THE ATTITUDES OF SOCIAL MEDIA USERS ON REMARKETING

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Abstract

The development of technology and social media tools has led to major changes in advertising as well as in many other areas. Both businesses and advertisers have reshaped their strategies on social networks and kept up with this big change. The study aims to examine the attitudes and intentions of social media users towards advertisements on social media sites and to define their relationship with purchasing behavior. Also besides, it was aimed to determine the effect of the demographic characteristics of social media users on remarketing applications. The questionnaire prepared by following per under this aim was applied to 1209 social media users who were selected by convenience sampling method. Regression Analysis, Independent-Samples T-Test, and ANOVA test were used to test the hypotheses. As a result of the research, it was understood that it would be appropriate to obtain approval from the users to eliminate the inconveniences of the users in the advertising activities carried out on social networks through remarketing applications. With the correct and creative remarketing practices, a positive effect can be created in the attitudes of the consumers and the purchase intent and behaviors can be directed.

Keywords: Social Media, Advertisement, Remarketing, Intention

JEL Codes: M3, M30, M31

SOSYAL MEDYA KULLANICILARININ YENİDEN PAZARLAMAYA İLİŞKİN TUTUMLARI

Özet

Teknolojinin ve sosyal medya araçlarının gelişimi birçok alanda olduğu gibi reklamcılıkta da büyük değişimlere yol açmıştır. Hem işletmeler hem de reklam verenler sosyal ağlarda stratejilerini yeniden şekillendirdiler ve bu büyük değişime ayak uydurdular. Çalışma, sosyal medya kullanıcılarının sosyal medya sitelerinde yer alan reklamlara yönelik tutum ve niyetlerini incelemeyi ve satın alma davranışı ile ilişkisini tanımlamayı amaçlamaktadır. Ayrıca sosyal medya kullanıcılarının demografik özelliklerinin yeniden pazarlama uygulamalarına etkisinin belirlenmesi amaçlanmıştır. Bu amaç doğrultusunda hazırlanan anket, kolayda örnekleme yöntemiyle seçilen 1209 sosyal medya kullanıcısına uygulanmıştır. Hipotezlerin test edilmesi için Regresyon Analizi, Bağımsız Gruplar T-Testi ve ANOVA analizi uygulanmıştır. Araştırma sonucunda, yeniden pazarlama uygulamaları ile sosyal ağlar üzerinde gerçekleştirilen reklam faaliyetlerinde kullanıcıların mağduriyetlerinin giderilmesi için kullanıcılardan onay alınmasının uygun olacağı anlaşılmıştır. Doğru ve yaratıcı yeniden pazarlama uygulamaları ile tüketicilerin tutumlarında olumlu etki yaratılarak satın alma niyet ve davranışları yönlendirilebilir.

Anahtar Kelimeler: Sosyal Medya, Reklam, Yeniden Pazarlama, Tutum

JEL Kodları: M3, M30, M31

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1. INTRODUCTION

With the development of technology, the spread of mobile devices, and the internet, there have been changes in the concepts that take place in human life in terms of both time and interest. Social media platforms are the leading ones. The social media accounts of many people, from the youngest to the oldest, have become a network where they make use of in many ways such as entertainment, work, and social life and spend most of their free time during the day.

Technology change and consequently the mass media has created changes in the concepts of the benefit obtained with these tools. Advertising, which is one of the most important marketing expenditure items that are costly for the enterprises, also took its share from this change. Producing advertising content through social networks has become the sole monopoly of advertising businesses and has enabled anyone with a social media account to work as an advertising agency. Also besides, social media profiles of individuals have been used to create psychological, behavioral, or consumer profiles, and thus, a major step has been taken to implement personalized advertising.

Remarketing is the marketing system that use consumers' area of interests and product/service search results. Firms use this feature for customizing their display ads campaigns for consumers who have visited their sites. Remarketing also known as retargeting.

With the help of remarketing applications, the interests of the social media users are determined, the products and services of interest from shopping sites or social media accounts are learned with the help of cookies, and the messages about the product they are interested in sent to them. Although this is an efficient application for both businesses and advertisers, it may be uncomfortable for some consumers.

The objectives of the study are as follows;

- Understanding the evaluations of social media users regarding remarketing,
- To shed light on the behavior of social media users, for digital advertisers about their remarketing,
- To inform digital advertisers about the attitudes of social media users towards remarketing,
- To determine the relationship between personality features, intention, and attitude towards remarketing.

These objectives are achieved by answering the following research questions;

- What affects the attitude of social media users towards remarketing?
- How do digital advertisers try to influence social media users with remarketing?
- How do the personality features relate to social media use and remarketing?

The study aims to examine the attitudes and intentions of social media users towards advertisements on social media sites and to define their relationship with purchasing behavior. Also besides, it was aimed to determine the effect of the demographic characteristics of social media users on remarketing applications.

The study is important in terms of not many studies in the literature in this area and presenting a new approach to consumers' attitudes towards remarketing practices. The diversification and increase of the virtual environment and accordingly the online shopping cause many sectors to develop and renew themselves in this field. Therefore, the study can be

a resource for both academics who want to do research on the subject and for companies and marketers who examine consumer attitudes towards remarketing practices.

In this study, remarketing applied through social media was evaluated in terms of consumers. Also, the attitudes of users towards the advertisements they face while using social networks and their intention to purchase the product or service in the advertisement and their purchase behaviors were investigated.

2. LITERATURE

2.1. Social Media

Social media can be defined as a group of Internet-based applications based on the ideological and technological foundations of Web 2.0 that allow the creation and modification of user-generated content" (Kaplan and Haenlein, 2010, p. 61). Social media is a media tool created for social interaction (Neti, 2011, p. 3). Social media constitutes an important part of the new media sector and can be partitioned as; blogs, microblogging, Facebook, Twitter, wikis, podcasts, Instagram, and similar social interactions. Social media is a platform that allows people to connect with other people using network connectivity and various services.

Interaction is the most significant difference between traditional and social media (Flew, 2008, p. 109). Interactions produced by a particular type of media emphasize the dual relationship between the increasingly active user and the media by the vehicle or service. This is the explanation of how media users combine with mediation activities. Traditional media aims to provide information and messages to consumers using a one-way communication model such as TV programs, newspapers, magazines, or paper-based publications. However, the communication model in social media is double-sided and provides interaction from both producers to consumers and from consumers to producers (Gitelman and Pingree, 2003, p. 11).

Since social media includes many different social channels, sometimes it can be difficult for marketers to develop a strategy through social media. Making the right and logical decisions in the selection of social media channels and integrating the marketing program into the selected social media channel are the most important elements necessary for the strategies to work. When the results of the studies are examined it can be understood that social networking sites appeal to too many users and occupy an important place in their daily lives. For this reason, businesses, advertising, promotion, information activities are carried out through social networking sites. Thus, they aim to reach more users.

Social media marketing can be defined as a technique that uses accessible and scalable technologies such as blogs, message boards, podcasts, microblogs, bookmarks, social networks, communities, wikis, and Vlogs for marketing (Singh and Diamond, 2012, p. 20). Social media marketing has many advantages. The most important of these is that enterprises can introduce their products/services and receive feedback on the products/services at the lowest cost (Zimmerman and Ng, 2013, p. 74). As a result of the researches, it has been found that 76% of enterprises use social networks for their goals and 64% of marketers include social media in their marketing plans. For these reasons, it is accepted that strong social networking sites create a new world for marketers (Honigman, 2013, p. 7).

The widespread interest in the Internet and people's interest in social media sites has led advertising practices to shift from traditional to the next generation of Internet advertising. Internet advertisements used by almost all businesses, whether small or large; are a variety of methods such as banner, site sponsorship, spam, blog, pop-up, and search engines, forums, and social networking sites (Wells et al., 2000, p. 34; Babacan, 2005, p. 23; Kirbas, 2007, p. 1).

Businesses should use social networks and determine their strategies correctly to give the right advertising messages to their potential customers. The gathering of the internet and social media users in large centers necessitates enterprises to move towards this advertising strategy. To reach their potential customers, businesses should use social networks as a communication tool to reach their target audiences. The goal of marketing communication is implemented using social networks to create a circle of influence through the use of these links. In this way, businesses have the opportunity to spread public image and reputation as well as managing public relations and advertising objectives (Onat and Alikılıç, 2008, p. 1130).

In a study on the use of social networking sites as advertising media, it was found that 75.8% of the members of social media were looking at the advertising content and 59.2% of them were sending referral messages about their products/services to the environment (Hacıefendioglu, 2011, p. 111). With this study, the effectiveness of using social media for advertising purposes and the benefits of the enterprises using professionally are shown.

2.2. Remarketing

In remarketing, when people visit an e-commerce site and review any product/service, a cookie is placed in their browser and linked to the product/service under review. When these people or someone using the same computer visits another site, the advertising system creates an advertisement for that product/service (Helft and Vega, 2010, p. 67).

Consumers may be constantly exposed to advertising until they engage in the digital interaction desired by the advertising provider regarding the business, brand, product, or service they have previously communicated with and interacted with remarketing practices. Remarketing practices increase the efforts of advertisers to engage in continuous interaction to reach the potential customer once again (Süar, 2017, p. 21).

As a result of the studies, it has been determined that re-marketing is a quick solution strategy in terms of product promotion, advertising, and product sales (Debo et al., 2005, p. 1202; Ferguson and Toktay, 2006, p. 366; Ferrer and Swaminathan, 2006, p. 24; Atasu et al., 2008, p. 1744; Akça, 2021, p. 16). Remarketing stimulates new product sales and helps to adjust the price of refurbished products in coordination with the price of the new product and the amount of warranty claims expected. Therefore, it is a functional tool to determine the best dynamic trend strategy in the face of consumer feedback and warranty claims received throughout the life of the product (Pince, et al., 2016, p. 490; Yılmaz, 2020, p. 45; Akça, 2021, p. 50).

By increasing the availability of search engines, they can find recognition all over the world. Also besides, people can see the site of the business through remarketing applications. In this way, introducing the company's products/services becomes easier and less costly (Metin, 2016, p. 4707). Today, almost all businesses, whether operating in local or international markets, actively participate in virtual environments by opening an account on behalf of the company on social networks such as Facebook, Twitter, Linkedin, YouTube, and Instagram.

2.3. Behavioral Intention

Online ads, whose content overlaps with those on websites, are perceived more positively by consumers and increase purchase intention. However, according to some social media and internet users, some digital ads can be perceived as manipulative and disturbing in terms of privacy violations against social media/internet users (Christino et al, 2020, p. 644). Some consumers avoid advertisements on the internet. The reason for this is that they argue that such advertisements are fraudulent and violate private life. This situation causes digital ads

to negatively affect purchase intention (Kit, 2018, p. 6). Based on the findings in the literature, the following hypothesis has been constructed.

H$_1$: There is a significant and positive effect of the intention of purchasing on attitude towards advertising on social media.

2.4. Attitude towards Advertisement/Behavior

Compared to traditional media ads, the advertisements that consumers encounter on the internet/social media environments are more likely to reach a target. It is easier for advertisers to reach hedonic goals in advertising on social media. There is a mandatory viewing requirement on some social media platforms to prevent consumers from being disturbed by advertisements (Campbell et al. 2017, p. 417; Redondo and Aznar 2018, p. 1610; Kit, 2018, p. 7).

Also besides, in some studies, it has been determined that digital ads cause social media users to delay their work and this causes negative attitudes towards advertisements (Li and Huang 2016, p. 953; Belanche et al 2017, p. 202). In remarketing, the behaviors of consumers towards pre-existing attitudes are studied (Abel and Angelo, 2018, p. 15). In some studies conducted to understand consumer attitudes towards advertisements on social media platforms, factors that negatively affect consumers' attitudes have been identified. Among these are perceived platform interactivity, credibility, and privacy issues (Yaakop, 2013, p. 156; Christino et al, 2020, p. 649). Based on the findings in the literature, the following hypothesis has been constructed.

H$_2$: There is a significant and positive effect of attitude towards advertising on social media on purchasing behavior.

2.5. Behavior

While there are consumers who perceive remarketing from targeted digital ads and believe that they are useful because they are suitable for their interests and buy products/services thanks to these ads, there are also consumers who find them annoying and exhibit an opposite behavior. (Gruzd and Hernández-García, 2018, p. 422; Pomfret et al, 2020, p. 530). Some social media platforms have started to offer an ad-free usage experience with the paid membership system. Some users also try to avoid advertisements through online tools that may block their access. (Seyedghorban et al, 2016, p. 127).

In the studies, it was understood that the success rate of remarketing depends on the good analysis of the behaviors of the consumers. The success rate of remarketing is directly proportional with the analysis of factors such as click status, sites entered, time and time spent, search words (Abel and Angelo, 2018, p. 16; Medell, 2018, p. 9; Väisänen, 2018, p. 18; Isoraite, 2019, p. 50). Based on the findings in the literature, the following hypothesis has been constructed.

H$_3$: There is a significant and positive effect of the intention of shopping originating from social media ads on purchasing behavior.

2.6. Demographic Characteristics

Among the digital advertising strategies, the use of targeted advertising, which refers to online advertising based on the information that advertisers have about the consumer, has an important place. The demographic characteristics of consumers, current or past browsing information, purchasing behavior, location information constitute a data infrastructure for advertisers and remarketing systems. Also besides, in the studies on Facebook and Google Ads,

it has been concluded that the demographic characteristics of the users such as age and gender affect the performance of the ads (Baek and Morimoto, 2012, p. 72; Schumann et al, 2014, p. 73; Väisänen, 2018, p. 36; Arya et al, 2019, p. 150; Christino et al, 2020, p. 643). Based on the findings in the literature, the following hypotheses have been constructed.

H_4: Age has a differentiating impact on purchasing behavior with the effect of social media ads.

H_5: Income status has a differentiating impact on purchasing behavior with the effect of social media ads.

H_6: Gender has a differentiating impact on purchasing behavior with the effect of social media ads.

H_7: Marital status has a differentiating impact on purchasing behavior with the effect of social media ads.

H_8: Education status has a differentiating impact on purchasing behavior with the effect of social media ads.

3. METHODOLOGY

Nowadays, social media and social media sites which are almost candidates to replace classical media such as television, radio, and newspapers have become an important factor in providing a competitive advantage. However, in addition to this benefit, advertising campaigns that are provided with the remarketing application according to the interests of potential customers and applied individually can have negative results. For this reason, social media researches, advertising campaigns, and re-marketing applications on these platforms are very important in terms of guiding businesses. In particular, knowing what consumer attitudes, behaviors, and perceptions are towards product advertisements published on these sites will help improve and implement more effective advertising strategies and policies.

3.1. Research Model and Research Method

In accordance with the purpose of the study, a model including demographic variables, behavioral intention, attitudes towards behavior, and behaviors of users, was proposed. The research model is presented in Figure 1.
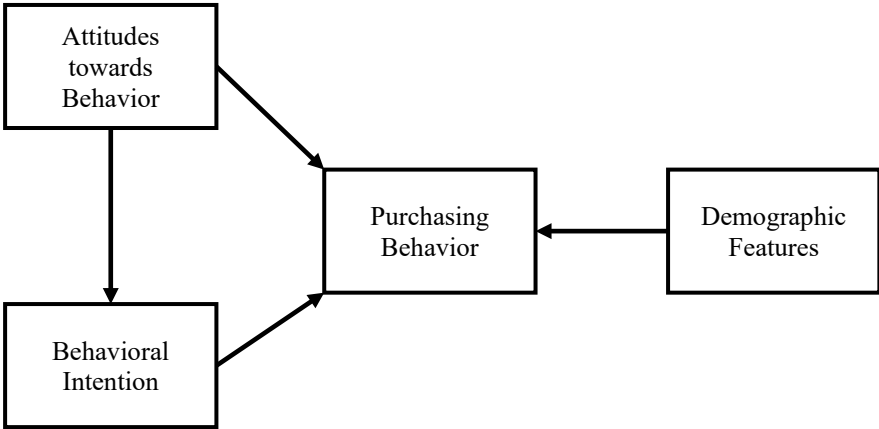
Figure 1. Research model

In the study, a total of 19 expressions were used: 5 expressions measuring the demographic characteristics of the participants, 4 expressions about their social media use, 4

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expressions measuring the attitudes of the participants towards social media advertisements, 3 expressions measuring their intentions, and 3 expressions measuring their purchasing behavior. While preparing the scale, the studies of Giannakos and Pateli (2013) and Sun and Wang (2010) were used.

The main mass of the research consists of members of social media platforms. Samples were selected from young social media users by the convenience sampling method and data was collected between 12 June – 12 October 2019. Social media and internet use of young consumers is higher than consumers in other age groups, so this group was chosen for the research. The reason why social media is preferred in the study is that social media is the platform where remarketing applications are used most frequently (Pusa, 2017, p. 1; Pavithra, 2020, p. 3; Christino et al, 2020, p. 660; Michelsson, 2020, p. 51). Research data were collected by using face to face and online survey method. The questions in the questionnaire were structured according to the purpose of the research. In the first part of the questionnaire, the questions related to the demographic characteristics of the participants, in the second part, which social networking sites they use and how often they use these sites, in the third part, the attitude, intention, and behavior levels related to the product advertisements and re-marketing applications published on these sites were examined. In the study, 1250 respondents were interviewed, but 41 questionnaires were missing. 41 questionnaires were excluded from the study because they said they did not use social media actively and they always marked the same option to the questions. The data obtained from 1209 questionnaires. Regression Analysis, Independent-Samples T-Test, and ANOVA test were used to test the hypotheses.

3.2. Data Analysis and Findings

Table 1. Demographic characteristics of participants

Variable		Frequency	%
Gender	Female	741	61.3
	Male	468	38.7
Age	18-27	505	41.8
	28-36	506	41.9
	37-45	198	16.3
Marital status	Married	469	38.8
	Single	740	61.2
Education Status	University	507	41.9
	Postgraduate	702	58.1
Income status	501 TL and below	117	9.7
	501-1500 TL	235	19.4
	1501-2500 TL	120	9.9
	2501-3500 TL	237	19.6
	3501-4500	194	16.0
	4500 TL and more	306	25.3

According to Table 1, the majority of the participants were women with 61.3%, 18-27 and 28-36 age group with 41.9%, single with 61.2%, postgraduate education with 58.1% and 4500 TL, and over income with 25.3 %. According to this, it can be said that the research sample is mostly young, single, with a master's degree, a woman, and an income of over 4.500 TL.

Table 2. Information about the use of social media

Variable		Frequency	%
Frequency of social media usage	Several times a day	195	16.1
	Very often per day	1014	83.9
In which hours of social media use	Any time of the day	507	41,9
	Evening	429	35.5
	Night	273	22.6
For what reason	Communication with friends	663	54.8
	Sharing idea, photo, video	702	58.1
	Following interactions	663	54.8
	Using applications	194	16.1
	Joining groups	234	19.4
	New product tracking	312	25.8
	Other	195	16.1
Social Media Sites	Twitter	702	58.1
	YouTube	507	41.9
	Pinterest	234	19.4
	LinkedIn	234	19.4
	Google+	429	35.5
	Instagram	702	58.1
	Tumblr	78	6.5
	Facebook	897	74.2
	Swarm	273	22.6

When Table 2 is examined, it is understood that the social media users who participated in the research mostly use Twitter, Instagram, and Facebook, and use their social media accounts at any time of the day. Also besides, the majority of the participants stated that they used their social media accounts to communicate with their friends, share ideas, photos or videos and follow the interactions.

3.3. Reliability and Variability of Scales

Before testing the research hypotheses, the validity and reliability of the variables were checked. The values obtained as a result of analyzes made are presented in Table 3. In exploratory factor analysis (EFA) to test the structural validity of the variables included in the study and to determine their sub-dimensions, the principal components method was applied on the varimax rotation axis. In the EFA analysis, the Kaiser Meyer Olkin (KMO) values close to 0.7, the sample size is sufficient for factor analysis, and the significance of the Bartlett sphericity test indicates that there is a correlation between the factors and the structure formed by the factors (Tabachnick et al, 2007, p. 22). To test the reliability of the scales, Cronbach Alpha values of the factors were examined. When the factors are examined, it is seen that the attitude and behavior factor is above 70% and the intention factor is close to 70%. The reliability values of the factors are sufficient to analyze.

Table 3. Results of reliability and variability tests

	Factor Values	AVE	CR	Cronbach
Attitude				
I am not disturbed by advertisements made through social media.	0.884	0.678	0.862	0.875
I find advertisements made through social media reliable.	0.871			
It doesn't bother me that a product I've reviewed is shown to me again with an advertisement.	0.704			
Advertising on social media is often misleading.	0.780			
Intention				
I thought about closing my social media account because of advertisements.	0.753	0.622	0.831	0.688
Re-displaying a product that I have reviewed with an advertisement is the disclosure of my private information.	0.767			
Advertisements made on social media can sometimes be disturbing.	0.844			
Behavior				
Are advertisements made through social media interesting?	0.918	0.692	0.868	0.768
I bought any product/service, influenced by the advertisement I saw on social media.	0.890			
After seeing the advertisement on social media, my faith in the brand increases.	0.664			

Results of reliability and variability tests results are presented in Table 3. Since all factor values were 0.70 and above, it was not necessary to remove any expression from the scale. The average explained variance values (AVE) of the scales are 0.622 and above. These values are above 0.5, which is the critical value to ensure convergent validity. The fact that the AVE value is above 0.5 and that the combined reliability (CR) values are higher than the AVE values indicate that the scales have convergent validity. The expressions in the convergent validity scale show that the sub-dimensions they represent adequately explain and are consistent with each other (Fornell and Larcker, 1981, p. 45; Hair et al.2007, p. 48).

3.4. Analysis of Hypotheses

Regression Analysis was conducted to examine the relationships between attitudes and intentions of social media users towards advertisements on social media sites and to define their relationship with purchasing behavior. The results of the Regression Analysis are presented in Table 4.

Table 4. Results of regression analysis

	β	SH	t	p	R^2
Attitude towards Ads ---> Behavioral Intention	0.308	0.026	-11.777	0.000	0.103
Attitude towards Ads ---> Behavior	0.567	0.014	40.414	0.000	0.575
Behavioral Intention ---> Behavior	0.252	0.021	-11.890	0.000	0.105

Regression Analysis results show that Attitude toward Ads has a significant and negative effect on Behavioral Intention (β= -0.308, p=0.000); Attitude toward Ads has a significant and positive effect on Purchasing Behavior (β= 0.567, p=0.000); Behavioral Intention has a significant and negative effect on Purchasing Behavior (β= -0.252, p=0.000). In the light of the findings Hypotheses 1, 2, and 3 are accepted.

One-Way ANOVA Test was conducted to examine the differentiating impact of age and income status on purchasing behavior with the effect of social media ads. Additionally, Tukey HSD Post-hoc test was applied because variance and sample were equal. The results of the One-Way ANOVA Test are presented in Table 5 and results of Tukey HSD Paso-hoc test are presented in Table 6 and 7.

Table 5. One-way ANOVA test results

		N	Ss	F	P	Mean
Age	18-27	505	1.04396	71.354	0.000	2.8092
	28-36	506	1.10036			2.0863
	37-45	198	1.01247			2.8670
Income Status	<501 TL	117	1.09758	70.079	0.000	2.7949
	501-1.500 TL	235	0.98975			3.1064
	1.501-2.500 TL	120	1.21125			2.9500
	2.501-3.500 TL	237	0.80203			2.4219
	3.501-4.500	194	1.07250			2.7955
	4.500 TL >	306	0.05307			1.5161

Table 6. Tukey HSD post-hoc test results for age

			Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Tukey HSD	18-27	28-36	,74359*	,11561	,000	,4716	1,0156
		37-45	-,04615	,15510	,952	-,4110	,3187
	28-36	18-27	-,74359*	,11561	,000	-1,0156	-,4716
		37-45	-,78974*	,15510	,000	-1,1546	-,4249
	37-45	18-27	,04615	,15510	,952	-,3187	,4110
		28-36	,78974*	,15510	,000	,4249	1,1546

Table 7. Tukey HSD post-hoc test results for income status

Tukey HSD			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
	501 ve altı	501-1500	-,33333	,19385	,520	-,8885	,2218
		1501-2500	-,22222	,22384	,920	-,8632	,4188
		2501-3500	,33333	,19385	,520	-,2218	,8885
		3501-4500	-,02222	,20021	1,000	-,5956	,5511
		4501 ve üstü	1,11111*	,18560	,000	,5796	1,6426
	501-1500	501 ve altı	,33333	,19385	,520	-,2218	,8885
		1501-2500	,11111	,19385	,993	-,4440	,6662
		2501-3500	,66667*	,15828	,000	,2134	1,1199
		3501-4500	,31111	,16600	,420	-,1643	,7865
		4501 ve üstü	1,44444*	,14806	,000	1,0205	1,8684
	1501-2500	501 ve altı	,22222	,22384	,920	-,4188	,8632
		501-1500	-,11111	,19385	,993	-,6662	,4440
		2501-3500	,55556*	,19385	,050	,0004	1,1107
		3501-4500	,20000	,20021	,918	-,3733	,7733
		4501 ve üstü	1,33333*	,18560	,000	,8018	1,8648
	2501-3500	501 ve altı	-,33333	,19385	,520	-,8885	,2218
		501-1500	-,66667*	,15828	,000	-1,1199	-,2134
		1501-2500	-,55556*	,19385	,050	-1,1107	-,0004
		3501-4500	-,35556	,16600	,268	-,8309	,1198
		4501 ve üstü	,77778*	,14806	,000	,3538	1,2018
	3501-4500	501 ve altı	,02222	,20021	1,000	-,5511	,5956
		501-1500	-,31111	,16600	,420	-,7865	,1643
		1501-2500	-,20000	,20021	,918	-,7733	,3733
		2501-3500	,35556	,16600	,268	-,1198	,8309
		4501 ve üstü	1,13333*	,15629	,000	,6858	1,5809
	4501 ve üstü	501 ve altı	-1,11111*	,18560	,000	-1,6426	-,5796
		501-1500	-1,44444*	,14806	,000	-1,8684	-1,0205
		1501-2500	-1,33333*	,18560	,000	-1,8648	-,8018
		2501-3500	-,77778*	,14806	,000	-1,2018	-,3538
		3501-4500	-1,13333*	,15629	,000	-1,5809	-,6858

*. The mean difference is significant at the 0.05 level.

H4: Age has a differentiating impact on purchasing behavior with the effect of social media ads.

One-Way ANOVA Test results show that age (F= 71.354, p=0.000) and income status (F= 70.079, p=0.000) have a differentiating impact on purchasing behavior by the effect of social media advertisements. According to the analysis, consumers 28-36 ages are less affected by social media advertisements than other age groups. Also the consumers with 501-2500 TL

income are more affected by social media ads than other consumer groups. In the light of the findings Hypotheses, 4 and 5 are accepted.

Independent-Samples T-Test was conducted to examine the differentiating impact of gender, marital and educational status on purchasing behavior with the effect of social media ads. Independent-Samples T-Test results are presented in Table 8.

Table 8. Independent-samples T-Test results

		N	Ss	F	t	P	Mean
Gender	Female	741	1.13684	0.108	1.017	0.310	2.5614
	Male	468	1.10349				2.4444
Marital Status	Married	469	1.06439	6.503	12.276	0.000	2.9825
	Single	740	0.76419				1.7778
Educational Status	University	507	0.56461	190.987	10.469	0.000	3.1282
	Postgraduate	702	1.21751				2.0741

Independent-Samples T-Test results show that gender (F= 0.108, p=0.310) makes no diffirence on purchasing behavior with the effect of social media ads. Marital (F= 6.503, p=0.000) and educational status (F= 190.987, p=0.000) diffirences are absolute on purchasing behavior with the effect of social media ads. According to the analysis, single consumers, university students, and graduates are more affected by social media ads than other consumer groups. In the light of the findings Hypotheses 6, 7, and 8 are accepted.

Consumers who find advertisements through social media to be reliable and not misleading have declared that they are not disturbed by these advertisements, on the contrary, advertisements are functional. Most of the consumers participating in the study stated that they purchased products/services as a result of the remarketing practices, and their belief in the brand increased with the relevant and on-site advertising campaign of the advertiser. In addition, consumers who have some negative thoughts such as the disclosure of their private lives and privacy violations with remarketing practices stated that there are issues that brands should pay special attention to some personal characteristics (personality, sexual preference, ethnic and religious characteristics) in advertising campaigns.

The analysis of demographic variables and purchasing behavior by the effect of social media advertisements revealed that gender had no effect on purchasing behavior, but age, marital, educational, and income status had an effect on purchasing behavior.

4. CONCLUSIONS AND RECOMMENDATIONS

When considering the use of social networks in advertising and public relations planning, businesses should take into account the rules of communication and ethics. It should be noted that social networks have their own rules and it should be known that there are sanctions as a result of the violation of these rules.

It was understood that the participants were concentrated on Twitter, Instagram, and Facebook platforms and used their accounts at any time of the day. Also besides, it was understood that the social media usage purposes of the participants were communication with their environment, sharing ideas, photography or video, and following the interactions.

As a result of the research, it was found that there is a negative relationship between the attitudes of consumers who use social media to advertisements on social media and their

purchasing intentions. Some consumers who think that the advertisements encountered in social media are annoying, unreliable, and misleading have evaluated that these advertisements sometimes lead to the disclosure of private information and sometimes to a negative result which may lead to the closure of the social media account. A positive relationship was found between the attitude towards the advertisements encountered in social media and the purchasing behavior by the effect of these advertisements. They stated that consumers who are not disturbed by advertisements and who find ads reliable are purchasing products or services through these advertisements and their belief in the brand is increasing. There was a negative relationship between purchase intention and purchase behavior by the effect of social media ads. According to this result, it is understood that consumers who perceive the re-display of the examined product as annoying and disclosure of private information do not buy products through these advertisements, on the contrary, they create negative effects on their thoughts about the brand and the social media platform used (Brajnik and Gabrielli, 2010, p. 995; Campbell et al 2017, p. 421; Kit, 2018, p. 8; Redondo and Aznar 2018, p. 614; Abel and Angelo, 2018, p. 16; Arya et al, 2019, p. 154; Christino et al, 2020, p. 659).

Businesses and advertising companies can attract social media users with more effective advertising strategies and policies. One of the most important issues to be considered in social media advertising is the data that people may be disturbed by the application of advertising according to the interests of the users and the commercial and social media platforms should be prevented to create false and negative results. Approval of ads by users and display of ads according to acceptance conditions may prevent such negative evaluations. Social media ads, as in other mass media devices and platforms, consist of attractive and high-rated advertisements, which is one of the measures that can increase the success of both the brand and advertisers (Goldfarb and Tucker, 2011, p. 402; Chaffey and Ellis-Chadwick, 2012, p. 17; Yaakop, 2013, p. 161; Seyedghorban et al, 2016, p. 127; Gruzd and Hernández-García, 2018, p. 426; Christino et al, 2020, p. 665; Pomfret et al, 2020, p. 547).

As a result of the study, these can be suggested to advertisers and businesses; preparation of reports investigating the reasons for the advertisements that appear during the use of social media and are closed quickly, investigating the reasons for the advertisements that are disturbed and complained, revising the ad frequency and personalization, showing the ads containing new advertisements instead of the same product features of the same brand.

The importance of the attitudes of social media users about advertising on these platforms has been revealed once again as a result of the study. It is considered that this study can be a beneficial resource for businesses and advertisers both in managing social media ads and in determining advertising strategies.

Only the participation of consumers in Turkey to the study can be considered as a limitation. It is important to see the differences in the evaluation of consumers from different countries and nations in future studies. Examination of foreign businesses and consumers about remarketing activities may provide the opportunity to make comparisons between countries and societies.

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