Social Media Marketing: A Literature Review on The Example of Instagram
Bir Sosyal Medya Pazarlaması Örneği Olarak Instagram Pazarlaması Durum Tespiti

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Öz

Amaç: Bu araştırmanın amacı, sosyal medya pazarlamasının platformlarından biri olan Instagram'ın ilgili literatür bağlamında durum tespiti yapılarak değerlendirilmesidir. **Gereç ve Yöntem**: Araştırmanın yöntemi nitel araştırma yöntemlerinden doküman incelemesidir. Gelişen iletişim teknolojileriyle hem sanal anlamda hem de normal yaşantılarında bireylerin kararlarında etkili olmak için kullanılabilecek Araştırmanın çalışma dokümanı olarak araştırmanın amacı kapsamında "sosyal medya", "sosyal medya pazarlaması", "Instagram", "Instagram pazarlaması" anahtar kelimeleri ile ilgili literatürdeki ulusal ve uluslararası yayınlar ele alınmıştır. Araştırmada elde edilen ilgili literatürdeki araştırmaların içerik analizi şeklinde sunulmuştur. **Bulgular:** Tüketiciler bugün artık farklı mecralardaki tanıtım ve reklamlara aktif olarak katılımda bulunup, iletişim içine girmektedir. Gelişen teknolojiler sayesinde bireyler artık bir mal veya hizmete yönelik alım kararlarında geçmişe göre daha farklı bir eğilim içinde bulunmaktadır ve hem psikolojik hem de sosyo kültürel etkenler onların alım kararına etki göstermektedir. **Sonuç:** İlgili literatürdeki araştırmalarda bugünün tüketicileri pazarlamaya yönelik iletişim faaliyetlerinden de interaktif bir şekilde bilgi edindiği ve bu durumun da sosyal medyanın tüketicilerin hayatının içinde aktif bir şekilde rol alması ile bağlantılı olduğu belirlenmiştir. Bunun sonucu olarak da işletmeler daha farklı pazarlama kararları almaya başlamış ve nihayetinde dikkat çekici, merak uyandırıcı bu farklı çıktılar bireylerin ürün ve hizmet alım kararlarını da değiştirmeye başlamıştır. Çünkü günümüzde tüketim tek taraflı olmaktan çıkmış, tüketiciler artık işletmelerin pazarlama stratejilerini de etkiler hale gelmiştir. Bu bağlamdan yola çıkılarak Araştırmanın sonuçlarının güncel pazarlama anlayışının mevcut durumunun geldiği noktanın tespiti açısından ışık tutacağı düşünülmektedir.

Abstract

Purpose: The purpose of this study is to analyze Instagram, one of the social media marketing platforms, by determining the situation in the context of relevant literature. **Materials and Method:** Document analysis, one of the qualitative research methods, was used in the research. As the working document of the research, within the scope of the purpose of the research, national and international publications in the literature related to the keywords "social media", "social media marketing", "Instagram", "Instagram marketing" were discussed. The content analysis of the studies found in the relevant research literature is offered. **Findings:** Consumers increasingly actively participate in promotions and marketing across multiple media platforms and communicate. Individuals' purchase decisions for a product or service are increasingly influenced by both psychological and socio-cultural elements, as a result of the development of technologies. In the relevant literature, it has been discovered that modern consumers obtain information interactively through marketing communication efforts, which is related to the active role social media play in consumers' lives. **Results:** As a result, businesses began to make new marketing strategies, and eventually, these astonishing and intriguing outcomes began to influence individuals' product and service purchasing decisions. Because consumption is no longer unilateral, and consumers now influence the marketing methods of firms. It is anticipated that the research results will shed light on the determination of the existing state of marketing knowledge.

1. Introduction

Social media is something that almost everyone who uses a smartphone in their day-to-day lives is familiar with. Some smartphones automatically host prominent social media applications like Instagram, Facebook, and Whatsapp, while other smartphones allow users to download the majority of social media applications for free onto their devices. Social media; it may be defined as a group of apps built on internet-based ideological and technical settings in Web 2.0 that allow the option to create and trade user-generated content. Examples of social media include Facebook, Twitter, LinkedIn, Google+, and YouTube (Lei & Zhang, 2017, p. 85; Rahardjo, 2018, p. 389).

Internet users have a high desire for social media platforms and technology since these enable people to better express themselves, help them achieve fame, and allow them to reestablish their sense of identity. People are able to give social support for one another through the use of social media by talking with other individuals who are comparable to themselves, exchanging information, and creating friendships (Yadav et al., 2013, p. 314).

Businesses are able to advance and grow in a way that is congruent with their overall objectives with the assistance of social media, which is an aspect of its importance that is paralleled by the benefits it offers to individuals. Businesses can utilize social media for a variety of objectives, including communicating, accessing information, managing content that reflects the ideas and values of the firm, and sharing market information with one another. People who are not at the top of the hierarchy can have a better chance of finding new chances with the help of social media, which is not likely to occur in offline situations (Weinberg et al. 2013, p. 300).

It is anticipated that there will be over 8 billion people living in the world by the year 2025, and of that number, over 4.41 billion would be active users of social networks (Tankovska, 2021). The conclusion that can be drawn from these findings is that by the year 2025, social networking sites will be used by 54% of the world's population (Worldometers, 2021). This situation is regarded as an indicator that social networks will be in the leading position in the marketing sector of the new world system. This is due to the fact that the number of users increasing day by day will be directly proportional to the increase in the number of pieces of content that will be shared by the users.

In today's digital age, also known as the new world system, marketing sectors need to be aware of the perceptions, experiences, and behaviors of individuals with regard to the items they consume and their requirements, as well as the ways in which their lifestyles are constantly evolving. Today, research on social media platforms is an essential component of gathering information like this (Maynard et al., 2017, p. 76). Because many people spend the majority of their waking hours on social media and leave both active and passive digital footprints as a result of their interactions with other users on these platforms, digital footprints can be traced back to individuals even if they delete their accounts. The data that is gathered from these digital footprints offers a wide range of study potential in regards to comprehending the thoughts, experiences, behaviors, and values of customers, particularly for the industry of marketing (Pilar et al., 2017, p. 288; Zhang et al., 2020, p. 2010).

According to Constantinides and Stagno (2011, p. 9), one-to-one communication and user-generated content have become even more reliable than the marketing operations of enterprises in today's world. In the end, the consumer of today is more influenced by the ideas and thoughts of the people whom they see as being close to them and with whom they identify, such as those who are in the same age group or those whom they believe are gathered around common denominators, or the ideas and thoughts of other members of the groups to which they feel they belong. However, a survey conducted on the topic by NielsenWire in 2011 showed that modern consumers place a high importance on conducting research about a brand or product online in order to discover new information, explore existing information, and

share information with other customers. According to the research that was mentioned earlier (Nielsen, 2011), more than half of consumers compare the information that they obtain from a single online source about a good or service with the information that they obtain from another social media tool. As a result, consumers search in more than one area for a brand and product that they are thinking about purchasing. Again, in the same piece of study, it is noted that people who use social media more actively have a tendency to evaluate the reviews that are published on this medium, and that more than half of users who are comparable to these people also submit their experiences on social media. One other finding that can be derived from this line of inquiry is that males are more opinionated than women are regarding a variety of products and services, as well as the fact that this disparity exists.

In light of this background information, the purpose of the study is to analyze Instagram, one of the social media marketing platforms, by determining the situation in the context of relevant literature. It is anticipated that the research results will shed light on the determination of the existing state of marketing knowledge. It is believed that this research will contribute to the field by providing light on Instagtam, which is one of the social media applications that is used in the field of business, to new studies on consumer buying styles and applications that are relevant to the subject.

2. Literature

2.1. The social media and the platforms for the social media

Internet services that enable individuals to build public or semi-open profiles, communicate with other people, and view both their own and other people's relationships inside a particular system are examples of social media. The Interactive Advertising Bureau defines social media as the convergence of three distinct components: mobile networks, social media websites, and blogs (Coman et al., 2017, p. 140). These new media environments are also digital platforms where corporations can influence

their target audiences and conduct out marketing, advertising, and public relations operations, as stated by Güçdemir (2017, p. 14).

People are now more "connected" than they have ever been before as a direct result of the proliferation of easy-to-use and accessible communication channels and platforms made possible by digital technologies. The proliferation of social media platforms has fundamentally altered the ways in which individuals communicate with one another. Websites and programs that enable users to produce and share information with networks (friends, followers, and so on) that the users have formed for themselves are examples of social media. Social media can be expressed as websites and applications (Pittman & Reich, 2016, p. 157).

The term "social media" refers to the collection of websites and services available on the internet that encourage collaboration, participation, and information exchange (Usher et al., 2014, p. 96). The very nature of social media makes possible the establishment of extensive communication and collaboration networks. It helps increase organizational efficiency along the value chain by harnessing the shared enthusiasm and creativity of an organization's employees, customers, and business partners in every significant decision that an organization must make. Applications related to social media bring about profound changes in a variety of business procedures, including product creation, marketing, sales, customer support, and change management (Weinberg et al., 2013, p. 309).

The term "social media platforms" refers to many technologies, both web-based and mobile, that are utilized for the purpose of communication. It is a collection of Web 2.0 electronic platforms that includes activities like socializing and online networking in various formats such as words, photographs, and videos. These activities can be found on these platforms. Consumers interact with websites, with one other, and with the interface itself within the context of the online environment, which is intrinsically interactive as a medium.

Some of the most popular social networking websites, including Instagram, Twitter, and Facebook, each have millions of active users (Trevinal and Stenger, 2014, p. 316; Handayani et al., 2018, p. 112).

Both the availability and appeal of social media platforms have been boosted by the proliferation of internet access and mobile devices in recent years. When compared to traditional media tools, social media allows for greater opportunities for group participation, co-production, and discussion at any time and in any location. The social network serves a variety of purposes, including providing crucial tools for web publishing, information sharing, and collaborative endeavors. The most popular social media sites now are Instagram, Facebook, Twitter, and YouTube, in addition to a wide variety of blogs (He, 2016, p. 8).

As an illustration, in 2013, Facebook had over 1.19 billion monthly active users, whereas Twitter only had approximately 218 million monthly active users. YouTube and Instagram each had approximately 1 billion monthly active users across the globe (Usher et al. 2014, p. 96). Users of social networking sites such as Instagram, Facebook, and Twitter are able to develop a variety of relationships by connecting with other users of these sites, as well as create personal profiles, exchange information, images, and videos, and share information with other users (Tiggemann et al., 2018, p. 92). People's day-to-day lives have been significantly altered as a result of the introduction of Web 2.0 technologies, specifically social media platforms such as social networking websites such as Facebook, micro blogging platforms such as Twitter, photo sharing applications such as Instagram, and video sharing websites such as Youtube. An average of 5.2 hours per day is spent by people all over the world using social networking websites, according to the findings of a study that was conducted on this topic (Thumrungroje, 2014, p. 8).

2.2. Instagram

When compared to other social media platforms, Instagram is in a position to be called a pioneer in this industry because it was the first social media platform to be launched in a mobile environment. Although other social media platforms like Facebook, Twitter, and Pinterest all have applications that allow their users to access and use their accounts effectively in the mobile environment, Instagram is the only social media platform that was developed from the ground up to be used exclusively on mobile devices (Miles, 2014, p. 21).

Instagram is a mobile application that was first released in October 2010 with the purpose of allowing users to share their locations with their contacts. After this beginning point, picture editing features were added to Instagram, giving users the ability to use various features such as multiple filter applications, description, comments, captions, and tagging people on their photos. These functions were added after the first launch of Instagram (Kelsey, 2017, p. 78). The most essential thing is that it has managed to set itself apart from other photo sharing platforms such as Instagram and Flickr. Even though later on, services like Flickr began to adapt the features of Instagram, at the time, those services were working on allowing users to take photos with the camera, then edit those photos, and finally show those edited photos to other users in a variety of galleries and albums, similar to how traditional photography works. Instagram, in contrast to other photo-sharing platforms, has succeeded in condensing all of these stages into a single instant with the use of technologies built into mobile devices (Kennedy, 2015, p. 23) is happening. Additionally, in contrast to other web-based services such as Flickr, Picasa Web Galleries, and SmugMug, Instagram does not offer a web interface since the company is adamant about maintaining its "mobile nature" (Weilenmann et al., 2013, p. 1843).

The always-online aspect of smartphones, in conjunction with social media platforms such as Facebook, Youtube, Twitter, Flickr, and Instagram, has evolved into a tremendously powerful technology that facilitates social engagement through the use of multimedia. In instance, Instagram is a great illustration of how

well camera smartphones and constant access to social media can work together to create a successful product (Weilenmann et al. 2013, p. 1844; Thoumrungroje, 2014, p. 9). There are millions of people that upload images to social media platforms such as Instagram to share them with their followers and other users of the platform. People are now able to more readily share the photographs they take with other folks as a result of the development of front cameras and webcam technologies for use on smartphones (Vendemia & DeAndrea, 2018, p. 119).

Instagram is a widely used social networking application that gives its users the option to express themselves by posting content to their accounts and applying a variety of artistic filters to that content (Ferwerda & Tkalcic, 2018). In this day and age of social media, Instagram has surpassed many competing programs to become the most popular social networking application. On the other hand, visual rivalry among Instagram users is unavoidable, particularly for those who view Instagram as a potential platform for conducting business (Rahardjo, 2018, p. 389).

Instagram, which surpassed Twitter in the number of daily active users in mobile devices in August 2012, became the first place, and achieved an incredible growth by increasing the number of daily active users from 887 thousand to 7.3 million in just six months. This allowed Instagram to become the first place, and it achieved an incredible growth. When Instagram announced in the fall of 2012 that it had reached 100 million users, it took marketers by surprise and sparked the idea that marketing should be relocated to the mobile environment (Kennedy, 2015, p. 24). The quick ascent of Instagram has not gone unnoticed by marketers, and more than half of the world's most well-known firms have already begun to actively service customers on the platform (Miles, 2014). Internet users now have the option to share their experiences with other internet users thanks to a platform called Instagram. This can be done by selecting images, modifying them, and presenting them to other users (Weilenmann et al., 2013). Instagram,

which first appeared online in October 2010, had more than 30 million active users as of 2015. By the year 2020, it had more than 1 billion users (Handayani et al., 2018, p. 112; Sheldon and Bryant, 2016, p. 90; Satista, 2022).

2.3. Social media marketing and social commerce in the new world system

Marketing via social media; it enables businesses to contact customers all over the world in a more efficient manner than traditional shops can by showing material that was created by customers themselves. Customers are able to work together online, share information about products and services, obtain guidance from reputable individuals, and make more informed purchasing decisions (Kennedy, 2015, p. 24). As a consequence of this, one conclusion that can be drawn is that the utilization of social technologies helps to define and enhance the shopping experience by fostering the development of interpersonal connections and affecting shopping habits. Not only do customers visit a company's website, but they also direct additional customers from their social networks to the website (Miles, 2014, p. 22).

When businesses use the appropriate marketing methods, they have the ability to disseminate information about their goods and services, which in turn gives them the chance to experience viral growth. In addition, because there are little obstacles to entry, new companies that use social media can easily and rapidly migrate their operations online. (Vendemia & DeAndrea, 2018, p. 120). Therefore, marketing through social media has the potential to significantly increase a company's competitive advantage. It can do this by having a significant impact on a company's operational effectiveness and efficiency; customer relations; product and service offerings; revenue growth; and growth in overall revenue (Zhou et al., 2013, p. 62). Customers are considered to be users in the context of social media marketing. They are presented with a variety of technological functions and features that encourage them to take part in social commerce, such as ratings and reviews of shopping experiences, social

recommendations, and user profiles developed by the company (Lei & Zhang et al., 2017, p. 87).

In recent years, the field of social commerce has established itself as a significant subset of internet commerce. The term "social commerce" refers to any and all commercial transactions that take place on social networking sites as well as social media platforms (Vendemia & DeAndrea, 2018, p. 120). In order for a company to start engaging in social commerce, the first thing that should be done in the online environment, which is where social networks like Facebook, Twitter, and Instagram are located, is for the company to establish its own identity, also known as the brand page of the company. This should be done in order for the company to take the next step into social commerce. It is common knowledge that the majority of huge corporations are showing a growing interest in the social media platforms described earlier in order to engage with their customers online (Zhang et al. 2016, p. 17).

In the context of online business, the term "social commerce" refers to the practice of conducting the majority of one's business-related operations and financial dealings via social media platforms, as well as on social networking websites. Therefore, it is possible to view it as a subset of electronic commerce that assists social commerce in activities and transactions related to electronic commerce that take place through social media (Yahia et al., 2018, p. 11).

The term "social commerce" refers to a type of business transaction that takes place on social media platforms and aims to bridge the gap between the online and offline worlds of commerce. In the broadest sense, social commerce refers to the use of internet-based media to facilitate people's participation in marketing activities, such as the purchase and sale of goods, the comparison and organization of these goods, and the sharing of information regarding these activities within a variety of communities and markets, both online and offline (Miles, 2014, p. 27). Many people are interested in social commerce because of its influence on the development of commerce

channels on the internet. A large number of online merchants understand the importance of social technology to the growth of their companies (Kennedy, 2015, p. 24). Because it is now so simple to access social media platforms, an increasing number of customers are turning to these platforms as a source of information regarding companies, brands, and the goods and services they offer. Researchers and businesspeople alike have shown a significant amount of interest in social commerce as a result of the opportunities it presents (Vendemia & DeAndrea, 2018, p. 120). Social commerce is an interdisciplinary field that incorporates aspects of business models and strategies, consumer and organizational behavior, consumer and organizational behavior, social networking technologies, system designs, and historical and prospective evaluations of the worth of businesses. Because of these evaluations, a company can have a better understanding of the possible effects of social media and social networks, which in turn helps the company to become more competitive in online markets (Zhou et al., 2013, p. 61).

2.4. Materials and method

2.4.1. Model of the research

Document analysis, one of the qualitative research methods, was used in the research. Document analysis includes the analysis of written sources/materials that contain information about the phenomenon or cases that are intended to be examined within the scope of the research (Yıldırım & Şimşek, 2018). In the document review, it may not be possible to consider all the sources or materials included in the research as the document data of the research. For this reason, a sample is tried to be formed from the obtained data (Yecke, 2005).

2.4.2. Working document

As the working document of the research, within the scope of the purpose of the research, national and international publications in the literature related to the keywords "social media", "social media marketing", "Instagram", "Instagram marketing" were discussed.

2.4.3. Analysis of data

The qualitative data collected for the study were analyzed using a content approach. The objective of this analysis is to present the collected data in order to determine the concepts and linkages within the research's scope (Yıldırm & Şimşek, 2018:107).

2.5. The importance of Instagram for marketing on social media for companies and organizations

These kinds of social platforms function as a type of advertising when viewed from the standpoint of business owners. For business owners, having convenient access to information and the ability to quickly disseminate that knowledge in the market are two important advantages. When viewed from this angle, the extent to which businesspeople utilize social networking sites in an efficient and productive manner might be interpreted as a significant indication of power (Coman et al. 2017, p. 142).

In the past, customers would only discuss the various goods and services available in the store with their near neighbors and the staff members working there. Customers had a very difficult time communicating due to the fact that the breadth of communication was restricted by both time and geography. The proliferation of technology that supports social media has resulted in a great deal of change. Consumers are now able to communicate and debate products and services in a relaxed setting with their far-flung relatives and foreigners who are interested in products and services similar to their own in a variety of communities that exist within the virtual environment (Zhu et al., 2016, p. 287).

The usage of social media has evolved throughout time, and many new enterprises that are centered on the use of social media have formed, which has led to the expansion of social commerce. Regarding the idea of social trade, the published research does not completely agree with one another. According to some sources, social commerce is most often connected with actions relating to enterprises.

However, according to other sources, the term "social commerce" refers to activities involving customers in online markets (Pilar et al., 2018, p. 757). Activities related to consumers include activities such as shopping (such as purchasing a product after reading a review about the product) in online environments with social content. While activities related to companies generally center on how companies create environments where potential customers can interact with each other, activities related to companies generally center on how potential customers can interact with each other (Yadav et al., 2013, p. 311). In the context of online business, the term "social commerce" refers to the practice of conducting the majority of one's business-related operations and financial dealings via social media platforms, as well as on social networking websites. Therefore, it is possible to view it as a subset of electronic commerce that assists social commerce in activities and transactions related to electronic commerce that take place through social media (Yahia et al., 2018, p. 11).

The way in which customers and businesses communicate with one another in the 21st century is being revolutionized by Instagram. As a direct consequence of this, Instagram was successful in 2014 in capturing the attention of forty percent of the top businesses in the world. It was found that 71% of international firms used Instagram as part of their online marketing operations in 2015. (Handayani et al., 2018). The majority of well-known firms (92%) have an Instagram presence. It is unfathomable that businesses could neglect social media platforms given the substantial influence that customers' purchase processes and behaviors have on social networking sites, and the fact that consumers' target audiences actively use these digital platforms (Agam, 2017, p. 42).

3. Discussion and Conclusions

The internet and smartphones are at the heart of people's lifestyles and businesses' operations, as was shown in earlier sections. Social media platforms have also been added in addition to these two. The Instagram social media platform has attained a certain level of utilization in daily

personal life and business endeavors, together with mobile internet and mobile devices. Instagtam, an application created in eight weeks for Apple operating systems, was made available in October 2010 by being posted to the Appstore (Investopedia, 2020; Ting et al, 2015, p. 16). It has been utilized and launched as a social application for sharing photos and videos ever since its launch.

The founders and developers of the mobile application Instagtam are Kevin Systrom and Mike Krieger. The younger generation's interest in Instagtam has increased since it allows those with like interests to connect via image sharing and hashtags rather than texts (Ting et al., 2015, p. 17). It eclipsed Twitter, which launched four years ago, in terms of daily active users in 2012, and the same year, Facebook acquired Instagtam (Ting et al., 2015, p. 18). Due to Facebook's purchase of Instagtam, the app now has the potential to be more appealing and the focus of attention for millions of users.

Similar descriptive justifications of the Instagtam platform and its use are found in the literature. On the social media platform Instagtam, users can use hashtags to share photos and videos they take of their living spaces with other users (Sheldon and Bryant, 2016: 89). It is a social media site that allows users to share images and videos of special moments with their immediate followers (Hu et al., 2014, p. 595-598). Users can capture images and edit them with different digital effects using the social networking app Instagtam (Ting et al., 2015, p. 17).

Instagtam, primarily a photo-sharing app, is regarded as a powerful marketing and communication tool for showcasing products with visual descriptions. By providing clever product designs to targeted audiences and sharing images and videos, Instagtam encourages creativity. As a result, Instagtam's visual nature prompts emotional and behavioral orientation for desired actions. Instagtam has evolved into a powerful and essential marketing tool in addition to a platform for the exhibition of photographs and comments. As a result, it

serves as a beneficial social networking tool for people, companies, and organizations.

To summarize, due to the immense popularity of social media and applications for social networking, it is natural for businesses to show an intense interest in social media in order to get a share of the economic value that emerges as a result of the billions of social interactions that take place every day around the world. This is because social media and applications for social networking have become extremely popular in recent years. Has been demonstrated to have an effect on consumer preferences (Zhang et al., 2020). As a result of this, it is possible to say that in order for social media to be used effectively in online shopping, it is possible to say that the care and trust that businesses will take in order to benefit from the advantages of mass collaboration and fluid regulations and transform into more effective businesses are important factors in the perceptions and opinions of customers. This is because the advantages of mass collaboration and fluid regulations can help businesses become more efficient. Customers now have an easier time comparing pricing, product quality, and reviews written by other customers because to the rapid development of the Internet. Individuals are encouraged to start selling their products online as a result of this quick development. These days, anyone can easily make an account on Instagram because it's so user-friendly. The Instagram application makes it possible for all parties involved in a sale to become an online vendor. This applies to both buyers and sellers.

4. Limitations and Future Studies

Users spend a disproportionate amount of their time on Instagram compared to other sites, it is critical for businesses to have an understanding of the reasons consumers use Instagram and the goals they hope to achieve there. It is hoped that the findings of this study will throw light on the studies that will be made on the preferences and intentions of customers regarding the products they intend to purchase, which may be considered a key actor in the social media marketing directed toward

142

consumers. Focus group meetings with company officials who use Instagram as social media marketing and with influencers / brand ambassadors who affect product purchasing behavior from Instagram are thought to be able to offer solutions for negative experiences, thoughts, and experiences in the preferences of consumers. These meetings are also thought to be able to be held with influencers / brand ambassadors who affect product purchasing behavior from Instagram.

5. Statement of Research and Publication Ethics

The ethics of scientific research and publication were followed in the conduct of this study.

6. Authors' Contribution to the Article

This study was conducted only by pHD Candidate Hande KAFADAR.

7. Statement of Interest

This research is not subject to any conflict of interest.

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