Social Media Marketing and e-WOM: Young Consumers' Online Brand-Related Activities, Attitudes and Engagement

Sosyal medya pazarlaması ve elektronik ağızdan ağza iletişim: Genç tüketicilerin markaya yönelik çevrimiçi aktiviteleri, tutumları ve etkileşimleri

İlker ŞAHİN[1], ilkersahin@akdeniz.edu.tr

Mustafa GÜLMEZ[2], mgulmez@akdeniz.edu.tr

Erhan ERSOY[3], erhan@aytaspazarlama.com

The research aims to reveal (a) young consumers' attitudes towards brand-related social media contents (b) their engagement with such type of online contents, (c) to exemplify most popular COBRAs and (d) to reveal significant variables in positive electronic word-of-mouth prediction. Applying quantitative research method, the data was mostly collected through questionnaires filled out by high school, college, master, doctorate students and undergraduates living in Nicosia (Lefkosia/Lekoşa)-capital city of Turkish Republic of Northern Cyprus and Antalya-Turkey's most famous 3S tourism destination. The results point out that the most of the young consumers have positive behavioral or emotional attitudes and agree that what they read in brand-related social media contents prior to purchasing a product/service has an influence on their decision. The findings put forward that behavior of financial benefit-focused following in social media, satisfaction with brand-related e-contents, social media-based trust and brand attachment are influential variables in e-WOM creation. Findings point out that brand promotions shared by a friend, discount coupons and recommendations leading consumers to buy a certain service or product of a certain brand, of popular social media users who have plenty of followers or friends do not lead to stronger e-WOM behaviors. Consuming, contributing and creating are found out to be the most popular brand-related activities.

Bu araştırma (a) genç tüketicilerin internet ortamında markayla ilişkili içeriklere karşı tutumlarını (b) bu tür içeriklere yönelik nasıl davranışlar sergilediklerini (c) markaya yönelik çevrimiçi faaliyetlerden hangilerini sıklıkla gerçekleştirdiklerini (d) pozitif yönlü elektronik ağızdan ağza iletişimi tahmin eden önemli değişkenlerin neler olduğunu ortaya koymayı amaçlamaktadır. Nicel yöntemi temel alan bu araştırma kapsamında, Kuzey Kıbrıs Türk Cumhuriyeti'nin başkenti Lefkoşa'da ve Türkiye'nin en ünlü deniz-kum-güneş destinasyonu konumundaki Antalya'da yaşayan yüksekokul, yüksek lisans ve doktora öğrencilerinden veri toplanmıştır. Bulgulara göre sosyal medyada mali fayda odaklı markaları takip etme davranışı, internette markayla ilişkili içeriklerinden duyulan memnuniyet, sosyal medya tabanlı güven ve marka bağlılığı olumlu elektronik ağızdan ağza iletişime yol açan önemli değişkenlerdir. Buna karşın sonuçlar, arkadaşlar tarafından paylaşılan promosyon iletilerinin, indirim kuponlarının ve çok sayıda arkadaşı veya takipçisi bulunan popüler sosyal medya kullanıcılarının tüketiciyi markanın ürün ve hizmetlerini satın almaya teşvik eden tavsiyelerinin olumlu elektronik ağızdan ağza iletişim yaratmada sanıldığı kadar etkili olmadığını ortaya koymuştur. Tüketme, katkıda bulunma ve üretme kullanıcıların markaya yönelik en sık gerçekleştirdikleri çevrimiçi aktiviteler olarak ön plana çıkmıştır.

Keywords: Interactive marketing, Internet marketing, Digital marketing, E-marketing, Online marketing.

Anahtar Kelimeler: İnteraktif pazarlama, İnternet pazarlaması, Dijital pazarlama, E-pazarlama, Çevrimiçi pazarlama.

Jel Codes: M3, M30, M31, M37.

Jel Kodları: M3, M30, M31, M37.

[1] Research Assistant, Akdeniz University, Tourism Faculty, Antalya Turkey (Corresponding Author)
[2] Professor Dr., Akdeniz University, Faculty of Applied Sciences, Antalya Turkey
[3] Enterpreneur, Aytas Marketing, Cyprus.

1. INTRODUCTION

Is it possible to think of a life without technology in today's world, mid-2000s? Or can you imagine that the world has limited communication possibilities that are not improved enough to have instant chat with our friends in distant countries? During the current technology age, in which we go berserk when we are deprived of communication with other people in the world or when we didn't not get an answer to the instant text message we sent through WhatsApp or Facebook, it is a fact that smartphones, tablet PCs and social media are now an integral part of our daily lives. Advances in communication technology has made it easier to access information and make it possible for consumers to go beyond printed sources and access information in different formats more quickly and efficiently. It is possible to say that social media, which allows interactive information sharing and provides interaction with people who are miles away, has become quite common among today's consumers and has become a part of their lives (Ahuja & Galvin 2003; Hennig-Thurau et al. 2004; Muratore 2008; Okazaki, 2009). This situation strengthened consumers' hand transforming them from being passive actors to being one of the most important leading actors in marketing or, in other words, 'creators' and 'influencers' as highlighted by Kozinets et al. (2008) and Merz et al. (2009). According to Mendelsohn and McKenna (2010), social media whose most popular stars are Facebook, Twitter, Instagram, is a way to build relationships, create repeat customers and attract new customers who are inclined to share experiences with their friends or family members through word of mouth communication, a concept also known as 'going viral. Designed, created and implemented by advertises, viral messages as an effective marketing tool, can be increased and transmitted by consumers of social media channels in a short period of time. Today's consumers have the opportunity to view augmented images and posts shared, followed or liked by social media friends (Dehghani & Tumer, 2015; Rodgers et al. 2013). A recent research carried out by Kaya and Bicen, (2016) suggests that social media, one of the mostly used communication method, is a communication channel used over digital devices. This inescapable raising popularity of social media among modern consumers including perfectionists who look for 'the better' and the ones who like pricing out for the same product or service benefitting from the Internet, opened a new door into research questions leading to the academicians' great and increasing interest on the subject. Previous studies by Hutter et al. (2013) and Wang et al. (2012) revealed that interaction with other consumers on social media and improvement of online consumer socialization have positive effects on consumers' brand awareness, WOM activities and purchase intention.

As a result of social media's raising function that trivializes distances and strengthens two-way communication among consumers, accompanied by increasing 'e-socialization' leading to the appreciable changes in consumer behaviors, nowadays firms have the tendency to realize that the way to survive under competitive market conditions is to perfect their products and services with an heuristic approach based on 'reformist' marketing strategies, and to create positive consumer experiences with the aim of developing positive WOM which is thought to enhance brand image. Today, it is seen that consumers, perform extensive searches on popular engines such as Google'; 'Yahoo'; 'Yandex' by using keywords appropriate to their needs. Those who are not satisfied with this action take the effort to access more detailed information on user-generated web sites and take into account the reviews, criticisms and

recommendations of previous consumers who have already purchased the related product or service (Andriole, 2010; Lueg et al. 2006; Muratore 2008; McRoberts and Terhanian 2008; Okazaki, 2009). Despite the availability of previous papers focused on CGC (Consumer Generated Content) and consumers' engagement with brands on social media, it is seen that there is lack of empirical studies aimed at understanding attitudes towards brand-related social media contents and role of social media in purchase intentions of consumers. Moreover, it is clear that consumers' online brand related activities (COBRAs) is a new-born subject whose popularity is growing. Scrutinizing examples associated with consumption, contribution and creation constructs of COBRAs performed by Mediterranean young, the paper tries to unveil attitudes of young consumers who are known as more interested in technological developments-towards brand-related content on social media. It means that the paper evaluated the word 'engagement' as a behavioral construct rather than an affective/cognitive one based on consumer activities pertaining to brand-related social media content: consumption (e.g. following a social media account of a brands, following the news about brands on social media.), contribution (e.g. sharing interesting news of a brand, liking posts shared by a brand, sharing new products of a brand) creation (e.g. writing reviews on social media about brands). The authors think that new generations followed by X generation may need to carry out more detailed research on the products and services they want to buy in order to avoid money and time loss. Thus, by putting demographic variables under microscope, the paper aims to focus on attitudes and brand-related social media activities of young consumers who are members of either Y or X generations. It is presumed that the paper whose goal is to shed light on attitudinal or behavioral changes based on demographic profile will help marketers in differentiating social media marketing strategies, improving positioning methods related with their brands or brand-new products & services. The study mostly focused on improving knowledge about attitudes toward brand-related content, brand-related use of social media among young generation, consumers' buying behavior regarding pricing and sales promotion. Moreover, the paper tries to understand and put forward the significant predictors of positive e-WOM creation. Furthermore, depending on the literature, authors think that COBRAs is likely to shape according to consumer's attitudes toward brand-related social media content. So, it is presumed that the study conducted based on descriptive approach will help marketers in understanding consumers' attitudes toward brand-related online contents and clarifying engagement with brand-oriented social media content. The findings are thought to be evaluated in terms of diversification of e-marketing practices and revision of existing approaches and viewpoints.

2. BEYOND THE 'LIKE' & 'FOLLOW' BUTTONS

Turning into a sparkling star in new era and securing its throne in the marketplace, social media refers to "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content" (Kaplan & Haenlein, 2010: 61). In other words, it is a form of ''electronic communication through which users create online communities to share information, ideas, personal messages, and other content'' (Merraim-Webmaster, 2017). In the new era, it is clear that this new and easy form of communication, playing a key role in daily lives leads consumers to seek for an 'online support' from others before purchasing decisions or during

the selection process. According to Morpace Omnibus 2010 Report, 68% of Facebook users say a recommendation from a Facebook friend would make them more likely to buy a specific product. In a study carried out by Balihoo Infographics (2012), it was found that 15% of consumers search for business websites by using social media sites instead of search engines. Study carried out by Ipsos Open Thinking Exchange (2013) shows that the average social network user spends 3.6 hours on social media every day. Considering that we humans are only awake for 16 hours each day, which means nearly 25% of our awake time, is spent on Facebook, Twitter, and the rest of social networking sites. This can be a great opportunity for businesses to use to advantages and opportunities of social media in new marketing practices. Social media is perceived as benefit-creating online platforms for organizations to increase the sales if supported by creative strategies and wisely-designed marketing practices. According to Social Media Marketing Report 90% percent of marketer's state that social media is important to their businesses. It allows businesses to reach a large number of people with very little cost in comparison to conventional methods of advertisement (Stelnzer, 2016). Today, consumers have the opportunity to 'like' or 'follow' the promotion-based social media posts related with a brand. There is a voluntary or cost-free promotion possibility if consumers prefer to share the related posts in their own profile, to score, to star or to write a positive review on the companies' official social media profile pages or any other platforms. (e.g. Waters et al., 2011; Kim & Ko, 2010; Cha, 2009). LinkedIn statistics shows that 82% of companies report social media marketing is effective for leading generation. It is shown in Forrester report that 100% of business decision makers use social media for work purposes and to increase their awareness (Reiss-Davis, 2013). Strout and Schneider (2011) have stated social media goals as; build brand awareness, want advocacy, acquire new customers, seed loyalty, and know your customers. Moreover, Social Media Marketing Report (2016) listed benefits gained by companies which perform social media marketing as follows: increased exposure (89%); increased traffic (75%); developed loyal fans (68%); provided market insight (66%); generated leads (66%); improved search rankings (58%); grown business partnerships (55%); established thought leadership (54%); improved sales (51%); reduced marketing expenses (50%). According to Knight and Kristina (2007), push advertising is transformed into trust-based advertising which the consumers are engaged with the brand and positive word of mouth (WOM) promotion is stimulated. Organizations aim to improve positive word of mouth (WOM) associated with their brand with the support of social media marketing strategies. WOM marketing is the way professional marketing techniques intentionally influence consumer-to-consumer communications. Moreover, WOM is also known as viral marketing, guerilla marketing or social media marketing (Kozinets et al., 2010). Being aware of the possibility that customers might criticize the brand unnecessarily creating false information and/or negative word of mouth about products or services in the cyber world, most of the marketers attach great importance to social media marketing practices with the aim of increasing credibility to the brand.

It is thought that consumers' attitudes or behaviors associated with products or services, in 'online cyber world' can easily encourage companies to perform strategic 'social media marketing', displaying sensitivity or giving importance to necessities of the time. Beyond the traditional marketing which is one-way, push-based, and interrupt-driven, the social media marketing multidirectional dialogs, user participation, user-generated contents and

connections, supports innovative practices that create good results for the brand (Awareness, 2008; Akar & Topcu, 2011). As indicated by Kim & Ko's (2012) findings, social media marketing have positive influences on consumer relationships (intimacy and trust), purchase intention and WOM. Moreover, Smith and Zook (2011) have stated that social media is an opportunity for organizations to create and increase customer engagement with their brands or goods. As it has already been stated earlier customers have started using social media in order to share and communicate with each other. Organizations later joined this new channel to keep in touch with customers (Bughin and Manyika, 2007). In defining engagement over social media, it can be stated that trust and commitment are important for the relationship of brand and customer (Morgan and Hunt, 1994). Customers will want to be engaged in organizations, which have these two elements. People who are engaged in social media will become a co-creator of the value added. If consumers are not engaged in brand, there may a problem with the channel of communication.

3. SOCIAL MEDIA USAGE OF NEW GENERATION

"We're making progress connecting the world, and now let's bring the world closer together." says Marc Zuckerberg in his post announcing that as of June 2017, the online social networking application Facebook has reached officially 2 billion people. Twitter which is a social networking and micro blogging service averaged 328 million monthly active users in the second quarter of 2017. It is seen that this is more than the total population of 10 European countries which are listed as follows: Poland, Slovenia, Slovakia, Hungary, Austria, Italy, Spain, Latvia, Lithuania and Russia. The American Press Institute (2017) remarks that social networks become an important part of digital lives of Millennials', defined as born between early 1980s and the 2000s. It is underlined that the young population under 35 age, is more likely to go online using mix of social networks for getting news. The report puts forward that 88% of the surveyed young people get news from Facebook, 83% from YouTube, 50% from Instagram, 33% from Twitter, %23 from Reddit and %21 from Tmblr. Supporting the recent reports, the findings of previous researches indicate that undergraduates tend to rely on open resources on the Web and social media usage is incerasing its popularity among the young population. (Pew Report 2015; Lenhart et al., 2010; Hampton et al., 2011; Smith, 2011). Moreover apart from most popular ones, young generation is also interested in social networking sites such as Qzone, Baidu Theba, Sina Weibo, LinkedIn and Pinterest (Digital Global Overview Report, 2017). It is reported that more than 70% of teens and young adults use at least one 'social networking site' including Facebook, MySpace and LinkedIn (Kim et al., 2011; Lenhart, et al. 2010; Smith, 2011). According to Pew 2015 Report, more than half (56%) of teens go online several times a day and they are diversifying their social network site use. 71% of the teens report using more than one social network site out of the seven. Among the 22% of teens who only use one site, 66% use Facebook, 13% use Google+, 13% use Instagram and 3% use Snapchat. The students tend to benefit from social media with educational and personal purposes (Perrin, 2015; Holliday & Li, 2004; Gardner & Eng, 2005; Kim et al. 2011; Bagget & Williams, 2012). It is found out that surveyed students perceive social media as a type of web-based communication platform which allows connection between people and a practical way of 'sharing something with others' (Bagget & Williams, 2012).

4. CONSUMERS' ONLINE BRAND-RELATED ACTIVITIES (COBRAS)

Introduced by Shao (2009) and later improved by Muntinga et al. (2011), consumers' online brand-related activities have an increasing popularity and the interest in this subject grows gradually. This type of activity refers to 'consumer behaviours on social media' associated with a brand or brand-related content. Online brand-related activities on social media include following, sharing, posting, writing or reading reviews, clicking adds, uploading, joining communities, publishing weblogs, rating, clicking the 'like' button, downloading, watching videos etc. (Shao, 2009; Muntinga et al., 2011; Schivinski et al., 2016). In our era, supported by technological development, modern consumers prefer to use an array of tools and resources on social media in order to engage or communicate with brands. Introduced by Muntinga et al. (2011) and later supported by Schivinski et al. (2016) who developed a scale to measure COBRAs, brand-related social media use can occur in three types which are known as consumption, contribution and creation. Watching brand-related videos on Adidas' YouTube channel, sharing, liking or commenting on photos and videos uploaded by Nike's official Facebook page, reading posts about Apple, following official profile of Sony on Instagram or talking about Samsung on blogs are examples of consumers' online brand-related activities (COBRAs). In addition, consumers who use social media, do various brand-related activities leading to different levels of engagement. For instance, watching a movie or viewing a Picture which displays brand-new Toyota car, means that you are consuming brand-related media. If consumers like or comment on a brand-related post (e.g. social media post introducing a new model Acer Laptop), they transform from a passive brand follower into 'e-contributor'. In the final stage, when consumers upload a video or picture, they find themselves in an active role meaning that they become a 'brand-related social media content creator' (Shao, 2009; Muntinga et al. 2011; Schivinski et al., 2016; Füller et al., 2006, 2009; Prahalad and Ramaswamy, 2002). Schivinski et al. (2016:7) indicate that 'the same person may act as a consumer, contributor, and creator of content for the same brand concurrently or successively depending on situational factors. Likewise, the same consumer may choose to contribute for one brand but only consume content for another brand.' It means that one individual can perform any of COBRA types or all together at the same time. This information has led to the idea that any of the consumers may have the potential to be turned into a free social media employee who shows great effort for sake of a brand. It is thought that clarifying consumer attitudes towards brand-related social media content will help in understanding different levels of COBRAs.

5. RESEARCH QUESTIONS

Located in the South of Turkey, Northern Cyprus has growing young population and the country still continues to get immigration from different countries. According to 2006 statistics, young people aged between 15-34, forms approximately 41% of the total population in the country (Atasoy, 2011). According to Turkish Statistical Institute, the young generation aged between 15 and 34 forms %33.5 of the total population in Turkey today.

This surprising percentage of young population in two Mediterranean countries brings about the following question: How often do the Cypriot and Turkish young generation use social media? Despite the lack of information on this subject, recent reports and findings show that usage of Facebook in Cyprus has increased by 44% since 2012 (Ersoy, 2012). On the other hand,

Digital in 2017 Global Overview announces that Turkey has 48 million active social media users. This means that 60% of the Turkish population goes online in social networking sites. 2016 Social Networking Trends Report, released by Global Web Index, puts forward that there is an average of nine social media accounts per person in Turkey. Media preferences of 42 million active social media users are as follows: Facebook is the most active media in the country, with 32% being the most active in the world while Whatsapp 34%, Facebook Messenger 20%, Twitter 16%, and Instagram % 15. Growing popularity of social networking sites among young people and increasing curiosity lead the academicians to plumb the depths of the subject, driving them to analyze the effects of social media advertisements on brand image and buying behaviors (Mander, 2016). Hayta (2013) indicates that consumer behaviors are differentiated by social media in terms of demographic, psychological, socio-cultural and situational factors. The author's study conducted in Turkey showed that social media tools reveal a statistically significant difference on purchasing behaviors of consumers according to age groups and educational status. Revealing that young people's holiday preferences are influenced from social media relatively, Erol and Hassan (2014) found out significant difference between effects of using social media on holiday preferences and time spent in the social media. Another recent research carried out in Cyprus have shown that a social media advertising of a brand can increase brand image and brand equity which has a positive effect on purchase intension (Dehghani & Tumer, 2015). Based on the previous findings and conceptual framework, current research which has a perspective focused on descriptive analysis tries to understand the following issues associated with young consumers;

- Engagement with brand-related social media content
- Social media-based attitudes regarding purchase behavior
- Attitudes towards brand-related content on social media
- Type of consumers' online brand-related activities
- Following behavior on social media regarding pricing and sales promotion
- Main reasons for brand-related social media usage.
- Predictors of positive e-WOM regarding brands which use social media actively

The current research aims to find out whether social media attitudes are shaped or not according to education level of consumers, gender or income level of the young population around the Mediterranean region. It is presumed that improving knowledge about social media attitudes of young consumers and finding out changes based on demographic profiles of will help marketers in planning, design and implementation process of social media marketing practices by motivating them to use marketing tools more effectively with a consumer-focused approach. It is thought that strategies benefiting from scientific findings of this study can create tailor-shape marketing campaigns or practices which meet the consumer needs, and differentiated marketing methods. Again, as suggested by Kaplan & Haenlein, (2010) *"participation, sharing, and collaboration, rather than straightforward advertising and selling"* is the core of social media marketing.

6. METHODOLOGY

Applying quantitative research method supported by SPSS 21.0, the current study was carried out in high school, college, master, doctorate students and undergraduates who are currently living in Nicosia (Lefkosia/Lekoşa)-capital city of Turkish Republic of Northern Cyprus and Antalya-Turkey's most famous 3S tourism destination. The data was mostly collected from face to face interviews with the respondents. In order to gather data quickly and easily convenience sampling method has been carried out. A respondent-friendly question form including two parts was used during the data collection period. In the first part, questions were asked with the aim of gathering information about the demographic profile of the respondents such as age, education, gender, monthly income, occupation. The second part includes questions to discover social media's effect on consumers and their main reasons to use social media channels in daily life. Additionally, the second part of the questionnaire also includes five and three point Likert scale questions that measure the respondent's social media attitudes. The preparations of these questions have been in reference to a few validated and reliable questionnaires, which have been used, in previous researches conducted by Ersoy (2012); Muntinga et al. (2011); Shao (2009); Muntinga et al., *(2011)*; Schivinski et al. (2016). Supported by online questionnaires filled by volunteer students, the study obtained 385 respondents in total.

7. FINDINGS

Table 1 shows that a total of 387 participants answered the questionnaires, 54% of them were males and 46% were female. Since the study is primarily focused on university students, it is seen that 56% of all the respondents are aged between 18-25, while 38% are between 26-39.

Table 1. Demographic Profile of the Respondents

Gender	f	%	Occupation	f	%	Income	f	%
Female	178	46	Student	132	34	100- 400€	195	51
Male	207	54	Civil Servant	51	13	401-650€	83	22
Age	**f**	**%**	Lecturer	29	8	651-900€	54	14
Less Than 25	216	56	Self-Employed	13	3	901-1150€	32	8
26-39	146	38	Banker	10	2	Over 1150€	21	5
40-54	20	5	Housewife	4	1	*Reasons to use social media*		**%**
Over 55	3	1	Doctor	4	1	Communication with brands		74
Education		**%**	Manager	3	1	Communication with friends		11
Underguraduate	282	73	Advocate	2	1	Chat with friends		8
Master/PhD	76	20	Other	33	35	Get info about products & services		4
High-school/College	27	7				Other (film, follow news)		3

Overall, it can be easily noticed that the 94% of the respondents are below the age of 40. Table 1 shows that 34% of the participants (n:132) are students. According to the findings, 51% of the respondents have monthly income ranging between 100-400€. Reasons for social media usage have been reported in Table 1. It is observed that 74% of the participants use social media with the aim of communication with brands. Communication with friends and chat to others online are among the secondary reasons to use social networking sites. The findings indicate that

only 4% of the participants go online in a social media channel in order to gather information about the products and services offered by the brand.

Table 2. Daily Usage of Each Social Media Channel

Networking Site	Less than 1 hour %	1-2 hours %	3-4 hours %	More than 4hours %	Do not use %
Facebook	35	29	16	14	6
Twitter	37	10	3	4	46
Instagram	45	18	6	4	27
LinkedIn	31	2	1	1	65

Table 2 shows the daily time spent in social media channels. Coinciding with the results of previous studies and reports, Facebook still keeps the leading position in daily usage times and only 6% of the respondents do not have a Facebook account. Findings confirm that 59% of the respondents use Facebook at least one hour a day. According to research findings, only 35% of the respondents spend less than one hour on Facebook. It is found out that the participants tend to spend less than one hour on the other listed social networking sites. It is revealed that Twitter, Instagram and LinkedIn are not as popular as Facebook among the research participants.

The results show that ideas of the participants on purchasing products and services of brands and companies that they follow in the social media have a balanced distribution. According to Table 3, only 36% of the consumers agree that they prefer to buy from the companies that they follow. On the other hand, more than quarters of them do not prefer the products and services of the brands which they follow on social media. Findings indicate that slightly more than half of the respondents (%55) agree that the information shared on social media, influenced their purchasing behavior.

Table 3. Social Media-Based Attitudes Regarding Purchase Behavior

Statements	Agree %	Neither agree or disagree %	Disagree %
I prefer to buy the service/product of brands I follow on social media.	36	31	33
What I read on social media prior to buying a product/service affects my buying decision.	55	21	24
I trust what I read on social media about a brand before I purchase.	31	39	30

The findings demonstrate that there is not a consensus on trusting the information shared on social media about brand or a company among the consumers. Table 3 shows that 31% of the participants trust what they read on social media about a brand or a company. %39 of the consumers seems to be undecided about agreeing or rejecting the statement about trust.

Table 4. Influence of Information in Social Media on Buying Decision by Gender

Statement	Gender	Agree %	Neither agree or disagree %	Disagree %
What I read on social media prior to buying a product/service affects my buying decision.	**Male**	54	22	24
	Female	57	20	23

Realizing that more than half of the respondents agree on social media's effect on their purchasing behavior, the authors decided to inspect the distribution among genders. %57 of the females agree that buying decision is influenced by what is read on social media about the brand or company while this rate is 54% among males. Moreover, a statistically meaningful relationship could not be found between the *pricing and sales promotion* on social media and the education level of the respondents. In other words, there is no significant difference discovered between the education level of respondents and their attitudes to pricing and sales promotions on social media.

Table 5 highlights what consumers think about companies' pricing and sales promotions in social media. %76 of the respondents think that discounts on social media can enhance buying behavior and sometimes or always prefer to follow brands on social media with the aim of purchasing products and services below market value.

Table 5. Following Brands in Social Media Regarding Pricing and Sales Promotion

	1	*3*	*5*
I follow brands on social media in order to purchase products and services below market value.	24%	48%	28%
I follow brands on social media in order to receive promotions.	18%	50%	32%
Price reductions offered by brands to social media users create a positive effect on my purchasing decisions.	24%	46%	30%
I follow brands on social media in order to take part in competitions with gifts.	49%	33%	18%
I purchase products at more favorable prices by following brand offers on social media.	29%	46%	25%

1-Definitely Disagree, 3-Neither Agree Nor Disagree, 5- Definitely Agree

This result is supported by 71% of the consumers who stated that they either sometimes or always purchase products at more favorable prices by following brand offers on social media. It can be concluded from the findings that online discount in price or availability of favorable prices on social media, drive most of consumers to purchasing behavior. However, the findings indicate that the participants prefer to become social media followers of the brands in order to benefit from online promotions offered (72%). It is surprising to reveal that almost half of the participants (49%) never follow the brand on social media with the goal of participating in competitions offering gifts.

Table 6. Reasons for Engagement with Brand-Related Social Media Content

Statements	Agree %	Neither agree or disagree %	Disagree %
I follow social media in order to create and read reviews about brands	54	23	23
I follow brands in order to get in touch with them about a product or service.	42	29	29
I follow brands on social media in order to help me choose what to buy	44	24	22

Table 6 shows that more than half of the participants (54%) follow social media for the purpose of creating and reading reviews about brands. Moreover, getting contact with brands and making the selection easy are among aims of brand-followers. According to the results, 42% of the respondents accept that they follow the brands in order to contact them about a product or service they interested in. Besides, 44% of the consumers agree that following the brands on social media helps them in experiencing an easy selection process before occurrence of buying behavior. Results show that there is a significant difference between education level and social media behaviors. Statistically Middle School/High School graduates with a mean of 3.07 have the highest sharing rates of sharing new products of brand over social media. University graduates have the second most sharing rates with a mean of 3,02. And Master/PhD graduates have the least.

Table 7. Sharing Brand-Related Content in Social Media by Education Status

Items	Graduation	Mean	S.D.
I share new products of a brand over social media.	Middle School/High Sch.	3,00	1,14
	University	3,02	1,26
	Master/PhD	2,60	1,35
Sharing posts over social media makes me feel important	Middle School/High Sch.	2,90	1,21
	University	2,57	1,30
	Master/PhD	2,08	1,23
I share interesting news of a brand over social media.	Middle School/High Sch.	3,00	1,37
	University	3,21	1,25
	Master/PhD	2,80	1,40
I share the promotions I *'liked'* in social media	Middle School/High Sch.	2,96	1,19
	University	3,01	1,36
	Master/PhD	2,74	1,34

N: Middle School/High School: 27; University: 282; Master/PhD: 76.
1-Definitely Disagree, 2- Disagree, 3-Neither Agree Nor Disagree, 4-Agree 5- Definitely Agree

The findings suggest that participants seem to be reluctant to share brand-related online contents. It is found out that university graduates have the highest rates of sharing interesting news of brand over social media (3.21). Middle School/High School graduates have the second most sharing rates (2.96) while Master/PhD graduates have the least (2.80). It can be seen that Middle School/High School graduates have the highest rates feeling important due to sharing

posts on social media (2.90). University graduates have the second most sharing rates with a mean of 2.57 while Master/PhD graduates have the least.

Table 8. Brand Attachment Associated with Social Media

	1 *(%)*	*3* *(%)*	*5* *(%)*
I always trust the brand/business posts on social media.	15	70	15
I always like social media posts of brands/businesses	31	47	22
I share social media posts of brands/businesses	48	35	17
I always take interest in finding out more information about the brands that are present on social media.	18	56	26
The posts shared by brands over social media attract my attention.	21	54	25
I take pride in brands which I communicate with over social media.	43	39	18
I always follow the news about brands on social media.	25	51	24

1- Disagree, 3-Neither Agree Nor Disagree, 5- Agree

It is understood from the Table 8 that respondents occasionally click the 'like' button and they do not trust *all of the* posts shared by the brands. 47% of the consumers state that they 'sometimes' like the posts while 15% of them think that the post are not trustworthy enough. Results indicate that participants tend to be reluctant to share social media posts of brands. %35 of the participants agreed that they sometimes share the posts on social media with others. According to findings, the posts shared by brands on social media occasionally attract consumers' attention (56%) while 18% of them are not interested in social media posts. Despite the fact that quarter of the participants never follow, slightly more than half of the participants (%51) stated that they follow the news related with the brand in social media from time to time.

Table 9. Electronic Word of Mouth in Social Media

	Mean	*Agree*	*Disagree*
I share the promotions I *'like'* in social media with others	3.00	42%	40%
I share new products & services of brand in social media with others	2.94	39%	39%
I share interesting news of a brand over social media.	3.10	46%	40%
I trust what I read if it is written by another customer.	2.90	31%	37%
The reviews written by my friends on social media influence my brand preferences.	3.24	46%	25%
I attach great importance to recommendations of the popular social media users who have plenty of followers or friends.	2.80	32%	43%
I share posts of a brand in return for a discount coupon given as gift.	2.77	34%	44%
Promotions that a friend of mine shares in social media (Facebook, Twitter, etc.) attracts my interest more than those I see on a newspaper.	2.81	32%	42%
Positive posts related with brands shared in social media influences my purchasing behavior.	3.18	42%	26%

1-Strongly Disagree, **2-**Disagree, **3-**Neither Agree nor Disagree, **4-**Agree, **5-**Strongly Agree

Table 9 shows the means of statements associated with young customers' tendencies related to electronic word of mouth behaviors. Moreover, the rates related with distribution of

customers' opinions are listed above. What attracts interest is that the maximum mean of the statements is only 3.24. This result indicates that the young customers are reluctant to display behaviors of positive electronic word of mouth on social media. The findings put forward that 42.3% of the customers agree 'sharing' a brand-related social media post which is associated with either promotion, new product, service or a breaking new about the firm. On the other hand, it is clear that the participants attach importance to brand-related reviews and posts of others before they realize buying behavior. 46% of the participants agree that the friend reviews on social media effect their brand preferences while 42% of them think that positive posts related with brands have an influence on buying behavior. Surprisingly, the findings indicate that brand promotions shared by a friend, discount coupons and recommendations of the popular social media users who have plenty of followers or friends are not so influential in creation of stronger and more positive e-WOM behaviors as expected among participants.

Table 10. Pearson Correlations

	SMB Trust	FBF Following	Brand Attachment	Satisfaction	e-WOM
Positive e-WOM	0,605***	0,581***	0,616***	0,666***	1.000
Satisfaction	0,586***	0,533***	0,590***	1.000	
Brand Attachment	0,537***	0,689***	1.000		
FBF Following	0,506***	1.000			
SMB Trust	1.000				

*Financial-Benefit Focused *'Following'*; ** Social-Media Based Trust; ***Correlation is significant at 0.01 level

Table 10 shows the results of the Pearson correlation analysis conducted to examine the relationship among the variables of the research. The findings indicate that e-WOM has significant and high positive correlations with satisfaction, attachment, following and trust. It is noteworthy that the correlation regarding satisfaction and positive e-WOM is strong (0.666). Moreover, highest correlation is found out to be between brand attachment and financial benefit-focused following in social media (0.689).

Table 11. Effects of Independent Variables on Creation of Positive e-WOM in Social Media

Variables	Unstandardized Beta Coefficient	Standardized Beta Coefficient	t	p	Tol.	VIF
Constant	0,306		2,295	0,022		
Financial Benefit-Focused Following in Social Media	0,122	0,158	3,288	0,001	0,489	2,045
Social Media-Based Trust	0,232	0,226	5,144	0,000	0,587	1,705
Brand Attachment Associated with Social Media	0,150	0,185	3,651	0,000	0,443	2,260
Satisfaction with Brand-Related Contents in Social Media	0,300	0,340	7,397	0,000	0,538	1,858

Notes: p*<0.001; F=125.332; Adjusted R²=0.56; Durbin Watson=2.083

Before evaluation of the regression model, possible auto-correlation and multi-connection possibilities among independent variables are examined. For this purpose, VIF (variance increase factors) and tolerance values, together with Durbin-Watson test results, were assessed. Hair et al. (1995), remark that tolerance value should be above 0,19 and variance inflation factor should be below 5.3. It is revealed that VIF values of independent variables are

ranging between 2.0-1.7 and tolerance values are over 0.19. Moreover, Durbin Watson score (2.083) means that there is no auto-correlation problem as it is between the limits of 1.5-2.5. Finally, it can be seen that the multiple regression equation does not suffer from collinearity or multicollinearity. According to regression analysis results, independent variables significantly predict e-WOM behavior and variance explanation rate is found to be 56%. It is seen that consumers' *satisfaction with brand-related contents in social media and trust* are among the most effective variables in prediction of positive e-WOM. On the other hand, financial benefit-focused following and attachment are found to be auxiliary variables in positive e-WOM prediction. Table 12 shows the types and examples of online brand-related activities which the results find out. In the context of the study, COBRA typology is found out to consist of consuming, contributing and creating activities performed by young consumers who follow brands, view/like posts, read and share brand related contents or write reviews.

Table 12. COBRA typology as associated with three usage types of Mediterranean young consumers.

Consumers' Online Brand Related Activity	Brand Related Social Media Use
Consuming	• Following brands on social media in order to have financial gain. • Following news about brands in social media. • Reading reviews about brands • Making online searches to get more information about brands • Viewing social media profile of brands in order to get help in selecting what to buy • Viewing and reading recent posts shared by brands. • Sending messages to the brands' social media profiles to get in touch with them about a product or service.
Contributing	• Sharing posts regarding interesting news of a brand on social media. • Liking social media posts of brands/businesses
Creating	• Uploading and sharing photos or information texts of new products of a brand on social media. • Writing reviews about brands

8. RESULTS AND DISCUSSION

Focused on a descriptive perspective and theoretical framework, the present study provides comprehensive understanding of young consumers' attitudes towards brand-related social media contents and their engagement with social media marketing-based contents by revealing the favorite COBRAs such as *'follow, view, like, and share'*. It is thought that understanding online consumer behaviors and tendencies will enable brands to perform more creative and effective social media marketing practices which meet expectations of modern customers of our age. Findings point out availability of supportive evidences associated with potential, effective and increasing '*power*' of social media. The most of the young consumers were found out to have positive behavioral and emotional attitudes as a result of engagement with brands and brand-related online contents. Creating and reading reviews, contacting with brands and getting help in selecting what will be purchased are found out to be the main reasons of becoming a brand-follower on social media. Moreover, it is revealed that sharing

brand-related contents and clicking the *'like'* button on social media are the main COBRAs performed on occasion by the young generation. However, the results indicate that purchasing decision of Mediterranean young have been influenced by brand-related social media contents which provide persuasive information about product or service before actual buying behavior. Research findings show that more than quarter of the participants prefers to buy the service and product of brands which they follow on social media and trust what they read on social media about a brand before they exhibit purchasing behavior. According to the authors, these findings indicate that young consumers of the modern age have a moderate sense of confidence in the information and advertising shared on the social media associated with branded products and services and willing to buy the things that they become followers in the cyber world of social media. These findings coincide with 'behavioral' dimension of online brand community engagement framework introduced by Dessart et al. (2015). In spite of the existence of affective and cognitive dimensions of engagement, they suggested that behaviors remain strong indicators of engagement, and they manifest in a number of ways on social media such as *sharing* which is strongly present and a most-preferred way to exchange experiences, ideas or interesting contents, *learning* which refers to getting feedback from other members, or the brand itself (Zaglia, 2013) and *endorsing* whose indicator is the*'likes'* on Facebook. As a result it is clear that the findings support the sub-dimendions of behavioral component of online brand community engagement concept.

Being the COBRA type with the lowest level of brand-related activity, consuming is driven by three main motivational factors which are named as information, entertainment and remuneration (Muntinga et al. 2011). The results indicated that young people consume brand-related contents in social media by following brands with the aim of gaining financial advantages, having more information about brands and their specific services & products, getting help for item selection during shopping. These findings confirm *opportunity seeking* and *conversation* components of consumers' motivations to interact with and/or about the brands on social media introduced by Enginkaya and Yilmaz (2014) as well. In their study *opportunity seeking* component refers to promotions and discount campaigns which are offered on social media by the brands with the aim of generating financial benefits for the customers, while conversation component refers to getting into contact with companies through social media.

On the other hand it is interesting to find out reluctance and hesitation of the young consumers about sharing brand-related online contents. Moreover it is seen that they do not trust *all of the* posts shared by the brands. This might result from the finding obtained by Habibi et al. (2014) showing that customer-other customers' relationships negatively influence brand trust. attitude toward the online brand community significantly influence brand trust. Moreover, confirmed by Chu (2011), the studies conducted by Ajzen & Fishbein (1980) and Ajzen (1988) put forward that attitude affects both a person's intention to perform an action as well as that person's behaviour. Similarly, Jung et al. (2014) revealed that consumers' attitudes toward the online brand community significantly influence brand trust.

Based on these finding consumers' trust on posts shared by social media marketers on behalf of brands might be associated with young consumers' attitudes. Literature points out the significant effect of visual vividness and strikingness of contents as well as consumer attitudes. Consistent with the literature, Luarn et al. (2015) discovered that the posts with a high level of vividness received few likes compared with posts featuring a combination of status and

photos, which represent a medium level of vividness. These results point out that the social media marketers need to perform more *'gripping'*, *'impressive'* and *'trustworthy'* promotion campaigns which can arouse emotions and create the need for inform others by online sharing, supported by competitive and young generation-focused strategies. This recommendation and the study results which show that young consumers perform varied types of online brand-related activities are consistent with Triantafillidou and Siomkos' (2018) findings which suggest that the different experiential elements of Facebook usage have varying effects on the two brand engagement factors (consuming and contributing) on Facebook.

According to findings, e-WOM has significant and high positive correlations with satisfaction, attachment, following and trust. The highest correlation is revealed to exist between brand attachment and financial benefit-focused following in social media (0.689). The fundamental suggestion of the multiple regression analysis in this study may be that satisfaction, trust, attachment and following which explained the dependent variable to some extent, should be taken into account in order to create and increase positive e-WOM regarding brands which have great deal of followers in social media. In the light of this results, it can be concluded that the brands whose goal is to promote more e-WOM among young consumers, have to plan and design social media marketing strategies inclusive of competitive modern visions and financial benefit-providing contents which create satisfied, emotionally and behaviorally-attached, young followers. Although this paper contributed to knowledge about behaviors and tendencies of young consumers, associated with online contents, more studies are required to find out unknown variables.

REFERENCES

Ahuja, M. K., & Galvin, J. E. (2003). Socialization in virtual groups. Journal of Management, 29(2), 161-185.

Akar, E., & Topçu, B. (2011). An examination of the factors influencing consumers' attitudes toward social media marketing. Journal of Internet Commerce, 10(1), 35-67.

Ajzen, I. (1988). Attitudes, Personality, and Behavior. Milton Keynes, England: Open University Press.

Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice-Hall.

American Press Institude Report (2015). Digital lives of Millennials. https://www.americanpressinstitute.org/publications/reports/survey-research/digital-lives-of-millennials/.

Andriole, S. (2010). Business impact of Web 2.0 technologies. Journal of Communication, 53(12), 67–79.

Atasoy, A. (2011). Kuzey Kıbrıs Türk Cumhuriyeti'nin nüfus coğrafyası/population geography of Turkish Republic of Northern Cyprus. Mustafa Kemal Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 8(15).

Awareness. (2008). Social media marketing: Integrating social media in your marketing mix.: http://www.awarenessnetworks.com/resources/Integrating-Social-Media.pdf (Accessed July 6, 2009).

Baggett, S. B., & Williams, M. (2012). Student behaviors and opinions regarding the use of social media, mobile technologies, and library research. Virginia Libraries, 58(1).

Balihoo Local Marketing Automation (2012). Local search usage study, June, 2012, https://martech.zone/balihoo-local-marketing-automation/

Bughin, J., & Manyika, J. (2007). How businesses are using Web 2.0: A McKinsey global survey. The McKinsey Quarterly, 9.

Cha, J. (2009). Shopping on social networking web sites: Attitudes toward real versus virtual items. Journal of Interactive Advertising, 10, 77–93.

Chu, S. (2011). Viral advertising in social media: participation in Facebook groups and responses among college-aged users. Journal of Interactive Advertising, 12(1), 30–43.

Dehghani, M., & Tümer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. Computers in Human Behavior, 49, 597-600.

Dessart, L.; Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective", Journal of Product & Brand Management, Vol. 24 1, 28-42.

Füller, J., M. Bartl, H. Ernst, & H. Mühlbacher. (2006). Community based innovation: How to integrate members of virtual communities into new product development", Electronic Commerce Research, 6(1), 57–73.

Füller, J., H. Mühlbacher, K. Matzler, & G. Jawecki. (2009). Consumer empowerment through internet-based co-creation, Journal of Management Information Systems, 26(3)71–102.

Enginkaya, E. & Yılmaz, H. (2014). What drives consumers to interact with brands through social media? A motivation scale development study. Procedia-Social and Behavioral Sciences, 148, 219-226.

Ersoy, E. (2012). How Small and Medium Enterprises in retailing can use social media as a new communication channel. Unpublished Master Thesis. University of Stirling.

Gardner, S., & Eng, S. (2005). What students want?: Generation Y and the changing function of the academic library. Portal: Libraries and the Academy, 5(3), 405–420.

Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. Computers in Human Behavior, 37, 152-161.

Hair, J. F. Jr., R. E. Anderson, R. L. Tatham, & W. C. Black (1995). Multivariate Data Analysis with Readings (4th ed.). New York: Macmillan.

Hampton, K., Goulet, L. S., Rainie, L., & Purcell, K. (2011). Social networking sites and our lives. Pew Internet & American Life Project, 16, 1-85.

Hayta, A. B. (2013). A study on the of effects of social media on young consumers' buying behaviors. Management, 65, 74.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. Journal of interactive marketing, 18(1), 38-52.

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. Journal of Product & Brand Management, 22(5/6), 342-351.

Holliday, W., & Li, Q. (2004). Understanding the millennials: updating our knowledge about students. Reference services review, 32(4), 356-366.

Ipsos Open Thinking Exchange Report (2013). Socialogue: The Most Common On Earth Is The Social Media Butterfly, January. https://www.ipsos.com/en-us/socialogue-most-common-butterfly-earth-social-butterfly.

Jung, N. Y., Kim, S., & Kim, S. (2014). Influence of consumer attitude toward online brand community on revisit intention and brand trust. Journal of Retailing and Consumer Services, 21(4), 581-589.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business horizons, 53(1), 59-68.

Kaya, T., & Bicen, H. (2016). The effects of social media on students' behaviors; Facebook as a case study. Computers in Human Behavior, 59, 374-379.

Kim, A.J. & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention, Journal of Global Fashion Marketing, 1:3, 164-171.

Knight, & Kristina (2007). Forecast, WOM to exceed $1 billion in 2007. Biz report.

Kozinets, R.V., Hemetsberger, A. & Schau, H.J. (2008), The wisdom of consumer crowds: collective innovation in the age of networked marketing, Journal of Macromarketing, 28(4), 339-354.

Kozinets, R.V., Valck K., Wojnicki A.C., & Wilner S. J.S., (2010). Networked narratives: Understanding word-of-mouth marketing in online communities, Journal of Marketing, 74(2), 71–89.

Lenhart, A., Purcell, K., Smith, A., & Zickuhr, K. (2010). Social media & mobile internet use among teens and young adults. Millennials. Pew internet & American life project.

Luarn, P., Lin, Y. F., & Chiu, Y. P. (2015). Influence of Facebook brand-page posts on online engagement. Online Information Review, 39(4), 505-519.

Lueg, Jason E., Nicole Ponder, Sharon E. Beatty, and Michael L. Capella (2006). Teenagers' use of alternative shopping channels: A consumer socialization perspective, Journal of Retailing, 82, 2, 137–53.

Mander, J. (2016). Global Web Index Report on the latest trends in social networking. https://www.globalwebindex.net/hubfs/Reports/GWI_Social_-_Q1_2016_Summary.pdf.

McRoberts, B., & Terhanian, G. H. (2008). Digital Influence Index Study. Understanding the Role of the Internet in the Lives of Consumers in the UK, Germany and France. In Fleishman Hillard.

Merz, M.A., Yi, H. and Vargo, S.L. (2009), The evolving brand logic: a service-dominant logic perspective, Journal of the Academy of Marketing Science, 37(3), 328-344.

Merriam-Wedmaster Dictionary, https://www.merriam-webster.com/dictionary/social%20media.

Mendelsohn, J., & McKenna, J. (2010). Social Sharing Research Report, September, http://www.cmbinfo.com/cmb-cms/wp content/uploads/2010/09/Social_Sharing_Research_Report_CMB1.pdf

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. The Journal of Marketing, 20-38.

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. International Journal of Advertising, 30(1), 13-46.

Muratore, Isabelle (2008), Teenagers, blogs and socialization: A case study of young french bloggers. Young Consumers, 9, 2, 131–42.

Okazaki, Shintaro (2009), "The tactical use of mobile marketing: How adolescents' social networking can best shape brand extensions. Journal of Advertising Research, 49(1), 12–26.

Omnibus Report (2010). Facebook's impact on retailers. Facebook an effective marketing tool for retailers to influence consumer purchase decisions?, April 2010, Morpace. http://www.getelastic.com/wp-content/uploads/Omnibus-Report-Facebooks-Impact-on-Retailers.pdf.

Perrin, A. (2015). Social Networking Usage: 2005-2015." Pew Research Center. October 2015. http://www.pewinternet.org/2015/10/08/2015/Social-Networking-Usage-2005-2015.

Prahalad, C. K. and V. Ramaswamy, V. "The co-creation connection", Strategy and Business 27, (2002): 1–12.

Reiss-Davis, Z. (2013). In Business, Everyone Uses Social Media for Work; The Question is How Forrester Blogs. http://blogs.forrester.com/zachary_reiss_davis/13-07-17-in_business_everybody_uses_social_media_for_work_the_question_is_how.

Rodgers, R. F., Melioli, T., Laconi, S., Bui, E., & Chabrol, H. (2013). Internet addiction symptoms, disordered eating, and body image avoidance. Cyberpsychology, Behavior, and Social Networking, 16(1), 56-60.

Triantafillidou, A., & Siomkos, G. (2018). The impact of Facebook experience on consumers' behavioral Brand engagement. Journal of Research in Interactive Marketing, 12(2), 164-192.

Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring Consumers' Engagement With Brand-Related Social-Media Content. Journal of Advertising Research, 56(1), 64-80.

Shao, G. (2009). Understanding the appeal of user-generated media: a uses and gratification perspective. Internet research, 19(1), 7-25.

Stelnzer, M.A. (2016).Social Media Marketing Industry Report: How Marketers Are Using Social Media to Grow Their Businesses. Social Media Examiner. https://www.socialmediaexaminer.com/wp-content/uploads/2016/05/SocialMediaMarketingIndustryReport2016.pdf.

Strout, A., & Schneider, M. (2011). Location Based Marketing For Dummies. John Wiley & Sons.

Smith, P. R., & Zook, Z. (2011). Marketing communications: integrating offline and online with social media/PR Smith & Ze Zook. Philadelphia, PA: Kogan Page.

Smith, A. (2011). Why Americans use social media. Pew Internet & American Life Project, 1-11.

Wang, X., Yu, C., & Wei, Y. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. Journal of Interactive Marketing, 26(4), 198-208.

Waters, R. D., Canfield, R. R., Foster, J. M., & Hardy, E. E. (2011). Applying the dialogic theory to social networking sites. Journal of Social Marketing, 1(3), 211–227.

Zaglia, M. E. (2013). Brand communities embedded in social networks. Journal of business research, 66(2), 216-223.