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**THE EFFECT OF INTERNET
ADVERTISEMENTS
ON THE
PURCHASING
DECISION OF THE TODAY
CONSUMERS***

**GÜNÜMÜZ
TÜKETİCİLERİNİN ÜRÜN
SATINALMA
KARARLARINDA
İNTERNET
REKLAMLARININ ETKİSİ**

Öğr. Gör. İbrahim DURMUŞ

Gümüşhane Üniversitesi Sosyal Bilimler Meslek Yüksekokulu
ORCID: 0000,0002-3872-2258, ibrahimdurmus@gumushane.edu.tr

Abstract

In today's information age, consumers spend most of their time on the internet. Consumers expanded their online shopping volumes and increased their demand for ready-to-wear products. In this respect, the students who are studying at the university in practice; attitudes towards internet advertisements (GAI), information sharing (CIS), motivations (CM), information production (CIP) and purchasing decisions (CPD) were examined. In the previous studies, these variables were generally applied to different fields under different headings. In the study, these variables were examined as a whole. The results of the study; It is concluded that there is a negative and significant relationship between consumers' attitudes towards internet advertisements and information sharing, and between information sharing and purchasing decisions. The results showed that there is a positive and meaningful relationship between the attitudes and motivations of consumers towards internet advertisements, and their motivations and purchasing decisions. Also, it was concluded that there was a negative and significant relationship between consumer attitudes towards advertising and information production, and between information production and purchasing decisions. With these results, it is aimed to gain new perspectives to the literature.

Keywords: Attitude towards advertising, information sharing, motivation, knowledge production, purchasing.

* Preliminary study of the was presented as a paper in 2018 "Tüketicilerin İnternet Reklamlarına Yönelik Tutumlarının; Bilgi Üretimi, Bilgi Paylaşımı, İzlenim ve Motivasyonunun Satınalma Kararları Üzerindeki Etkisi" with title "Akşemseddin Uluslararası İnsan, Toplum, Spor Bilimleri Sempozyumu" in symposium.



Öz

Günümüz bilişim çağında tüketiciler zamanlarının birçoğunu internete ayırmaktadırlar. Tüketiciler internette alışveriş hacimlerini genişletmiş ve hazır giyim ürünlerindeki taleplerini de arttırmışlardır. Bu açıdan uygulamada üniversitede eğitim gören öğrencilerin; hazır giyim ürünleri satın alırken internet reklamlarına yönelik tutumları (GAI), bilgi paylaşımları (CIS), motivasyonları (CM), bilgi üretimleri (CIP) ve satınalma kararları (CPD) incelenmiştir. Daha önce yapılan çalışmalarda genellikle bu değişkenler farklı başlıklar altında farklı alanlara uygulanmıştır. Çalışmada bu değişkenler bir bütün olarak incelenmiştir. Çalışma sonuçları; tüketicilerin internet reklamlarına yönelik tutumları ile bilgi paylaşımları arasında ve bilgi paylaşımları ile de satınalma kararları arasında negatif ve anlamlı ilişkiler olduğu sonucuna ulaşılmıştır. Tüketicilerin internet reklamlarına yönelik tutumları ile motivasyonları arasında ve motivasyonları ile de satınalma kararları arasında pozitif ve anlamlı ilişkiler olduğu sonuçları elde edilmiştir. Ayrıca tüketicilerin reklama yönelik tutumları ile bilgi üretimleri arasında ve bilgi üretimleri ile de satınalma kararları arasında negatif ve anlamlı ilişkiler olduğu sonuçlarına ulaşılmıştır. Bu sonuçlar ile literatüre yeni bakış açıları kazandırılması amaçlanmıştır.

Anahtar Kelimeler: Reklama yönelik tutum, bilgi paylaşımı, motivasyon, bilgi üretimi, satınalma.

Introduction

Nowadays, customers can easily be informed about many companies by using direct mail, television, e-mail, telephone, social media and the internet (Corrigan et al., 2014: 160). Therefore, consumers prefer ready-to-wear products and they face many alternatives in the competitive market. Consumers can use the internet environment to make choices about these alternatives. In this case, consumer's approaches to internet advertising in these products, information exchange, motivation, and purchasing decisions are shaped with the individuals around them.

Clothing designed according to national or international standard dimensions and produced in a series of production is expressed as a garment product (Akyüz, 2004: 93). The rate of purchases made on the Internet in apparel products in Turkey is quite high (Durmuş and Battal 2018a: 157; Durmuş and Battal 2018b: 217-218). From this point of view, consumers who buy ready-to-wear products can be affected by internet advertisements and ordering these products from the internet creates different opportunities for marketers.

Over the last thirty years, marketers have been looking for ways to make products and services more affordable to consumers in terms of

sales incentives and different pricing structures (Jaber and Goggins, 2013: 96). It is very important for them to understand how consumers react to the products they offer to the markets. It is also important to know which features make a product attractive and what consumers want to pay for the price of the product (Liesionis and Pileliene, 2007: 212). In this context, consumers can list the products that meet the same needs according to quality and price information (Huntington, 1991: 56). In this respect, producers are increasing their sales from the internet. Because customers can make choices by evaluating different alternatives (price, color, brand, quality, etc.) in the internet market. In this respect, companies operating in the apparel sector can offer their products both to their own social media access and to the demands of their consumers on different sites. In this respect, it is very important that the internet environment, which has a large market portfolio, can be a network that can give confidence to both product sellers and buyers.

Theory and Hypotheses

General Attitude Towards Internet Ads

With advertisements, consumers can have a positive impact on their perception of the world and their social relationships. Because viewers can deepen their lives with strong social bonds by believing that reality is shown (Malefyt, 2015: 2495). In this respect, the increase in the usage rates of the internet and social media increased the consumption rates in advertising (Mathews-Hunt, 2016: 59). In this respect, advertising is an important variable in consumer purchasing decisions (Creek 1958: 120). The diversity of these variables can have significant impacts on purchasing attitudes for consumers in our country.

Attitude; mental, emotional and rational tendencies related to a person, commodity or reality. In other words, attitudes that express behavior towards consumers constitute important results for products, brands, markets, and services (Alina, 2013: 1734). Therefore, if attitudes towards advertising are an inseparable component of emotional and mental phenomena, a certain point of view can be gained with the attitudes of consumers towards advertising (Durvasula et al., 1993: 634).

When the studies about the general attitudes of consumers towards internet advertisements are examined; Lee et al. (2015: 737) in the work of individuals doing business on the internet from the Internet shopping concerns about their personal information and concerns about the sharing of information is active in e-commerce have revealed that they are active in the study results. Harris and Ogbonna (2010: 276-277) emphasized that they should share information by putting best practice approaches in diffe-

rent departments and virtual networks of the companies providing service in terms of customer satisfaction.

Depending on the type of advertisements, customers' attitudes towards advertising may vary (Christian et al., 2014: 88). In this respect, Matic and Vojvodic (2014: 64) examined the insecurity of internet use and the effects of this insecurity on the purchasing decisions of consumers. They concluded that there was a statistically significant and moderate strong relationship between insecurity and purchasing decisions. Also, they have found significant relationships between the distrust of internet use and the attitudes and intentions of consumers in purchasing. They emphasized that although the internet environment is risky and insecure, university students have positive attitudes towards internet shopping.

Customer Information Sharing

Information in consumer markets can be shared more or less depending on the type of information (Verbeke et al., 2011: 207). In consumer markets, customers do not only have specific information about the potential market size, but they can also have information about the demands of enterprises (Ren et al., 2010: 82). In terms of consumer markets, customers may wish to have a variety of products in these markets. Because the variety of products gives different directions to the demands of the consumers (Ganesh et al., 2008: 1124-1125). In this respect, customer's knowledge sharing should be taken into consideration in the market variability of the companies operating in the current market as well as in the product variety.

Information sharing has an important role in both sides of organizational relations (Zabkar and Arslanagic-Kalajdzic, 2013: 44). They can be handled as consumers and businesses. Consumers can benefit from the exchange of information between companies (Shy and Stenbacka, 2012: 31). Companies can take different prices by classifying consumers by sharing information with customers. To realize profit maximization, the companies can realize this by taking the consumer's differences into consideration and the information they obtain from the consumers about the products they sell. If there is no information sharing by consumers, businesses are forced to set a single price with a weighted average (Kim and Choi, 2010: 405).

When the researches about the information sharing of consumers are examined; Yee (2005: 3369) found that there are significant relationships between the information sharing and demands of the consumers and the production capacities of the enterprises. Homburg et al. (2001: 19) found that perceived information sharing in their studies did not effect on customer satisfaction. According to this result, the information exchange

itself does not matter, but other tools to reach the goals can be evaluated as a tool. In this study, it will be tried to find out whether the customers share information about the products or products they receive from other customers with potential customers.

***H1:** There is a positive and significant relationship between the general attitude towards the client and information sharing.*

Customer Motivation

Recently, the determination of customer motivation is of great importance (Rowe et al., 2016: 33). Motivation research is a psychological technique that determines the reasons for consumer's purchasing decisions (Creek 1958: 120). The concept of motivation has so far been neglected in consumer behavior. Therefore, clarification of consumer motivating factors is necessary to better understand consumer purchasing decisions (Fagerstrom, 2010: 200). From this point of view, enterprises can have a positive effect on their motivation to establish a relationship with customers, while they cannot provide the same motivation for all their customers (Swanson et al., 2007: 2).

It is often difficult to change a consumer's perceptions (Goh and Bockstedt, 2013: 336). Internet ads and consumer's motivations and perceptions may be the interests of the consumer (Thomas et al., 2013: 567). In this respect, motivation factors in consumer buying attitudes; trust and mental participation of the individual to the product is effective. Confidence; assurance, faith, and trust. Marketing researchers see trust as a key point in the tendencies of individuals in various acquisitions (Abayi and Khoshtinat, 2016: 535). Emotional commitment and beneficial relationships should be given importance in customer motivation to create positive (positive) motivational structures that measure customer loyalty (Cater and Cater, 2009: 1152).

Consumer product reviews can have a motivating effect on the purchase decision of other consumers (Fagerstrom, 2010: 202). McCabe et al. (2007: 16) in their work on customer motivations; not only the quality of service but also behavioral intentions, loyalty, and satisfaction. Bond et al. (2006: 232-233) found that safety and price were the most important concerns of the products purchased in terms of customers' motivations. They also stated that market strategies that emphasize the quality and reliability of the products can help them to increase their market share.

***H2:** There is a positive and significant relationship between customer attitude and customer motivation.*

Customer Information Generation

Nowadays, information is generally uncertain for users. It is very important that users or consumers obtain various types of information to make optimal decisions (Chiu et al., 2014: 134). In this respect, customers who are good at collecting and analyzing information can also provide better quality information in consumer markets (Radhakrishnan et al., 2014: 1692). To be effective in informing the customers, vendors need to develop their customer portfolio (Klassen and Rohleder, 2004: 67).

It is observed that firms are increasingly aware of the need to obtain information and benefit in future demand planning. In this case, providing information for the needs of customers in the future increases the quality of services in enterprises to increase service quality (Gayon et al., 2009: 128-129). Vinerean et al. (2013: 77) stated that social media websites and online advertising contribute to consumer information. Klassen and Rohleder (2004: 67) emphasized that informing customers in their work increased customer satisfaction and thus had a positive effect on customer motivation. From this point of view, it will provide an information transfer to its customers to gather information in advance and to maintain its position according to this information. Therefore, information production will provide a preliminary view to companies, brands or products purchased by the customer.

H3: *There is a positive and significant relationship between the general attitude of the customer and the production of information.*

Customer Purchase Decisions

Customers buy products as long as they meet their specific needs (Mahapatra, 2014: 67). Consumers may have an impact on individual-group, socio-cultural, situational and psychological factors when purchasing products (Uchenna, 2015: 207). In this respect, consumers' personal differences in purchasing decisions, as well as having different cultures, reveal that social and psychological factors are also effective (Schinaider et al., 2016: 155-161). In this case, consumers show that many factors can affect them while making purchasing decisions.

Customers constantly choose between alternatives and select products to buy (Thirumalai and Sinha, 2009: 13). Choosing among such alternatives can create a sense of regret or negative feelings in the consumer (Chuang and Lin, 2007: 66). In this respect, consumers will rely more on the resources of their information and will not spend much effort to evaluate the various alternatives. In other words, consumers can make a more rational purchasing decision if they encounter less complex and less am-

biguous information (Shiu and Tzeng, 2018: 389). In that case, more time and effort is needed for the products with high financial value, so there is no need for much effort for the products with a lower value.

In studies on consumer purchasing decisions, Fan and Xiao (1998: 290-291) showed that Chinese consumers (students) are very conscious about price and quality. They stated that the younger generation grew in a very different economic environment compared to older generations. For example, because there are not too many products in the past, consumers have emphasized that the product preference is not selective, but today there are more alternatives to the advertised products by young consumers. Sin et al. (2012: 332) In their research, they have emphasized that online consumers will have the intention of buying more products. Park and colleagues (2007: 140) in the application of the product quality, product-based information on the fact that product and the product has a positive effect on the purchase decisions have revealed the results of the study. Tsai et al. (2011: 266) emphasized the importance of confidentiality in consumer purchasing decisions. In the application, the Internet has provided consumers with new information, and this information and confidentiality information about consumers are effective in deciding to reach the results. In conclusion, product purchasing decisions within the framework of the resources of the students studying at the university were evaluated in terms of information sharing, motivations and knowledge production in the light of the hypotheses formed below.

***H4:** There is a positive and meaningful relationship between customer information sharing and purchasing decisions.*

***H5:** There is a positive and meaningful relationship between customer motivation and purchasing decisions.*

***H6:** There is a positive and meaningful relationship between customer information production and purchasing decisions.*

Research Method

In the practice, MacInnis et al. (1991), McCable et al. (2007), Osmonbekov et al. (2009), Jin and Lukz (2013), Sohail and M. Al-Gwaiz (2013), Thomas et al. (2013), Ewing (2013), Yıldız and Durmuş (2015), Durmuş (2016) and Zhou et al. (2016). The sources of the scale in the study are expressed in table1. A total of 856 students studying at Atatürk University, Gümüşhane University, and Bayburt University have applied a face-to-face questionnaire. A total of 818 questionnaires were included in the study because 42 questionnaires were filled out. In practice, the main materials were determined according to a random sampling method. In this

study, 29 questions were analyzed using a 5-point Likert technique.

The study was analyzed by SPSS 20 package program and subjected to validity and reliability. The study was then subjected to confirmatory factor analysis using the AMOS 20 package program. The sample size of the study was 818 people and it was evaluated with a 95% confidence level and 5% sample error. The Kaiser-Meyer-Olkin (KMO) test was performed to determine the suitability of the results and $KMO = ,874$. Considering the KMO value in the study, the application constitutes an acceptable data compliance (Vinerean vd., 2013: 72; Özdamar, 2003: 60-80). The results of factor and reliability analysis are presented in table 3.

1.1. Research Model

In this study, the hypothesis model was developed and the previous studies were examined. In previous studies; consumer attitudes, information sharing, knowledge production, motivation, and purchasing decisions are generally applied to people with different positions (managers, employees, consumers, students, etc.) with different models. In the study, these subjects were handled as a whole and applied to students.

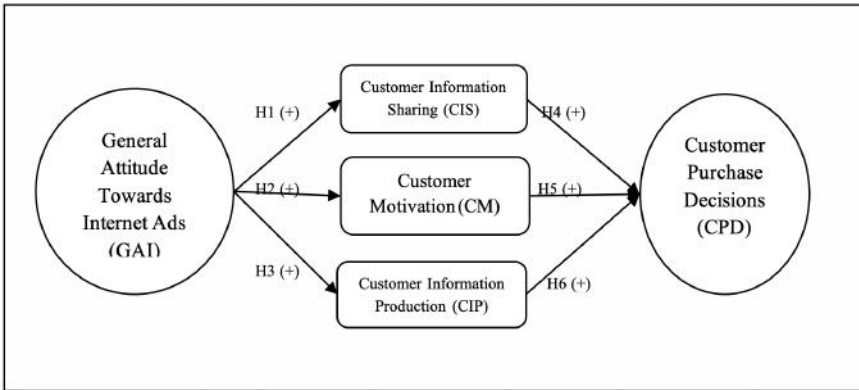


Figure 1: Hypothesis Model

Source: (MacInnis et al. 1991; McCable et al. 2007; Osmonbekov et al. 2009; Jin and Lukz 2013; Sohail and M. Al-Gwaiz 2013; Thomas et al. 2013; Ewing 2013; Yıldız and Durmuş 2015; Durmuş 2016; Zhou et al. 2016; Durmuş and Battal 2018a)

When the hypothesis model of the study in Figure 1 is examined; It is observed in the hypothesis model of the study that consumers attitudes towards advertising may have significant effects on information sharing, motivation, and knowledge production, and that information sharing, motivation and knowledge production of consumers may have significant

effects on purchasing decisions.

Table1: Scales used in Practice

Variables	Resources	Factors
GAI	Osmonbekov vd. 2009: 327; Jin ve Lukz 2013: 356-357; Sohail ve M. Al-Gwaiz 2013: 9-10	<ul style="list-style-type: none"> * A large number of internet ads affect my demand against the product. * My general attitude towards internet ads is good. <li style="padding-left: 20px;">* I like to watch Internet ads. * Up-to-date information about products and services in Internet ads allows me to connect to that product. <li style="padding-left: 20px;">* Most Internet ads are fun.
CIS	Zhou vd. 2016: 4	<ul style="list-style-type: none"> * We share information about the products we buy from the internet among my friends. * Friends share information about the ads on the internet products are made. * We share information about the quality of the products we buy from the internet among my friends. <li style="padding-left: 20px;">* We share information about the prices of the products we buy from the internet among my friends.
CM	Maclnnis vd. 1991: 37-42; McCable vd. 2007: 7; Thomas vd.,2013: 584	<ul style="list-style-type: none"> * Internet ads should not be illegal. * With Internet ads, we provide accurate information to consumers. <li style="padding-left: 20px;">* I follow other people with internet ads. <li style="padding-left: 20px;">* The prices of the products given in internet ads are appropriate.
CIP	Ewing 2013: 85-87; Sohail ve M. Al-Gwaiz 2013: 9-10; Jin ve Lukz 2013: 356-357	<ul style="list-style-type: none"> * Internet ads are informative. * I get information about quality products with internet ads. <li style="padding-left: 20px;">* Internet ads help me get the best brand. <li style="padding-left: 20px;">* Internet ads help me keep up with current social trends.
CPD	Yıldız ve Durmuş 2015: 246	<ul style="list-style-type: none"> * I'm very likely to buy a product with internet ads. * I'm glad to buy products with internet ads. * I also recommend the products I bought with internet ads to my friends. * The information given in internet ads is very important in purchasing the product. * Since Internet ads help me keep up with current social developments, it positively affects my purchase decision. * Internet ads are fun to buy, product or service is important.

The resources given in Table 1 were used to create the study application. Considering the attitudes of consumers towards internet advertising, Osmonbekov et al. (2009) a question from his work, a question from the work of Jin and Lukz (2013), two questions from the work of Sohail and M. Al-Gwaiz (2013) study. Zhou et al. (2016) four questions were added to the scale. In terms of customer motivation, MacInnis et al. (1991), McCable et al. (2007) a question from the applications, Thomas et al. (2013) three questions from the study and a question from the study scale. Two questions from Ewing's (2013) work, Sohail and M. Al Gwaiz (2013), and a question from Jin and Lukz's (2013) scales were added to the study. In terms of purchasing decisions of consumers, 6 questions were added to the study by Yıldız and Durmuş (2015).

1.2. Purpose and Importance of Research

In today's technology world, consumers spend a lot of time on the internet and therefore they can be influenced by internet ads. Customers can also order a large number of ready-to-wear items online. Therefore, this study aims to determine how effective attitudes, information production, motivations and information sharing of consumer apparel products on internet advertising are effective in purchasing decisions. With this model, it is important to determine the effects of the products they receive in internet shopping.

1.3. Research Analysis and Findings

The study consists of 818 students studying at Atatürk University, Gümüşhane University and Bayburt University. The analyzes and findings of the study were evaluated with the following headings.

1.4. Demographic Features-Findings

The gender, age, education and income distribution in the study are presented in table 2 below.

Table 2: Demographic Data

Gender	Frequency	Percent	Education	Frequency	Percent
Woman	402	49,1	College	112	13,7
Male	416	50,9	Faculty	706	86,3
Total	818	100,0	Total	818	100,0
Revenue	Frequency	Percent	Age	Frequency	Percent
200-500	113	13,8	17 and below	178	21,8
501-800	264	32,3	18-19	123	15,1
801-1000	181	22,1	20-21	185	22,6
1001-1300	122	14,9	22-23	146	17,8
1301 and above	138	16,9	24 and above	186	22,7
Total	818	100,0	Total	818	100,0

When the demographic data of the study were examined; There is not much difference between men (50.9%) and women (49.1%), and the majority of those attending the practice is studying at the faculty (86.3%); and students with an average age of 501-800 TL (32.3%) with an average age of 17 and under (21.8%). It is observed that the age ranges are close to each other. Besides, the highest difference in terms of monthly income is composed of students with incomes between 501-1000 TL.

1.5. Factor and Reliability Analysis Results

The Cronbach-Alpha values, which give internal consistency ratios for the implementation scale, are presented in Table 3. Cronbach-Alpha value of the scale was found to be 0,87. In the study scale, the Cronbach-Alpha value of the GAI is 0.70, the CIS is 0.78, the CM is 0.83, the CIP is 0.75 and the CPD is 0.85. In the applied model, the total contribution of 5 factors to the explained variance was calculated as 57.163. P (sig.) value indicating the significance of the study; p = 0,000 (Vazquez et al., 2013: 234; Li vd., 2002: 48).

**Table 3:** Factor and Reliability Analysis Results Table

	Alpha (Percent)	Explained Variance	Factor Loads	R ²
GAI1	,703 (%70.3)	58,236	0.66	0.43
GAI2			0.42	0.18
GAI3			0.52	0.27
GAI4			0.75	0.56
GAI5			0.62	0.38
CIS1	,785 (%78.5)	60,188	0.71	0.50
CIS2			0.72	0.52
CIS3			0.74	0.55
CIS4			0.60	0.36
CM1	,827 (%82.7)	62,845	0.77	0.59
CM2			0.70	0.49
CM3			0.83	0.69
CM4			0.78	0.61
CIP1	,754 (%75.4)	59,432	0.61	0.37
CIP2			0.77	0.59
CIP3			0.75	0.56
CIP4			-0.06	0.0036
CPD1	,854 (%85.4)	66,462	0.47	0.22
CPD2			0.73	0.53
CPD3			0.85	0.72
CPD4			0.72	0.52
CPD5			0.73	0.53
CPD6			0.70	0.49

When the results of the application are evaluated generally, the most contribution to the model is CPD (66,462), CM (62,845), CIS (60,188), CIP (59,432) and GAI (58,236). These results show that the attitudes of consumers towards internet advertising have important effects on information sharing, motivation and purchasing decisions of information production. Also, the contribution of R² value results to the model is given below.

CIS = -0.25*GAI, Errorvar = 0.17, R ² = 0.62			
(0,053)		(0.14)	
-4.7		1.2	
CM = 0.42*GAI, Errorvar = 0.15, R ² = 0.75			
(0.11)		(0.088)	
3.8		1.7	
CIP = -0.22*GAI, Errorvar = 0.16, R ² = 0.65			
(0.095)		(0.1)	
-2.3		1.6	
CPD = -0.35*CIS	0.38*CM	-0.21*CIP,	Errorvar = 0.014, R ² = 0.92
(0.097)	(0.14)	(0.087)	(0.077)
-3.6	2.8	-2.4.	0.18

When R² values are examined; CIS (-0.25) has a negative and significant effect on GAI. CM (0.42) has a positive and significant effect on GAI. CIP (-0.22) has a negative and significant effect on GAI. Besides, CIS (-0.35) was negative and significant on CPD, CM (0.38) positive and significant on CPD, CIP (-0.21) appears to have a negative and significant effect on CPD. Also, it is understood that the R² value explained the CIS equation by 62%, the CM equation by 75%, the CIP equation by 65% and the CPD equation by 92%. In practice, the maximum probability estimate value for -0.25 loss is given, while 0.053 represents the estimated standard error and -4.7 represents t value.

1.6. Path Diagram of GAI, CIS, CM, CIP and CPD and Analysis Results

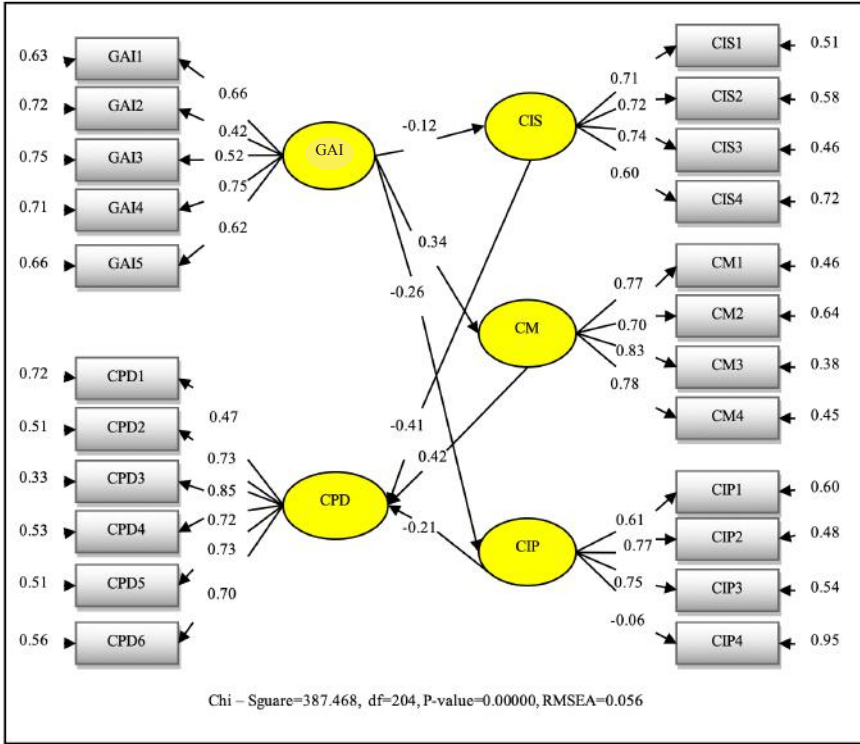


Figure 2: Path Diagram of GAI, CIS, CM, CIP and CPD and Analysis

In the application, the results of the Path diagram and analysis of the attitudes towards the advertising, information sharing, motivations, knowledge production, and purchasing decisions are given in Figure 2. When the results of Structural Equation Model (SEM) were examined; The degree of freedom was found to be $\chi^2 / sd = 1,9$. The RMSEA value indicates that the model is compatible with $RMSEA = 0.056$. GFI values can range from 0 to 1 and should also be greater than 0.90. In the study, the GFI value, which indicates the relationship between the variables, constitutes reliable data compliance with $GFI = 0.96$. IFI, CFI, and NFI values; $IFI = 0.95$ $CFI = 0.94$, and $NFI = 0.91$. These results show that the model is conceptually reasonably consistent (Huang and Dubinsky, 2014: 223; Bostan and Durmus, 2017: 136; Shuu and Tzeng 2018: 391).

When the results of the application are examined, it is seen that many data constitute factor loadings positive coefficients. Only CIP4 (-0.06) were negative coefficients. With this variable, internet ads have

emerged with consumer preferences that they cannot help to get the best brand. In this study, GAI4 (0.75) is the question that explains the variables that reveal the attitudes of consumers (students) towards internet advertising. Here, consumers have stated that they provide up-to-date information about products and services in internet ads. In this study, CIS3 (0.74) is the question that most explains the information sharing of the customers. Here, customers share information about the quality of the products they buy from the internet (ready-to-wear). In terms of customer motivation, the most contributing question was observed as CM3 (0.83). Here, customers (students) stated that they could follow other people through internet ads. CIP2 (0.77) was the most significant contributor to the information production of the customers. Here, consumers emphasize that they get information about internet products and quality products. When the consumers were evaluated in terms of purchasing decisions, they provided the highest contribution with CPD3 (0.85). Here, customers also emphasized that they recommend the products they buy with their internet ads to their friends.

When the hypotheses of the study were evaluated in general; H2 and H5 hypotheses were accepted. H1, H3, H4 and H6 hypotheses were rejected. These results show that; consumer attitudes towards advertising among the information sharing, significant and negative (-0.12), meaningful and positive (0.34) between their motivations, and negative and negative relations (-0.26) between knowledge production. Also, it is seen that there is a negative and significant (-0.41) relationship between information sharing and customer purchase decision, positive and meaningful (0.42) between motivation and purchasing decision, and negative and significant (-0.21) relations between consumer information production and purchasing decision.

Conclusion and Discussion

When we look at the apparel products purchased by the students studying at the university in the study in general; It is understood that there is a negative and meaningful relationship between the attitudes towards internet advertising and the information sharing with friends around. There were also significant and negative relations between information sharing and purchasing decisions. This may be related to the situation in which Lee and colleagues (2015) may have concerns about sharing personal information in their purchases from the internet. Also, Matic and Vojvodic (2014) 's insecurity in the use of the internet in their work on consumers buying decisions has been effective in the decision. Therefore, it may be possible for university students to have a confidence problem in their purchases from the internet. Yee (2005) stated that consumers should be aware

of the information sharing and production capacity of demand. Therefore, this situation should be considered by companies that sell apparel products online. Because, giving a positive impression on consumers can positively affect the attitude of customers, information sharing and purchasing decisions.

In the study, it is observed that the attitudes of the customers towards internet advertisements create positive and meaningful relationships on the motivations and this situation also poses positive and meaningful relationships on the purchasing decisions. Rowe et al. (2016), who argue that it is important to determine the motivation of the customers, McCabe et al. (2007) emphasizing that motivation intention, loyalty, and satisfaction are important, Cater and Cater (2009), arguing that customer motivation is important for emotional commitment and useful jobs, Abayi and Khoshtinat (2016), who emphasize that trust and consumer's mental participation shape the motivation of consumer purchasing decisions, reveal that consumers actually trust internet advertising in terms of their motivation. Besides, Bond et al. (2006) emphasized the importance of security and price in the products purchased in terms of customers' motivations. These results show that consumers are reliable, useful, mentally contributing and preferential in the price of internet advertising motivations.

It is understood that the attitudes of consumers towards internet advertisements create negative and meaningful results on the information production and this situation has negative and meaningful results on the purchasing decisions. Klassen and Rohleder (2004) stated that informing consumers in their studies would lead to increased satisfaction, and Radhakrishnan et al. In the application results, it can be seen that this situation may not be over-informed by the consumers and also the information was given by the consumers is not taken into consideration by the companies selling ready-wear products.

When the results are evaluated in general, information sharing and information production between internet ads and purchasing decisions have a negative effect and they have positive results in terms of their motivation. Schinaider et al. (2016) emphasized that personal differences, cultural and socio-psychological variables may affect purchasing decisions. Therefore, when these factors are taken into consideration in the study, it is understood that the motivations of the consumers besides their differences have important effects on the purchasing decisions.

Limits of Research and Future Research

Taking into consideration the previous studies, the attitudes, in-

formation production, motivations, information sharing and purchasing decisions of the university students towards internet advertising were examined in 2018. Working studying in three universities in Turkey (Atatürk University, University of Gumushane and Bayburt University, 818 students) is limited to students.

While the application was carried out, variables such as internet addresses, web sites, internet advertisements of which consumers were shopping, firms selling ready-to-wear clothing from the internet, social networking sites where they could exchange information were not taken into consideration. In practice, what kind of needs of consumers in ready-to-wear products and what factors they think to affect these needs are not investigated. In this respect, new studies can be carried out in future studies taking these variables into account.

There may be many factors that may affect the consumer's environment in determining their purchasing decisions. Several of these factors have been tried to be expressed in the study. From this point of view, the application can be the source of future research. After that, studies can be applied to different people or groups in different age ranges. Also, the study can be applied to different regions at different times considering cultural and economic differences. Because the rapid change in technology can create differences depending on the time in the consumption habits of consumers.

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