edilen sonuçlar yorumlanmıştır.

Anahtar Kelimeler: Sosyal Medya, Sosyal Medya Pazarlaması, Tüketici Davranışları, Parametrik Analizler, Satın Alma Öncesi ve Sonrası

1. INTRODUCTION

Since the earliest days of human history, consumers have been constantly undergoing change. Recently, the most important of these changes is the increase of social media alternatives. Social media tools, which have an active user base, direct social media marketing and consumer behavior. Consumers are affected by the platforms created by users or companies on social media. Therefore, it is important for companies how to talk about products or services in this field. Therefore, it has become important how social media affect consumer behavior.

The interaction between social media and consumers has improved and strengthened [1]. As a result of this strengthening, consumers had the opportunity to express their wishes about the products or services, their problems or the situations they were satisfied with. Thanks to these, companies will be able to realize their own deficiencies and correct them with the returns they will receive. As companies realize the importance of this situation and give more importance to social media activities, it emerges as an important development for both consumers and companies.

On social media platforms, brands and consumers are in constant and effective communication without any limitation on time and space. In this way, since continuous communication is provided with consumers, consumers can play an active role in creating new products, services, business models and values [2]. Consumer behavior differs with social media. Demographic factors known to affect consumer behavior also apply to social media. Companies can carry out marketing activities by separating users into features such as gender, age, education level, income status.

In this study conducted among internet enthusiasts in the Kocaeli region, social media, social media marketing and consumer behaviors were emphasized, and the relationship between consumers' behavior before and after purchasing in social media was studied by conducting online surveys on 100 social media users determined randomly.

2. SOCIAL MEDIA

Social media is an expression that contains two separate words. While media is generally used in the sense of communication through the communication of advertisements and ideas or broadcasts/ channels; Social refers to the interaction of individuals in the community. When we look at it as a whole, social media; It refers to communication and broadcasting platforms where individuals create interpersonal interactions and maintain this interaction [3]. Social media is a concept that creates a mutual interaction that enables users to share thoughts, interests and information, and is used in common for online applications and websites [4]. In other words, they are online applications that develop independently and enable consumers to share their subjects with themselves and with others [5]. The general features of Social Media are "Participation, Openness, Conversation, Community, Being Connected" [6].

Social media is a notion with dimensions such as media, users and technology that cannot be expressed with one dimension. By evaluating all these together, better results will be achieved. While the media dimension is explained with new media different from the traditional, the user dimension can be explained with the content of the users and the technology dimension with the Web 2.0 [7].

Web 1.0 represents stable, one-sided communication. The emergence of social media started with this stable one-way communication replaced by Web 2.0 technology. In the Web 1.0 era, while communication is only carried out by transferring the content created by the site owner to the user, a turning point was experienced with Web 2.0. Thanks to this milestone, while website visitors can only view content, they became participant and interactive. The period we call traditional media tried to integrate itself into this channel in the process following the conversion of each Internet user into a creator with Web 2.0 technologies. [8]. Web 2.0 has experienced significant changes until today and has formed the basis of social media [9].

In the development process of Social Media, the development process of the internet is also very effective. Towards the end of the 1990s, with the new economy that came with the

internet, a decline in the market value of technology firms has started to develop. The main reason for these depreciations is that internet companies cannot show profitability [10]. The fact that social media has the feature of being a platform that provides information flow has enabled it to gain self-esteem for companies that lose value [11].

Social media first started with Usenet, which was founded in 1979 by Jim Ellis and Tom Truscott. Usenet; is a discussion area that provides international users with the opportunity to message. Its emergence for the purpose of today has been realized with the Open Diary Website established by Bruce and Susan Abelson in 1989. At the end of the 1990s, there was a popular increase in websites whose equivalent today is "weblog" or "blog". The emergence of corporate web pages and e-commerce began relatively with the advent of Amazon and eBay in 1995 [11].

As of 2000, it is seen that innovations on communication have increased significantly. It was noteworthy that new applications emerged in a wide range that would facilitate interaction between societies in the international arena at this time [12]. The modern age of social networks has taken action with the creation of "Friendster" in 2002 by Jonathan Abrams [13]. With the increase of internet speed and wide network services, MySpace (2003) and Facebook (2004) new social networking sites were established and the stage of social media development has improved [11].

Social media; It has started to take an important place in the life of the society due to the diversification of the use of mobile devices such as smart phones, tablet computers, the increase of the internet in the whole universe and the rapid transfer of information. As a result of these developments, the time spent on the Internet gradually increases and the websites visited are social media sites. Social media is used as a marketing tool that plays an important role in informing consumers about the products of businesses [3].

3. SOCIAL MEDIA MARKETING

While social media stands out as the platform where consumers have the right to speak, being effective in the social field causes the new environment to be subject to marketing. There are different definitions for social media marketing. Social Media Marketing is called direct or indirect marketing activities made with social internet tools [14]. Social Media Marketing is the platform that enables large communities that are difficult to reach through social channels [15]. Social media marketing means that companies use social media sites to contribute to their visibility on the internet [16]. Businesses can evaluate social media tools (Facebook, Instagram,

UMÜFED Uluslararası Batı Karadeniz Mühendislik ve Fen Bilimleri
Dergisi, 2(1): 1-23, 2020

UMUFED International Journal of Western Black Sea Engineering
and Science, 2(1): 1-23, 2020

Relationship Between Consumer Behavior Before
and After Purchase in Social Media

İlknur Gözde ÖZGÜN, Burcu ÖZCAN

MySpace etc.) to strengthen interaction and communication with their users [17]. In general terms, social media marketing is an attempt to use social media to make companies' products or services important to consumers and to enable consumers to purchase them.

Social media, with its efficient use; businesses to find safe ways in marketing; It plays an important role in developing a bi-directional brand relationship with users through traditional and new media channels. This new area contributes to increased interaction among organizations, products, consumers and media in marketing strategies [18].

Undoubtedly, social media are now important sources of information in consumers' purchasing decisions. More and more people are turning to online consumer opinions due to ease of access, low cost and wide availability of information. As a result of the wide use and popularity of social media, online users greatly affect the purchasing situation of consumers. Consumers who make the decision to purchase do research on social media and can access the information of the products and services themselves, and they can have information by sharing the experience of the users [19].

One of the most productive ways of social interaction and communication with individuals is social media [20]. Apart from being a platform where social media presents the ideas of customers, it enables companies to carry out studies to increase customer satisfaction. For example, if the customer is satisfied with this product after purchasing a product, it will be beneficial for the company to share it on social media. Or it will be a matter of time for the customer to state this whenever they encounter any negativity in terms of employees. At such points, it can be said that companies should be more careful due to the developing social media. Also, firms or brands need to give supportive, non-conflicting answers when talking to their users, regardless of the environment.

There are many ways for a brand to distinguish itself from its competitors, such as offering new combinations of existing products and services, making special price reductions, making changes in production or distribution that allow to increase advantages [21].

While preparing content in brand management, it should be accurate and effective. Because it is important that the content such as published blogs, videos, photographs are found to be remarkable by the target audience [22].

According to [23], where social media marketing examined the effect of consumer purchasing behavior, he concluded that these applications may have little impact on consumer behavior, since social media ads are not directed towards the target audience, as they keep consumer behavior to a minimum.

Firms should also be interesting. In order to see the real benefits of Social Media Marketing, keeping the pages up-to-date, being active, being able to instantly return to the posted comments and removing the question marks in the minds of the people will provide great advantages to the companies. The business should be able to make a good impression in the eyes of the customer, depending on the correct and successful services it offers to its customers. In this way, it will be able to include new customers in its customer network [24].

There are various benefits of social media marketing to businesses. Especially two of these are very important according to [3]. Cost reduction by decreasing staff count and Increase of probability of revenue generation. When we look at the other benefits it can provide, companies will develop different strategies and business plans in order to ensure customer satisfaction. Being prominent in internet searches will be an advantage. By conducting studies on determining the needs of consumers, they will be able to use it as a sales channel. And in order to cut costs, after reaching sufficient number of users, there will be no need to spend advertising.

Many businesses have understood the importance of internet and social media in order to improve the quality of service in international markets and have accelerated their work in this field [25]. Moreover, companies that wanted to dominate social media in the 21st century have become obliged to participate in the communication process using these channels [26].

4. CONSUMER BEHAVIORS

Consumption is the use of goods and services produced by people in order to meet their needs and demands. The consumer is the person who does this behavior. There are many different predictions and criticisms by various authors in the literature on consumption issue [27].

Consumer behavior examines how individual customers, groups or organizations act, choose, use, and dispose of when choosing thoughts, products and services to meet their needs

and desires. It expresses the relationship between the movements of consumers in the market and the motivations that cause these movements [28].

Different reasons can affect the behavior of consumers. These can be examined as Psychological factors, Socio-Cultural factors and Personal factors. Psychological factors include demographic features and situational factors. The Psychological Factors include attitudes, personality, motivation, perception and learning. Socio-Cultural factors include family, reference groups, culture and subculture, social class and roles [29].

Trust in social media marketing is the situation that consumers create against the marketing activities they encounter on social media. Trust, accuracy and credibility, is very important in social media marketing as in other marketing areas [30]. According to [31], there is a general sense of insecurity towards mainstream media. Therefore, consumers are moving away from traditional media such as television, magazines and newspapers as sources of their purchases [17]. Social media is perceived as a more reliable source of information compared to corporate communications and advertisements. Therefore, consumers believe that they can get information from social media [32].

Today, social media tools have become an important factor affecting consumer behaviors from different perspectives, including information gathering, expressing opinions, purchasing behavior, and communication and evaluation after purchasing [17]. Consumers use social media to easily access information, which helps them decide what to buy or learn more about new products or brands.

Social media creates excellent tools for businesses to promote their relationships with customers. For example; Creating brand fan pages on certain social networking sites will contribute to improving their relations with customers. 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 comment and like them [33].

Consumers visit social media pages for different purposes, interact with different methods and even produce content [34]. Social media provides a unique opportunity for consumers to express their personal opinions about the products they purchase and thus facilitate communication [35]. With the spread of social media, it has become possible for the

user to communicate with thousands of people he never knew about the products and the businesses that produce these products. Thus, the effect of consumer-to-consumer communication has taken a large part in the markets [17].

The consumer collects information by researching products and services before the purchase decision. Information gathering tools may vary. At this stage, suggestions and user comments from the close environment of the consumer are very effective [36]. The fact that everyone's life is unique causes the same stimulants to be perceived differently by different consumers [37]. During the evaluation of options, evaluation decision criteria should be established. These criteria generally relate to the features of the product or service needed. It is known that the criteria determined in this phase differ from person to person [38].

While trying to explain consumer behavior, the subject in psychological analysis is expressed as follows. Some of the consumer purchases are psychological. In this context, changes in preferences in consumer purchases are thought to stem from their psychological dissatisfaction [39]. Since consumer behavior is not just a purchasing behavior, brands should take into consideration the periods before, during and after purchasing in communication with their customers and be active in all media where they can address them.

The questionnaire questions are designed to measure subjective assessments of the quality of the stages in order to examine the effectiveness of the behavior of the participants on social media. Although many authors have recently studied the impact of social media on consumer behavior, they have not analyzed consumer behavior in terms of the relationship between social media before and after purchasing.

5. EXPERIMENTAL WORK

5.1. Purpose and Scope of the Research

Purpose of the research; To determine the effects of social media tools on consumer behavior. In the study, it was tried to determine whether there is a relationship between the demographic characteristics of the users and their behaviors before and after purchasing on social media, and then it was aimed to determine the relationship between their behaviors by asking questions about their behavior in social media before and after purchasing. In addition, by asking the time spent by users on the internet and social media, the relationship between them was tried to be determined.

5.2. Methods Applied in Research

Within the scope of the study, firstly, the frequency analysis was done and the demographic characteristics (Gender, Age, Monthly Income Status, Education Status) of the participants were asked how much time they spend per day on the internet and social media.

5.2.1. Frequency Analysis

Considering the gender distribution of the participants, 30 people are distributed as "Male" and 70 as "Female" in our survey study when 100 people participated.

Table 1: Demographic Features

Gender	Number	Percent	Age	Number	Percent
Male	30	30	36+	5	5
Female	70	70	26-35	26	26
			19-25	62	62
			15-18	7	7
Total	**100**	**100**	**Total**	**100**	**100**
Monthly Income	**Number**	**Percent**	**Education Level**	**Number**	**Percent**
3501 ve üzeri	4	4	Others	1	1
3001-3500 TL	1	1	Master	15	15
2501-3000 TL	1	1	Undergraduate	63	63
2001-2500 TL	8	8	Associate Degree	11	11
1501-2000 TL	7	7	High School	6	6
1001-1500 TL	17	17	Secondary Edu.	2	2
501-1000 TL	29	29	Primary Edu.	2	2

0-500 TL	33	33			
Total	**100**	**100**	**Total**	**100**	**100**

When the age distribution of the participants is analyzed, it is seen that 62% of the participants are "19-25 years old", 26% of them are "26-35 years old", 7% of them are "15-18 years old" and 5% of them are "36 years old and over".

When the education levels of the participants are analyzed, it is seen that 63% of the participants are "Undergraduate", 15% of them are "Master", 11% of them are "Associate Degree", 6% of them are "High School", 2% of them are "Secondary Education" and 2% of them are "Primary Education".

When the monthly income of the participants is analyzed, it is seen that 33% of them have "0-500 TL", 29% of them have "501-1000 TL", 17% of theö have "1001-1500 TL", 7% of them have "1501-2000 TL ", 8% of them have "2001-2500 TL".

The analysis of the answers given to the questions of how much time they spend average per day on the internet and social media is shown in Table 2.

Table 2: Average Time on the Internet and Social Media (Hours)

Time on the Internet (Hours)	Number	Percent	Time on Social Media (Hours)	Number	Percent
7 +	18	18	7+	9	9
4-6	42	42	4-6	27	27
0-3	40	40	0-3	64	64
Total	100	100	**Total**	100	100

Considering the average time spent on the internet; While 42% stated that they spend 4-6 hours a day on the internet, 40% stated that they spend 0-3 hours per day on the internet.

Considering the average time spent on social media; While 64% stated that they spend 0-3 hours on social media, 27% stated that they spend 4-6 hours on social media.

5.2.2. Reliability Analysis

Reliability analysis was conducted on the questionnaire questions that were asked to determine consumer behavior on social media before and after the main purpose of the research. Cronbach's Alpha coefficient was calculated to determine the reliability of the scale. While the 0.70 Cronbach's Alpha coefficient was found sufficient in studies in the field of social sciences, the coefficient value was quite high in this study. According to the statistical data obtained as a result of reliability analysis, reliability is 90.8% on 15 questions answered by 100 people. This value indicates that the scale is consistent in itself.

More measurements are required in reliability calculations. As the number of items increases, reliability measurement is also more rational. The reliability of the survey questions has been high.

5.2.3. Normality Analysis

For the purpose of the research, it is checked in Table 3 whether the questions asked before and after purchasing in social media fit the normal distribution.

H0: The data fit the normal distribution.

H1: The data do not fit into the normal distribution.

Table 3: Normality Analysis

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Consumer behavior before purchasing	,093	100	,033	,966	100	**,012**
Consumer behavior after purchasing	,064	100	,200[*]	,965	100	**,009**

When the results of the Shapiro-Wilk Test, which is a stronger analysis test, are examined, the H0 hypothesis is rejected because the table values are less than 0.05 confidence interval.

Since the answers are given in the scale ranges in the analyzes made in the field of social sciences, the suitability to normal distribution should also be analyzed by the "Skewness" Skewness - "Kurtosis" kurtosis method in Table 4.

Table 4:Skewness-Kurtosis Analysis

	Skewness	**Skewness**	**Kurtosis**	**Kurtosis**
	Statistic	Std. Error	Statistic	Std. Error
Consumer behavior before purchasing	-,555	**,241**	,597	**,478**
Consumer behavior after purchasing	,147	**,241**	-,449	**,478**

These values should be between -1.5 and +1.5 according to Tabachnick and Fidell. When these criteria are examined, it is concluded that the questionnaire fits the normal distribution. Parametric tests are used in distributions suitable for normal distribution. Within the scope of parametric tests to make the necessary analysis; T Test (Independent Samples Test) and Anova Test were applied.

5.2.3.1.   T Test (İndependent Samples Test)

In the T test, the relationship between the variables consisting of 2 groups in general and certain variables is primarily checked whether the answers given are interdependent.

The relationship between the demographic characteristics of the participants and their gender and consumer behavior before and after purchasing in social media will be examined.

H0: The participants do not show a significant difference according to their gender in consumer behavior before or after purchasing in social media.

H1: It shows a significant difference according to the gender of the participants in consumer behavior before or after purchasing in social media.

Sig.2 Value is the sig value that decides the acceptance or rejection of the H0 hypothesis.

Table 5: T Test (Independent Samples Test)

The dependent variable: Gender	F	Sig.	t	df	Sig. (2- tailed)
Consumer behavior before purchasing	2,008	,160	1,079	98	**,283**
			1,141	62,711	,258
Consumer behavior after purchasing	,040	,841	,463	98	**,645**
			,449	51,562	,655

Considering the Pre-Purchase Consumer Behavior in Table 5;

Since the value of Sig.2 is greater than 0,283> 0,05 (level of significance), H0 hypothesis is accepted. In other words, there is no significant difference in pre-purchase consumer behavior in social media by gender.

Considering the Consumer Behavior after Purchase in Table 5;

Since the value of Sig.2 is greater than 0,645> 0,05 (significance level), H0 hypothesis is accepted. In other words, there is no significant difference in consumer behavior after purchasing in social media by gender.

5.2.3.2. Anova Test

One-factor Variance analysis (Analyis of Variance) is used to determine whether there are differences between 3 or more groups based on a certain variable.

Table 6 shows whether variances are homogeneous.

H0: Variances are homogeneous.

H1: Variances are not homogeneous.

Table 6:Testing the Homogeneity of Variances

The dependent variable: Education Level	Levene Statistic	df1	df2	Sig.
Consumer Behavior Before Purchasing	1,747[a]	5	93	**,132**
Consumer Behavior After Purchasing	,786[b]	5	93	**,563**

Considering consumer behavior before purchasing on social media,

Since the Sig value = 0.132> 0.05 (significance level), H0 is accepted. In other words, variances at 95% confidence level are homogeneous.

Considering consumer behavior after purchasing on social media,

Since the Sig value = 0.563> 0.05 (significance level), H0 is accepted. In other words, variances at 95% confidence level are homogeneous.

When the Anova test in Table 7 is analyzed, it will be examined whether there is a significant difference in social media pre-purchase and post-purchase consumer behaviors by educational status.

Table 7: Anova Test

Education Level	Sum of Squares	df	Mean Square	F	Sig.
Consumer Behavior Before Purchasing	7,792	6	1,299	2,301	**,041**
	52,482	93	,564		
	60,274	99			
Consumer Behavior After Purchasing	8,844	6	1,474	1,325	**,254**
	103,444	93	1,112		
	112,288	99			

Consumer behavior before purchasing;

H0: There is no significant difference in the pre-purchase consumer behavior of the participants according to their educational status.

H1: There is a significant difference in the pre-purchase consumer behavior of the participants according to their educational status.

The Ho hypothesis is rejected because the value of Sig.2 is less than 0.041 <0.05 (significance level). In other words, there is a significant difference in consumer behavior before purchasing in social media according to the educational situation.

Post-purchase consumer behavior;

H0: There is no significant difference in the behavior of the participants in social media after purchasing, according to their educational status.

H1: There is a significant difference in the behavior of the participants after purchasing on social media according to their educational status.

Since the value of Sig.2 is greater than 0,254> 0,05 (significance level), H0 hypothesis is accepted. In other words, there is no significant difference in consumer behavior in social media after purchasing according to educational status.

5.2.4. Correlation Analysis

This analysis will primarily examine whether there is a significant relationship between the time spent on the internet and the time spent on social media. Pearson Correlation Analysis will be done since our data is normally distributed.

Table 8: Correlation Analysis-1

		Average time on the internet per day	Average time on the social media per day
Average time on the internet per day	**Pearson Correlation**	1	**,487****
	Sig. (2-tailed)		,000
	N	100	100
Average time on the social media per day	**Pearson Correlation**	**,487****	1
	Sig. (2-tailed)	,000	
	N	100	100

As seen in Table 8, there is a positive correlation between the time spent on the internet and the time spent on social media.

Correlation analysis will also help us to see whether there is a significant relationship between pre-consumer consumer behavior in social media and post-consumer consumer behavior in social media. Pearson Correlation Analysis will be done since our data is normally distributed.

Table 9: Correlation Analysis

		Consumer Behavior Before Purchasing	Consumer Behavior After Purchasing
Consumer Behavior Before Purchasing	**Pearson Correlation**	1	**,660**[**]
	Sig. (2-tailed)		,000
	N	100	100
Consumer Behavior After Purchasing	**Pearson Correlation**	**,660**[**]	1
	Sig. (2-tailed)	,000	
	N	100	100

There is a positive 0.66 percent relationship between pre-consumer consumer behavior in social media and post-consumer consumer behavior in social media.

Table 10: Consumer Behaviors On Social Media Before Purchasing

Answers	Minimum	Maximum	Mean	Std. Deviation
I do research on the product on social media before purchasing the product.	1,00	5,00	3,6800	1,19663
I believe that I will find the information about the service/ product I will buy on social media.	1,00	5,00	3,3600	1,18509

I trust the comments created by other consumers about the service or product I will buy.	1,00	5,00	2,9900	1,10550
I trust the information provided by the seller regarding the service or product I will buy.	1,00	5,00	2,7000	,89330
I consider and trust the opinions of my friend circle about the product I will purchase on social media.	1,00	5,00	3,2300	1,17941
I consider and trust the shares of social media phenomena about the product I will buy.	1,00	5,00	2,2500	1,13150
I follow the accounts of the brands that I like / want to buy.	1,00	5,00	3,1600	1,28488
I am pleased to be able to communicate with companies I want to buy or like on social media.	1,00	5,00	3,5100	1,29876
I follow the campaigns organized by brands on social media and share them with my followers.	1,00	5,00	2,2100	1,18317

Considering the questions posed on consumer behavior before buying on social media; The statement "I do research on the product on social media before purchasing the product" was answered with the highest average of 3.68.

Table 11: Consumer Behaviors On Social Media After Purchasing

Answers	Minimum	Maximum	Mean	Std. Deviation
If I am satisfied with the product/ service I purchased, I will share it on social media.	1,00	5,00	2,2100	1,18317
If I am satisfied with the product / service, I will share it on the product's own page.	1,00	5,00	2,2200	1,29942
If I am satisfied with the product/ service, I will share and recommend it to the groups and pages I am in.	1,00	5,00	2,2000	1,23909
If I am not satisfied with the product / service that I bought, I will share it with my followers on my profile, and recommend them not to buy it.	1,00	5,00	2,7000	1,39624
The fact that the company notices my negative sharing about the product/ service I bought, and returning creates satisfaction for me.	1,00	5,00	3,7400	1,33045
The fact that the company does not notice my negative sharing about the product / service I bought, creates dissatisfaction for me.	1,00	5,00	3,3500	1,49325

Considering the questions posed on consumer behavior in social media after purchasing; "The dissatisfaction about the product / service I bought is noticed by the company and it is a pleasure to return to me." was answered with the highest rate of 3.74 average.

6. RESULTS

Users can communicate with other users through social media. While consumers can find the opportunity to express themselves by creating their content on the social media platform, they can carry out direct marketing activities to existing and potential target groups in businesses. Customers expect companies to listen to themselves, take action according to their demands and create a sense of trust in them. As a result of the test analysis made according to the data obtained through the survey study;

- There is no significant difference in the pre-and post-purchase consumer behaviors of the participants according to their gender.
- While there is a significant difference in the pre-purchase consumer behavior of the participants according to their educational status, there is no significant difference in the post-purchase consumer behavior in social media according to their educational status.
- There is a positive relationship between the time spent on the internet and the time spent on social media.
- There is a significant relationship between pre-purchase consumer behavior in social media and post-purchase consumer behavior in social media.

When the obtained data is interpreted; When examining the average of the scale judgments created to determine consumer behavior before buying on social media, it is possible to say that social media users primarily search for the products they want to buy on social media sites. In addition, users think that it is a suitable place to communicate with the companies and brands they want to reach on social media sites.

Research results show that consumers value people's advice on social media tools and find it important what people they know most often say.

When examining the average of the scale judgments created to determine consumer behavior after purchasing on social media, while consumers is satisfied that the unsatisfactory shares of themselves about the product they purchase are noticed by the company, if it isn't noticed, consumers are dissatisfaction.

In addition, it is seen that consumers tend to share their dissatisfaction more on social media rather than their satisfaction. Also, it has been revealed that customers prefer to share this on their own pages.

As a result, the data obtained are; It seems to support the general perception and show results in parallel with the previous studies on this subject. It again emphasizes the importance of social media and social media marketing issues.

REFERENCES

[1]   Şahin E., Çağlıyan V., Başer H., Sosyal Medya Pazarlamasının Tüketici Satınalma Davranışına Etkisi: Selçuk Üniversitesi İibf Örneği, Ömer Halisdemir Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 10 (4), 67-86, 2017.

[2]   Kim, A. J., & K., E., Do social media marketing activities enhance customer equity an empirical study of luxury fashion brand. Journal of Business Research, 65, 1480–1486, 2012.

[3]   Neti, S., Social media and its role in marketing, International Journal of Enterprise Computing and Business Systems, 1 (2), 1-15, 2011.

[4]   SAYIN A. A., "Sosyal Medyanın Tüketici Davranışları Etkileri Üzerine Üniversite Öğrencilerine Yönelik Bir Araştırma", Akademik Sosyal Araştırmalar Dergisi, 5 (46), 437-452, 2017.

[5]   Gülsoy, T., Etkileşimli Medya ve Pazarlama Terimler Sözlüğü. L. Baruh, ve M. Yüksel içinde, Değişen İletişim Ortamında Etkileşimli Pazarlama, Doğan Kitap, İstanbul, 223-251, 2009.

[6]   Gürsakal, N. (2009). Sosyal ağ analizi. Bursa: Dora Yayıncılık.

[7]   İŞLEK, M.S., "Sosyal Medyanın Tüketici Davranışlarına Etkileri: Türkiye' deki Sosyal Medya Kullanıcıları Üzerine Bir Araştırma", Yüksek Lisans Tezi, Karamanoğlu Mehmet Bey Üniversitesi, Sosyal Bilimler Enstitüsü, Karaman, 2012.

[8]   Güçdemir, Y., Sosyal Medya: Halkla İlişkiler, Reklam ve Pazarlama, Derin Yayınları, İstanbul, 2017.

[9]   Kırık, A. M., "Gelişen Web Teknolojileri ve Sosyal Medya Bağımlılığı". Sosyal Medya Araştırmaları 1 Sosyalleşen Birey içinde; Ed: A. Büyükaslan ve A. M. Kırık, Çizgi Kitabevi, İstanbul, 2017.

[10]   Odabaşı, K., İnternette Pazarlama ve Sosyal Medya Stratejileri, Cinius Yayınları, İstanbul, 2010.

Relationship Between Consumer Behavior Before and After Purchase in Social Media

İlknur Gözde ÖZGÜN, Burcu ÖZCAN

[11]   Kaplan, A. M., ve Haenlein, M., Users of the world, unite! The challenges and opportunities of Social Media, Business Horizons (53), 59-68, 2010.

[12]   Buhalis, D., & Law, R., Progress in information technology and tourism management: 20 years on and 10 years after the internet-the state of e-tourism research, Tourism Management, 29, 609-623, 2008.

[13]   Saravanakumar, M., & Lakshmi, T. S., Social Media Marketing, Life Science Journal, 9 (4), 4444-4451, 2012.

[14]   Gunelius, S., 30 Minute Social Media Marketing, McGraw Hill, New York, 2011.

[15]   Weinberg, T., The New Community Rules: Marketing on the Social Web, 2009.

[16]   Akar, E., ve Topçu, B., An Examination of the Factors Influencing Consumers'' Attitudes Toward Social Media Marketing, Journal of Internet Commerce, 10, 35-67, 2011.

[17]   Mangold, W. G., & Faulds, D. J., Social media: The New Hybrid Element Of The Promotion Mix., Business Horizons, 52, 357-365, 2009.

[18]   Papasolomou, I., & Melanthiou, Y., Social media: Marketing Public Relations' new best friend. Journal of Promotion Management, 18, 319–328, 2012.

[19]   Parker, C., 301 Ways To Use Social Media To Boost Your Marketing. McGraw-Hill, New York, 2010.

[20]   Chung, C., & Austria, K. (2010). Social media gratification and attitude toward social media marketing messages: a study of the effect of social media marketing messages on online shopping value. Proceedings of the Northeast Business and Economics Association, 581-586.

[21]   Göklük, H., Marka Farkındalığı Sürecinde Sosyal Medyanın Rolü: Selçuk Üniversitesi Öğrencileri Üzerine Bir Araştırma, Yüksek Lisans Tezi, Selçuk Üniversitesi, Sosyal Bilimler Enstitüsü, Konya, 2019.

[22]   Say, S., Pazarlama Aracı Olarak Sosyal Medya Kullanımı: Gıda Sektöründe Facebook Örneği, Yüksek Lisans Tezi, Kocaeli Üniversitesi, Sosyal Bilimler Enstitüsü, Kocaeli, 2015.

[23]   Kyule, M. M., The Influence of Social Media Marketing on Consumer Behaviour, MBA Project, United States International University, 2017.

[24]   VURAN Y. ve AVŞAR A., "İşletmelerde Marka ve Marka Stratejileri", International Journal of Academic Value Studies, 28-39, 2016.

[25]   Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D., Marketing Meets Web 2.0, Social Media, And Creative Consumers: İmplications For İnternational Marketing Strategy. Business Horizons, 55, 261-271, 2012.

[26]   Kietzmann, J. H., Hermkens, K., Mccarthy, I. P., & Silvestre, B. S., Social Media Get Serious Understanding The Functional Building Blocks Of Social Media. Business Horizons, 54, 241-251, 2011.

[27]   Dal, N. E., Tüketim Toplumu ve Tüketim Toplumuna Yöneltilen Eleştiriler Üzerine Bir Tartışma, Mehmet Akif Ersoy Üniversitesi, Sosyal Bilimler Enstitüsü Dergisi, 9 (19), 1-21, Burdur, 2017.

[28]   Pazarlama Türkiye, Tüketici Davranışları Nedir? Etkili Faktörler Nelerdir?, https://pazarlamaturkiye.com/tuketici-davranislari-nedir/, Yayın tarihi Şubat 19, 2019, Erişim tarihi Nisan 26, 2020.

[29]   SÖNMEZ, E., Sosyal Medya Fenomenlerinin Tüketicilerin Marka Tercihine Etkisi: Kozmetik Markaları Üzerine Bir Araştırma, Yüksek Lisans Tezi, İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü, İstanbul, 2019.

[30]   Subramani, M. R., & Rajagopalan, B., Knowledge-sharing and influence in online social networks via viral marketing, Communications of the ACM, 46 (12), 300-307, 2003.

[31]   Constantinides E.; Lorenzo C.; Gómez M.A., Social Media: A New Frontier for Retailers European Retail Research, 22, 2008.

[32]   Voramontri, D. and Klieb, L., 'Impact of social media on consumer behaviour', Int. J. Information and Decision Sciences, 2019.

[33]   Vries, L. D., Gensler, S., & Leeflang, P. S. H., Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. Journal of Interactive Marketing, 26, 83-91, 2012.

[34]   Smith, A. N., Fischer, E., & Yongjian, C., How Does Brand-Related User-Generated Content Differ Across Youtube, Facebook, And Twitter, Journal of Interactive Marketing, 26, 102-113, 2012.

[35]   Chen, Y., Fay, S.,& Wang, Q., The Role Of Marketing İn Social Media: How Online Consumer Reviews Evolve, Journal of Interactive Marketing, 25, 85-94, 2011.

Relationship Between Consumer Behavior Before and After Purchase in Social Media

İlknur Gözde ÖZGÜN, Burcu ÖZCAN

[36] YILDIRIM Y., Tüketicinin Satın Alma Karar Sürecinde Bilgi Kaynakları ve Güvenirlikleri: Referans Grubu Olarak Yakın Çevrenin Etkisinin İncelenmesi, Akademik Yaklaşımlar Dergisi, 7 (1), 214-231, 2016.

[37] ERDEM K., Tüketicilerin Demografik Özellikleri ile Satın Alma Tarzları Arasındaki İilişki: Aydın İlindeki Tüketiciler Üzerine Bir Araştırma, Adnan Menderes Üniversitesi, Sosyal Bilimler Enstitüsü, Aydın, 2016.

[38] Öztürk, M. B., Tüketici Davranışları, Ekin Yayınevi, Bursa, 2015.

[39] İslamoğlu, A. H. ve Altunışık, R., Tüketici Davranışları, Beta Yayıncılık, İstanbul, 2017.