

**THE EFFECT OF CONSUMERS ATTITUDES TOO SOCIAL  
MEDIA ADVERTISING ON DIGITAL CONTENT SHARING  
BEHAVIOR**

## **SUMMARY**

### **THE EFFECT OF CONSUMERS' ATTITUDES TOO SOCIAL MEDIA ADVERTISING ON DIGITAL CONTENT SHARING BEHAVIOR**

The aim of the research is to examine the effect of consumers' attitudes towards social media advertisements on digital content sharing behavior. In this context, data were collected from 200 consumers over the age of 18 using social media, using the survey technique. In the analysis of the data, a Pearson correlation analysis was conducted for the relationship between consumers' digital content marketing activity attitudes and behaviors of brands and content sharing behavior by using SPSS Statistics 24.00 program. For the normality distribution, it is assumed that the continuous variables are normally distributed if they are in the range of  $\pm 1.5$  by looking at the skewness and kurtosis values. Independent sample t test in comparison of digital content marketing activity attitudes and behaviors of brands and content sharing behavior according to gender and marital status; One-way analysis of variance (Anova) and Tukey HSD, Games-Howell test were used for post hoc test. According to the findings obtained after the analysis; There is a weak positive correlation between content sharing behavior and informing attitude and behavior; entertainment attitude and behavior, reliability attitude and behavior, material benefit attitude and behavior in the positive way moderate; A strong and significant positive relationship was found between herd behavior, perceived quality attitude and behavior.

**Keywords:** Consumer, Social Media, Content sharing, Advertising.

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## INTRODUCTION

Advert; The non-personal presentation of goods, services or ideas for a fee to be communicated and adopted by large audiences. A general definition has also been made for advertising as an announcement of an idea, good or service through mass media by paying the price of a certain person or organization. It creates the image of the company by giving information about the product and service in the advertisements in order to achieve the sales purpose, and by providing a positive attitude towards the product, it enables the consumers to buy it. It aims to increase the profits of businesses by increasing their sales with advertisements. However, advertisements are not the only factor affecting sales. Many variables have an impact on sales. For this reason, a direct relationship should not be established between aiming to increase sales by advertising. Online advertising is a form of promotion that uses the Internet and the world wide web to deliver marketing messages that attract people to look, read and click on the topic, further creating a desire and interest. Because of its high visibility, online advertising has a strong impact on the minds of the viewers compared to other marketing tools. Online advertising uses addressable media technology to select appropriate ads that match users' online behavior and thus make ads more relevant to consumers. Secondly, Internet advertisements can be presented live in a variety of formats such as video, audio, text or combinations thereof.

Although the concept of content marketing is very old, the concept of digital content marketing has emerged in recent years after the developments in the digital field and its popularity is increasing. Digital content applications are linked to products and provide both product and added value on an online platform. Also, according to several authors who have done research on content marketing, content marketing should go beyond a simple knowledge of the product. Adding keyword-rich tags and descriptions to the post, which is a tactic often used by companies, enables the user to find the content more easily in online searches. In short, content created from social media; It must be visible, useful, desirable and attractive so that the brand can build a relationship with the consumer. Through social media, brands have the opportunity to start a conversation with consumers. Relationships established with the sharing of valuable content and real-time actions with consumers have an impact on consumers and provide great benefits to brands.

In this context, it is aimed to examine the effect of consumers' attitudes towards social media advertisements on digital content sharing behavior. In the first part of the study, advertising and online components were examined conceptually. In the second part, digital content marketing is discussed theoretically. In the third and fourth sections, there are methods, methodology and findings.

## **FIRST PART**

### **CONCEPTUAL FRAMEWORK**

#### **1.1. Advertising Concept, Scope and Purpose**

The word advertisement is derived from the word “réclame”, which has its origin in French, and is translated into our language as announcements and announcements (Elden, 2016:38). The advertisement of the Turkish Language Association has been defined as “Any way tried to introduce something to the public, to make it like it and thus to provide its version” (TDK, 2022).

Advertising; defined as the paid promotion and marketing of ideas, goods and services by a particular sponsor. In addition, advertising is defined as an impersonal form of presentation in which ideas, goods or services are promoted by paying a certain price (Rajput and Vasishth, 2008:27).

Advertising; It is the presentation of goods, services or ideas in an impersonal way for a fee in order to be announced and adopted by large masses (Mucuk, 2006: 90). A general definition has also been made for advertising as an announcement of an idea, good or service through mass media by paying the price of a certain person or organization (Erciş, 2010: 260).

It is the adoption of every item that can be the subject of marketing, with persuasive mass media tools and methods and paid for, in line with selected purposes. A general definition of advertisement was also made in the form of (Rashid, 2018: 73).

#### **1.2. Advertising Purpose**

Advertising purposes; It is examined in three groups as sales purpose, communication purpose and special purposes. The main purpose of advertisements is to increase the awareness of the brand by promoting products and services and to increase the sales of the products (Rajput and Vasishth, 2008:30).

It creates the image of the company by giving information about the product and service in the advertisements in order to achieve the sales purpose, and by providing a positive attitude towards the product, it enables the consumers to buy it (Erciş, 2010:261). It aims to increase the profits of businesses by increasing their sales with advertisements. However, advertisements are not the only factor affecting sales. Many variables have an impact on sales. For this reason, a direct relationship should not be established between aiming to increase sales by advertising (Elden, 2016:40).

The communication purpose of the advertisement emerges with the communication with the consumers in order to realize the attitude formation and purchasing event. In the communication purpose, it is aimed that the advertisement is noticed by the consumers and its image is changed in the desired direction (Rashid, 2018: 74). It is the transfer of feelings and thoughts about products and services to the determined target audience. It is to inform consumers about the product, to provide information about new or developed products and to inform them (Wells et al.2006:9). Advertising has special purposes other than communication and sales purposes. To increase the reputation and prestige of the company by improving the image of the company, to reach more consumers and increase sales. It is carried out to support personal selling, which is one of the other promotional activities (Gupta and Nasa, 2021:19). Convincing them to try the product or service or making them buy again is trying to build brand loyalty and increase demand. If there is a negative image or impression about the business or products, it is used to change them (Lancaster and Reynolds, 2005:175).

### **1.3.Functions of Advertising**

Considering that people are connected to all parts of the world through communication, the development of human horizons and the perception of the environment find meaning with the content and speed of the information received and the added value it adds to life. Therefore, advertising is one of the most important elements of communication between the company (good or service, brand, image or reputation of the institution, price and payment options, quality, points where the consumer can reach the product, campaigns, etc.) and consumers (Colliander and Dahlen, 2011: 315). ). In other words, advertising is the visible face of the company. Therefore, in order for companies to communicate

effectively with their target audience, the functions of "persuading, informing, reminding and adding value" of advertising should be implemented in an integrated manner (Aydın, 2017: 900).

### **1.3.1. Notification Function**

It is seen that there are different perceptions of consumer groups in the marketing researches carried out by the enterprises in order to express their product, brand and company awareness by evaluating their situation in the market they are in. While some groups are not even aware of the existence of the product or brand, it is seen that some groups are partially aware, and some groups have inaccurate and hearsay information (Tek, 1999: 695). We can easily say that the group that does not have any information about the goods or services will not want to buy this product or brand. It is obvious how vital this situation is for companies. It is the duty of marketing experts to inform consumers accurately (Patrick et al. 2012: 21).

Announcing the brand is one of the most important functions of advertising. When a brand is announced, people notice new brands, consumers are educated about the different benefits and features of the brand, and it contributes to the positive development of the brand image. One of the most effective forms of communication is realized by the fact that advertising is carried out with relatively less cost in communicating with the masses. (Değirmen Erenkol, 2020: 89). While a brand that has just entered the market is easily introduced to consumers through advertisement, it also increases the demand for existing brands and contributes to the increase of awareness, which we can define as being the first brand that comes to mind of consumers among the brands in a product category called top-of-mind awareness. Another valuable information that the advertisement provides for both the consumer and the advertised brand is the information about the usage areas of the existing brand other than the known ones. This application is called advertisements aimed at expanding the usage area (Şeker kaya, 2015: 166).

### **1.3.2. Persuasion Function**

The persuasion function, which can be used at every stage of the product life cycle, is perhaps the most important of the advertising functions. In other words, it is not an easy

process to convince the target audience of the promised benefit by drawing attention to the different features and functions of the product (Colliander and Dahlen, 2011: 316).

An effective advertisement; encourages potential customers to try the advertised good or service. Advertising sometimes has an impact on primary demand. The primary demand is to create demand for the entire product category in which the product is located (Yusoff, et al. 2017:539). More often in advertisements, secondary demand is tried to be created to increase the demand for the brand. Companies that advertise to both final consumers and industrial customers provide logical arguments (such as quality, reasonable price, etc.) and emotional appeals for consumers to try one brand over another (Aydın, 2017: 901).

Comparative advertising is seen as a type of persuasive advertisement in advertising. Therefore, such advertisements also find a place in the persuasion function. Comparative advertising is a type of advertisement in which one or more features such as market share, price, product are compared between the advertised brand and one or more competing brands, accurate information is given, the name of the competitor can be given clearly, or the competitors are expressed implicitly (Patrick et al. . 2012: 21). The strengths of comparative advertising compared to non-comparative advertising: it attracts more attention, consumers can better compare products and/or brands, consumers can learn more, encourage competition in favor of the consumer, increase purchase intention and sales, brand value It can be used to increase sales, help salespeople, keep messages more memorable, reduce market entry barriers, and implement a positioning strategy. (Tek, 1999: 696). The weaknesses of comparative advertising compared to non-comparative advertising are: it can lose objectivity and accuracy, cause more negative attitudes towards advertising, have legal risks, the competitor's response, can be beneficial to the competitor's brand, and can confuse consumers (Topsümer and Elden, 2015: 95).

### **1.3.3. Reminder Function**

With the reminder function, which is usually used at the end of the product life cycle, it can be used to identify the brand of a good or service, its functions and features, where it is used, its competitive price, etc. It is aimed to keep the issues in the minds of the target

audience, to come to the fore again, to revive the decreasing demand for the product or to prevent or slow it down below a certain level (Şekerkaya, 2015: 167).

Advertising helps a brand stay alive in people's memory. When a product that has been advertised before is needed, the brand given in the advertisement becomes a brand candidate to be purchased in the minds of the consumer, with the effect of this advertisement. This is called increasing brand prominence. However, effective advertisements attract people's attention and increase the probability of purchasing the product (Colliander and Dahlen, 2011: 317). Supportive advertising is considered a type of reminder advertising. The purpose of this type of advertisement is to prevent the regrets that may occur by reassuring the consumers who have bought a product that their choice is correct (Tek, 1999: 697).

#### **1.3.4. Function to Support Other Business Efforts**

The main role of advertising is to facilitate other promotional activities. Advertising can be used as a tool in the distribution of coupons, as well as drawing the attention of the target audience to the elements of the promotion mix. Another vital role of advertising is to support salespeople. Advertising; sells a firm's product before the salesperson starts personal selling. Thus, the salesperson gains a valuable previously acquired awareness in his personal communication with the potential customer. In other words, advertising increases the credibility of the salesperson's claims (Aydın, 2017: 901).

Advertising; It is a promotional mix used by companies such as personal selling and sales development. Companies do not use this promotion mix element for nothing. Each of the promotional mix elements is used for different purposes (Yusoff, et al., 2017:540). Activities such as supporting personal sales and reaching consumers who cannot be reached through personal sales, developing good relations with intermediary institutions, contributing to the entry of a new product into the market, helping to enter new markets determined as the target audience, and increasing the reputation of the company are among the objectives of the advertisement (Şekerkaya, 2015: 168). ). As can be understood from these purposes, advertising supports other business efforts. Advertising also contributes to the desired results from other promotional activities. For example, it can contribute to consumers getting to know the product packaging better and placing

more value on the product. It also causes a decrease in the sensitivity of the consumer towards the price of the product (Topsümer and Elden, 2015: 96).

### **1.3.5. Value Adding Function**

There are three main ways for companies to add value to their products. These are: innovation (firm innovating), improving quality and bringing about a change in people's perceptions. These three factors are interrelated. One without the other doesn't make much sense on its own. An innovation without quality is only a new thing, if there is no quality, consumer perception is insufficient on its own, and if innovation and quality do not cause a change in people's perceptions, they will have no meaning (Tek, 1999: 699). An effective advertisement that consists of systematic approaches that investigate key indicators such as the behavior and trends of the target audience, competitors, market, general trends and competitors' communications; It will add significant value to the goods or services, the brand, the company. The fact that many people routinely see the advertisements of the product they buy at regular intervals, and receive positive feedback from their acquaintances, will create a positive effect that will increase their trust, strengthen their belief that they have made the right choice, and increase brand loyalty, even if there is no need for advertising for the product they already buy (Mucuk). , 2006: 220). According to a study conducted among some products such as television, shampoo, camera and toilet paper, it was observed that as the advertising expenditure increases, there is a perception that the quality of the advertiser brand increases and this has an effect on consumers (Topsümer and Elden, 2015: 98).

### **1.4. Advertising Tools**

Advertising tools; newspaper, magazine, radio, television, open air and internet. It is very important from which media the advertisement will be given and the criteria to be applied should be taken into consideration while making this choice. These; it is determined according to the purpose of the advertisement, the determination of the budget, the physical characteristics of the advertising medium and the consumer group reached by the media, its number and qualities (Işıқтаş, 2018: 60).

First of all, the target audience needs to be determined. It is necessary to learn which media can be reached most appropriately for the target audience and which media is used the most. An advertising medium should be chosen according to the budget of the business, namely the advertiser. Costs also vary among advertising tools. Then, the appropriate advertising tool should be decided on the type and characteristics of the product (Stanton, et al., 1991:460). Whichever of the elements such as verbal, written, visual, video should be included, the appropriate advertising medium should be selected. Each advertising tool has different features, advantages and disadvantages. The choice of advertising medium should be made by evaluating the target audience, the number of people, the mass media used by the competitors, the policies and restrictions of the media (Işıktaş, 2018: 62).

#### **1.4.1. Newspaper**

The first advertising medium to reach large masses is the newspaper. Newspaper advertisements are of great importance in terms of informing consumers. National, regional and local newspaper types are addressed to different regions. While businesses that want to reach wider audiences prefer national newspapers, businesses that appeal to a specific consumer region prefer regional or local newspapers to create more effective advertisements (Wells et al. 2006:29).

One of the reasons why newspaper advertisements are preferred is that the cost is lower than television advertisements. In addition, it is known how many consumers the newspapers reach from the number of sales, and measurement can be made (Karaçor, 2007: 52). Since there is a time limit in television and radio advertisements, sufficient information about the products cannot be given. As more detailed advertisements can be presented in newspapers, it stands out with its informative aspect (Wells et al. 2006:29). The negative aspects of newspapers are that they have low paper and print quality, they only affect consumers visually, and that newspapers are generally printed daily, that is, their lifespan is short (Işıktaş, 2018: 63). The fact that newspaper advertisements consist of only pictures and text, and the absence of sound and music may not be enough to affect the emotions of consumers and may create difficulties in appealing to consumers (Kocabaş and Elden, 2001:28).

### **1.4.2. Magazine**

Magazines, one of the written mass media, have an important place for advertisements. Magazines appeal to a certain consumer group in terms of their subjects (Stanton, et al., 1991:461). While there are more general magazines, magazines are also published on more specific topics such as women, children, decoration, food, and magazines (Tyagi and Kumar, 2004:134). Since magazines have a specific target audience, selection can be made according to this criterion when advertising. For example, publishing an advertisement of a business marketing industrial products in a technical magazine will gain a great advantage and reach the target audience more accurately (Karaçor, 2007:54). Printing of magazines in color and with higher quality than newspapers ensures that advertisements attract more attention and are better remembered (Padhy, 2011:43). It also provides an advantage that it has a longer lifespan than newspapers. Magazines published weekly, monthly or annually will be able to reach more consumers (Tyagi and Kumar, 2004: 135).

### **1.4.3. Radio**

Radios, which are an auditory tool, are an important mass communication tool to reach the target audience. Especially before the use of television increased, it was seen as the most effective advertising tool (Wells et al.2006:33). However, it still maintains its validity today and is preferred when driving at home, at work and especially on the road. It makes the radio an important advertising tool because it is a small, portable and ubiquitous tool and can be listened to while dealing with other tasks (Stanton, et al., 1991:464). One of the advantageous aspects of radio advertisements is that their cost is lower than television advertisements. In addition, it is more advantageous for small-scale, locally operating businesses to use local radio channels to reach the target audience (Padhy, 2011:45). The most important deficiency of radio advertisements is that they do not contain visual elements. This situation causes radio advertisements to be less memorable and less effective. In addition, when radio programs are advertised, many consumers avoid advertisements by changing the channel or turning off the radio (Tyagi and Kumar, 2004:150).

#### **1.4.4. Television**

Since the debut of television, it has been used as an advertising medium. The fact that it is both a visual and an auditory tool has made it an attractive, effective and powerful media for advertisements (Kocabaş and Elden, 2001:30). In terms of being present in every home, it can reach a wide range of target audiences and reaches more consumers than print advertising tools such as newspapers and magazines. Although the price of television advertisements is high compared to other mass media, the cost is low due to the high target audience it reaches (Wells et al.2006:34). The limited time in television advertisements may not be sufficient for advertisement and the effect on consumers may be short-lived. Also, there is a risk of going unnoticed amongst other advertisements. For this, advertisements need to be repeated. Repeating the same advertisement too often can bore consumers and leave a more negative impact (Stanton, et al., 1991:462).

#### **1.4.5. Outdoor Advertising**

The marketing industry uses different ways to attract the attention of consumers. One of these is outdoor advertisements that appear before consumers on the streets, in public transportation vehicles and in waiting areas. outdoor advertisements; They are advertisement messages prepared in the form of posters, billboards, currency-banners, placed on the street, street and the station, terminal, underpass, stop and piers where people with heavy traffic pass very often.” defined as. Reasons for preferring outdoor advertisements; inevitability, customer proximity, difference and convenience of use (Karaçor, 2007: 57). Outdoor advertising is different from other types of advertising. There is the possibility of closing the advertisements on radio and television without watching, the possibility of turning the page without reading the advertisements in newspapers and magazines, and the possibility of skipping internet advertisements without looking. However, they cannot avoid the advertisements they encounter at a stop or a waiting room (Kocabaş and Elden, 2001:35). Messages need to be concise, as consumers are often exposed to outdoor advertising on the go. A long text or a detailed informational advertisement will not attract the attention of consumers and they will not see the advertisement (Padhy, 2011: 50).

#### **1.4.6. Internet Ads**

Today, with the development of technology and the introduction of the internet into our lives, they have shifted to a new area in advertisements. Digital news sites instead of newspapers and magazines, digital music channels instead of radios, and digital series and film platforms instead of televisions have started to be preferred. For this reason, advertisements have begun to be transferred from traditional advertising tools to digital (Tiwary, 2016:75). Internet advertisements can be displayed in many areas such as computers, tablets, mobile phones and wearable technologies. The main reasons for the preference of internet ads are that the ads can be personalized, interactive, feedback can be provided and the cost is lower than traditional advertising tools (Padhy, 2011: 52). Thanks to two-way communication, how many people the advertisements reach can be calculated and the effectiveness of the advertisement can be measured thanks to the feedback received. In addition, customer relations can be developed by recording customer information in the database. By sending special messages to a specific target audience, it is easier to attract the attention and interest of consumers. There is no difficulty in reaching consumers in terms of time and space, and communication can be established with consumers anytime and anywhere. Another advantage is that internet advertisements have the opportunity to reach all consumers worldwide (Işıktaş, 2018: 66).

#### **1.5.Components of Advertising**

People make sense of concepts or expressions by matching them with various symbols in their minds. The color white evokes purity or cleanliness, and green evokes nature. While these associations are created, the meanings that people attribute to the colors and symbols of the culture you find in them can be effective (Yeygel and Close, 2007: 106). Advertising experts consider these symbols that consumers make sense in their minds while preparing an advertisement for a product belonging to any business/brand. These symbols can be any color, a word or phrase, a smell or any tone/sound. Therefore, including these elements in an advertisement design to be created plays a very important role in the success of the advertisement (Kaya, 2018: 104). Advertising components expressed as visual language, verbal language, graphic and design, slogan, title and body text should be used in harmony with each other in transferring the image of the product

subject to the advertisement or the message it wants to give to the consumers in its target (Batı, 2019). : 40).

Visual language is defined as the editing of the colors, images, font sizes and styles used in the advertisement design within the advertisement within a certain logic and purpose. While consumers are watching a commercial, the colors of the environment in which the film is shot, the position of the product design subject to the advertisement, the advertising message, etc. they perceive the elements together (Yeygel and Near, 2007: 107). This also applies to print advertisements. While the visual language in the advertisement adds a real dimension to the advertisement, it also fulfills the function of concretization. In this context, visual language has an important place in the advertisements of businesses in the service sector, where concretization is very important (Kaya, 2018: 105).

Verbal language refers to the codes based on words other than messages, accents, gestures and mimics in the advertisement. In other words, verbal language can be expressed as the external voice used in the advertisement. In this context, verbal language is as important as visual language while creating any commercial film. The quality of the product, which is the subject of the advertisement, varies according to the image desired to be created in the consumer (Batı, 2019: 41).

Graphic and design is expressed as the design of the images presented for consumers to read / watch in a certain order. One of the most effective areas where we can see the communication activities of the business / brand is graphic design studies (Tokmak, 2017: 205). For this reason, the advertising designer should understand the message he wants to convey to the consumers very well and prepare the balance of the advertisement in line with this message (Tiwary, 2016:120). In other words, the advertising designer, while deciding how to place the elements to be included in the advertisement, considers the aims and objectives of the advertisement as well as the aesthetics and functionality of the image that makes up the entire advertisement (Wells et al. 2006:40). While the colors used in the advertisement evoke naturalness, the slogan used or the advertisement text should also emphasize naturalness. In the commercial film in question, the external voice to be used should be in a softer tone or the image of the actor should be fictionalized in

favor of naturalness. As long as all the elements are in harmony, the effectiveness of the advertisement can be mentioned (Kaya, 2018: 106).

Slogan is defined as a carefully selected word or phrase that determines the position of the business / brand, often reveals a promise about the product that is the subject of the advertisement, and summarizes the concept of the advertisement (Tokmak, 2017: 206). Advertising experts consider the target audience of the product that is the subject of the advertisement while creating a slogan. The created slogan should have certain characteristics. In order for the slogan to be expressed successfully, it must have the following qualities. These are (Tiwary, 2016:122):

- The slogan should be formed to summarize the message/theme/main idea of the advertisement,
- Slogan should be composed of short, concise and precise statements,
- The slogan should be creative and original,
- The slogan should remind the brand name,
- Slogan should present concrete information demonstrating evidence,
- The slogan should arouse positive emotions in the consumer,
- The slogan should contain the main promise of the product and be memorable.

Headlines are defined as items that summarize the advertising message/content and are generally kept short, selected from relevant attractive words (Wells et al. 2006:42). Individuals resort to some shortcuts and generalizations in order to provide benefits/savings in their daily lives. For example, a consumer who decides to buy a book can decide whether or not it will appeal to him by looking at the cover of the book or directly by the title or author of the book to make a purchase decision, without considering other factors.

The title of the advertisement has three main tasks: to attract the attention of the reader, to accurately reflect the content of the advertisement, and to enable the reader to read the text with various metaphors and rhetoric (Padhy, 2011: 60). The body text is defined as the written part that summarizes the message about the product that is the subject of the advertisement, conveys the information about the product or service to the consumers,

and contains the discourses that will persuade the consumers (Tokmak, 2017: 208). By focusing on semantic, syntactic, morphological and phonological features, advertising experts bring harmony to the advertisement text, thus ensuring that the advertisement text is remembered as well as persuading the consumers (Bati, 2019: 43). The nature of the product that is the subject of the advertisement should be taken into consideration while creating the advertisement text. If the product in question is a product that requires extensive use of technical information, it may be beneficial for consumers to include technical information in the advertisement text. On the other hand, since services are intangible, advertisement text can be used as a tool in the context of concretizing the service (Wells et al.2006:45).

### **1.6.Online Advertising Concept**

The term online advertising is a term related to online advertising over the Internet. It is a form of promotion that uses the Internet and the World Wide Web to deliver a marketing message to attract consumers. Online advertising is a form of promotion that uses the Internet and the world wide web to deliver marketing messages that attract people to look, read and click on the subject and create further interest (Zhou and Bao, 2002:73).

Because of its high visibility, online advertising has a strong impact on the minds of the viewers compared to other marketing tools. Online advertising uses addressable media technology to select appropriate ads that match users' online behavior and thus make ads more relevant to consumers. Second, Internet advertisements can be presented live in a variety of formats such as video, audio, text, or combinations thereof (Luk et al. 2002: 695).

Advertising on television, radio, newspapers, billboards or direct mail is based on a large appearance and a particularly large audience. Internet advertising, on the other hand, relies on a relatively small number of channels that combine to generate a maximized target customer. The Internet is a fast-growing advertising tool, unlike other media, for two main reasons: First, almost every home has constant access to the Internet, either fixed or mobile. Second, the Internet has a larger daily audience than the entire historical audience of traditional media combined (Coupey 1999: 195). The ability to reach a predefined target audience strengthens the brand, promotes the effectiveness of the

website's sales, and conveys information to consumers. Online advertising helps market products and services through interactive and colorful catalogs and provides viewers with up-to-date and available information (Luk et al. 2002: 696). It also allows them to shop both locally and internationally. Today, there are many websites designed to increase sales and maintain relationships with customers. Unlike other media tools, a company website can provide more comprehensive information about its product line and can point directly to the target audience. With this information, the target audience can make the purchasing decision more efficiently (Ducoffe, 1996: 24).

Online advertising is more attractive to consumers because advertisers focus them to match their interests. In addition, online advertising may appear simultaneously in several variations, including a video, audio clip, text, and a combination thereof (Zhou and Bao, 2002:74). Another advantage is that some online ads are less boring than offline advertising. Television and radio advertisements can interfere with the consumer and come uncontrollably and unexpectedly (Coupey 1999: 196). Online advertising is a little more acceptable because Internet users have the ability to control when, where and how much information can be obtained from the site (Marzan and Gonzales, 2014: 44). In online ads, everything is dynamic from the advertiser's point of view. Content and details can be changed instantly and there is no need to wait for a new edition, for example. Internet advertising is also less expensive than other media, and marketers can reach a targeted audience at a low cost and locate groups of consumers who share the same interests. The interaction of the Internet is another important factor in that it allows users to express their reaction to the ad with just one click (Ducoffe, 1996: 25).

### **1.6.1. Content Features of Online Advertising.**

Online advertisements have a number of content features. In this context, online advertisements must fulfill at least three important functions in order to be effective. In this context, online advertisements (Luk et al. 2002: 696).

- They need to attract the attention of the user,
- They aim to motivate users to click, and
- Online advertisements must meet the user's expectations.

The function of online advertising, on the other hand, comes from the vertical integration of the three marketing channel capabilities. These are communication (exchange of information between seller and buyer), transaction (buyer pays for the item), and distribution (moving purchased item from seller to buyer). Extended functionality also comes from the horizontal integration of all forms of marketing communication, including advertising, public relations, sales promotion and direct marketing (Zhou and Bao, 2002:75).

As a marketing tool, the Internet offers many advantages over traditional media. Advertising with the Internet feature targeting customers is more efficient. Thanks to its flexibility in interacting with customers, the web combines many of the marketing functions in an organizationally superior process (Marzan and Gonzales, 2014: 45). Online advertising offers potential benefits for businesses that cannot be achieved with traditional advertising tools; benefits of online advertising; wealth of information, ease of updating, brand information, data collection, global exposure, customization, customer-company relations, role playing and ease of purchase (Coupey 1999: 197).

The features of online advertisements are briefly explained below (Yoon and Klim, 2001: 55):

- **A wealth of information:** The nature of television, radio, billboards, and print limits a traditional ad to a short, catchy message. But the online advertising message is no longer so constrained. The Internet allows for significantly more content-rich product information to be delivered to consumers.
- **Ease of updating:** Maintaining an online ad is less costly than maintaining traditional ads. In addition, online information can be changed and updated quickly and easily.
- **Brand information:** A good online advertisement contains more information about the brand, which is important for building a brand image, for example, the commercial website can provide detailed information about the company and its products and services.
- **Data collection:** In exchange for this information and/or other product incentives, the company can easily collect detailed data about the Internet market. It is

possible to precisely measure which pages on their site are visited, how long people come to the site, how and where the visitors come from. The Internet also has the capabilities to collect consumer reactions to available products and advertisements.

- **Global exposure:** The Internet expands the company's market to include global markets, allowing visitors from all over the world to visit its website. Online advertising aims to promote and sell the products and services of various companies in the global market through the Internet.
- **Customization:** The interactive nature of the Internet provides more flexibility than traditional media in terms of the type of information transmitted and the method of transmission.
- **Improves customer-company relationships:** Internet advertisements can also be used as a customer service tool. For example, relationships can be developed by being available every day on demand, reducing purchasing uncertainty through online product trials or demonstrations, and providing up-to-date, accurate technical support online.
- **Role-playing:** The Internet has the ability to create more compelling engaging advertisements. Through role-playing, the consumer produces arguments in favor of the product, and this is more persuasive to the individual than to mass arguments.
- **Facilitating purchasing:** The Internet can facilitate the purchasing decision by providing detailed products, purchase details, giving consumers the option to buy from their own home at the moment.
- **Integration with traditional advertising:** The real strength of Internet advertising lies in its integration with traditional advertising to maximize its impact.

### **1.6.2. Effectiveness of Online Ads.**

With the rapid increase in online advertising expenditures, online advertising has become more popular in recent years and the effectiveness of these ads has come to the fore. Therefore, effective measurement of online advertising has also become very important (Luk et al. 2002: 697). It has been stated that it is easy to collect data on the web regarding

all kinds of online advertising, and therefore there are many measurement methods used to evaluate the performance of the advertisement (Coupey 1999: 198).

***Page Requests / Page Views / Page Views:*** A page view occurs when a user sends a single page request via their browser to a website server. Page views are used as an effective indicator showing the total number of pages served in a given period (Yoon and Klim, 2001: 56).

***Visits:*** Visits are the number of times a website visitor enters the website. If a visitor is inactive on a website for more than 30 minutes, it counts as another visit to another transaction (Li and Leckenby 2007:210).

***Unique Users / Unique Visitors:*** Unique visitors are the number of people who visit a website one or more times during a period. This metric shows the number of people who saw the ad. There are three ways to collect this data, and thus the metric is confusing. These paths are unique record, unique cookie and unique IP (Mittal et al., 2006: 219). Using the unique registration method, the website allows the user registration to know the demographic information of the target audience. However, nowadays, people tend not to become members in order not to deal with the process of becoming a member. Also, people can forget their username or password in order to create another account. Also, multiple users on websites such as family members or roommates can use the same account (Li and Leckenby 2007:213). A unique cookie means that websites store a cookie file to identify a user when they visit the website. However, users can turn off cookies, users can use multiple browsers, or multiple users can use the same browser. Unique IP addresses are also used to identify the unique visitor to the website. In this method, the website collects the data of the IP address (which identifies a unique device) to identify the unique user. The biggest problem of this method is that gateway or proxy machines have a single IP address serving multiple users (Luk et al. 2002: 698).

***Ad requests / Ad Views / Ad Impressions:*** An ad impression represents the overall unfolding of the web ad that informs about the ad's visibility and brand recognition. However, this metric does not give an exact indication of whether the user saw the ad, as it does not track whether users interact with the ad. However, users are assumed to have

seen the ad when the page is viewed. In traditional media, it is also impossible to be sure whether users pay enough attention to advertisements (Marzan and Gonzales, 2014: 48).

**Clicks:** a click is an "interaction with the ad". The click therefore represents the action taken by a user when they clicked on the ad. The click is recorded by the website. Advertisers often try to grab the user's attention and provide more information about the brand or product. This means that the number of clicks is a better metric than the ad impression (Mittal et al., 2006: 221).

**Clickthrough Rate:** Click-through rate is a metric that provides information about whether the ad is attractive enough for the user to click. This metric is calculated by dividing the number of clicks by the number of ads requested and served to the user. Google also defined Clickthrough Rate (CTR) as the percentage of impressions that result in a click (Yoon and Klim, 2001: 58).

## **2. DIGITAL CONTENT MARKETING**

### **2.1. Content and Content Marketing Concepts**

It is a fact that consumers have been constantly bombarded with messages through both traditional and digital media for years, in other words, consumers are constantly confronted with content. In the past, the content was mostly one-way, in the form of an announcement, in the form of businesses conveying the message they wanted to convey to consumers. Nowadays, content can be produced by consumers with the two-way communication opportunity provided by digital media. The content is not limited to text (text) on the website, product pages, blogs or e-mail newsletters. It covers what consumers see, touch, come into contact with or interact with, from any article on a website to a post shared from a social media account (Handley and Chapman, 2015:19).

These include online assets, websites, social media platforms and posts shared from these social media platforms. In other words, all kinds of articles, photos, videos shared are considered as content. Some of the most frequently encountered content types are as follows (Kingsnorth, 2017:226):

- News
- Blogs
- Videos
- Mobile applications
- Images
- Website articles
- Podcasts
- E-books
- Case studies

- Online presentations

It has come to a time when classical methods and contents are boring for consumers. In this period, in order for effective and attractive content to be effective on consumers, it must have features such as being reliable, shareable, useful, entertaining, interesting, different and brand-oriented. With its many types, content can create benefits such as gaining customers, interacting with them, and enabling customers to be affected (Pulizzi and Barrett, 2009:20).

Content marketing aims to build relationships and trust with more customers. When conducting content marketing activities, businesses truly listen to the expectations and needs of customers and tend to offer products and services for these expectations and needs of customers (Kingsnorth, 2017:232). Companies that perform content marketing well can offer high quality, original content to their customers and create stories about their brands from time to time. With content marketing, marketing professionals can transform from brand promoters to storytellers. Today, most companies use or are starting to use content marketing (Ryan, 2014:400).

## **2.2.Historical Development of Content Marketing**

Although content marketing has been known by more people in recent years, especially with the effect of its development in web technologies, and is seen as a new type of marketing, its foundation dates back to about 100 years ago. In 1895, tractor manufacturer John Deere published The Furrow magazine. The magazine told farmers about technological innovations and agricultural techniques. Nowadays, the magazine still reaches approximately 1.5 million people in 12 different languages in 40 different countries. In 1900, automobile tire manufacturer Michelin helped drivers both find accommodation and provide a better ride with its Michelin Guide. In 1904, the famous convenience food company Jell-O began to be distributed free of charge as a cookbook explaining recipes and how to make gelatinous desserts. Jell-O, which was not a well-known brand before starting this application, increased its brand awareness and awareness after this application, and after about 2 years, in 1906, its sales exceeded 1 million dollars (Kahraman, 2013: 88).

In the 1930s, P&G began producing radio programs for its products. These programs in soap opera format were especially effective in the promotion of Oxydol, a powder soap, and the name of this soap opera was determined as "soap opera". In the 1950s, many magazines such as Vogue, which is still one of the most widely read magazines, began to be published. Hasbro, Marvel, and Lego were added in the 1980s to large companies engaged in content marketing practices with their magazines. The "G.I.JOE" magazine, which was published jointly by Hasbro and Marvel, played a major role in toy marketing and became a phenomenon, and later cartoon series were shot. Lego company, which published the first customer magazine published under the name Lego Club, also reached large masses (Hero, 2013:89).

In 2001, 8 different short films called "The Hire", starring BMW's Clive Owen, showed the performance of different car models shot only for broadcasting on the internet, and these films attracted great attention. In 2007, Red Bull, which is still one of the most preferred energy drink companies today, has become an important media company as well as selling energy drinks with TV channels, magazines, movies and series, news content with the Red Bull Media House company it founded. Content Marketing Institute, founded by Joe Pulizzi in 2010, and Content Marketing University, founded in 2016, have increased the interest in content marketing with the research they have done and the training they have given (Kahraman, 2013: 90).

### **2.3.Digital Content Marketing**

Although the concept of content marketing is very old, the concept of digital content marketing has emerged in recent years after the developments in the digital field and its popularity is increasing. Various definitions of digital content marketing are as follows:

According to Rowley (2008), digital content marketing is “the managerial process responsible for profitably identifying, anticipating and satisfying consumer needs in the context of digital content or bit-based objects distributed via electronic channels.”

Ryan, (2014), digital content marketing; Creating digital content that covers the information that customers need and is suitable for them, distribution to digital channels in order to raise awareness by directing the attention of the target audience to the

company, to make products and services attractive, to reach the target audience, to establish an interactive relationship with them and to achieve measurable results by encouraging them to take action. It is defined as a process that covers all transactions related to measurement and measurement”.

Holliman and Rowley (2014) defined digital content marketing as the activities of creating and disseminating relevant, valuable brand-related content to existing or potential customers on digital platforms to foster positive brand engagement, trust and relationships.

#### **2.4.Digital Content Marketing on Social Media**

Digital content applications are linked to products and provide both product and added value on an online platform. In addition, according to several authors who have done research on content marketing, content marketing should go beyond a simple knowledge of the product (Christodoulides and Chernatony, 2004: 170).

Pulizzi (2014) stated that B2C (business-to-consumer) marketers use an average of four social media channels to distribute content to their end consumers. Social media is crucial to a content marketing strategy. Pulizzi explained the importance of social media for content marketing as follows, "No content marketing strategy can be complete without a strong social media strategy" (Pulizzi, 2014:230). Pulizzi (2014) advocates the idea that first of all, an interesting topic should be chosen in order to attract the attention of the consumer in social media, and recommends spending time to publish well-edited photos and well-written content as the ideal method. In addition, he states that since text messages are easier to assimilate, marketers should deliver the message in a concise manner, unless the content really needs a lot of words.

Adding keyword-rich tags and descriptions to the post, which is a tactic often used by companies, enables the user to find the content more easily in online searches. In short, content created from social media; It must be visible, useful, desirable and attractive so that the brand can build a relationship with the consumer. Through social media, brands have the opportunity to start a conversation with consumers. Relationships established

with the sharing of valuable content and real-time actions with consumers are effective on consumers and provide great benefits to brands (Pulizzi and Barrett, 2009:22).

## **2.5.Importance of Content Marketing**

With the effect of the rise of digital media, changes have occurred in consumer behavior, and consumers have begun to benefit from the advantages of digital media. A consumer can search for products and services via the internet. Companies' websites, social media accounts, blogs, forum sites have become places that users frequently use to obtain information. They have started to engage in various activities in companies in order to meet and impress the users who visit these places with good and valuable content. The fact that the content attracts the attention of the consumers and that their requests and expectations are met will reflect positively on the companies. Due to these changing consumer behaviors, content marketing has gained a special importance (Ryan, 2014:402).

In its many different ways, content is an important tool for marketers to reach and influence consumers. Thanks to the content, consumers can have information about the products, follow the developments, discounts and campaigns. From past to present, it has been tried to reach the consumer by e-mail, SMS and other means, and consumers have started to ignore these contents after a while. Since content marketing is a marketing activity that offers value, meets information needs, and does not make consumers buy anything, it has become an effective method that consumers will not ignore and companies can reach and interact with consumers (Christodoulides and Chernatony, 2004: 171).

In this period when consumers ignore many advertisements, content marketing has become an important marketing strategy with its focus on presenting the content they are interested in, instead of providing unnecessary information to consumers and suffocating them with many advertisements (Kahraman, 2013:100). Valuable content in social media is based on the story of the brand. However, it must meet the brand's goals and encourage consumers to buy, follow and be curious. Successful brands position their customers in the middle of the story, so that customers can associate the brand with their own lives and come to a purchasing consistency (Ryan, 2014:405).

Content marketing, with the benefits of the internet, both creates less cost for companies and increases the opportunity to communicate with customers in two-way. Nowadays, when people's prejudice against traditional advertising activities is very high, an effective content can help people to be interested in this content, spend more time and interact with the company (Pulizzi and Barrett, 2009:23).

The rapid dissemination of content, especially through social media, also provides companies with great advantages. An advertisement using traditional media methods will both cost more and less interest of consumers. When it comes to valuable content, consumers may be more interested and willing to share it with their environment. Content marketing is important with its benefits such as establishing a strong communication with customers, creating brand awareness, and providing competitive advantage. These benefits (Gurd, 2011):

- With effective and valuable content, companies can connect with the customers they aim to reach.
- The common goal of many businesses is to create brand awareness. Content marketing can play an important role in increasing brand awareness with its structure that enables it to reach large audiences quickly.
- Since content marketing is a cheaper and more effective method compared to traditional marketing methods, it provides a competitive advantage especially against companies that do not engage in content marketing activities.

## **2.6.Benefits of Content Marketing**

Firms have had to develop new methods to establish, maintain and retain their target customers in a challenging competitive environment. Especially the development of social media has led to a change in the communication preferences of consumers and companies. As a result, content marketing has gained importance as a new communication tool. According to a study, 70% of consumers want to obtain information about a company's products through content rather than traditional advertising methods (Menon et al. 2019).

In another study on young consumers, it was found that accurate and reliable content created by businesses creates high satisfaction on young consumers. In addition, although young consumers do not know the concept of content marketing, they see the features of content marketing as a key element in meeting their wishes and needs and demand content from companies (Andaç et al., 2016: 127).

According to a survey of marketing professionals by Hubspot (2020), 70% of companies actively invest in content marketing. In addition, 60% of these employees state that content marketing is important or extremely important. According to a survey of B2C marketers by the Content Marketing Institute and MarketingProfs, 59% of B2C marketers and almost half of B2B marketers are considering increasing their content marketing budget. Content marketing has many benefits and these benefits are being researched by different researchers.

Benefits of content marketing (Singh and Mathur,2019:25):

- increase the visibility of brands and develop lasting relationships with audiences,
- increased brand awareness and recognition,
- creates loyalty and trust in both existing and potential customers,
- helps build authority and credibility,
- positions companies as experts in their sectors,
- generate traffic on the website to improve lead generation,
- opened a communication channel through social shares and comments,
- It has benefits as well as helping customers move faster in their purchasing decisions.

## **2.7.Content Planning**

Today, billions of people use smartphones and the internet. That's why companies of all types, large or small, need to follow an effective content marketing strategy to understand

and communicate with their target audience. Useful and appropriate content should form the core of companies' communication strategies because today's consumers know what information they will receive, what format that information will be in, and they have the right to choose whether or not to believe the content. Consumers can obtain the information they are looking for at any time, place and way by connecting to the internet 24 hours a day, 7 days a week (Hipwell & Reeves, 2013).

This situation makes it a necessity for companies to produce online content that will attract the attention of their target customers and an effective content planning strategy to achieve this. Different strategies are suggested to create an effective content planning. In this context, six components are proposed. These are (Kee and Yazdanifard, 2015):

- localization,
- personalization,
- emotions,
- diversification of approach,
- co-creation and trust,
- ethics and honesty.

The importance of localization in the message increases the success rate in reaching the target audience. Using a single global message can be risky due to cultural differences and customers' expectations. In addition, since the consumer wants to feel special and respected as an individual, they demand individuality and therefore personalization of the content is considered a more correct approach. When content is personalized and contains strong emotions, customers are more likely to form deeper relationships with a brand. On the other hand, it is important to prepare the contents by diversifying them. Different ways of delivering content can be of interest to consumers. The way to make content fun and reliable is through the production collaboration of marketers and customers. One reason is that consumers believe user-generated content is more trustworthy because users are a reality. Finally, it is very important for companies to be ethical and honest with

consumers. Content prepared within the scope of content marketing should not mislead or manipulate consumers. Therefore, content marketers must ensure that their content is genuine and transparent to build trust and maintain customer loyalty (Menon et al. 2019).

## **2.8.Digital Content Marketing Process**

Ryan (2016), who defines content strategy as the process of planning and developing how to attract the attention of the people you target with content tools, and how to win them, talks about the vital importance of content strategies for success in content marketing. In order to actively benefit from content marketing, you need to create a strategy that will appeal to your current or potential customers. Before creating a content strategy, it is very important to analyze what content is shared and visited on your site, what topics your target audience likes to talk about on other pages, the most searched words on the internet and following your competitors (Ryan, 2016: 409).

The stages of the digital content process are handled in different ways in different sources. For example, while Jefferson and Tanton (2013) state that this process has a seven-stage structure that starts with knowing the business objectives, Content Harmony Agency has four stages starting with “Strategy” and eight stages starting with “analysis and observation in infographic data prepared by Mackweb Solution”. founder Joe Pluzzi talks about a four-stage structure that starts with content creation and management. In this framework, Penpece (2013) summarized all these processes as a seven-stage process based on relevant sources. Each of these processes will be examined under the relevant sub-titles (Penpece, 2013: 77).

### **2.8.1. Analysis**

Analysis, which is the first stage of the digital content marketing process, is the process of researching both the target audience and competitors, and finding opportunities or gaps. Determining the content consumption habits and needs of the target audience during the analysis phase is the first goal. Google Analytic, one of the measurement methods that can be used in target audience analysis, provides basic information such as the number of visitors and what other content the visitors are interested in; it also supports the content creation process (Lieb, 2012: 169).

In SurveyMonkey, an online survey portal that can be used in target audience analysis, users can be asked questions such as whether they have visited the company's page, read the comments and shared content. In the process of analyzing the target audience, it is also very important to seek answers to questions such as which content attracts their attention, in what time period they use social networks, how often they benefit from these channels. One of the first conditions for the success of the digital content marketing campaigns to be carried out is to conduct a detailed research of the environment where the campaign will be carried out, which will be effective in the process of influencing the decision of the target audience (Kuş, 2016: 153).

Researching competitors, which is another of the first stage of the digital content marketing process, forms the basis of the content campaigns to be created. It is necessary to examine all the online activities of competitors acting for similar purposes. In analyzing competitors online, it is necessary to search with the help of Google Advanced Search, to get information about the updates of competitors using Google Alerts, and to follow the shares of competitors in detail in environments such as Twitter, Facebook, LinkedIn, Youtube and Flickr (Gunelius, 2011: 28).

In their 25-item approach to creating content about current issues, Handley and Chapman (2015) talk about the importance of looking at content created by competitors. You can even add a link to your posts by congratulating your competitors for their work to highlight your genuine and human side. It does not mean that the channels and methods used by the competitors, which should be considered especially in the analysis of the competitors, will always be beneficial for us. In fact, creating your own unique identity is a fine detail in the analysis of competitors. When analyzing competitors, imitation of their work should be avoided.

### **2.8.2. Creating Content Intents**

In line with the needs and wishes of the target audience determined during the analysis phase of the content marketing process, it is passed to the point of which purposes digital content will provide. In the light of the analyzes made here, it is important to determine the objectives and to carry out content studies in this direction. These purposes can cover the monthly, weekly, daily or even annual process. The main purpose of content

marketing is to create brand awareness, build customer loyalty, build trust and attract the attention of the target audience (Karkar, 2016:276).

Purposes of the contents (Handley and Chapman 2015: 40):

- Attract customers
- Educating the customer about the product to be purchased.
- Overcoming resistance by handling objections d. Establishing an expert stance, reliability and reputation in the industry
- Telling your story to customers
- Spread by word of mouth through social networks
- Building a fan base
- To ignite buying behavior.

Content marketing studies to be created in the digital environment can have different purposes and this should be determined first. As all of the above content marketing purposes will be discussed, a few of them can also be studied. Determining content goals will also serve to establish the company's or brand's own unique identity.

### **2.8.3. Strategy**

After determining the purposes of the content you will create in the digital environment, you need to create a content strategy document. This document is a simple outline of what, why, and how to do before content is created. The content strategy document, which is a part of content marketing efforts, will change over time. In addition, your digital content strategy that you will determine should act together with all digital marketing channels (Ryan, 2016: 410).

Before creating a content strategy, it is necessary to decide on a content mix in accordance with the objectives. The selection of channels, which is another important issue in

determining digital content strategies, is necessary to capture the target audience in the right environment. Which channel or channels the content strategies to be determined will be used will guide the content and increase the effectiveness of the work to be done. In addition, ensuring an effective communication with the current or potential target audience, which channel.

#### **2.8.4. Creating Content**

Kotler et al. (2017), successful content creation is not a part-time task that can be done carelessly. Content marketing activities where the content is of low quality, not original and does not contain rich content, unfortunately, cannot go beyond being just a waste of time. Companies can produce content creation in-house, but those who want to create content in-house should have competence in authorship, not prejudice against their own brand, and also be competent to produce entertaining and ambitious stories. It is often easier to source content from external expert sources. In this way, the company leaves its content in the content marketing process to professional content producers. A different alternative is that brands sponsor the content created by third-party sources or publish user-sourced content on their own pages (Kotler, 2017: 28).

According to the information released by the New York Times, readers spend almost as much time on sponsored news as they do on news stories. This shows that sponsored content is still a valid method for brands. Heineken's "Brewery Ideas" application is an example of using user-generated content. In this campaign, the brand directs its customers to share how draft beer should be served and drunk in the future, by creating videos and images about this on the brand's page (Penpece, 2013: 89).

#### **2.8.5. Distribution and Support of Content**

It is necessary to research on which platforms the content to be created will be disseminated. While Facebook, Twitter and Youtube are more suitable for businesses selling products and services to consumers, LinkedIn can be a more suitable platform for businesses operating in the industrial market (Kircova and Enginkaya, 2015: 138). Elisa and Gordini (2014) listed the distribution tools most frequently used by companies using content marketing according to frequency of use. These are social media, blogs,

newsletters, web articles, video, infographics, e-books, mobile content, reports and mobile applications (Karkar, 2016: 340). The selection of distribution channels that correctly bring the created content to the target audience is another important stage of content marketing. No matter how original and different the content marketing work is, the wrong choice of channels to distribute it will undermine your work. Sharing the content created especially in the digital environment by the target audience will ensure that the study is spread by word of mouth. For this reason, it is necessary to support the process of promoting and distributing the content.

In the distribution phase of the content marketing process, different distribution strategies can be applied as well as promoting your content. The first of these is the blogger effect, which contributes to both content creation and distribution. Bloggers have a huge impact on their online communities and have significant audiences. For this reason, you can reach a wider audience with the influence of bloggers in your content marketing process. Another strategy is native advertising. Local advertising, which is SEO friendly, ensures that the right messages are delivered to the right audience. Native advertising, which provides the interaction between the content consumer and the brand, offers the opportunity to win by appealing to customers (Ryan, 2016: 430).

It is very important that all distribution channels act together in the process of content distribution and support. While using Google Plus may affect search results, using RSS (Really Simple Syndication) will also provide significant advantages in content distribution. Sayimer (2009) states that RSS, which operates with a membership mechanism, allows users to read the entire article or the summary without having to visit the site (Salmer, 2009: 152). It would not be wrong to say that these special XML-formatted files, which allow users to follow newly added content, are important for content marketing.

#### **2.8.6. Quantification and Consideration**

The measurement and evaluation phase of the digital content marketing process is an important step in determining the effectiveness and success of digital content. Evaluation of the results of your studies will also form the basis of the next content marketing studies. Karkar (2016), who divides the content marketing criteria as consumption, sharing,

directing the masses and selling, evaluates the effectiveness of the content marketing strategy in this way. **Consumption Metric:** Consumption metrics that help marketers measure site traffic; page views, downloads, visitors, time spent on the page and conversations in social environments.

**Sharing Criterion:** This criterion, which gives the opportunity to determine the content sharing and interaction with users, includes the number of likes, the number of shares, the number of tweets, the number of forwarded e-mails and the number of incoming links.

**Audience Drive Metric:** Drive audiences, which is an important target for content marketing, helps to measure the frequency of purchases made by individuals through content marketing. These; fillable forms, e-mail, newsletter and blog subscriptions, cookies, RSS feeds and dialog numbers can be displayed.

**Sales Criteria:** Although it is known that it is wrong to say that digital studies lead directly to sales, it shows the effect of content marketing activities on gaining customers. These are; online and offline sales can be listed as customer retention, cost reduction and more revenue. In addition to all these, different tools can be used in the measurement phase of the digital content marketing process. At the beginning of these tools is Google Analytics; also Facebook Insights, Tweet Effect, Boomsonar, TweetReach, Synthesio etc. applications can be used. After the measurement phase of digital content marketing studies, an evaluation should be made. Evaluations such as which channels are used, which channel contributes to which study, the identification of deficiencies, the advantages and disadvantages of using which strategies, all positive/negative comments of the target audience will also shed light on other content marketing studies to be made in the future. As a result of these evaluations, the reasons for success and failure will be questioned and the efforts to strengthen the communication between the target audience and the brand will be made more effective (Mills, 2012: 165).

## **2.9. Use of Content Marketing on Social Networks**

Social media, one of the innovations brought by Web 2.0 technology, are online applications that enable consumers to create their own content and share it with others (Gülsoy, 2009:239). Businesses use social media to reach their current or potential

customers, to protect their image, to increase their awareness and to give confidence. Social media tools that differ from each other in some aspects; It emerges with different features such as blogs, media sharing sites, social networks. Social networks, one of the important parts of social media, are actively used by 72% of today's internet users (Kuş, 2016:40).

Social networks, which define the relationship between individuals (Akar, 2010), are web-based services that enable users to communicate with each other, create and share content, and meet people with common interests. Looking at the release dates of the main social networks, the first established site is SixDegrees.com in 1997. Apart from this site, which allows users to create a profile and list their friends, there is the LunarStorm web community, which was transformed into a social network in 2000. While LinkedIn was founded in 2003, Facebook, where we spend most of our time now, started broadcasting only at Harvard in 2004. Youtube, which is a video sharing site, was established in 2005, and Twitter, which is expressed as microblogging, in 2006, and Facebook became open to the whole world in this year (Boyd and Ellison, 2007: 215). Among these social networks, there are those who are becoming more and more popular, as well as those who cannot survive. One of them is Friendster, which was founded in 2002, and Myspace, which has the highest number of users in a short time, was founded in 2003 (Zarella, 2010: 46).

The terms social network and social media are concepts that are constantly confused with each other and cause confusion. Social media is the use of web-based and mobile technologies to make communication interactive. Social networks, on the other hand, are people of common interest creating a social space. In social media, where it is a question of sending messages to people, people can also give feedback with their comments. But in social networks, this is in the form of establishing a bond and interaction with the target audience as well as communicating. While doing content marketing on social networks, it is important to be able to appeal to the different senses of the target audience. The interaction and loyalty of brands in different social networks will create a sense of trust in the consumer. For this reason, it is necessary to consider the use of content marketing in these networks under headings (Kuş, 2016:50).

### **2.9.1. Facebook**

Facebook (Kircova and Enginkaya, 2015:49), which is one of the most talked about social networks today and was founded in 2004, enables a business to show its products, its own image or brand easily and creates a community with the increasing number of members over time, enabling it to appeal to a wider audience. marketing environment (Akar, 2010: 139). Facebook also has significant potential for content marketing in order to appeal to a wide audience. Increasing the number of visitors by 116% from November 2007 to November 2008, Facebook (Kuş, 2016:48) is the world's largest social networking community with over 1.5 billion users today. According to the report published by Facebook in November 2016, the number of daily active users increased compared to the same period of the previous year and reached 1.17 billion (Facebook Investor, 2016). Sevinç (2012:70) states that Facebook has become even more popular as people realize the communication possibilities on Facebook, and that it paves the way for their brands to be active on this platform. and will bring strong benefits to interaction. Providing the opportunity to share content in different formats compared to other social networks, Facebook also allows the target audience to appeal to different senses. However, at the beginning of the mistakes that should not be made in the content produced on Facebook, there are factors such as the content contains very technical topics, direct sales-oriented content and the low use of visuals.

We have mentioned in the previous sections that the type of content that receives the most interaction in Facebook posts is photos. Another factor affecting the interaction conditions is the days and hours when the content will be shared. It is getting harder and harder to reach the target audience on social networks; Therefore, research and measurement on active users is required. At the point of new generation marketing communication, it is important for brands to personalize themselves in the digital environment and to communicate with the target audience in this direction. The main point of achieving this is that the content to be created reveals the human face of the brand (Kuş, 2016: 50).

### **2.9.2. Twitter**

Twitter, which is also defined as microblogging, is one of the free social networks that gives its users the opportunity to share and at the same time see other shares (Chaney, 2009, p.116). Twitter (2016), which has 313 million monthly active users, allows its users to create content called tweets with a maximum of 140 characters; it is also a powerful mass communication tool with its individuality element (Baser, 2014, p.19). Twitter, which allows two-way communication, can be shown as the most popular microblogging. Twitter, which is an extremely important social network in terms of mutual interaction, is also very important in terms of marketing communication. Trending topics or hashtags created on Twitter make communication with the target audience easier. Since the effectiveness of the content to be created in the digital environment is in line with the expectations of the target audience, it will be easier to keep the pulse of the customers thanks to Twitter, which provides an opportunity for integrated marketing communication. In addition, while the hashtags increase the visibility of the brand; Keeping up with Twitter, a platform where content changes rapidly, will allow brands to capture their target audience. In a study conducted by Pear Analytic, an evaluation was made on the demographic status of Twitter users and their usage patterns. In this research, 72% of the participants share in their fields of interest and in line with their experiences, while 62% share about their work (Ryan, 2009). In this direction, an important point in the content marketing strategies to be made on Twitter is the deep recognition of the target audience and the analysis of their interests. While the number of companies using Twitter as a marketing channel is 54%, the number of those using it to ensure their brands are followed is 47% (Odabaşı and Odabaşı, 2010, p.212). Fischer and Reuber (2011) examined social interaction with customers on Twitter in depth, and analyzed data such as how businesses use Twitter, their activities, the duration of their stay in microblogs and interviews with entrepreneurs for 6 months. At the end of the research, it was concluded that microblogs such as Twitter play a role in increasing the marketing efficiency of companies.

### **2.9.3. Instagram**

Instagram is one of the platforms that rapidly increases the number of users in our country as well as in the world. Amy Cole, one of the Instagram managers, stated that the use of Instagram in Turkey exceeded 22 million at the Crystal Apple Creativity Festival (NTV, 6 October 2016). As a rapidly growing platform, Instagram is an important social network for brands in terms of following the interests and trends of target audiences. It would not be wrong to say that Instagram is integrated with the spirit of content marketing at the point of following the trends of the target audiences and acting accordingly. In addition, it can be ensured that the followers can reach other information they are curious about the brand through Instagram, and it is possible to humanize the brand with photos from daily life (Kuş, 2016, p.181). Özutku et al. (2014, pp.138-140), who talked about the tricks of Instagram in the book called “ABC of Social Media” (2014, pp.138-140), stated that by creating events on Instagram, creating a virtual activity space and also with the help of hashtags, they increased this number. indicate that it is possible to increase it further. In addition to all these, they indicate that it is important in their mutual interaction, and they also mention the importance of situations such as the answers given to the comments or the photos of the target audience.

Today, Instagram offers different experiences for users by constantly renewing itself, and in this direction, it is very important for brands to constantly follow these innovations. It can be mentioned that video sharing has also become important, especially the Puma brand's use of Instagram to show that its products can be worn not only in sports but also in daily life. The brand tried to attract people's attention by trying what has not been done before by broadcasting on Instagram as a 10-minute series consisting of only 10 episodes (Fındık, October 2016, p.34).

### **2.9.4. Pinterest**

Pinterest, which is one of the important social networks where content marketing can be used, is one of the applications that are especially popular in the world. Pinterest, which gives the opportunity to like the shares expressed as "Pin" or to be shared as "re-pin", creates a viral effect and makes it easier to reach the outside world. Just like on Instagram, liking or commenting on users' photos on Pinterest is one of the phenomena that

strengthens communication. In addition, the use of hashtags is important because it will increase the interest and interaction in the photographs (Sevinç, 2012, p.130). Being a lifestyle-oriented social network, it should be considered in content marketing applications. In order to increase the interaction between the other digital channels of the brand, it is necessary to add links to the photos shared on Pinterest. Each board created on Pinterest, which offers rich source options for content, has separate names; for this reason, it should be ensured that the titles consist of keywords that will provide easy access during the search. In addition, giving links to your Pinterest account while sharing on other social networks will directly affect the number of target audiences reached (Kawasaki & Pitzpatrick, 2016, p.154). Content marketing studies to be carried out on Pinterest require various methods. The first is to create boards with SEO-friendly words; The second is interacting with people. According to a study, photos that do not use human faces on Pinterest create 23% more interaction; In addition, in the research that emphasizes the importance of color selection, it is stated that the use of dominant colors affects photo sharing 3 times more (Georgieva, n.d., p.18). All these results are important details that brands should take advantage of in order to get effective results in their content marketing efforts; It is also important in terms of creating value for brands with the photos to be shared on Pinterest.

### **2.9.5. YouTube**

We talked about the importance of using video for content marketing and the point it has come from in the previous section. However, in this section, Youtube, one of the most important social networks of video use, will be mentioned. Founded in February 2005 by Hurley, Chen, and Karim working on Paypay, an online payment system, Youtube has become the world's fifth popular site. Also, on Youtube, which is a free video distribution channel, users can comment on videos or indicate whether they like it or not (Kangas, Toivonen, & Back, 2007, pp.22-23). Youtube, which is one of the important platforms in order to receive feedback from users, is also very important in terms of reaching more people.

The reason why Youtube comes to the fore is that it is designed to allow cooperation and interaction, makes content sharing much easier, receives quick feedback thanks to

statistics, personalizes users' profile pages, and exhibits an important search engine feature in terms of appealing to most age groups. (Huba and McConnell, 2006, p.92-95). For this reason, Youtube, which makes it possible to use and reach the target audience quickly, has become an important social network in the communication activities of brands. Talking about the tricks of using Youtube effectively, which is a social network where you can publish the video you prepared for free, Scott (2010, pp. 96-99) mentions that the time setting should not be more than three minutes in order to keep people's attention and not to bore them. He also emphasized that keywords are important while expressing that the title of your video should be short and clear. In addition to these, he states that adding links on our other digital platforms and connecting with bloggers will ensure the dissemination of the video. 360-degree video content, which provides the opportunity to create a positive brand experience and easy interaction on the consumer, has become widely used on Youtube as well as on Facebook (Djitalage, October 2016, p.40). RedBull, which has been very successful in producing 360-degree video content, maintains its brand image by providing different experiences to its target audience.

#### **2.9.6. LinkedIn**

One of the other social networks where content marketing can be applied is LinkedIn; but it is more professional than other social networks, or in other words, it is one of the areas where people communicate in line with their work. Therefore, the content marketing activities to be carried out here will differ slightly. In LinkedIn, there are company pages as well as personal pages, and in this direction, news about the products or services of companies can be accessed. Classified as a professional social networking site, LinkedIn is generally defined as developing and maintaining relationships in the business world. LinkedIn, which is seen as a platform where corporate employee profiles are created and employees and employers communicate, includes sharing work experiences and workspaces with other users (İşlek, 2012, p.56-57). LinkedIn, which enables professionals working in the same industry to contact and network with each other (Kawasaki and Fitzpatrick, 2016, p.42), differs from other social networks in that it includes more serious issues in content sharing. Expressing LinkedIn, which includes the most career people in the world, who are at the forefront with their professional business lives, as the heavy brother of social media, Sevinç (2012, p.132) emphasized that unlike

Facebook and Twitter, LinkedIn is more of an official structure rather than an entertaining one. Ann Handley, one of the key figures in content marketing, asked how marketers can create better content in an interview with Jason Miller, LinkedIn's senior director of content marketing. Miller, on the other hand, emphasized that factors such as an active content sharing profile, complete description and interesting headlines, following industry developments and opinion leaders are important. While talking about the importance of active sharing, Miller mentions the importance of sharing between three and five posts a day, if your target audience uses public transportation, in the morning and evening hours. Images often mention the importance of using images, with 89% higher comments. In addition, Miller states that people see the time they spend on LinkedIn as an investment compared to other social networks, and states that members look for professional content that will inspire them, contribute to their education and make them experts in what they do (Handley, 2015, p.284-287).

### **2.9.7. Google+**

Offering a great way to find people who share the same passions and stay informed about new topics, Google+ (Kawasaki & Fitzpatrick, 2016, p.136) is a social network that combines all the services offered by Google and offers services such as organizing various events, communicating with friends or video. network (Kircova and Enginkaya, 2015, p.59). When we +1 when people you know and add to your circle share content, Google Plus will ensure that other people around us rank higher in their respective searches. The +1 button, which can be counted as a stamp of approval, can be seen as more effective suggestions from our acquaintances than those from strangers. In other words, the content that our friends +1 is more likely to be clicked. In addition, the +1 button on Google Plus indirectly affects the ranking positively; The +1 button, which is important in creating an increased social impact or raising a link, will also affect Google search rankings (Kaplan, 2012). With these features, Google Plus shows how important and active it is in content marketing and search engine optimization. One of the important innovations brought by Google Plus is the Hangouts feature, which allows you to chat with up to 10 people via video. With this feature, Google+ has created a new opportunity by eliminating physical boundaries in the remote calls of businesses (Kircova and Enginkaya, 2015, p.60). Considering all these possibilities provided by Google Plus, which is especially effective

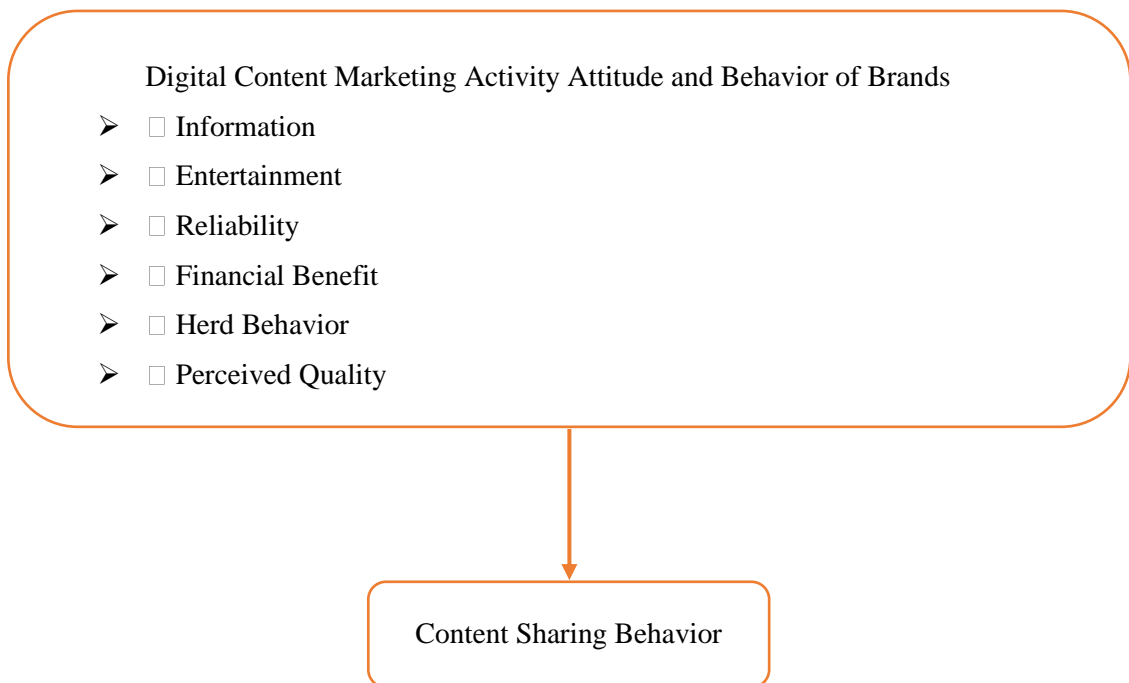
in strengthening the hand of the brand in the Google search engine, it would not be wrong to say that it provides advantages such as organizing webinars, which is one of the content marketing applications, and providing content for video, and increasing the interaction of the brand with all other social networks. 2016, p.180).

### 3. METHOD

In this part of the research, the research model, hypotheses, study group and data collection tools will be included.

#### 3.1. Model of the Research

In the research, the relationship between consumers' digital content marketing activity attitudes and behaviors and content sharing behavior of brands was examined and the research model established is shown in Figure 1.



**Figure 1. Model of the Research**

#### 3.2. Research Hypotheses

The research group hypothesizes to investigate the relationship between consumers' digital content marketing activity attitudes and behaviors and content sharing behavior of brands;

H1.1: There is a positive and significant relationship between the behavior of sharing content and the attitude and behavior of informing.

H1.2: There is a positive and significant relationship between content sharing behavior and entertainment attitude and behavior.

H1.3: There is a positive and significant relationship between content sharing behavior and reliability attitude and behavior.

H1.4: There is a positive and significant relationship between content sharing behavior and material benefit and behavior.

H1.5: There is a positive and significant relationship between content sharing behavior and herd behavior.

H1.6: There is a positive and significant relationship between content sharing behavior and perceived quality attitude and behavior.

H2.1: Attitudes and behaviors of informing show a significant difference according to gender.

H2.2: Entertainment attitudes and behaviors show a significant difference according to gender.

H2.3: Reliability attitudes and behaviors show a significant difference according to gender.

H2.4: Material benefits and behaviors show a significant difference according to gender.

H2.5: Herd behavior attitudes and behaviors show a significant difference according to gender.

H2.6: Perceived quality attitude and behavior show a significant difference according to gender.

H2.7: The behavior of sharing content shows a significant difference according to gender.

H3.1: Informing attitude and behavior show a significant difference according to age.

H3.2: Entertainment attitudes and behaviors show a significant difference according to age.

H3.3: Reliability attitude and behavior show a significant difference according to age.

H3.4: Material benefits and behaviors show a significant difference according to age.

H3.5: Herd behavior attitude and behavior show a significant difference according to age.

H3.6: Perceived quality attitude and behavior show a significant difference according to age.

H3.7: The behavior of sharing content shows a significant difference according to age.

H4.1: Informing attitude and behavior show a significant difference according to marital status.

H4.2: Entertainment attitudes and behaviors show a significant difference according to marital status.

H4.3: Reliability attitude and behavior show a significant difference according to marital status.

H4.4: Material benefits and behaviors show a significant difference according to marital status.

H4.5: Herd behavior attitude and behavior show a significant difference according to marital status.

H4.6: Perceived quality attitude and behavior show a significant difference according to marital status.

H4.7: The behavior of sharing content shows a significant difference according to marital status.

H5.1: Informing attitude and behavior show a significant difference according to educational status.

H5.2: Entertainment attitudes and behaviors show a significant difference according to educational status.

H5.3: Reliability attitude and behavior show a significant difference according to educational status.

H5.4: Material benefits and behaviors show a significant difference according to educational status.

H5.5: Herd behavior attitude and behavior show a significant difference according to educational status.

H5.6: Perceived quality attitude and behavior show a significant difference according to educational status.

H5.7: Content sharing behavior shows a significant difference according to educational status.

H6.1: Informing attitude and behavior show a significant difference according to the average time spent on social media per day.

H6.2: Entertainment attitudes and behaviors show a significant difference according to the average time spent on social media per day.

H6.3: Credibility attitude and behavior show a significant difference according to the average time spent on social media per day.

H6.4: The material benefit and behavior show a significant difference according to the average time spent on social media per day.

H6.5: Herd behavior attitude and behavior show a significant difference according to the average time spent on social media per day.

H6.6: Perceived quality attitude and behavior show a significant difference according to the average time spent on social media per day.

H6.7: The behavior of sharing content shows a significant difference according to the average time spent on social media per day.

### 3.3. Universe and Sample

The research was conducted on 200 consumers over the age of 18 who use social media. The demographic characteristics of the consumers are in Table 1.

**Table 1. Demographic Characteristics**

		n	%
Gender	Woman	117	58.5
	Male	83	41.5
Age	18-24	142	71.0
	25-34	35	17.5
	35+	23	11.5
Marital status	Married	37	18.5
	Single	163	81.5
Educational status	High school and below	52	26.0
	Associate degree	112	56.0
	Bachelor and above	36	18.0
Average monthly income	Below minimum wage	106	53.0
	Minimum wage	42	21.0
	Above minimum wage	52	26.0
Working status	Working	76	38.0
	Not working	124	62.0
Average time spent on social media per day	Less than 1 hour	32	16.0
	1-2 hour	51	25.5
	3-4 hour	68	34.0
	5 hour or more	49	24.5
Status of following any brand/brands on social media	Yes	193	96.5
	No	7	3.5
Total		200	100.0

In the study conducted on 200 consumers, 58.5% were women and 41.5% were men; 71.0% of them were aged 18-24, 17.5% were aged 25-34, 11.5% were aged 35 and over; 18.5% of them are married and 81.5% of them are single; 26.0% of them had high school or below, 56.0% of them had associate degree, 18.0% of them had undergraduate or

higher education; 53.0% of them have an income below the minimum wage, 21.0% of them have minimum wage and 26.0% of them have an income above the minimum wage; 38.0% of them are working and 62.0% are not working; 16.0% of them spend less than 1 hour a day on social media, 25.5% spend 1-2 hours, 34.0% spend 3-4 hours, 24.5% spend an average of 5 hours or more on social media per day; It has been determined that 96.5% follow any brand/brands on social media and 3.5% do not.

Information on social media applications used by consumers is given in Table 2.

**Table 2. Social Media Applications Used**

Social media applications used	Yes		No	
	n	%	n	%
Instagram	182	91.0	18	9.0
Twitter	90	45.0	110	55.0
Facebook	62	31.0	138	69.0
Youtube	145	72.5	55	27.5
Other	18	9.0	182	91.0
N=200				

It has been determined that 91.0% of the social media applications used by consumers use Instagram, 45.0% Twitter, 31.0% Facebook, 72.5% Youtube and 9.0% other social media applications.

The information regarding the purpose of following the brand/brands on the social media of the participants is given in Table 3.

**Table 3. Purposes of Following Brand/Brands in Social Media**

Purposes of following brands/brands on social media	Yes		No	
	n	%	n	%
I usually prefer that brand	92	47.7	101	52.3
To learn about products	107	55.4	86	44.6
To be aware of the brand	67	34.7	126	65.3
To follow discounts and campaigns	97	50.3	96	49.7
To follow prizes and sweepstakes	23	11.9	170	88.1
Because I like the content shared by the brand	37	19.2	156	80.8
N=193 (Followers of social media brands)				

47.7% of 193 consumers who follow brands/brands on social media do not generally prefer that brand, 55.4% to get information about products, 34.7% to be aware of the brand, 50.3% to follow discounts and campaigns, It has been determined that 11.9% of them follow brands on social media because they like the content shared by the brand, and 19.2% of them follow the brands in order to follow the prizes and sweepstakes.

### **3.3. Data Collection Tools**

The study consists of 2 parts. In the first part, there are questions about the personal information and social media behavior of the research group. In the second part, there are expressions including digital content marketing activities and attitudes of brands and content sharing behaviors. A 5-point Likert type scale was used in the questionnaire as 1 = strongly disagree, 2 = disagree, 3 = undecided, 4 = agree and 5 = strongly agree.

From the digital content marketing activity attitudes and behaviors of the brands, the information attitude consists of 6 items, the entertainment attitude consists of 5 items, the reliability attitude consists of 3 items, and the material benefit attitude consists of 3 items. Herd behavior consists of 5 items and content sharing behavior consists of 5 items. When we look at the Cronbach alpha values of the study; .91 for information attitude and behavior, .85 for entertainment attitude and behavior, .77 for reliability attitude and behavior, .60 for material benefit attitude and behavior, .79 for herd behavior attitude and behavior, .81 for perceived quality attitude and behavior. , was found to be .72 for content sharing behavior.

### **3.4. Analysis of Data**

In the analysis of the data, a Pearson correlation analysis was conducted for the relationship between consumers' digital content marketing activity attitudes and behaviors of brands and content sharing behavior by using SPSS Statistics 24.00 program. For the normality distribution, it was assumed that the skewness and kurtosis values of the continuous variables were normally distributed within  $\pm 1.5$  (Tabachnick & Fidell, 2013). Independent sample t test in comparison of digital content marketing activity attitudes and behaviors of brands and content sharing behavior according to gender and marital status; One-way analysis of variance (Anova) and Tukey HSD, Games-Howell

test were used for post hoc test. The power levels of the Pearson correlation coefficients were interpreted according to Table 4.

**Table 4. Correlation Coefficients and Power Relationship**

Coefficient Level	Power description
$\pm .81 - \pm 1.00$	Very strong
$\pm .61 - \pm .80$	Strong
$\pm .41 - \pm .60$	Middle
$\pm .21 - \pm .40$	Weak
$\pm .00 - \pm .20$	Too weak

**Source:** Hair, Joseph. F.; Bush, Robert P.; Ortinau, David J.; Marketing Research: Within a Changing Information Environment, McGraw-Hill Irwin, 2003, s. 568.

#### 4. FINDINGS

In this section, there are descriptive statistical information about the digital content marketing activity attitudes and behaviors of brands and content sharing behavior, correlation analysis and analyzes according to demographic variables.

Descriptive statistical information on digital content marketing activity attitudes and behaviors of brands and content sharing behavior are given in Table 5.

**Table 5. Descriptive Statistical Information on Digital Content Marketing Activity Attitudes and Behaviors of Brands and Content Sharing Behavior**

N=200	Mean	Std. Deviation	Min	Max	Skewness	Kurtosis
To inform	3.60	.88	1	5	-.86	.79
Entertainment	3.34	.84	1	5	-.50	.24
Reliability	3.15	.82	1	5	-.60	.25
Financial Benefit	3.11	.87	1	5	-.09	-.26
Herd Behavior	3.26	.84	1	5	-.35	-.26
Perceived Quality	2.95	.85	1	5	-.06	-.38
Content Sharing Behavior	3.16	.78	1	5	-.40	.50

From the digital content marketing activity attitudes and behaviors of the brands, the informational attitude and behavior average is 3.60, the entertainment attitude and behavior average is 3.34, the reliability attitude and behavior average is 3.15, the material benefit attitude and behavior average is 3.11, the herd behavior attitude and behavior average is 3.26, the perceived quality attitude and behavior average It has been determined that the average of the content sharing behavior is 2.95 and the average of the content sharing behavior is 3.16.

It has been determined that the skewness and kurtosis values of the digital content marketing activity attitudes and behaviors of the brands and the content sharing behavior values are in the range of  $\pm 1.5$  and show a normal distribution.

The correlation analysis result for the relationship between consumers' digital content marketing activity attitudes and behaviors and content sharing behavior of brands is in Table 6.

**Table 6. Correlation Analysis**

N=200		To inform	Entertainment	Reliability	Financial Benefit	Herd Behavior	Perceived Quality	Content Sharing Behavior
To inform	r	1						
Entertainment	r	.65*	1					
Reliability	r	.51*	.57*	1				
Financial Benefit	r	.43*	.46*	.57*	1			
Herd Behavior	r	.46*	.53*	.46*	.48*	1		
Perceived Quality	r	.20*	.33*	.50*	.54*	.53*	1	
Content Sharing Behavior	r	.35*	.43*	.50*	.52*	.62*	.62*	1

There was a weak positive correlation between content sharing behavior and informing attitude and behavior ( $r=.35, p< .01$ ); positive relationship between entertainment attitude and behavior ( $r=.43, p< .01$ ), reliability attitude and behavior ( $r=.50, p< .01$ ), material benefit attitude and behavior ( $r=.52, p< .01$ ). medium level; There is a strong and significant positive correlation between herd behavior ( $r= .62, p< .01$ ), and perceived quality attitude and behavior ( $r= .62, p< .01$ ).

Hypothesis results according to the correlation analysis result;

- The hypothesis of “H1.1: There is a positive and significant relationship between the behavior of sharing content and the attitude and behavior of informing” was accepted.
- The hypothesis of “H1.2: There is a positive and significant relationship between content sharing behavior and entertainment attitude and behavior” was accepted.
- The hypothesis of “H1.3: There is a positive and significant relationship between content sharing behavior and reliability attitude and behavior” was accepted.
- The hypothesis of “H1.4: There is a positive and significant relationship between content sharing behavior and material benefit and behavior” was accepted.

- The hypothesis of “H1.5: There is a positive and significant relationship between content sharing behavior and herd behavior attitude and behavior” was accepted.

- The hypothesis of “H1.6: There is a positive and significant relationship between content sharing behavior and perceived quality attitude and behavior” was accepted.

Comparison of consumers' digital content marketing activity attitudes and behaviors of brands and content sharing behavior by gender is given in Table 7.

**Table 7. Comparison of Consumers' Digital Content Marketing Activity Attitudes and Behaviors of Brands and Content Sharing Behavior by Gender**

N=200	Gender	n	Mean	Std. Deviation	T	p
To inform	Woman	117	3.72	.74	2.340	.02*
	Male	83	3.43	1.02		
Entertainment	Woman	117	3.44	.81	1.907	.06
	Male	83	3.21	.87		
Reliability	Woman	117	3.18	.82	.694	.49
	Male	83	3.10	.83		
Financial Benefit	Woman	117	3.21	.85	1.848	.07
	Male	83	2.98	.87		
Herd Behavior	Woman	117	3.36	.83	2.126	.04*
	Male	83	3.11	.84		
Perceived Quality	Woman	117	3.01	.79	1.208	.23
	Male	83	2.86	.93		
Content Sharing Behavior	Woman	117	3.21	.79	.985	.33
	Male	83	3.10	.76		

It has been determined that there is no significant difference between the digital content marketing activity attitudes and behaviors of brands, entertainment, reliability, financial benefit, perceived quality attitudes and behaviors and content sharing behaviors of female and male consumers ( $p > .05$ ).

It has been determined that there is a significant difference between the digital content marketing activity attitudes and behaviors of the brands and the information and herd behavior of female and male consumers, and the information and herd behavior attitudes of women are higher than men ( $p < .05$ ).

Hypothesis results according to the analysis result;

- The hypothesis of “H2.1: Attitudes and behaviors of informing show a significant difference according to gender” was accepted.
- The hypothesis “H2.2: Entertaining attitudes and behaviors show a significant difference according to gender” was rejected.
- The hypothesis “H2.3: Reliability attitudes and behaviors show a significant difference according to gender” was rejected.
- The hypothesis “H2.4: Material utility and behavior differ significantly by gender” was rejected.
- The hypothesis of “H2.5: Herd behavior and behavior show a significant difference according to gender” was accepted.
- The hypothesis “H2.6: Perceived quality attitude and behavior differs significantly by gender” was rejected.
- “H2.7: The hypothesis that content sharing behavior differs significantly by gender was rejected.

Comparison of consumers' digital content marketing activity attitudes and behaviors of brands and content sharing behavior by age is given in Table 8.

**Table 8. Comparison of Consumers' Digital Content Marketing Activity Attitudes and Behaviors of Brands and Content Sharing Behaviors by Age**

N=200	Age	n	Mean	Std. Deviation	F	p	Difference
To inform	a. 18-24	142	3.69	.79	3.576	.03*	c<a
	b. 25-34	35	3.44	1.07			
	c. 35+	23	3.22	.97			
Entertainment	a. 18-24	142	3.36	.75	.378	.69	-
	b. 25-34	35	3.34	1.10			
	c. 35+	23	3.20	.94			
Reliability	a. 18-24	142	3.17	.75	.319	.73	-
	b. 25-34	35	3.05	.97			
	c. 35+	23	3.16	1.00			
Financial Benefit	a. 18-24	142	3.11	.82	.102	.90	-

	b. 25-34	35	3.16	.99			
	c. 35+	23	3.06	.96			
Herd Behavior	a. 18-24	142	3.27	.79			
	b. 25-34	35	3.19	1.01	.110	.90	-
	c. 35+	23	3.26	.90			
Perceived Quality	a. 18-24	142	2.92	.79			
	b. 25-34	35	2.86	.93	1.386	.25	-
	c. 35+	23	3.22	1.07			
Content Sharing Behavior	a. 18-24	142	3.15	.73			
	b. 25-34	35	3.15	.82	.331	.72	-
	c. 35+	23	3.29	.98			

It has been determined that there is no significant difference between digital content marketing activity attitudes and behaviors of brands, entertainment, reliability, financial benefit, herd behavior, perceived quality attitudes and behaviors and content sharing behaviors according to the age of consumers ( $p > .05$ ).

It has been determined that there is a significant difference between the digital content marketing activity attitudes and behaviors of the brands according to the age of the consumers, and the information attitudes of the consumers between the ages of 18-24 are higher compared to the consumers aged 35 and over ( $p < .05$ ).

Hypothesis results according to the analysis result;

- The hypothesis “H3.1: Informing attitude and behavior show a significant difference according to age” was accepted.
- The hypothesis “H3.2: Entertaining attitudes and behaviors show a significant difference according to age” was rejected.
- The hypothesis “H3.3: Reliability attitude and behavior show a significant difference according to age” was rejected.
- The hypothesis “H3.4: Material benefit and behavior show a significant difference according to age” was rejected.
- The hypothesis “H3.5: Herd behavior and behavior show a significant difference according to age” was rejected.

- The hypothesis “H3.6: Perceived quality attitude and behavior show a significant difference according to age” was rejected.

- The hypothesis “H3.7: The behavior of sharing content shows a significant difference according to age” was rejected.

Comparison of consumers' digital content marketing activity attitudes and behaviors and content sharing behavior of brands according to their marital status is given in Table 9.

**Table 9. Comparison of Consumers' Digital Content Marketing Activity Attitudes and Behaviors and Content Sharing Behaviors of Brands by Marital Status**

N=200	Marital status	n	Mean	Std. Deviation	T	p
To inform	Married	37	3.39	1.06	-1.575	.12
	Single	163	3.64	.83		
Entertainment	Married	37	3.23	1.06	-.913	.36
	Single	163	3.37	.79		
Reliability	Married	37	3.09	.97	-.477	.63
	Single	163	3.16	.79		
Financial Benefit	Married	37	3.04	.93	-.601	.55
	Single	163	3.13	.85		
Herd Behavior	Married	37	3.23	1.01	-.180	.86
	Single	163	3.26	.80		
Perceived Quality	Married	37	2.97	1.07	.148	.88
	Single	163	2.94	.80		
Content Sharing Behavior	Married	37	3.21	.91	.414	.68
	Single	163	3.15	.74		

It has been determined that there is no significant difference between married and single consumers' attitudes and behaviors in digital content marketing activities of brands, such as information, entertainment, reliability, financial benefit, herd behavior, perceived quality attitudes and behaviors, and content sharing behaviors ( $p > .05$ ).

Hypothesis results according to the analysis result;

- The hypothesis of “H4.1: Attitude and behavior of informing show a significant difference according to marital status” was rejected.

- The hypothesis “H4.2: Entertaining attitudes and behaviors show a significant difference according to marital status” was rejected.
- The hypothesis “H4.3: Reliability attitude and behavior show a significant difference according to marital status” was rejected.
- The hypothesis “H4.4: Material benefits and behavior differ significantly according to marital status” was rejected.
- The hypothesis “H4.5: Herd behavior attitude and behavior show a significant difference according to marital status” was rejected.
- The hypothesis of “H4.6: Perceived quality attitude and behavior differs significantly according to marital status” was rejected.
- The hypothesis “H4.7: The behavior of sharing content shows a significant difference according to marital status” was rejected.

Comparison of consumers' digital content marketing activity attitudes and behaviors of brands and content sharing behavior according to education level is given in Table 10.

**Table 10. Comparison of Consumers' Digital Content Marketing Activity Attitudes and Behaviors and Content Sharing Behaviors of Brands by Educational Status**

N=200	Educational status	n	Mean	Std. Deviation	F	p	Difference
To inform	a. High school and below	52	3.26	.95	5.336	.01*	a<b, c
	b. Associate degree	112	3.70	.82			
	c. Bachelor and above	36	3.75	.83			
Entertainment	a. High school and below	52	3.11	.99	4.811	.01*	a<c
	b. Associate degree	112	3.34	.75			
	c. Bachelor and above	36	3.67	.81			
Reliability	a. High school and below	52	2.94	1.01	2.387	.10	-
	b. Associate degree	112	3.22	.75			
	c. Bachelor and above	36	3.23	.68			

Financial Benefit	a. High school and below	52	2.96	.94			
	b. Associate degree	11	3.08	.79	3.51	.03	a<c
	c. Bachelor and above	36	3.44	.92	4	*	
Herd Behavior	a. High school and below	52	3.10	.87			
	b. Associate degree	11	3.27	.79	1.67	.19	-
	c. Bachelor and above	36	3.43	.95	0		
Perceived Quality	a. High school and below	52	3.04	.96			
	b. Associate degree	11	2.93	.79	.454	.64	-
	c. Bachelor and above	36	2.88	.86			
Content Sharing Behavior	a. High school and below	52	3.13	.84			
	b. Associate degree	11	3.21	.71	.641	.53	-
	c. Bachelor and above	36	3.05	.87			

It has been determined that there is no significant difference between the digital content marketing activity attitudes and behaviors of brands, reliability, herd behavior, perceived quality attitudes and behaviors, and content sharing behaviors according to the educational status of consumers ( $p > .05$ ).

According to the education level of the consumers, there is a significant difference between the attitudes and behaviors of the digital content marketing activities of the brands, and the consumers with high school or below education have lower information, entertainment, and material benefit attitudes compared to the consumers with undergraduate and higher education; It has been determined that the information attitude is lower compared to the consumers with an associate degree education ( $p < .05$ ).

Hypothesis results according to the analysis result;

- The hypothesis “H5.1: Informing attitude and behavior shows a significant difference according to educational status” was accepted.
- The hypothesis of “H5.2: Entertainment attitudes and behaviors show a significant difference according to educational status” was accepted.

- The hypothesis “H5.3: Reliability attitude and behavior show a significant difference according to educational status” was rejected.
- The hypothesis of “H5.4: Material benefit and behavior show a significant difference according to educational status” was accepted.
- The hypothesis of “H5.5: Herd behavior attitude and behavior show a significant difference according to educational status” was rejected.
- The hypothesis “H5.6: Perceived quality attitude and behavior differs significantly according to educational status” was rejected.
- The hypothesis “H5.7: The behavior of sharing content shows a significant difference according to educational status” was rejected.

The comparison of consumers' digital content marketing activity attitudes and behaviors and content sharing behavior of brands according to the average daily time they spend on social media is given in Table 11.

**Table 11. Comparison of Consumers' Digital Content Marketing Activity Attitudes and Behaviors of Brands and Content Sharing Behavior by Average Daily Time Spent on Social Media**

N=200	Average time spent on social media per day	n	Mean	Std. Deviation	F	p	Difference
Bilgilendirme	a. Less than 1 hour	32	2.94	1.04	8.152	.00*	a<b, c, d
	b. 1-2 hour	51	3.65	.88			
	c. 3-4 hour	68	3.74	.82			
	d. 5 hour or more	49	3.77	.61			
Eğlence	a. Less than 1 hour	32	2.78	.96	6.973	.00*	a<b, c, d
	b. 1-2 hour	51	3.34	.88			
	c. 3-4 hour	68	3.44	.69			
	d. 5 hour or more	49	3.57	.77			
Güvenilirlik	a. Less than 1 hour	32	2.73	1.10	4.038	.01*	a<d
	b. 1-2 hour	51	3.27	.70			
	c. 3-4 hour	68	3.13	.79			
	d. 5 hour or more	49	3.32	.70			
Maddi Fayda	a. Less than 1 hour	32	2.99	1.06	2.674	.04*	c<d
	b. 1-2 hour	51	3.10	.90			

	c. 3-4 hour	68	2.98	.79			
	d. 5 hour or more	49	3.40	.75			
Sürü Davranışı	a. Less than 1 hour	32	3.06	.96			
	b. 1-2 hour	51	3.31	.92	.963	.41	-
	c. 3-4 hour	68	3.22	.77			
	d. 5 hour or more	49	3.37	.77			
Algılanan Kalite	a. Less than 1 hour	32	3.08	1.06			
	b. 1-2 hour	51	2.92	.71	3.262	.02*	c<d
	c. 3-4 hour	68	2.73	.83			
	d. 5 hour or more	49	3.19	.80			
İçeriği Paylaşım Davranışı	a. Less than 1 hour	32	3.01	.96			
	b. 1-2 hour	51	3.24	.75	2.262	.08	-
	c. 3-4 hour	68	3.04	.80			
	d. 5 hour or more	49	3.36	.57			

F: One Way ANOVA, \*p< .05

It has been determined that there is no significant difference between the digital content marketing activity attitudes and behaviors of brands, herd behavior and content sharing behaviors according to the average daily time spent by consumers on social media (p> .05).

It has been determined that there is a significant difference between the attitudes and behaviors of brands' digital content marketing activities, information, entertainment, reliability, material benefit and perceived quality according to the average daily time spent by consumers on social media (p< .05). As a result of the pairwise comparisons made on the durations of the differences;

- People who spend less than 1 hour a day on social media on average have lower information and entertainment attitudes than people who spend 1-2 hours.
- People who spend less than 1 hour a day on social media on average have lower informational and entertainment attitudes than people who spend 3-4 hours.
- People who spend less than 1 hour a day on social media on average have lower attitudes towards information, entertainment and reliability compared to people who spend 5 hours or more.

- It was concluded that people who spend an average of 3-4 hours a day on social media have lower financial benefits and perceived quality attitudes compared to those who spend 5 hours or more.

Hypothesis results according to the analysis result;

- The hypothesis “H6.1: Informing attitude and behavior shows a significant difference according to the average time spent on social media per day” was accepted.

- The hypothesis “H6.2: Entertainment attitudes and behaviors show a significant difference according to the average time spent on social media per day” was accepted.

- The hypothesis “H6.3: Credibility attitude and behavior show a significant difference according to the average time spent on social media per day” was accepted.

- The hypothesis “H6.4: The material benefit and behavior differ significantly according to the average time spent on social media per day” was accepted.

- The hypothesis of “H6.5: Herd behavior attitude and behavior show a significant difference according to the average time spent on social media per day” was rejected.

- The hypothesis “H6.6: Perceived quality attitude and behavior differs significantly according to the average time spent on social media per day” was accepted.

- The hypothesis “H6.7: The behavior of sharing content shows a significant difference according to the average time spent on social media per day” was rejected.

## CONCLUSION

Within the scope of the study, the collected data were analyzed to examine the effect of consumers' attitudes towards social media advertisements on digital content sharing behavior and certain findings were reached. When these findings are evaluated, the conclusions reached are as follows.

There is a weak positive correlation between content sharing behavior and informing attitude and behavior; entertainment attitude and behavior, reliability attitude and behavior, material benefit attitude and behavior in the positive way moderate; There is a strong and significant positive relationship between herd behavior, perceived quality attitude and behavior.

It has been determined that there is no significant difference between the digital content marketing activity attitudes and behaviors of female and male consumers, entertainment, reliability, financial benefit, perceived quality attitudes and behaviors and content sharing behaviors.

It has been determined that there is a significant difference between the digital content marketing activity attitudes and behaviors of the brands and the information and herd behavior of female and male consumers, and the information and herd behavior attitudes of women are higher than men.

It has been determined that there is no significant difference between the digital content marketing activity attitudes and behaviors of the brands according to the ages of the consumers, such as entertainment, reliability, financial benefit, herd behavior, perceived quality attitudes and behaviors, and content sharing behaviors.

It has been determined that there is a significant difference between the digital content marketing activity attitudes and behaviors of the brands according to the age of the consumers, and the information attitudes of the consumers between the ages of 18-24 are higher compared to the consumers aged 35 and over.

It has been determined that there is no significant difference between married and single consumers' digital content marketing activity attitudes and behaviors of brands,

information, entertainment, reliability, financial benefit, herd behavior, perceived quality attitudes and behaviors and content sharing behaviors.

It has been determined that there is no significant difference between the digital content marketing activity attitudes and behaviors of brands, reliability, herd behavior, perceived quality attitudes and behaviors, and content sharing behaviors according to the educational status of consumers.

According to the education level of the consumers, there is a significant difference between the attitudes and behaviors of the digital content marketing activities of the brands, and the consumers with high school or below education have lower information, entertainment, and material benefit attitudes compared to the consumers with undergraduate and higher education; It has been determined that the information attitude is lower than the consumers with an associate degree education.

It has been determined that there is no significant difference between the digital content marketing activity attitudes and behaviors of brands, herd behavior and content sharing behaviors according to the average daily time spent by consumers on social media.

According to the average daily time spent by consumers on social media, it has been determined that there is a significant difference between the attitudes and behaviors of brands' digital content marketing activities, information, entertainment, reliability, material benefit and perceived quality. As a result of the pairwise comparisons made on the durations of the differences;

- People who spend less than 1 hour a day on social media on average have lower information and entertainment attitudes than people who spend 1-2 hours.
- People who spend less than 1 hour a day on social media on average have lower informational and entertainment attitudes than people who spend 3-4 hours.
- People who spend less than 1 hour a day on social media on average have lower attitudes towards information, entertainment and reliability compared to people who spend 5 hours or more.

- It was concluded that people who spend an average of 3-4 hours a day on social media have lower financial benefits and perceived quality attitudes compared to those who spend 5 hours or more.

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