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**TÜKETİCİLERİN SATIN ALMA TARZLARININ MOBİL SATIN ALMA NİYETİNE ETKİSİNDE SOSYAL MEDYA REKLAMLARININ ARACILIK ROLÜ**

THE MEDIATION ROLE OF SOCIAL MEDIA ADVERTISEMENTS IN EFFECT OF CONSUMERS’ PURCHASING STYLES ON THE MOBILE PURCHASING INTENTIONS

(Author’s) Name SURNAME[[1]](#footnote-1), (Author’s) Name SURNAME[[2]](#footnote-2)

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| **Turkish Abstract (Öz)** | **English Abstract (Abstract)** |
| Metin metin metin metin metin metin metin metin metin metin metin metin metin. Metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin. Metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin. Metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin. Metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin metin | Text text text text text text text text text text text text text. Text text text text text text text text text text text text text text text text text text text text text text text. Text text text text text text text text text text text text text text text text text text text text text text text text text text text. Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text. Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text. Text text text text text. Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text. Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text |
| **Anahtar Kelime (Keywords):** Metin, Metin Metin, Metin ve Metin. | **Keywords:** Text, Text Text, Text and Text. |

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1. AAAA AAAA

1.1. Aaaa Aaaaa

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**INTRODUCTION (All headings should be in 11-point bold font with all letters capitalized).**

The main body text of the whole manuscript should be written in 11-point font. The introduction should include basic concepts, theoretical development, and approaches in the current literature related to the relevant study, as well as the research problem, aim, importance, hypotheses, assumptions, limitations, etc. of the study. It should begin on a new page.

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**1.1. Subheading (Level 2 Subheading - 11 point, title case, bold)**

**1.1.1. Subheading (Level 3 Subheading - 11 point, sentence case, bold)**

***1.1.1.1. Subheading (Level 4 Subheading - 11 point, sentence case, bold, italicized)***

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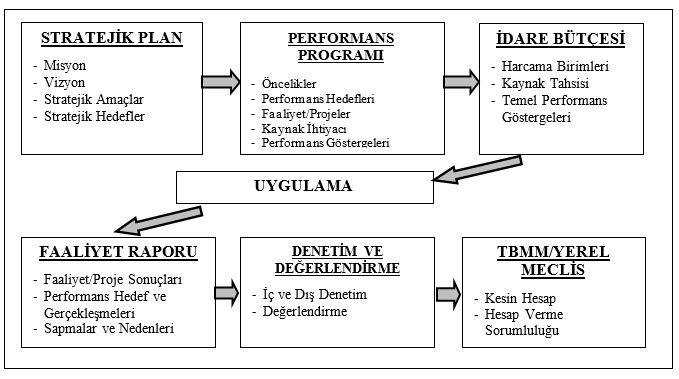
**Below are samples of tables, figures, graphs, and pictures:**

**Table 1.** Granger Causality Test Results

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables\*** | **Direction of Causality** | **F-statistic** | **Probability** |
| CR/GDP - GDPGR |  | 0.46 | 0.77 |
| GDPGR - CR/GDP | 0.89 | 0.51 |
| CR/GDP - EIGR |  | 2.15 | 0.07 |
| EIGR - CR/GDP | 2.35 | 0.05 |
| \*Variables are set based on the …….. criteria. |  |  |  |

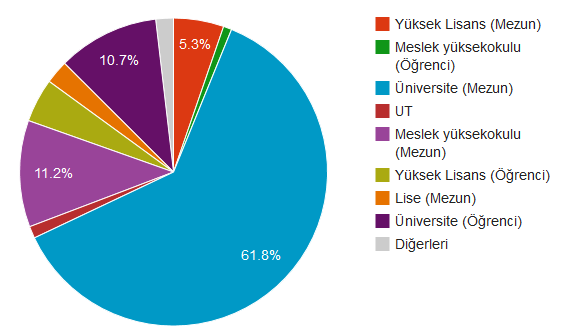
**Source:** (Gümüş, 2017).

**Figure 1.** Strategic Planning in Local Government



**Source:** (Gümüş, 2017).

**Graph 1:** Levels of Education



**Source:** (Gümüş, 2017).

**Picture 1:** Perspective Gained by Reading



**Source:** (Gümüş, 2017).

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The Methods section of the research should include information on the research’s aim, method, and data collection techniques as well as research sampling and model. For conceptual research, the author(s) must clearly state the methods used in the research.

The methods used in the study should be clearly stated in this section. Furthermore, the author(s) should state in this section that they obtained the required ethics committee approval.

For example, “Surveys were used as a data collection tool in the research conducted to identify ......... . An ethics committee approval to conduct surveys in this study was obtained from ......... University’s Ethics Committee with the decision no. ... made at the meeting no. ... of .../.../...

**CONCLUSION (All headings should be in 11-point bold font with all letters capitalized.)**

**\* Once the conclusion statement is given, an ethics statement should be included as follows:**

|  |
| --- |
| ***Etik Beyan:*** *Bu çalışmada kullanılan anket yöntemi için ……… Üniversitesi Etik Kurulu’ndan ../../…. tarihli ve …./.. nolu toplantısında .. sıra sayılı kararı ile izin alınmıştır. Aksi bir durumun tespiti halinde Beykent Üniversitesi Sosyal Bilimler Dergisinin hiçbir sorumluluğu olmayıp, tüm sorumluluk çalışmanın yazar (lar) ına aittir.*  ***Yazar Katkı Beyanı****:1. Yazarın katkı oranı %...., 2. Yazarın katkı oranı ise %...’dir.*  ***Çıkar Beyanı****: Yazarlar arasında çıkar çatışması yoktur.*  ***Ethics Statement:*** *An ethics committee approval to conduct surveys in this study was obtained from ... University’s Ethics Committee with the decision no. ... made at the meeting no. ... of .../.../... In the event of a missing ethics committee approval, Beykent University’s Journal of Social Sciences shall take no responsibility, and all the responsibility shall be undertaken by the author(s) of the study.*  ***Author Contribution*** ***Statement***: *1st author's contribution rate is … %, and 2nd author's contribution rate is … %.*  ***Conflict of Interest*:** *The authors declare that there is no conflict of interest.* |

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Torino, G. C., Rivera, D. P., Capodilupo, C. M., Nadal, K. L., and Sue, D. W. (Eds.). (2019). Microaggression theory: Influence and implications. John Wiley and Sons. https://doi.org/10.1002/9781119466642

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Dillard, J. P. (2020). Currents in the study of persuasion. In M. B. Oliver, A. A. Raney, and J. Bryant (Eds.), Media effects: Advances in theory and research (4th ed., pp. 115–129). Routledge.

Thestrup, K. (2010). To transform, to communicate, to play—The experimenting community in action. In E. Hygum and P. M. Hygum (Eds.), Early childhood education: Values and practices in Denmark. Hans Reitzels Forlag. https://earlychildhoodeducation.digi.hansreitzel.dk/?id=192

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Harlan, C. (2013, April 2). North Korea vows to restart shuttered nuclear reactor that can make bomb-grade plutonium. The Washington Post, A1, A4.

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