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The Mediating Role of Hedonic Buying Behavior in the Effect of Consumers' Attitudes Towards Social Media Ads on Impulse Buying Behavior

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ABSTRACT

Social media networks, besides being an area where users communicate and share with each other, have become one of the important promotion activities of businesses. Businesses are trying to influence the purchasing behavior of consumers by using the advertising element effectively in social media networks. Hedonic and impulse buying behaviors can be expressed as important buying behaviors that are becoming increasingly widespread among consumers today. This study, focused on investigating the correlation among that despite the growing prevalence of digital technological developments, social media advertising which has seen little work done in scientific journals the impulse buying and hedonic buying behavior that has become a common phenomenon in the purchasing decision process. In this context, it is thought that the findings will contribute to the relevant literature. The data within the extent of the study were obtained by applying the survey method. In total, 992 survey data were obtained. The result, it is concluded that social media ads have a positive predictive effect on impulse and hedonic buying behavior. In addition, the partial mediation effect of hedonic buying behavior has been determined in this relationship.

Keywords: Social Media Advertising, Impulse Buying Behavior, Hedonic Buying Behavior.

JEL Classification Codes: M30, M31, M37, M39

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INTRODUCTION

In recent years, developments in internet networks along with digital technology have led to major changes in traditional communication channels (Tuten, 2008; Taiminen & Karjaluo, 2015; Quesenberry, 2020). The worldwide spread of internet networks with the developing technology has contributed to the emergence of many virtual channels where people can easily interact with each other. These developments have changed many of the existing communication facts and habits and brought new concepts with them. Today, the phenomenon of social media, where individuals come together and socialize, share their likes, thoughts, and suggestions, is one of the important concepts brought together by these developments. Social media is the general name of web-based software and services that allow users to come together online and participate in all kinds of social interactions, discussions, and communication (Newman et al. 2013; Mangold & Faulds, 2009). According to the, We Are Social January 2021 report, there are 4.66 billion internet users worldwide

(59.5 percent of the world population). On the other hand, 4.20 billion (53.6 percent of the world's population) internet users use social media networks. Internet users spend an average of 6 hours 54 minutes a day on internet networks, and social media users spend 2 hours and 25 minutes on social networks (Kemp, 2021). With the increasing popularity and increasing interest of social media networks around the world, these networks have become an important communication and interaction tool, which is frequently preferred in many different areas.

Approximately 54% of social media network users define that they use social media network to research any reputation or brand (Kavanagh, 2018). 50% of consumers state that seeing members-created content on social media network will increase the chances of buying any brand's product. 73% of consumers on social media networks want to see discounts made by brands and other posts about these discounts, 60% want to see posts promoting new products or services of brands, and 59% want to see educational posts about products or services. In addition, 74% of consumers share

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content promoting products or services of brands. 88% of marketing managers state that social media networks are important in terms of brand promotion and customer service (Zote, 2019). Consumers can easily share their likes, thoughts, and comments about products and brands with their social circles and processes by following the products and brands closely through social media networks (Heinrichs et al. 2011). Businesses, on the other hand, can easily and cost-effectively obtain important information about consumer behavior by following the traces left by consumers on social media networks. It directs the marketing activities with this information in the social media networks of the businesses. (Hajli, 2014). Therefore, social media networks are not only an important area for individuals to communicate with each other, but also provide important opportunities for businesses to communicate and interact with their customers easily, quickly, and at a low cost by increasing the expansion of consumer markets (Zarella, 2010). For this reason, today, businesses have started to gradually move their marketing communication activities to social media networks to communicate and interact with their consumers at any time, to make product promotions, and to increase brand awareness and awareness (Waters et al. 2009; Akar & Topcu, 2011; Chen et al. 2014; Lee and Hong, 2016). In this context, today's social media ads constitute one of the important promotional tools that are among the marketing communication elements of businesses (Alalwan et al. 2017; Duffett, 2015; Shareef et al. 2018; Cuevas et al. 2020; Arora et al. 2019; Saxena & Khanna, 2013. Gallagher & Ransbotham, 2010). Zote (2019) states that 37% of social media users are influenced by the content on these channels and make purchases. Singh & Goyal (2009) state that since the early 2000s, more than 60% of American consumers now consider advertising on social media rather than television ads. Based on this, it can be stated that the advertising element in social media networks is an important variable that affects the purchasing behavior of consumers. For this reason, businesses try to ensure that consumers buy now or in the future by not affecting the purchasing behavior with the impressive advertising content they create by using banners, audio, video, and similar media tools in social media networks (Ahmed et al. 2018; Jothi et al. 2011).

Impulse and hedonic buying behavior are important variables that play a prominent role in the purchasing decisions of the consumer. Impulse buying behavior is a purchasing behavior that makes quick decisions and is dominated by emotional evaluation rather than rational evaluation (Mai et al. 2003). Hedonic buying behavior is a purchasing behavior in which the emotional states of the

consumer prevail during the shopping process (Jones et al. 2006). Based on the definitions, it can express that the emotional state of the consumer has a determining effect on both buying behaviors. Madhavaram & Laverie (2004) describe impulse buying behavior, purchasing a behavior that emerges with the effect of consumers' hedonic feelings and is generally activated by external stimuli. Schumann et al. (2014) state that external stimuli such as banner advertisements, prices, or special offers that consumers are exposed to in social media networks can affect the buying behavior of consumers. Besides, it states that it can create positive emotions in consumers with effective, correctly targeted, and personalized advertisements prepared in social media networks. Based on this, it can be said that effective advertising content that will activate the emotions of the consumers and create a positive mood can activate the hedonic and impulse behavior of the consumer.

In the left behind parts of the study, we justify the conceptual framework for understanding social media advertising, hedonic buying behavior, and impulse buying behavior. Also, we discussed theoretically the relationship between variables. Afterward, we tried to present a new perspective by trying to reveal the relationships between variables, based on the theoretical literature on variables. Relevant models and hypotheses have been created based on the toric discussions. For the testing of models and hypotheses, the data were collected by applying the survey method. Results, inferences, limitations, and suggestions for further studies were discussed by performing statistical analysis for analyzing the data.

THEORETICAL BACKGROUND

Social Media Advertising

Social media can be defined as all kinds of internet set digital media that individuals communicate with to share their ideas, thoughts, and experiences with other individuals by using internet technologies (Safko, 2010; Kaplan & Haenlein, 2010). According to Wang & Huberman (2012) in parallel with the rapid developments in social media, technology, and internet networks, it continues to spread by expanding its usage area day by day. Today, social media has brought many innovations within the interaction of individuals also businesses, resulting in a unique change in the field of communication (Patrick & Dostsika, 2007 Constantinides et al. 2011; Zotos et al. 2014; Roberts et al. 2016; Appel et al. 2020). These new media are increasingly attracting the attention of businesses, institutions, communities,

and individuals, with the ability of virtual communities to facilitate collaboration and provide a productive environment for mutual sharing and interaction (Goh et al. 2013). Social media offers its users a wide range of access and a rich promotion area with different media content. The rich promotion opportunity provided by social media has enabled large businesses to gradually shift their product and brand promotions to these areas (Lee & Hong, 2016). Today, many businesses have official Facebook pages, Twitter accounts, and corporate blogs to promote their products and brands. All these show that these media have turned into an essential piece of the routine operations of corporate organizations as well as being an indispensable part of the daily lives of consumers (Ohajionu & Mathews, 2015).

The advantages of social media such as ease, low cost, and direct communication with consumers have encouraged businesses in many different sectors to gradually move promotional activities to these channels (Dwivedi et al. 2015). In this context, social media ads must turn into a significant marketing communication element through which businesses interact with consumers (Alalwan et al. 2018). Social media advertising can be defined as the whole of promotional activities that allow users to interact and share content with content created to convince users of anything (Alhabash et al. 2017). Social media advertising offers businesses many opportunities. Some of these can be listed as follows: Social media advertisements provide significant contributions to the formation of a new interactive modern communication style between businesses and consumers (Orsburn, 2011; Zhao & Lu, 2012). It offers the opportunity to reach large consumer audiences with small budgets (Andrews & Shimp, 2017). It is probable to analyze the responses to social media ads in an easy and very fast way with little cost (Tuten, 2008). It provides the opportunity to target advertising messages in a personalized way (Okazaki & Taylor, 2013). Advertising messages can be targeted based on the demographic and psychographic information of consumers (Li et al. 2014; Enders et al. 2008). Therefore, these and similar important advantages provided by social media ads have increased the interest of businesses in social media ads and businesses are increasingly shifting their advertising expenditures towards digital areas (Chi, 2011). Digital ad spending is expected to hold more than 50% of all ad spending by the end of 2020 (Guttman, 2020).

Impulse Buying Behavior

Impulse buying behavior is one of the concepts that try to explain the purchasing behavior of the consumer

by jumping or changing some stages of the purchasing decision process in different situations and conditions. Besides, it is one of the important research topics that attract the attention of both marketing researchers and researchers from different disciplines, who investigate consumer behavior today. Also, impulse buying behavior has been one of the topics that have attracted attention and researched for a long time by business (Clover, 1950; Stern, 1962; Dantoni & Shenson, 1973; Rook, 1987; Piron, 1991; Hausman, 2000; Peck & Childers, 2006). Once the related literature is investigated, it is seen that many definitions have been made about impulse buying behavior. Some of those

- It is a purchase behavior that is motivated by an impulse created by sales promotion tools in the store (Applebaum, 1951).
- It is smart shopping by consumers (Nesbitt, 1959).
- It is a behavior that disrupts a normal purchase habit, non-routine, innovation, or avoidance of purchase (Stern, 1962).
- It is an impulse behavior that happens instantly and quickly without a purchasing plan (Dantoni & Chanson, 1973).
- It is a purchase process involving reactive, emotional, and cognitive components (Weinberg & Gottwald, 1982).
- It is a spontaneous purchase with a strong and persistent urge to buy something instantly (Rook, 1987).
- It is an unplanned purchase involving a propensity to make a fast decision and urgent obtaining of the good (Rook & Gardner, 1993).
- It is a spontaneous, non-reflective, immediate, and kinetic buying tendency (Rook & Fisher, 1995).
- It is a sudden, compulsive, and hedonically complex purchase that disables options for gathering information and evaluating alternatives (Bayley & Nancarrow, 1998).
- It is all unplanned purchases before purchase (Hausman, 2000).

Impulse buying behavior is one of the important purchasing behaviors that continue to become common (Cobb & Hoyer, 1986; Hausman, 2000). Today, impulse buying behavior has become an extensive phenomenon especially in certain product categories and in-store

decision-making and constitutes an important part of total purchases (Amos et al. 2014). Welles (1986) states that most customers at least occasionally engage in impulse buying behavior. Kollat & Willet (1967) state that more than 50% of supermarket products are purchased unplanned. Prasad (1975) states that 62% of consumer purchases are sudden purchases due to discounts in stores. Bellenger et al. (1978) state that more than 30% of the consumers who shop in stores make their shopping unplanned. DuPont studies (1978) found that more than 51% of the beauty and wellness products of consumers were purchased unplanned. Rook & Fisher (1995) state that 38% of adults define themselves as someone who buys unplanned. Kelly et al. (2000) state that 64% of consumers engage in impulse buying behavior in discount stores. In the study conducted by Kwon & Armstrong (2006), it was concluded that 30% of licensed products were purchased unplanned. According to the CreditCards report, 84% of shoppers are in sudden and unplanned purchasing behavior (Kossmann, 2016). Studies indicate that impulsive buying behavior is an important part of consumers' purchasing behavior.

Hedonic Buying Behavior

In the consumer behavior literature, consumption activities are generally classified as utilitarian and hedonic (Blázquez, 2014; Chiu et al. 2014). Utilitarian consumption refers to the rationality of consumption, which emphasizes the achievement of desired results from shopping activities (Babin et al. 1994). According to Batra & Ahtola (1991), utilitarians are exogenously driven, about the task, and quite rational in the purchasing process. Hedonic consumption is related to the emotional and multi-sensory aspects of the shopping experience (Holbrook & Hirschman, 1982; Jones et al. 2006). Sherry (1990) defines hedonic consumption value as the festive, ridiculous, and ever-seeking side of shopping. In other words, hedonic buying value is the reward for emotional excitement and enjoyment that an individual obtains during the buying (Babin et al. 1994). Babin & Attaway (2000) state that hedonic shopping value reflects the value found in the shopping experience. According to Wang et al. (2000) hedonic consumers focus on sensory values such as the appearance of the product or brand, its symbolic and psychological value, rather than the rational benefits of the products. Besides, consumers with high hedonic buying behavior are more sensitive to promotional effects when choosing products or brands. The main motivation of this value is buying knowledge and simplicity that have their lives funnier and more convenient (Kim 2002).

RESEARCH MODEL AND HYPOTHESES

Consumer's Attitude Towards Social Media Advertising and Impulsive Buying Behavior

The attractive and impressive visuality of the advertisement element can activate the purchasing impulse of the consumers. Stern (1960) states that some purchases that are postponed or forgotten due to various reasons before the purchase can be remembered through advertising and impulse buying. The consumer may not realize the natural process but maybe in a purchasing behavior to meet the needs of some external stimuli such as advertising messages. For example, when the consumer passes in front of a bakery, perceiving the fresh smell of bread, or tending to meet the feeling of hunger caused by the effect of the advertisement message (Kotler et al. 2005). Impulse buying behavior is defined as the result of exposure to a stimulus that encourages purchasing and is decided in place (Weinberg & Gottwald, 1982; Piron, 1991: 512; Abratt & Goodey, 1990). The stimulus in the definition can be the external features of the product and the shopping context, such as an actual product or shopping environment, sales, and other buyers (Parboteeah et al. 2009). Abratt & Goodey (1990) state that the advertising element, which is among the in-store situational stimuli, encourages the consumers to buy impulse behavior. Youn & Faber (2000) state that consumers can recall the products that are not in the shopping list they prepared before shopping, but they can buy impulse by the effect of the advertisements made in the store environment. The advertising element is an important external stimulus that activates the purchasing intentions of consumers both online and offline. In this context, it can be said that the impressive visual content created with the advertising element in social media networks can easily affect the purchasing intentions of the consumers and encourage the consumers to purchase the products impulse.

Hypothesis 1: Consumer's attitude towards social media advertising has a significant and positive effect on impulse buying behavior.

Consumer's Attitude Towards Social Media Advertising and Hedonic Buying Behavior

Consumers with a high hedonic buying behavior see their shopping activities as getting rid of their negative mood, getting away from stress, having a getaway, or looking for an adventure to have fun. Hedonic buying behavior is often accompanied by intense moods.

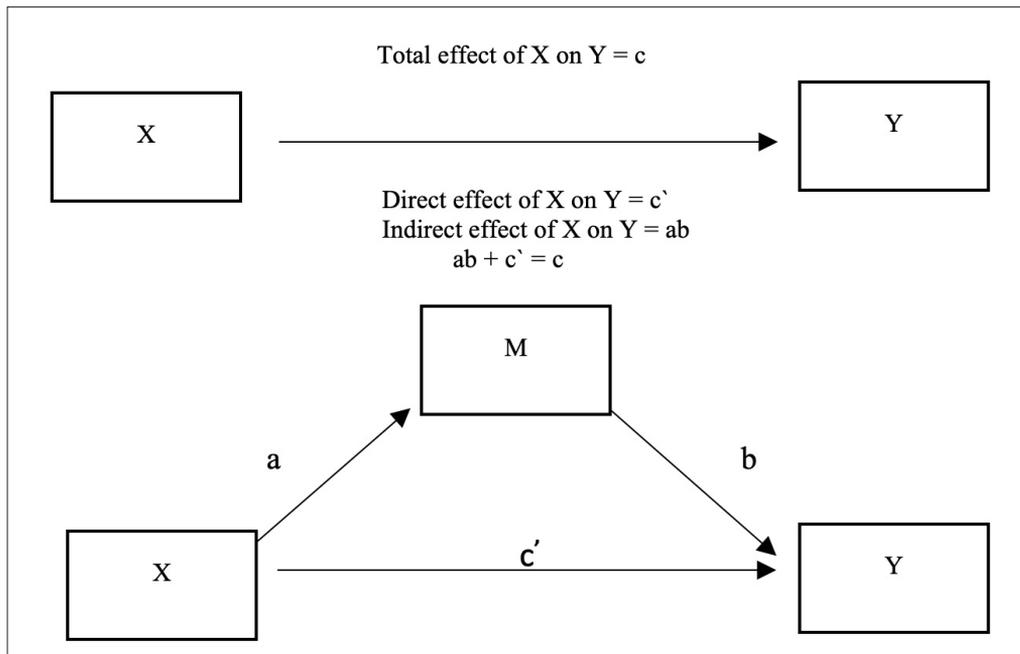


Figure 1. Mediator Model

Attractive online advertisements influence consumers' moods, encouraging them to make impulsive buying. This can give consumers a hedonic experience (Madhavaram & Laverie, 2004). One of the significant features of social media networks is that users can easily access information about their consumption habits and behaviors. Summers et al. (2016) state that targeting advertisements in social media networks based on behavioral information can count the formation of positive emotions in consumers. Therefore, it can be said that attractive visual and audio advertising messages in social media networks can positively affect hedonic buying behavior, which is defined as looking for fun, festivities, pleasure, and continuous happiness.

Hypothesis 2: Consumer's attitude towards social media advertising has a significant and positive effect on hedonic buying behavior.

Mediating Roles of Hedonic Buying Behavior

Impulse buying behavior, beyond being rational, is more of a buying behavior accompanied by hedonic and emotional components (Cobb & Hoyer, 1986; Rook, 1987; Piron, 1991; Rook & Fisher, 1995). Beatty & Ferrell (1998) state that the positive mood of consumers is an important factor that encourages impulse buying behavior. Van Doorn & Hoekstra (2013) targeted social media advertisements, which are prepared to meet the needs of consumers, create positive emotions in consumers and encourage the buying impulse of the consumer. Setyani et al. (2019) state that the hedonic

and utilitarian motivations of consumers, which are stimulated by the personalized advertising content provided by social media ads, can lead consumers to impulse buying. The design features of online websites such as personalization/interactivity can lead the consumer to impulse buying behavior by revealing hedonic feelings (Childers et al. 2001). In this context, it can be said that hedonic consumption value has a mediating effect on the positive emotions created by social media advertisements in the consumer to direct the consumer to impulse buying.

Hypothesis 3: The hedonic buying behavior has a mediating role in the effect of consumer's attitude towards social media advertising on impulse buying behavior.

RESEARCH MODEL AND DATA ANALYSIS

A mediation analysis utilization multiple regression was used to the mediator impact of hedonic buying behavior in the correlation among social media ads and impulse buying behavior (Baron & Kenny, 1986). According to this model, firstly, regression analysis should be performed to determine the impact of social media advertising on the impulse buying behavior and secondly, the impact of social media advertising on the mediator variable. In each regression analyzes, if the independent variable has a predictive effect on dependent variables, the mediation effect analysis can only be performed. After obtaining results suitable for the procedure summarized by Baron & Kenny (1986), multiple regression analysis is

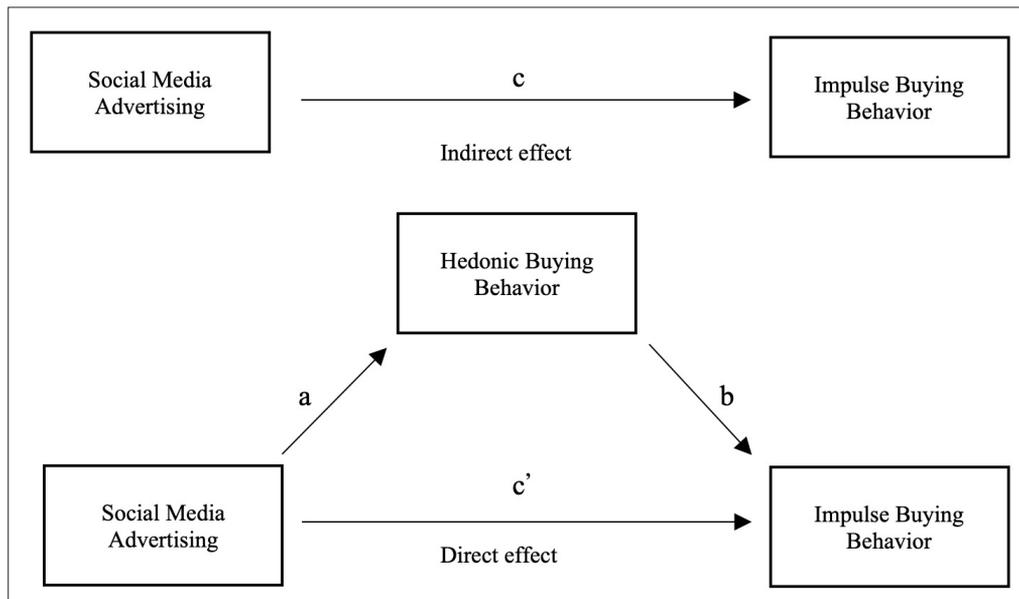


Figure 2. Predictors and Mediator of Impulse Buying Behaviors

performed by with the inclusion of the mediator variable in this correlation between the independent variable and the dependent variable. When the mediator variable is included in the regression analysis, if there is a decrease in the beta coefficient between the dependent variable and the independent variable and any deterioration in the significance level, we can talk about the mediating effect. If the meaning disappears completely, we express it as a full mediator effect, if partial distortion occurs in the media, we express it as a partial mediator effect (Howell, 2012; MacKinnon et al. 2007). Also, in addition to the conditions to be met to be able to talk about the mediating effect, it is necessary to define if the indirect effect (a.b path) is meaningful. To determine this, the significance Z score test of the Sobel Test should be performed, and the result obtained should be greater than 1.96 and the p-value should be significant (Frazier et al. 2004). According to this model, the mediation relationship between variables is tested with a model in Fig. 1 shown below.

Figure 2 indicates the model for this research. This study of the research model shows that social media advertising directly affects the hedonic and impulse buying behavior and mediating the correlation among hedonic buying behavior for social media ads and impulse buying behavior

RESEARCH METHOD

The study is quantitative research dependent on descriptive investigative. It belongs to the descriptive research group according to the research purpose. In this framework, firstly, a literature review was made regarding

the variables in the model. The “survey” tool, which is frequently used in social sciences as a quantitative data collection tool, has been selected in obtaining primary data.

Measures

The statements in the scales of consumers’ attitudes towards social media advertisements, impulsive and hedonic buying behavior were scaled in their original form in previous studies. In this context, the statements in the scales were translated into Turkish by sending their opinions to the lecturers who are experts in English Language and Literature and marketing. Likert Type Scale was used in the measurement. The statements addressed to the participants in the scale were requested to be answered as 1: Strongly Agree, 2: Agree, 3: Neither Agree, nor Disagree, 4: Disagree, 5: Strongly Disagree. The 16 statements (“Social media ads are a good source of information about products and brands.”, “I think that the ads on social media show me the products and brands that have the features I am looking for.”, “Social media ads provide up-to-date information about products and brands”, “I think social media ads are fun.”, “I think social media ads are enjoyable.”, “I think social media ads are gratifying.”, “I think social media ads are interesting.”, “I think social media ads are convincing.”, “I think social media ads are safe.”, “I think social media ads make sense.”, “I think social media ads have positive effects on the economy.”, “I think that social media ads raise the living standards of individuals.”, “I think social media ads help people get better products.”, “When I see social media ads, I watch the ad carefully.”, “When I see social media ads,

Table 1. Reliability Analysis Results Related to Scales

Scales	Item	N	Cronbach Alpha
Social Media Advertising	16	992	0,947
Impulse Buying Behavior	9	992	0,909
Hedonic Buying Behavior	6	992	0,911

I click the ad to find more information.”, “I’m interested when I see a social media ads.”) scale developed to measure the attitude towards social media ads was created by making use of Wang et al. (2009) and Chu et al. (2013) studies. Hedonic consumption, 6 statements (“I like to shop for the novelty of it”, “Shopping satisfies my sense of curiosity”, “Shopping offers new experiences”, “I feel like I’m exploring new worlds when I shop” “I go shopping to be entertained”, “I get a real “high” from shopping.”) scale developed for measurement was created by making use of their studies Hausman (2000). Impulse buying behavior, 9 statements (“I often buy things spontaneously”, “Just do it” describes the way I buy things”, “I often buy things without thinking”, “I see it, I buy it” describes me”, “Buy now, think about it later” describes me”, “Sometimes I feel like buying things on the spur-of-the-moment”, “I buy things according to how I feel at the moment”, “I carefully plan most of my purchases”, “Sometimes I am a bit reckless about what I buy.”) scale developed for measurement was created by making use of their studies Rook & Fisher (1995).

Data Collection

The study is quantitative research based on descriptive research to determine the effects of independent variables on dependent variables. In the study, survey research has been carried out based on the screening method. The data were collected using the convenience sampling technique. The convenience sampling method was preferred in the research design because it is an easily applicable, less costly, and not time-consuming method. The universe of the study consisted of social media users in Turkey. Datareportal (datareportal.com, 2020) in 2020 According to the report social media user numbers in Turkey 54 million, has been the case. Turkey’s population (83.88 million), 64% uses social media. Research a million and more to be the number of persons in the universe in the case of (0,05 confidence interval) 384 person sample size is accepted to be sufficient (Cohen et al. 2017). To test the comprehensibility of the statements in the survey, a pre-test survey was applied with the participation of 77 students from Erciyes University and 34 students from Nevşehir Hacı Bektaş Veli University by using the convenience sampling method. The participants were

asked to evaluate the statements by interviewing them face to face. At this stage, the average survey response time and the order of the statements in the survey were checked. As a result of the pre-tests, it was concluded that the questions in the survey were easy, simple, and understandable. Data from social media users in Turkey is collected by the convenience sampling method. The survey form was first applied by sharing with the close social environment, of the researchers. Afterward, it was applied by sharing their close environment, with its social environment. The survey was started with the convenience sampling method. The survey form was applied by sharing the social media accounts of the researchers and researchers’ social environment via Google drive. A total of 992 survey data was obtained. Regarding the survey data, the demographic variables of the participants are included in Appendix 1, daily social media usage time in Appendix 2, and social media usage frequency in Appendix 3.

Validity And Reliability Analysis

Cronbach Alpha analysis was applied to test the reliability of the scales. In the literature, it is suggested that the acceptable value of Cronbach Alpha should be a minimum 0,70. As indicated in Table 2, the scales relative to the model are above 0.70 Cronbach’s alpha value (DeVellis, 2016).

As seen in Table 1, the scales related to the model are above 0.70 Cronbach’s alpha value. Cronbach’s Alpha factor was accepted to test the reliability of the scales waste in the study. As a result, it is seen that all three scales included in the model have sufficient reliability.

According to the results of the correlation analysis for social media advertisements, impulse and hedonic buying behavior in Table 2, AVE values except social media advertising are above 0.5, moreover, all factor loadings in Appendix 4 are above 0.5. (Hair et al. 2010). AVE values are below 0.50 for the social media ad variable, but CR values are above the acceptance limit (> 0.70). In cases where the AVE is less than 0.5 but the composite reliability is higher than 0.6, the convergent validity of the structure is still sufficient (Fornell & Larcker, 1981). Also, the fact that

Table 2. Discriminant Validity Test

Variables	CR	AVE	SMA	IBB	HBB
SMA	0,996	0,492	0,701		
IBB	0,995	0,918	,285**	0,958	
HBB	0,974	0,561	,321**	,625**	0,749

the square root of the AVE value of each variable (square root values are shown in parentheses) is higher than the correlations belonging to other variables, indicating that the discriminant validity is also provided (Fornell & Larcker, 1981).

Correlation is significant at the 0.01 level (2-tailed). Sma: Social media advertising, Ibb: Impulse buying behavior, Hbb: Hedonic buying behavior

After performing factor values, validity analysis, and correlation analysis, the study model and hypotheses were tested with the SPSS Proces Macro mediation model 4.

RESULT

The mediating effect of hedonic buying behavior on the relationship between social media advertising and impulse buying behavior has been examined. When Table 3 is examined, social media ads have a significant

predictive impact on hedonic buying behavior in the linear regression analysis performed in the first stage, and the model is significant (R^2 : 0.1032, F : 113,92, $p < 0.05$). The power of social media advertising to affect hedonic buying behavior is ($\beta = 0.4004$, $t = 10.67$, $p < 0.000$). Also, the bootstrap confidence interval does not contain a "0" point and has a positive value. This result shows that the H1 hypothesis is accepted. In the second stage regression, social media advertising has a significant predictive effect on the impulse buying behavior and the model is significant (R^2 : 0.0811, F : 87,92, $p < 0.05$). The power of social media advertising to affect impulse buying behavior is ($\beta = 0.3010$, $t = 9.34$, $p < 0.000$). Also, the bootstrap confidence interval does not contain a "0" point and has a positive value. This result shows that the H2 hypothesis is accepted. Finally, in the third stage, the hedonic buying behavior variable was included in the model to determine the mediating role of hedonic buying behavior between social media advertising and impulse buying behavior. In this model, in which social

Table 3. Predictors and Mediator of Impulse Buying Behavior

First stage regression: Hedonic Buying Behavior (Dependent Variable)							
	β	s.e	t	p	LLCI	ULCI	
Constant	0.7182	0.1021	16.12	0.000	1,4453	1,8458	
Independent Variable: Social media advertising	0.4004	0.0375	10.67	0.000	0.3268	0.4740	
Model Summary	R^2 : 0.1032 s.e: 0.8783 F : 113.92 p : 0.000						
Second stage regression: Impulse Buying Behavior (Dependent Variable)							
	β	s.e	t	p	LLCI	ULCI	
Constant	1,477	0,0876	16,86	0,000	1,3052	1,6489	
Independent Variable: Social media advertising	0.3010	0.0332	9.34	0.000	0.2378	0.3642	
Model Summary	R^2 : 0.0811 s.e: 0.6469 F : 87.92 p : 0.000						
Third stage regression: Impulse Buying Behavior (Dependent Variable)							
	β	s.e	t	p	LLCI	ULCI	
Constant	0.6467	0.0796	8.11	0.000	0.4904	0.8030	
Independent Variable: Social media advertising	0.0990	0.0275	3.59	0.003	0.0450	0.1529	
Mediator Variable: Hedonic buying behavior	0.5046	0.0221	22.86	0.000	0.4613	0.5478	
Model Summary	R^2 : 0.3988 s.e: 0.4237 F : 328,02 p : 0.000						

Table 4. Total, Direct, And Indirect Effects

The Relationship between Mediator of Hedonic Buying Behavior	Total Effect	Direct Effect	Indirect Effect	Bootstrap confidence interval BoLLCI-BoULC	Mediator Effect Type
Social media ads Impulse Buying Behavior	0.3001	0.0990	0.2021	0.1577-0.2476	Partial

media advertising and hedonic buying behavior take place together the model is significant ($R^2: 0.3988$, $F: 328,02$, $p < 0.05$). It was also observed that the effect of social media advertising was reduced ($\beta = 0.0990$, $t = 3,59$, $p < .000$), although it maintained its level of significance in predicting impulse buying behavior. Based on these results, based on the analysis of the mediating variable effect of Baron & Kenny (1986), it shows that hedonic buying behavior is in a partial mediating position between social media advertising and hedonic buying behavior. To test whether the mediation was statistically significant or not, the Sobel test was performed and the z value calculated according to the results of the Sobel test was found to be 9.74 ($p < .000$). This result shows that hedonic buying behavior is the mediating variable in the correlation among social media ads and impulse buying behavior. This result shows that the H3 hypothesis is partially accepted.

The total, direct and indirect effect values and bootstrap confidence intervals of the mediating effect of hedonic buying behavior in the effect of impulse buying behavior of social media advertising are given in Table 4. The total effect of social media advertising on impulse buying behavior is $\beta = 0,3010$ and the significant value is $p = 0,000$. With the inclusion of hedonic buying behavior in the model, there is a decrease in the beta coefficient of social media advertising and a partial deterioration in the significant value. As seen in the table, the total effect value was determined as 0,3001, the direct effect value was 0.0990, the indirect effect value was 0.2021, and the bootstrap confidence interval was 0.1577-0.2476. Since the confidence intervals do not contain zero, it was concluded that the mediating effect was significant (Baron & Kenny, 1986).

CONCLUSIONS AND DISCUSSION

The analysis indicated that social media advertising is effective variable in predicting impulse buying behavior. In the study conducted by Venkatalakshmi & Poornima (2018) and Xiang (2016), it was concluded that the visual appeal elements offered by product or brand advertisements of social media websites encourage

consumers to buy impulse behavior. Setyani et al. (2019) determined that the hedonic and utilitarian motivations of consumers with the personalized advertising contents provided by social media ads can lead consumers to impulse buying behavior. Liu & Li (2019) state that the images or behaviors of idealized users in social media networks can be motivated by making them attractive to consumers through advertising and the impulse buying behavior of consumers can be activated. The ads factor, which is between the marketing communication actions, is an important stimulus that activates the buying impulse of the consumers. In this context, it can be said that effective use of advertising in social media networks will encourage to impulse buying behavior of consumers.

Another result reached in the analysis is that social media ads are an effective variable in predicting hedonic buying behavior. Summers et al. (2016) stated that targeting advertisements in social media networks based on behavioral information can count the formation of positive emotions in consumers. Fernandes et al. (2020) state that online advertising has a significant impact on hedonic buying behavior. Therefore, a positive mood can be created in consumers with effective content created in social media ads. A positive mood will drive consumers to adopt hedonic buying behavior.

Another important result reached in the analysis is that hedonic buying behavior is partly the mediator variable in the correlation among social media ads and impulse buying behavior. This result shows that hedonic buying behavior is a determining variable in the effect of social media ads on impulse buying behavior. In other words, hedonic buying behavior increases the effect of social media ads on impulsive buying behavior. Zhou & Wong (2004) state that advertisements at the point of purchase can stimulation the hedonic or emotional side of the consumption experience and encourage impulse buying. Therefore, it can be said that impulse buying behaviors can be encouraged by stimulating the hedonic and emotional tendencies of consumers with impressive advertising messages conveyed to consumers through images, videos, and posters with visual appeal at the points of purchase in social media networks (Madharavan & Laverie 2004).

Theoretical Implications

Advertising activities, which are one of the important elements of marketing communication in social media networks, affect the perceptions and attitudes of many online consumers towards products or brands. Although consumers spend a long time joining social media networks more and more every day, studies on how the advertisements that consumers encounter in these networks affect their purchasing behavior are still limited. In this context, the findings of our study provide important theoretical contributions to the literature of variables as they try to explain the communication and interaction of consumers with social media advertisements. The study makes various contributions to the marketing communication literature in general, and to the advertising literature in social media networks, with the findings it obtained. The study contributes to the expansion of the literature in the relevant field by examining the relationship between unplanned and hedonic purchasing behavior of advertisements that consumers encounter during online periods on social media networks. Another contribution of the study to the relevant literature is the determination of new relationships between variables and the correlation of variables with each other. In this context, the fact that there has not been any study specifically aimed at determining the relationship of variables with each other shows that the study has a theoretical contribution to the literature.

Managerial Implications

Social media networks, which allow communication based on interaction with consumers, make significant contributions to understanding consumers' tastes and expectations easily and completely. In this context, businesses can influence the buying behavior of consumers who will create positive perceptions and attitudes about their products and brands by communicating and interacting with consumers through social network advertisements. The conclusions obtained indicate that the advertising element affects impulse and hedonic buying behavior positively in social media networks. For this reason, it can be said that it is very important for businesses to carry their advertising activities, which are among the marketing communication elements, to social media networks that are increasingly widespread throughout the world and become an important part of the daily lives of consumers, and that they actively operate here. In this context, businesses need to be active in these areas by moving some of their promotional and advertising

expenditures to these areas. Also, employing people who will direct and manage marketing communication activities in social media networks will contribute to the active presence in these areas. Besides, businesses should receive consultancy support from people who are experts in social media marketing and ensure that their employees receive training in this area.

Limitations and Future Lines of Research

The research has some limitations as well as making significant contributions to both businesses and the relevant literature. Convenience sampling method in time and cost and convenience constitute the limitations of this study. Since the findings obtained in the interview in the convenience sampling method are for the interviewed group, the generalization power of the research results remains weak. To contribute to the generalization of the results of the study, it is recommended to apply a larger sample of future studies.

Appendix 1: Demographic Variables

Demographic Variables		Frequency	Percent
Gender	Female	426	42,9
	Male	566	57,1
Marital status	Single	546	55
	Married	446	45
Age	20 and under	92	9,3
	21-30	357	36
	31-40	327	33
	41-50	144	14,5
	51-60	57	5,7
	61 and more	15	1,5
Monthly Income	250 \$ and under	15	1,5
	251-500 \$	92	9,3
	501-750 \$	154	15,5
	751-1000 \$	495	49,9
Educational level	1001 \$ and more	236	23,8
	Primary education	278	28
	High school	152	15,3
	Associate degree	170	17,1
	Bachelor's degree	180	18,1
	Master's degree and more	212	21,4
Total		992	100

Appendix 2: Daily Social Media Usage Time

Daily Social Media Usage Time	N
Less than 1 hour	153
1-2 hour	342
3-4 hour	319
5-6 hour	101
6 Hours or more	77

Appendix 3: Social Media Frequency of Use

Network	Social Media Frequency of Use				
	Continually	Often	Sometimes	Rarely	None
Facebook	378	223	234	108	49
Twitter	457	141	180	141	73
Instagram	184	106	200	308	194
LinkedIn	10	46	129	145	662

Appendix 4: Measurement Items Adopted

Scales	Items	Mean	SD	W.F.	% of Variance
Social Media Advertising	SMA1	3,06	1,20	0,63	56,173
	SMA2	3,02	1,12	0,61	
	SMA3	3,29	1,05	0,57	
	SMA4	2,48	1,09	0,65	
	SMA5	2,36	1,05	0,66	
	SMA6	2,42	1,04	0,73	
	SMA7	2,79	1,19	0,69	
	SMA8	2,38	1,01	0,66	
	SMA9	2,31	0,92	0,66	
	SMA10	2,58	0,99	0,66	
	SMA11	3,03	1,11	0,52	
	SMA12	2,36	1,02	0,65	
	SMA13	2,66	1,06	0,68	
	SMA14	2,25	1,03	0,69	
	SMA15	2,34	1,10	0,67	
	SMA16	2,30	1,00	0,70	
Impulse Buying Behavior	IBB1	2,59	1,19	0,55	59,281
	IBB2	2,46	1,18	0,51	
	IBB3	1,96	0,97	0,49	
	IBB4	1,88	0,94	0,54	
	IBB5	2,51	1,23	0,53	
	IBB6	2,15	1,07	0,58	
	IBB7	2,55	1,20	0,43	
	IBB8	2,30	1,12	0,50	
	IBB9	1,95	0,97	0,58	
Hedonic Buying Behavior	HBB1	2,47	1,17	0,71	69,298
	HBB2	2,40	1,19	0,69	
	HBB3	2,72	1,24	0,78	
	HBB4	2,90	1,19	0,68	
	HBB5	3,24	1,20	0,61	
	HBB6	2,39	1,15	0,69	

SMA (Social Media Advertising), IBB (Impulse Buying Behavior), HBB (Hedonic Buying Behavior), W.F. (Weight factor),

Appendix 5: Kaiser-Meyer-Olkin Measure of Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		SMA	IBB	HBB
		0,943	0,924	0,892
Approx. Chi-Square		11613	5089	3797
Bartlett's Test of Sphericity	df	120	36	15
	Sig.	0.000	0.000	0.000

SMA (Social Media Advertising), IBB (Impulse Buying Behavior), HBB (Hedonic Buying Behavior)

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