COMPARISON OF THE EFFECTS OF MEGA AND MICRO-INFLUENCERS ON CONSUMER PURCHASING BEHAVIOUR

Necat ÖĞÜT[*] iD

Tuğçenur EKİNCİ FURTANA[†] iD

Abstract

Social media is frequently used for the promotion activities of companies. Advertising and promotional activities began to be shaped through the "influencer". The influencer is carries out the marketing activity. Influencer types are examined in three separate groups, considering the number of followers on social media. These are mega-influencers, macro-influencers and micro-influencers. The marketing methods of social media phenomena and the effect of sales strategy on consumer decisions, as well as mega and micro-influencers, will be compared. In the study, a comparison of mega-micro influencers in influencing consumer decisions was made, and the study tried to conclude which one was more effective. The shares of two influencers on YouTube were used in the research data collection tool. The questionnaire, created as a data collection tool, was sent to 327 participants in Istanbul via Google Forms. The answers received were coded using SPSS 22. The shares belonging to Promotion A Mega Influencer and Promotion B Micro Influencer were compared. Descriptive Statistics and the Chi-square test were used for comparison. In the comparison, it was concluded that Promotion B, which is the share of Mikro Influencer, had a greater effect on the purchasing behaviour of consumers.

Keywords: Famous, Influencer, Influencer marketing, Sales strategy, Consumer, Mega influencer, Micro influencer, Social media

SOSYAL MEDYA FENOMENLERİNİN PAZARLAMA YÖNTEMLERİ İLE SATIŞ STRATEJİSİNİN TÜKETİCİ KARARINA ETKİSİ, MEGA-MİKRO INFLUENCER KARŞILAŞTIRILMASI

Özet

Sosyal medya günümüzde şirketlerin tutundurma faaliyetleri için sıklıkla kullanılmaktadır. Reklam ve tanıtım faaliyetleri 'Influencer'' aracılığıyla şekillendirilmeye başlanmıştır. Influencer etkileyen kişi olarak tanımlanır ve pazarlama faaliyetini icra eder. Sosyal medyada takipçi sayısı göz önünde bulundurulduğunda influencer türleri üç ayrı grupta incelenir. Bunlar; mega-influencer'lar, makro-influencer'lar ve mikro-influencer'lardır. Araştırmada, sosyal medya fenomenlerinin pazarlama yöntemleri ile satış stratejisinin tüketici kararına etkisi, mega ve mikro influencer karşılatırılacaktır. Çalışmada tüketici kararını etkilemede mega- mikro Influencer karşılaştırılması yapılmış ve hangisinin daha etkili olduğu sonucuna varılmaya çalışılmıştır. İki Influencer'ın youtube'ta yaptığı paylaşımlar araştırmanın veri toplama aracında kullanılmıştır. Veri toplama aracı olarak oluşturulan anket, Google Formlar üzerinden İstanbul ilindeki 327 katılımcıya gönderilmiştir. Alınan cevaplar SPSS 22 aktarılarak kodlanmıştır. Tanıtım A Mega Influencer ve Tanıtım B Mikro Influencer'a ait olan paylaşımların karşılaştırılması yapılmıştır. Karşılaştırmada Tanımlayıcı İstatistikler ve Kikare testi kullanılmıştır. Yapılan karşılaştırmada Mikro Influencer'a ait paylaşım olan Tanıtım B'nin tüketicilerin satın alma davranışına daha fazla etki sağladığı sonucu ortaya çıkmıştır.

Anahtar Kelimeler: Ünlü, Influencer, Nüfuz Pazarlaması, Satış stratejisi, Tüketici, Mega influencer, Mikro influencer, Sosyal medya

Introduction

In the digital age, marketing strategies have shifted significantly from traditional methods to digital platforms. While written media and television were once dominant in product marketing,

[*] Yüksek Lisans Öğrencisi, İstanbul Sabahattin Zaim Üniversitesi, İşletme ve Yönetim Bilimleri Fakültesi, İstanbul, Türkiye, necat.ogut@hotmail.com

[†] Dr. Öğr.Üyesi, İstanbul Sabahattin Zaim Üniversitesi, İşletme ve Yönetim Bilimleri Fakültesi, İstanbul, Türkiye, tugcenurekinci@gmail.com

social media has emerged as a critical tool. Social media marketing leverages both corporate identities and influencers—individuals with substantial followings who can impact societal trends. This practice, known as Influencer Marketing, involves influencers promoting products and services to their audiences, thereby enhancing brand visibility and consumer engagement.

The rise of social media has transformed the communication landscape between consumers and brands. Social media allows for the bilateral sharing and access of user-generated content. Influencers operate on platforms like YouTube, Instagram, Snapchat, and blogs, where they play a pivotal role in marketing campaigns. Companies increasingly rely on these influencers for effective and cost-efficient advertising, leading to the rapid growth of social media influencers who achieve fame quickly through engaging content.

Marketing encompasses more than just sales; it includes various functions such as management, production, finance, accounting, employee relations, and public relations. Successful marketing requires the integration and collaboration of these functions. Modern marketing types include Direct Marketing, Viral Marketing, Neuro Marketing, Niche Marketing, Digital Marketing, Data-based Marketing, Mobile Marketing, Word of Mouth Marketing, and Virtual Marketing.

Consumers today have numerous options for purchasing goods and services based on their needs and preferences. For businesses to succeed, they must make their products recognizable and highlight their advantages over competitors. Advertising plays a crucial role in this process, helping to inform and persuade consumers. Before making a purchase, consumers often research products through social media, relying on influencers as opinion leaders.

This study compares the effectiveness of Mega Influencers and Micro Influencers in influencing consumer decisions. The research uses posts from two different influencers promoting the same product and brand. The study aims to identify which type of influencer is more persuasive among different consumer generations, providing insights into effective marketing strategies.

The paper contributes to the existing literature by highlighting the differential impact of influencer types on consumer behavior across generational cohorts. It addresses the research gap by examining how Macro and Micro Influencers affect purchasing decisions among Generation Z and Generation Y, offering practical recommendations for brands on selecting the appropriate influencers for their target audience.

1. Celebrity Concept

World-famous means are famous, glorious, and notorious, according to the Turkish Language Institution (Turkish Language Society, 2022). Famous people globally, especially in football, sports, commerce, fashion, literature, health, national and global politics, society, music, cinema, theatre, radio, and social media, based on the increasing interest and curiosity in the global epidemic. It can be from various fields or even animation content (Göral, 2019).

1.1 Being Famous on Social Media

The Internet has become a significant factor in effective communication and interaction with developing technology. The increase in internet access has brought different searches in people, and the phenomenon of social media has emerged. For those who are in search of being famous, social media has opened the door to becoming famous quickly and with much less effort. People who can be effective in the videos that attract attention and in the presentation of these videos can gain fame on social media in a short time (Kırık, 2017).

1.2 Traditional Fame

People who are called traditional celebrities are people who have gained fame through traditional means and media channels such as television shows, movies, TV series stars, singers and writers. On these platforms, celebrities announce their names in the movies or TV series they appear in, their albums or their success in specific sports fields, primarily football and

basketball. Traditional celebrities, who have created a fan base through this way of gaining fame, which is called traditional media or traditional method, seem to have carried this fan base to social media lately (Göral, 2019).

2. Influencer Concept

Influencer means the person who influences and is a word that has passed into our language from French. The Turkish Language Institution expresses the meaning of the phenomenon. The word Influencer has been used in different scientific studies and has been used with different meanings. In many studies, an Influencer has been defined as the person who performs this activity in marketing activities. According to the data obtained by the We Are Social research study, while more than 3,480 billion individuals were active on social platforms in 2019, it was determined in the same research report that there were 62 million internet users in Turkey in 2020. It has been determined that this rate covers 74% of Turkey's population. This figure was 59 million in 2019 and 54 million in 2018. In this research conducted in 2020, it was determined that the use of social media in Turkey was 52 million in 2019 and 51 million in 2018. In this research, it was determined that 92% of Turkey's population (77 million) are mobile users. These figures were determined to be 76 million in 2019 and 59 million in 2018, and statistical data resulted in an increase in internet usage over mobile with the increase in mobile usage (Wearesocial, 2022).

2.1 Influencer Types and Features

Considering the number of followers on social media, influencer types are grouped into three separate groups and are classified as Mega-Influencers, Macro-Influencers and Micro-Influencers in social media. Mega Influencers are people who are generally known by social media users with the new era, which has millions of followers, such as singers who became famous on stages and concerts that were famous before social media, actors and actors known in cinemas and theatres. Mega Influencers have millions of followers on social media. Macro Influencers have a large and high following. It is an Influencer with a follower population of approximately 100,000 to 1 million. Having a large number of followers has advantages as well as disadvantages. This disadvantage is that influencers cannot control the characteristics and tendencies of their followers. Micro-influencers have fewer followers than Macro Influencers. Micro-influencers are experts in a subject. The number of followers of this type of Influencer is between 10 thousand -100 and thousand, they have experience with the brand, and they are people who have become a brand (Satıcı, 2021).

2.2 Influencer marketing

Traditional marketing techniques were developed to meet the goods and services produced by the producers with the demanding customers and continue their continuity for a long time; It has created the necessity and needs for the world to change with the rapidly developing technology, as well as the increasing interaction, especially with the development of communication on a global scale (Canöz, 2020). With the development of technology and the increase in communication, the concept of social media, namely Influencer, has emerged. Arousing curiosity and admiration for the shares, shared photos, comments, and people sharing some information on different social media platforms, they started to be followed, and thus Influencers created a state of admiration for those who follow them, and with this admiration, they became more popular with the audience they admired. Influencers have become individuals and are followed by thousands or even millions of people who have a specific audience together with these followers, whose information they share.

2.3 Media Sharing Sites in Influencer Marketing

The word celebrity is defined as "an individual who is known in the eyes of citizens and the public and uses this recognition for the benefit of the consumer for the determined goals by appearing in the advertisement of a product or service" (Mert, 2018). While marketing activities

are carried out for companies, the use of well-known celebrities in advertisements and promotions helps to increase the recognition status of the brand while providing positive thoughts towards the brand of the product or service offered to the consumer. The presented advertisements are seen as a means of entertainment in the eyes of consumers (Rodriguez, 2008). Social platforms that Influencers, who will carry out marketing activities, are heavily involved in are Youtube, Instagram, Snapchat, and Blogs.

2.4   Influencer Marketing Strategies

The increase in the use of social media with the developing technology has created Influencers who are known on these platforms apart from traditional celebrities and have a large fan base after a certain period. Celebrities such as Youtubers and Instagram influencers are known as Influencers with large follower counts. The meaning of large follower numbers in marketing for brands is that such influencers can influence a large number of people. This view has led companies and brands to develop new strategies for reaching consumers, promoting products or services and showing their presence (Constantinides, 2021). These new strategies have been created because there may be different ways to reach the consumer with the rapid increase in the use of developing technology and social media.

Influencer Marketing Message Strategies: In addition to rapidly advancing technology and communication on a global scale, the social media platform, whose development continues at an incredible pace, has directed companies that market products and services to different methods other than traditional marketing in reaching the consumer to improve their marketing activities. In this situation, where there are various alternatives, companies that carry out marketing activities are rapidrapidly turnal channels, especially social media. Microblog Twitter, where the situation is expressed as a particular letter and character limit, with written and visual expressions, as social media with increasing effectiveness in this market, applications where personal or non-personal video and photo sharing are made, Instagram and Youtube (Osatuyi, 2013).

Influencer's Message Strategy in Advertising: When we want to explain the message strategy, it is expressed as the approach that guides the marketing communication made by a penny engaged in commercial activity on behalf of the company's corporate identity (Taylor, 1999). The message strategy used in advertisements is divided into transformational and informational (Wells, 1984). Informational advertising aims to persuade the customer who wants to know the product by impressing them with evidence or claims based on reasoning about the service or product with a particular brand. The primary purpose of informational advertisements is to influence the characteristics of the brand and the thoughts about knowing the brand (Aaker, 1992). Taylor explained six sub-themes in the message strategy wheel; these six sub-themes are Ego, Social, Sensory, Routine (Habit), Special Needs, and Share (Ration) (Taylor, 1999).

Product Placement as Influencer Marketing Strategist: The contribution of a social media celebrity or a traditional celebrity to a brand that is the subject of marketing is formed by transferring the cultural values held by that famous person to the service or product that the advertised brand wants to market, and to the consumer who buys the service or product in the ongoing process (Mccracken, 1989). Marketers; With the emergence of social media and online technology, all cultural values have become synonymous with the prestige held by the Influencer; in the case of cooperation with Influencers, who have the power to influence a new celebrity model other than the traditional celebrity in the lives of people in the consumer category, that is, social media phenomenon Influencers. Moreover, aims to transfer identity relations to the brand. In this case, the harmony established between the image of the brand owned by the company and the image of the Influencer with which it has reached an agreement is of great importance.

3. Consumer Perception

3.1. Influencer marketing strategies to persuade the consumer

People living in the universe and maintaining a social life are in constant communication for different and similar reasons. She communicates at an understandable level to share information, express her feelings and thoughts, and understand the other person's needs in the communication process. Socially, people aim to influence the other person, person or organization according to their truths while describing themselves in the communication and interaction she has established or while expressing the behaviour and expressions related to a situation (Gluckmans, 2017).

3.2. Effects of Influencer Marketing on Consumer Purchasing Behavior

Individuals in the market targeted by companies and brands who accept or do not accept the components of the marketing offered through these companies are in the concept of customer and express the definition of the consumer. Customer groups, which have different personalities, psychological, social and cultural characteristics and constitute the possible consumers of companies and brands, are the main elements that determine companies' operational goals and plans (İslamoğlu, 2003). For this reason, examining customers' behaviour, which is strategically crucial for brands, will bring many benefits. Individuals in the position of customers buy products or services to meet their demands and needs. Nevertheless, before making this purchase, consumers research to be informed about the product or service they want to buy and the brands where the product or service is available. In this stage, individuals gather information from their social environment, family members, and social groups. Customers can be informed about the goods, services or products they request to meet their needs on the online platform and can convey their demands and complaints to the brands (Gluckmans, 2017). When companies evaluate this situation, they use influencers, who have a high number of followers in the name of Promotion and marketing, are popular and trustworthy, and are fast and phenomenal to spread the necessary information to many people while carrying out the promotion activity (Veirman, Cauberghe, & Hudders, Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude, 2017).

3.3. Reflection of Social Impact on Purchasing Preferences: Influencer/Influencer Consumer

Since the last phase of the 1900s and the beginning of the early 2000s, the development of communication and interaction due to the advancement of technology and the online platform in the dissemination of information, the transformation that occurred in the light of these developments have affected the lifestyles of people, along with this change, the consumer and their consumption patterns. The phase of this change has coincided with the Post-modernist period. In the postmodern era, people in the position of customers have started to influence other people on the online platform and have started to create brand awareness around them. The online communication platform has taken the form of a channel where people in the position of customers perform their consumption actions. This change has made it necessary for companies and brands to direct their marketing actions to the online platform, to develop their communication activities in this direction by taking into account internet applications, and to create ways and methods that focus on the consumer (Kenneth & Baack, 2016). The effect between people who are considered consumers occurs as an effect that will occur on the beliefs, actions and behaviours of the individual, who is expressed as a postmodern consumer through unsystematic and sudden interaction with other individuals. These effects are seen in the communication channel established by the individuals (William O. Bearden, 1989). Today's consumer segment of the people who specialize in marketing uses social media channels actively and intensively in the online platform to reach the postmodern consumer. This platform

also accelerates and intensifies. In today's consumer model, social media applications, which postmodern consumers use on mobile in the daily flow of their lives, have created different ways for companies and brands to communicate in marketing activities (Anderson, 1972).

3.4. Postmodern Consumption and Postmodern Consumer

Together with the concept of Postmodernism that we had explained, in the period when the modern concept was lived, it is the words that contain the features of this period and are explained as an adjective rather than a noun in terms of grammatical rules (Şaylan, 2009). The existence of the word modernism dates back to the 1800s. Modernism, which started in the past, continued its effectiveness until the 1900s (Kumar, 2004). Becoming modern and postmodern describes a phase or formation (Habermas, 1994). While the words Postmodernism and modernism express an aesthetic thought when spoken, what is meant to be fully explained by modernism is taken with the meanings of development, becoming modern and adopting the lifestyle required by the network, using one's mind without the need for anyone else, that is, enlightenment, getting rid of the old and becoming a new one. Used to describe the expressions of coming (Kızılçelik, 1996). While modernism expresses such meanings, it describes the phase that is wanted to be explained in the concept of Postmodernism, which is beyond the finished high modernism situation (Featherstone, Postmodernizm ve Tüketim Kültürü, 2005). The last period, the information period, consisted of decades and was divided into ten-year phases within its period and witnessed developments and changes in this process (Toffler, 2008). We can evaluate the post-modernist idea from different dimensions and different angles. The first of these aspects is to increase the number of actual words related to modernism. A second aspect is that the post-modernist idea defends the dissolution of modern assumptions. The third aspect is that the postmodern idea, together with the idea of capitalism or communism, ended due to the support it gave to modernism. Then the word individual was expressed as 'subjectively reasoning in the name of change' (Behrens, 2011).

3.5. Social Impact and Transformation of the Post-Modern Consumer

With the development of technology and technology, the increase in interaction and communication on online platforms, and the existence of the digital dimension in our lives, the situations that the post-modernist universe has socially instilled in us manifest themselves in our lives and surround society. While these innovations are formed in different situations, the opinions and ideas of the consumer segment, where the postmodern understanding prevails, are changing in the direction of expansion by moving away from being frequent. This change reflects the consumers in the Postmodern understanding to evaluate the new thoughts that occur with Postmodernism as hope or obstacle and reflect their needs to their preferences with this evaluation (Elliot, 1995, s. 174). Consumption style in the postmodern phase transforms the culture, traditions, customs and beliefs of the society in which the individual lives and reconstitutes them in the form of consumption items, taking every situation and the phenomenon he encounters without hesitation and adding it to its structure as a term (Featherstone, 1996). With the postmodern understanding, the rapid fulfilment of the customers' needs regarding the service or product effectively transforms the individual. For this reason, such customers are searching for new ones by being quickly satisfied with the service or product since they have features such as being quick excited, peaceful and not patient (Bauman, 1999).

4. Research

4.1. Aim of Research

The use of social media, which has gained speed globally, is also accelerating in Turkey at the same rate. For brands, the increase in the number of users on social media has created a new marketing method. Companies that aim to reach and influence the consumer through social

media, famous people, namely Influencers, aim to reach the consumer with the Influencer marketing model.

This study aims to contribute to the literature by measuring which of the two promotional videos presented about the same brand and product is more effective in the decisions of women who are social media users in Istanbul. Participants were not told who the people in the video were. One of the Influencers making the Promotion was chosen as a Mega Influencer and the other as Micro-Influencer. With the answers given by the participants, the effects of Mega Influencer and Micro Influencer on the participant were measured. In addition, it was also examined whether the answers given in terms of educational status and income levels varied.

4.2. Literature Review

When it summarised the literature review of influencer marketing, key contributions are made by Freberg, K., Graham,K., McGaughey,K, and Freberg,L.A (2011). The article Who are the Social Media Influencers? A Study of Public Perceptions of Personality is mainly about investigating public perceptions of social media influencers' personalities and their influence. It highlights the traits that make influencers effective, such as authenticity and expertise. The contribution of the article is to investigate public perceptions of social media influencers' personalities and their influence. It highlights the traits that make influencers effective, such as authenticity and expertise. De Veirman, M., Cauberghe, V., and Hudders,L. (2017) examine how the number of followers and the fit between the influencer and the product affect consumer attitudes towards the brand in their article " Marketing through Instagram Influencers: The Impact of Number of Followers and Product Divergence on Brand Attitude. In addition, the balance between follower count and product-influencer fit is highlighted, emphasizing that a high number of followers does not always translate to a higher brand impact. Another contributor, Abidin, C. (2016), in the article, named Aren't these just young, rich women doing vain things online? Influencer selfies as subversive frivolity, this ethnographic study explores the practices of influencers, focusing on how they present themselves and their lives on social media platforms like Instagram and provided a deeper understanding of the social dynamics and cultural implications of influencer activities, challenging stereotypes about influencers. Lou, C., & Yuan, S. (2019)in their article Influencer marketing: How message value and credibility affect consumer trust of branded content on social media, looks at how the perceived value and credibility of an influencer's message impact consumer trust and engagement. Their contribution is Demonstrating the critical role of content value and credibility in building consumer trust in influencer marketing. Hughes, C., Swaminathan, V., & Brooks, G. (2019) in their research investigates the effectiveness of sponsored blogging campaigns by analyzing consumer engagement metrics and Provided empirical evidence on the effectiveness of sponsored content and highlighted strategies for maximizing engagement through influencer partnerships. Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019) in their study examine the perspectives of advertising agencies on the execution and effectiveness of influencer marketing campaigns and offer insights into the strategic considerations and challenges faced by agencies in leveraging influencers for marketing purposes.Jin, S. V., Muqaddam, A., & Ryu, E. (Jin, 2019) in their resarch explores the concept of "Instafamous" individuals and their impact on consumer behavior, focusing on the authenticity and parasocial relationships between influencers and followers. Highlighted the importance of authenticity and the psychological connection between influencers and their followers in driving marketing outcomes.

Considering the literature review, within the scope of influencer marketing, the influence of consumers in Turkey on their shopping decisions within the scope of mega and micro-influencers is examined.

4.3. Universe and Sample Size and Data Collection Tools

In the study, the population was determined as female individuals over 18 living in Turkey. A questionnaire study was considered a data tool. The questionnaire consists of questions related to 4 demographics and 37 statements presented in the appendix. The questionnaire was prepared from questions that included qualitative data by taking expert opinions. The questionnaire form was transferred to Google Form because it was incorrect to do it face-to-face due to pandemic conditions. The link has been shared with all groups on internet applications. In this way, a total of 327 individuals completed the questionnaire. The questionnaires were collected in electronic form. A simple Random Sampling method was used.

4.4. Analysis Method of the Research

A database was created in the package program SPSS.22 to analyze the answers to the research questionnaire. All hypotheses to be established were analyzed in the SPSS.22 package program. Since the analysis that should be done before the research method and hypotheses is to measure the reliability of the questionnaire, the necessary Cronbach's Alpha coefficient was calculated first.

The results of the reliability analysis of 37 different statements in the questionnaire are shown in Table 3. As a result of the reliability analysis of the scale, the Cronbach's Alpha value was 0.971.

As the Cronbach's Alpha value found as a result of the analysis is more significant than 0.9, it is seen that the scale has excellent reliability.

4.5. Demographic Information

It was stated in the previous section that the survey focused on four demographic questions.

The questions were determined as Income, Age, Educational Status and Profession.

Table 1. Age Frequency and Percentage

	f	%
18-24	86	26,3
25 and above	241	73,7
Total	327	100,0

It is seen that the number of those in the 18-24 age range is 86, the rate is 26.3%, the number of those aged 25 and over is 241, and the rate is 73.7%

Table 2. Training Frequency and Percentage

	n	%
High school and below	79	24,2
Associate degree and above	248	75,8
Total	327	100,0

It is seen that 79 and 75.8% of the participants in the research have associate degrees and higher degrees, and 248 and 24.2% have a high school or below education level.

Table 3. Monthly Income Frequency and Percentage

	f	*%*
Low	53	16,2
High	274	83,8
Total	327	100,0

16.2% of the respondents have a low monthly income, and 83.8% have a high monthly income. In the table mentioned above, among those who participated in the survey were those with low income.

It is seen that the rate of people with high is 53 and the rate is 16.2%, the number of high ones is 274, and the rate is 83.8%.

Table 4. Comparison of how you feel about Promotion A and Promotion B Youtube sharing

	Introduction A		Introduction B	
	Ort	SS	Ort	SS
tasteless - pleasurable	1,83	2,17	4,17	2,22
bad-good	1,90	2,20	4,30	2,19
unpleasant-pleasant	1,93	2,19	4,28	2,22
negative-positive	1,94	2,20	4,30	2,22
cheesy-cute	1,91	2,22	4,27	2,25

In the table mentioned above, the participants were asked about their feelings about the sharing given by Promotion A and Promotion B, who were shown the presentation. As seen in the table, it was asked to answer with a Likert scale from 1 to 7. Responses to how they felt for Presentation A and Presentation B were unpleasant-pleasant, bad-good, unpleasant-pleasant, negative-positive, and unpleasant-lovely. The answers given in the table are compared.

Table 5. Which Youtube promotional videos you watched above sounded more natural to you?

			Introduction A	Introduction B	Total	p
Your age*	18-24	n	44	42	86	
		%	13,5%	12,8%	26,3%	
	25 and above	n	39	202	241	
		%	11,9%	61,8%	73,7%	0.00
Total		n	83	244	327	
		%	25,4%	74,6%	100,0%	

A significant difference was found in the chi-square test performed to investigate the differentiation status of the perception of naturalness in Youtube promotional videos according to education level ($p<0.05$). When analyzed according to education levels, it is seen that Promotion B is perceived as more natural. Promotion B was more natural to 62.4% of associate degree and higher graduates.

Table 6. Which Youtube promotional videos you watched above sounded more natural to you?

			Introduction A	Introduction A	Total	p
Your Monthly Income	Low	n	22	31	53	
		%	6,7%	9,5%	16,2%	
	High	n	61	213	274	0,003
		%	18,7%	65,1%	83,8%	
Total		n	83	244	327	
		%	25,4%	74,6%	100,0%	

A significant difference was found in the chi-square test conducted to investigate the differentiation of the perception of naturalness in Youtube promotional videos according to monthly income (p<0.05). When analyzed according to monthly income, it is seen that Promotion B is perceived more naturally by those with a high monthly income level (65.1%).

Table 7. Which Youtube promotional videos you watched brought you closer to purchasing the product?

			Introduction A	Introduction B	Total	p
Your age	18-24	%	47	39	86	
		%	14,4%	11,9%	26,3%	
	25 and above	%	38	203	241	0.00
		%	11,6%	62,1%	73,7%	
Total		%	85	242	327	
		%	26,0%	74,0%	100,0%	

A significant difference was found in the chi-square test, which examined which YouTube promotional videos are closer to purchasing according to age (p<0.05). It is seen that Promotion B brings people aged 25 and over closer to purchasing more than those aged 18-24 (62.1%).

Table 8. Which of the Youtube promotional videos you watched above brought you closer to purchasing the product?

			Introduction A	Introduction B	Total	p
Education	High school and below	n	42	37	79	
		%	12,8%	11,3%	24,2%	
	Associate degree and above	n	43	205	248	0.00
		%	13,1%	62,7%	75,8%	
Total		n	85	242	327	
		%	26,0%	74,0%	100,0%	

A significant difference was found in the chi-square test performed to examine which of the Youtube promotional videos brings you closer to the purchase according to the education level (p<0.05). It is seen that Promotion B brings associate degrees and higher graduates closer to purchasing than others (62.7%).

Table 9. Which Youtube promotional videos you watched above brought you closer to purchasing the product?

			Introduction A	Introduction B	Total	p
Monthly income	Low	n	23	30	53	
		%	7,0%	9,2%	16,2%	
	High	n	62	212	274	0.002
		%	19,0%	64,8%	83,8%	
Total		n	85	242	327	
		%	26,0%	74,0%	100,0%	

A significant difference was found as a result of the chi-square test conducted to examine which of the Youtube promotional videos brings you closer to the purchase according to the "monthly income" variable (p<0.05). Among those who think that the phenomenon in Promotion B brings them closer to purchasing a product, the rate of those with high income is higher than the others (64.8%).

Table 10. Which Youtube promotional videos you watched above brought you closer to purchasing the product? * Have you purchased a new product promoted by an influencer on Youtube last year?

			Introduction A	Introduction B	Total	p
	No, I didn't	n	36	73	109	
		%	11,0%	22,3%	33,3%	
	Yes, I got it	n	49	169	218	0,04
		%	15,0%	51,7%	66,7%	
Total		n	85	242	327	
		%	26,0%	74,0%	100,0%	

Which of the Youtube promotional videos brings the user closer to purchasing the product: "In the last three months, have you purchased a new product promoted by an influencer on Youtube in the last year?" A significant difference was found in the chi-square test according to the variable (p<0.05). Among those who think that the phenomenon in Promotion B brings them closer to purchasing the product, the proportion of those who purchase a new product promoted by the Influencer is higher (51.7%) than those who did not.

Table 11. Which of the Youtube phenomena you watched above convinced you more about the product?

			Introduction A	Introduction B	Total	p
Your age	18-24	n	45	41	86	
		%	13,8%	12,5%	26,3%	
	25 and above	n	39	202	241	0.00
		%	11,9%	61,8%	73,7%	
Total		n	84	243	327	
		%	25,7%	74,3%	100,0%	

As a result of the chi-square test, a significant difference was found between which of the Youtube phenomena convinced you more and the age variable (p<0.05). Among those who think the phenomenon in Promotion B is more convincing for the product, the rate of those aged 25 and over is higher than the other age groups (61.8%).

Table 12. Which of the Youtube phenomena you watched above convinced you more for the product?

			Introduction A	Introduction B	Total	p
Education	High school and below	n	41	38	79	
		%	12,5%	11,6%	24,2%	
	Associate degree and above	n	43	205	248	0.00
		%	13,1%	62,7%	75,8%	
Total		n	84	243	327	
		%	25,7%	74,3%	100,0%	

As a result of the chi-square test, a significant difference was found between which of the Youtube phenomena convinced you more and the education level variable (p<0.05). Among those who think that the phenomenon in Introduction B is more convincing for the product, the rate of those with an associate degree or higher is higher than the others (62.7%).

Table 13. Which of the Youtube phenomena you watched above convinced you more for the product?

			Introduction A	Introduction B	Total	p
Your Monthly Income	Low	n	22	31	53	
		%	6,7%	9,5%	16,2%	
	High	n	62	212	274	0.04
		%	19,0%	64,8%	83,8%	
Total		n	84	243	327	
		%	25,7%	74,3%	100,0%	

As a result of the chi-square test, a significant difference was found between which of the Youtube phenomena convinced you more and the monthly income variable (p<0.05). Among those who think that the phenomenon in Promotion B is more convincing for the product, the proportion of those with a higher income level (64.8%) is higher than the others.

Table 14. Which of the Youtube phenomena you watched above appealed to you more?

			Introduction A	Introduction B	Total	p
Education	High school and below	n	39	40	79	
		%	11,9%	12,2%	24,2%	
	Associate degree and above	n	46	202	248	0.00
		%	14,1%	61,8%	75,8%	
Total		n	85	242	327	
		%	26,0%	74,0%	100,0%	

As a result of the chi-square test, a significant difference was found between which YouTube phenomena appeals to the audience more and the education level variables (p<0.05). It is seen that the phenomenon in Introduction B appeals to associate degree and higher graduates more than others.

Table 15. Which of the Youtube phenomena you watched above appealed to you more?

			Introduction A	Introduction B	Total	p
Your Monthly Income*	Low	n	22	31	53	
		%	6,7%	9,5%	16,2%	
	High	n	63	211	274	0.005
		%	19,3%	64,5%	83,8%	
Total		n	85	242	327	
		%	26,0%	74,0%	100,0%	

Monthly income

The phenomenon in Promotion B appealed more to those with higher monthly incomes than others. (64.5%).

4.6. Comparisons

While the data was collected through the questionnaire, two different Influencer promotional videos, Promotion A and Promotion B, were presented to the participants. Promotion A is Mega Influencer Daniela Bilic with 2.9 Million followers. Promotion B is Micro-Influencer Senem Diyer with 5.92 thousand followers. The identity information of the Influencers in the videos presented to the participants and what type of Influencers they are are not specified. Participants who watched the promotional videos and then answered the questions asked gave their answers in the survey without knowing who the Influencers were.

The hypotheses are presented below.

Hypothesis 1:

H1: When the descriptive statistics of the answers given by the research participants are exahttps://www.youtube.com/watch?v=23T4AeHClngmined; It is seen that they tend to buy the product shared in Promotion B more than the shared product in Promotion A (X: 4.96). Among those who want to buy the product, the average of those who want to buy the product in Promotion B is higher (X: 5.01).

Hypothesis 2:

H2: When the descriptive statistics of the answers given by the research participants are examined, It is seen that they find the product in the post in promotion B more reliable, more honest, more believable, more sincere and sure compared to the post in promotion A.

Hypothesis 3:

H3: A significant difference was found in the chi-square test performed to investigate the differentiation status of the perception of naturalness in Youtube promotional videos according to age (p<0.05). Among the participants, those aged 25 and over find the sharing in Promotion B more natural (61.8%).

Hypothesis 4:

H4: A significant difference was found from the chi-square test conducted to investigate the differentiation status of the perception of naturalness in Youtube promotional videos according to education level (p<0.05). When analyzed according to education levels, it is seen that Promotion B is perceived as more natural. Promotion B was more natural to 62.4% of associate degree and higher graduates.

Hypothesis 5:

H5: A significant difference was found in the chi-square test conducted to investigate the differentiation of the perception of naturalness in Youtube promotional videos according to monthly income (p<0.05). When analyzed according to monthly income, it is seen that Promotion B is perceived more naturally by those with a high monthly income than those with a low monthly income level (65.1%).

Hypothesis 6:

H6: A significant difference was found in the chi-square test performed to examine which promotional video brings the participants closer to purchasing the product according to age (p<0.05). It is seen that the participants of Promotion B who are aged 25 and over are closer to purchasing the product than the participants aged 18-24 (62.1%).

Hypothesis 7:

H7: A significant difference was found in the chi-square test conducted to examine which promotional video brings the participants closer to purchasing the product according to their education level (p<0.05). It is seen that Promotion B brings associate degree and higher graduates closer to purchasing than high school graduates and below (62.7%).

Hypothesis 8:

H8: A significant difference was found in the chi-square test conducted to examine which promotional video brings the participants closer to purchasing the product according to their monthly income levels (p<0.05). Among those who think that the phenomenon in Promotion B brings them closer to purchasing a product, the proportion of those with a high-income level is higher than those with a lower income level (64.8%).

Hypothesis 9:

H9: Which Youtube promotional videos bring you closer to purchasing the product: "In the past three months, have you purchased a new product promoted by an influencer on Youtube in the last year?" A significant difference was found in the chi-square test according to the variable (p<0.05). Among those who think that the phenomenon in Promotion B brings them closer to purchasing a product, the proportion of those who purchase a new product promoted by the

Influencer is higher (51.7%) than those who do not purchase a new product promoted by the Influencer.

Hypothesis 10:

H10: As a result of the chi-square test, a significant difference was found between which of the Youtube phenomena convinced you more and the age variable in the videos presented to the participants (p<0.05). Among those who think that the phenomenon in Promotion B is more convincing for the product, the proportion of participants aged 25 and over is higher than the rate of participants aged 18-24 (61.8%).

Hypothesis 11:

H11: As a result of the chi-square test, a significant difference was found between which of the Youtube phenomena convinced you more and the education level variable (p<0.05). Among those who think that the phenomenon in Presentation B is more convincing for the product, the rate of participants with an associate degree or higher education level is higher than the rate of participants with a high school education level and below (62.7%).

Hypothesis 12:

H12: As a result of the chi-square test, a significant difference was found between which of the Youtube phenomena convinced you more and the monthly income variable in the videos presented to the participants (p<0.05). Among those who think that the phenomenon in Promotion B is more convincing for the product, the proportion of respondents with a high-income level (64.8%) is higher than that of participants with a low-income level.

Hypothesis 13:

H13: As a result of the chi-square test, a significant difference was found between which of the Youtube phenomena convinced you more and the variable of Youtube usage time in the videos that were introduced to the participants (p<0.05). Among those who think that the phenomenon in Promotion B is more convincing for the product, the rate of those who have used Youtube for more than three years (68.5%) is higher than the others.

Hypothesis 14:

H14: A significant difference was found from the chi-square test between the age variables and which of the Youtube phenomena appealed to the audience more in the videos introduced to the participants (p<0.05). It is seen that the phenomenon in Presentation B appeals more to participants aged 25 and above than to participants aged 18-24.

Hypothesis 15:

H15: A significant difference was found from the chi-square test performed between the Youtube phenomena that appealed to the audience more and the education level variables in the videos introduced to the participants (p<0.05). It is seen that the phenomenon in Introduction B appeals more to the participants with an associate degree or higher than the participants with an education level of high school and below.

Hypothesis 16:

H16: A significant difference was found as a result of the chi-square test performed between the Youtube phenomena that appeal to the audience more and the monthly income level variables in the videos that were introduced to the participants (p<0.05). It was determined that the phenomenon in Introduction B appealed more to participants with high monthly income than participants with low monthly income (64.5%).

Conclusion and Discussion

As a result of the research, it has been observed that Mega Influencer and Micro Influencer have different effects on consumers' decisions. The differences in the participants' decisions differed according to their age levels, educational status and monthly income. In addition, the difference between the age levels showed that the participants were of different generations, and it was seen that Mega Influencer and Micro Influencer appealed to different generations. While Mega Influencer had a positive impact on the decisions of the Z generation, Micro Influencer positively impacted the decisions of the Y generation. This situation shows that if the company marketing the product carries out marketing activities with the Influencer Marketing strategy, it is correct to choose an Influencer according to the generation it will address.

In recent years, brands and companies in marketing have determined new strategies in product and service sales together with developing technology. These strategies have emerged as a model realized through social media, apart from traditional marketing. Social media platforms, which have become universally widespread, have also created an opportunity for companies in terms of marketing, and Promotion and sales activities have been developed on these platforms. The marketing model through social media, which has been increasing globally, has increased at a similar level in our country on the same axis.

Brands and companies have turned to promotional and marketing activities with Influencers on social media. Influencer means the person who influences. Influencer types classified according to the number of followers on social media consist of Mega-Influencers, Macro-Influencers and Micro-Influencers. Mega Influencers are people who have millions of followers, such as singers who were famous before social media, actors and actors known in cinemas and theatres. In addition, with the new era, they are generally known and recognized by social media users, reaching millions of followers on this occasion. Macro Influencers have a large and high following. It is an Influencer with a follower population of approximately 100,000 to 1 million. Micro-Influencers have fewer followers than Macro Influencers. The number of followers is between 10 thousand and 100 thousand.

In this study, the influence of influencers on the decision of women over the age of 18 in the Istanbul district about a product was measured. In addition, it was investigated whether there was a difference between the participants' decisions about the product.

It was observed that there was a difference in the decisions of the participants according to the age range, and there were also differences in the decisions according to the monthly income levels of the participants. While Micro Influencer has a positive effect on the decisions of the participants with a high monthly income level, Mega Influencer has a positive effect on the decisions of the participants with a low monthly income level. In this case, companies that market products with the Influencer Marketing strategy show that it would be more accurate to prefer the Influencer type according to the product's price.

It has been determined that Mega Influencer and Micro Influencer have different effects on the decisions of the participants about the product, depending on their education level. While Micro Influencer had a positive effect on the decisions of the participants with a high level of education, it was seen that the Mega Influencer had a positive effect on the decisions of the participants with a lower education level.

The following suggestions can be given to companies that prefer the Influencer Marketing strategy in product marketing to be more effective and successful:

- In the Promotion and marketing made with Influencers, Influencer preference should be made according to the product's appeal. Micro-Influencer should be preferred in the Promotion of a

product offered to the market for the Y generation. Mega Influencer should be preferred in promoting a product offered to the market for the Z generation.

- In the Promotion and marketing with Influencers, Influencers should be preferred according to the price of the product. While high-income consumers are affected by the Promotion of Micro Influencer, low-income consumers are affected by the Promotion of Mega Influencer.

- In the Promotion and marketing made with the Influencer, the education level of the consumers is also effective in their decisions. While consumers with high education levels are affected by Micro-influencers, consumers with low education levels are affected by Mega Influencers. This shows that Mikro Influencer makes more informative and product-oriented Promotion in product promotion.

- When companies use social media in product promotion, they should ignore whether the consumer segment they want to reach is a permanent Youtube user. The consumer can also access the Promotion of the product offered to the market from other platforms.

References

Aaker, D. A. (1992). Implementing the concept of transformational advertising. *Psychology & Marketing, 237-253*.

Abidin, C. (2016). *Aren't these just young, rich women doing vain things online? Influencer selfies as subversive frivolity.*

Anderson, W. T. (1972). Sosyal Bilinçli Tüketici. *Pazarlama Dergisi.*

Avcılar, M. Y. (2018). Insagram Reklamlarında Ürün Detekçisi Olarak Sosyal Medya Fenomeni Kullanımının Reklama Yönelik Tutum ve e-wom Niyetine Etkilerinin İncelenmesi. *Pazarlama ve Pazarlama Araştırmaları Dergisi.*

Bauman, Z. &. (1999). Çalışma, tüketicilik ve yeni yoksullar. *Sarmal Yayınevi.*

Behrens, R. (2011). Adorno Sözlüğü. *İstanbul: Versus Kitap Yayınları.*

Burgess, J. (2011). Youtube. *Oxford Bibliyografyaları Çevrimiçi.*

Canöz, K. (2020). Pazarlamanın Yükselen Yıldızı Influencer Marketing: Influencer Takipçilerinin Satın Alma Davranışını Belirlemeye Yönelik Bir Araştırma. *Dergipark.*

Childers, C. C. (2019). *Agency perspective on influencer marketing campaigns.*

Constantinides, E. (2021, 12 24). *The 4S Web-Marketing Mix Model.* crm2day.com/library/EpVuyuklAAgsONnzLE.php: http://www.crm2day.com/library/EpVuyuklAAgsONnzLE.php adresinden alındı

Cömert, Y. (1989). Doğrudan Pazarlama ve Türkiye Uygulamaları: Yayıncılık Sektörü Örneği. *Yayınlanmamış Doktora Tezi, Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü, İzmir.*

De Veirman, M. C. (2017). *Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude.*

Definitions of Marketing. (2021, 12 21). (American Marketing Association) www.ama.org: https://www.ama.org adresinden alındı

Elliot, R. (1995). Consuming symbolic meaning: methodological implications. *European Advances in Consumer.*

Emel, Y. (2019). İnstagram Fenomenlerinin Görsel ve Sözel Paylaşımlarının Marka Değiştirme ve Elektronik kulaktan Kulağa Pazarlama Üzerine Etkisi. *Akademik Dergi.*

Ennew, C. T. (2000). Managing word of mouth communication: empirical evidence from India. *International Journal of Bank Marketing*.

Featherstone, M. (1996). Postmodernizm ve Tuketim Kulturu. *Instanbul: Ayrinti Yayinlari*.

Featherstone, M. (2005). Postmodernizm ve Tüketim Kültürü. *(Çev. Mehmet Küçük) İstanbul: Ayrıntı Yayınları*.

Ferah, A. (2021, 12 10). *Dijital Pazarlama*. sosyalmedya.co: http://sosyalmedya.co/dijital-pazarlama/ adresinden alındı

Freberg, K. G. (2011). *Who are the Social Media Incluencers? A Study of Public Perceptions of Personality.*

Ghosh, S. (2016). *Coke turns to YouTube to reconnect with consumers*. www.campaignlive.co.uk: http://www.campaignlive.co.uk/article/coke-turns-youtube-reconnect-consumers/1401438 adresinden alındı

Gluckmans, M. (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding:A Case Study of Lucie Fink. *Elon University Elon University*.

Göl, M. Ö. (2009). Mobil Reklamlar ve Mobil Reklam Araçlarına Yönelik Tutumlar. *DergiPark*.

Göral, S. (2019). Bütünleşik Pazarlama İletişimi Faaliyetlerinde Geleneksel Ünlü Ve Sosyal Medya Fenomeni Kullanımının Tüketici Davranışına Etkisi. *Ulusal tez merkezi*.

Gürağaç, N. (2006). Doğrudan pazarlama yönelimlerinden çok katlı pazarlama. *tez yok*.

Habermas, J. (1994). Modernlik: Tamamlanmamış Bir Proje Postmodernizm. *(Çev. Gülengül Naliş) İstanbul: Kıyı Yayınları*.

Hochman, N. (2012). Visualizing instagram: Tracing cultural visual rhythms. *In Proceedings of the International AAAI Conference on Web and Social Media (Vol. 6, No. 4, pp. 6-9).*

Hughes, C. S. (2019). *Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns.*

İplikçi, H. G. (2015). Reklamlarda Tüketiciyi İkna Etmek için Kullanılan Stratejiler ve Reklam Örnekleri. *Sosyal ve Beşeri Bilimler Dergisi*.

İslamoğlu, A. H. (2003). Tüketici Davranışları. *Beta Basım Yayım Dağıtım AŞ, İstanbul*.

Jin, S. V. (2019).

Kaya, İ. (2009). Müşterinize Dokunmanın 375 Yolu: Pazarlama Bi'Tanedir. *Bir Pazarlamalar Ansiklopedisi)(4. Dijital b.). İstanbul*.

Kenneth, C. E., & Baack, D. (2016). Bütünleşik Reklam,Tutundurma ve Pazarlama. *NobelAkademik Yayıncılık Eğitim Danışmanlık LTD. ŞTİ*.

Kırık, A. M. (2017). Yeni Medya Aracılığıyla Değişen İletişim Süreci: Sosyal Paylaşım. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi* , 230-261.

Kızılçelik, S. (1996). Postmodernizm dedikleri. *İzmir: Saray*.

Kotler, P. A. (2008). Principles of Marketing: 5th European Edition. *New Jersey: Financial Times Prentice Hall*.

Kumar, K. &. (2004). Sanayi sonrası toplumdan post-modern topluma: Çağdaş dünyanın yeni kuramları. *Dost Kitabevi*.

Lam, D. (2005). The Effects of Locus of Control on Word-of-mouth Communication. *Journal of Marketing Communications*.

Lou, C. &. (2019). *Influencer marketing: How message value and credibility affect consumer trust of branded content on social media.*

Mccracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research, 310-321*.

Mert, Y. L. (2018). Dijital Pazarlama ekseninde Influencer Marketing Uygulamaları. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*.

Odabaşı, Y. (2002). Pazarlama İletişimi Yönetimi. *İstanbul: MediaCat Yayınları*.

Osatuyi, B. (2013). Information sharing on social media sites. *Computers in Human*.

Rodriguez, K. P. (2008). Apparel Brand Endorsers and Their Effects on Purchase Intentions: A Study of Philippine Consumers. *Philippine*.

Satıcı, H. (2021). *Türkiye'de Sosyal Medya Influencerlarının Sinemaya Olan Etkisi Yüksek Lisans Tezi* . http://nek.istanbul.edu.tr:4444/ekos/TEZ/ET002817.pdf adresinden alındı

Süren, S. (2021). Instagram'da yer alan influencerların kullanıcı alışveriş alışkanlıklarına etkisi üzerine bir araştırma; Erzurum örneğinde. *Ulusal Tez Merkezi*.

Synergy. (2021, 10 08). *Dijital Pazarlama Nedir*. synergistanbul.com: http://www.synergyistanbul.com/dijital-pazarlama-nedir adresinden alındı

Şaylan, G. (2009). Postmodernizm (3. Basım). *İmge Kitabevi, Ankara*.

Taş, M. K. (2014). Pazarlama iletişiminde sosyal medya kullanımı: sigorta pazarına bir uygulama. *Master's thesis, İstanbul Ticaret Üniversitesi*.

Taşkın, E. (1990). Satışçıların Yönetimi. *2. Basım, Der Yayınları İstanbul*.

Tayfun, N. Ö. (2017). Pazar Kurdu Olma ve Viral Pazarlama Arasındaki İlişki Gücünün Analizi. *DergiPark*.

Taylor, R. E. (1999). A Six-Segment Message Strategy Wheel. *Journal of Advertising*.

Toffler, A. (2008). Üçüncü dalga: bir fütürist ekonomi analizi klasiği. *Koridor Yayıncılık*.

Toprak, A. (2009). Toplumsal Paylaşım Ağı Facebook Görülüyorum Öyleyse Varım. *Kalkedon Yayınları*.

Tosrun, B. (1998). Telepazarlama ve Tüketicilerin Türkiye'deki Telepazarlama Faaliyetlerine Bakış. *Yayımlanmamış Yüksek Lisans Tezi, Hacettepe Üniversitesi Sosyal Bilimler Enstitüsü*.

Turkish Language Society, T. (2022). *www.tdk.gov.tr*. www.tdk.gov.tr: https://tdk.gov.tr/: www.tdk.gov.tr adresinden alındı

Ural, T. (2008). Pazarlamada Yeni Yaklaşım: Nöropazarlama Üzerine Kuramsal Bir Değerlendirme. *DergiPark*.

Veirman, M. D. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*.

Veirman, M. D., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*.

Wahlberg, D. (2004). Advertisers probe brains, raise fears. *he Atlanta Journal*.

Wearesocial. (2022). */wearesocial.com*. https://wearesocial.com/uk/: https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/ adresinden alındı

Wells, C. P. (1984). Informational and Transformational Advertising: the Differential Effects of Time. *Advances in Consumer Research Volume 11, 1984 Pages 638-643*.

William O. Bearden, R. G. (1989). Kişilerarası Etkiye Karşı Tüketici Duyarlılığının Ölçülmesi. *Journal of Consumer Research*.

Yapraklı, T. S. (2004). Niş Pazarlama ve Tüketici Tatmini Üzerindeki Etkisi: Ekolojik ve Ekolojik Olmayan Bakliyat Alıcıları Üzerinde Bir Araştırma. *Atatürk Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı Yayınlanmış Doktora Tezi)*.

Yurdakul, M., & Kiracı, H. (2008). Sanal Pazarlama Karması Bileşimi. *Suleyman Demirel University Journal of Faculty of Economics & Administrative Sciences*.