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An Investigation of Customer Behaviours in Social Media

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Abstract

As a recent technological improvement, social media allows people to communicate with each other and the usage of social media has been prevalent recently. Although occurrence of consumption related interactions is inevitable in the social media communication tools, the subject has not been taken enough attention in marketing science to determine and classify these interactions. Present study investigates the consumer or consumption related behaviours which are occurred in social media. Under the scope of the study, previous researches about the subject are scrutinized at first. Moreover indebt interviews were conducted to reveal the behaviours in social media and a questionnaire were prepared to make a quantitative analysis to determine and classify the possible consumption related behaviours. After that, survey was conducted with students of Faculty of Economics and Administrative Sciences of Kirikkale University who are common users of social media tools. Obtained data were analyzed statistically and findings were interpreted. As a result of factor analysis, the customer behaviours in social media are classified in three main titles; behaviours to influence consumption, behaviours to be influenced by others for consumption and using social medial as a consumption related communication tool. At last research findings were interpreted and suggestions were made.

Keywords: Social Media and Consumption, Consumer and Social Media, Customer Behaviour in Social Media

JEL Classification Codes: M31, O32

1. Introduction

The use of social media in recent years has increased rapidly especially by teenagers and middle aged users to communicate with each other and spend leisure time. This current trend and change makes people spend more time for simultaneous communication with friends, establish friendships and spend a lot of time with computer. As a result, the rapid rise of the usage of social media tools affects consumer behaviours inevitably since there is seen consumption related interactions in these platforms. Consumption related behaviours in social media can be taken place; before consumption to decrease perceived risks and simplify purchasing or after consumption to share satisfaction/dissatisfaction from products with friends or companies.

Moreover online word of mouth is an issue to be illuminated since it diversify from traditional face to face word of mouth in terms of ability to communicate with more people and possibility of disseminate and read information by lots of people simultaneously.

First social media site were established at 1997 with the name of sixdegrees.com. After that web sites in different locations were established which allow users to communicate and create individual or professional profiles like AsianAvenue, BlackPlanet, MiGente, LiveJournal, Cyworld, LunarStorm, Ryze.com, Tribe.net, LinkedIn, Friendster etc. MySpace has followed these sites in 2003 and quickly became popular. Facebook founded in 2004 with restrictions and it removed boundaries after the year of 2005. (Boyd and Ellison, 2007). This list can be extended.

Companies should recognize the virtual communities, know basic variables of these markets and effects of these variables on people to strength competitive capabilities and create new market areas. In other words they had better penetrate these recent communication tools. Indeed members of virtual communities can be thought as a part of promotion mix. Moreover communications in these tools provide very useful feedbacks for firms (Uzkurt and Özmen, 2006).

Dwyer (2007) express the mailing platforms, blogs and virtual brand communities as important meeting locations which are created by customers. Trusov, Bucklin and Pauwels (2010) emphasis on the monetary value of word of mouth offers in these areas and it is seen that online word of mouth communications have more long term effects with respect to traditional word of mouth. In this direction it has to be mentioned that marketing managers should encourage online word of mouth. It is known that most of the internet users meet at least one social communication site and each of 50 social media sites has more than one million users in America. The users of these sites create personalized pages which consist of photos, area of interests, music, books, film preferences, popular links and they construct a social or professional network that covers friends and acquaintances. Users can make new friends by searching site and offer their friends to be a user. At this point, quantity of encountering with ads has importance for firms (Trusov, Bucklin and Pauwels, 2010).

Word of mouth marketing is defined as activities of firms to encourage customer to customer communication consciously. Attainability and transparency of internet communication leads companies to follow and affect online word of mouth (Kozinets et al., 2010;71). Being successful in social media and developing appropriate strategies can be possible only by knowing and understanding the customer behaviours in social media and the role of these behaviours on consumption.

2. Customer Behaviours in Social Media

It is possible to classify the consumption related behaviours in social media as; influencing customers and being influenced by others for consumption. At this point these behaviours may take place before, after and in the occurrence of consumption event and may be positive or negative direction.

For clarifying these situations, word of mouth behaviour in social communication sites has to be understood. As an information source for customers, word of mouth communication is an important variable that affects closely corporate image, reputation, relationships and promotion activities. Moreover word of mouth is strongly related with repurchases and brand switching behaviours (Marangoz, 2007). Today simultaneous word of mouth communication of customers has increased

especially by the help of online forums. Persuasiveness level of social communication tools is closely related with similarity between interests of individuals and subjects of forums and attitudes toward forums. This situation also affects the purchasing intentions of customers. So understanding the effects of online word of mouth to consumer behaviour is crucial for marketing managers (Prendergast et al., 2010; 687).

As a result of developments in the internet, which make it possible to share information, experiences, opinions of people from all over the world with high efficiency, electronic word of mouth and electronic network subjects has become popular research areas. Low cost, high reliability, anonymity and high interaction are expressed as other features of EWOM (Electronic Word of Mouth). Suggestions which are generated in EWOM, are more reliable with respect to marketer generated information, as a kind of customer to customer communication. Online networks consist of nodes (person, firm, country, opinion leader etc.) and links (friendship, kinship, interest, financial exchange etc.) (Tong and Yang Xuecheng, 2010). EWOM is seen as an important part of the communication in the online communities (Brown, Broderick and Lee, 2007). Since word of mouth communication is an important factor that affects consumer behaviours, this behaviour tendency has to be measured and managed. Dellarocas and Narayan (2006) investigate the electronic word of mouth tendencies after purchasing and the study shows that excessive satisfaction or dissatisfaction leads more online word of mouth behaviour.

Participants of social networks shares personal preferences and experiences with each other. When network word of mouth is considered in terms of communication process, sender participates the process actively and affects brand switching behaviours (especially with negative information), sender and receiver communicate in a free and opened virtual place, communication occurs efficiently and simultaneously. At this point companies have to take attention true, reliable and customer driven information, create positive word of mouth, focus on the long term customer- firm relationships, encourage customers for these positive behaviours and emphasize on opinion leaders with a win-win strategy. (Hong, Han and Bing, 2011).

Moreover online word of mouth behaviour affects customer behaviours in shopping web sites. It is seen that the most of the customers investigate the product related ideas and comparisons in these sites (Hui, 2011). Hu, Liu and Zhang (2007) mention that online word of mouth, which contains evaluations and reviews about products, is a reliable information source for customers. In this context the effects of online product reviews on purchases and information quality is an important issue. Researches indicate the direct and positive relationship between product ratings and sales. Moreover positive reviews are perceived as more qualified. Zhang et al. (2010)'s study which is conducted for restaurant services shows; evaluations of consumer about quality of foods, place and services affect the popularity of restaurant. But editor reviews affect negatively the web site meeting tendency according to same study. Ye and others (2011) investigate effects of the product ratings in tourism sector and they concluded that positive online product ratings are positively related with online agency sales. Moreover study of Bambuer-Sachse and Mangold (2011) indicates that individuals have a tendency to make and read negative product evaluations which resulted to decrease brand value. As a result of the related study, it is offered to follow negative product evaluations and classify them in terms of importance, estimate possible customers who expose negative information and take necessary precautions.

Sun and others (2006) measure the online word of mouth communication with two concepts which named as "online opinion leadership" and "online opinion seeking level". And innovativeness, internet usage and internet social connection determined as factors which affect online word of mouth.

As researches in literature show, consumer behaviours in social media and online communities has taken into consideration from the online word of mouth point of view in general. But it is possible to use social media as a communication tool in consumption for both making a purchase or communicating with firm. At this point two situations is possible. First people can use social media as communication tool for deciding consumption event like travel, tourism, holiday, party etc. Second social media can be also used to contact with firm to convey complaints, satisfactions, dissatisfactions,

experiences about products and to transmit information requests about product or firm etc. According to literature review and in depth interviews which conducted with social media users; classifying the consumer behaviours in social media tools in three main title is possible as seen in the following table;

Table 1: Customer Behaviours in Social Media

Behaviours to influence other consumers; Online opinion leadership, positive word of mouth, (sharing positive experiences and advertisings, positive ideas, product rating, online linking etc.), negative word of mouth, (sharing negative experiences and advertisings, negative ideas, complaints etc.)
Behaviours to be influenced by others for consumption: Seeking information about products, following product review and ratings, learning new product, brand and promotions, being influenced by advertising and public relations activities.
Consumption related communication: Making purchase decisions thorough social media, (Social activities, entertainment, travel, etc.), communication with firm by social media, convey problems, dissatisfactions, satisfaction to firm etc.

3. An Empirical Investigation of Customer Behaviours in Social Media

3.1. Goal, Importance and Method of the Research

The goal of the research is determining the consumption related behaviours in social media. Thus an important trend and change in consumer behaviours are illuminated which is crucial for success of firms.

Under this framework, initial data were obtained by conducting survey with 416 university students of Economics and Administrative Sciences of Kirikkale University. Due to the fact that the survey was conducted on students, research findings can not be generalized to all consumers. On the other hand, it is possible to make important conclusions for university students who are general users of social media.

Applied questionnaire was prepared to depict consumption related behaviours in social media by the help of previous researches and information obtained from indebt interviews which were made by 20 randomly selected social media users among students. And they were asked to mention their consumption related behaviours in social media. After specifying questions and conducting the survey, statistical analyses were done with gathered data.

Fist questions are aimed to learn demographic specifications and general social media features of participants. Other questions constructed with 5 point-likert scale (1 to 5; never – always). Initial 7 questions were prepared to measure social media opinion leadership by the help of the Sun and others (2006)'s study. Following 11 questions (8-18) were aimed to measure positive and negative online word of mouth behaviours of participants by adaptation questions in Marangoz (2007)'s study to the social media. Questions between 19 and 24 are constructed for understanding the information seeking behaviour of participants in consumption by the help of Sun and others (2006)'s study. Following questions are constructed by the help of in depth interviews, which are aimed to measure other consumption related behaviours namely information seeking and sharing about products, communicating for consumption and being influenced by others in consumption.

Table 2: Research Questions

1.	Before purchasing a new product, my acquaintances request info from me by social media.
2.	I inform my friends about new products in social media.
3.	I see myself as a good recommender in social media about products.
4.	I make suggestions to my friends about satisfactory products in social media.
5.	I affect opinions of my friends about products by social media tools.
6.	I forward my friends to web sites of products that interest me with social media.
7.	I forward my friends to sites/forums about products and firms in social media.
8.	I explain the positive properties of my purchased products to my acquaintances in social media.
9.	I suggest products that I satisfied by social media.

Table 2: Research Questions - continued

10.	I explain positive product experiences to my friends in social media.
11.	I comment on successful products and brands in social media.
12.	I make positive product ratings on social communication sites.
13.	I share my complaints about products in social media.
14.	I share bad and defective products in social media generally.
15.	I share unsuccessful advertisings in social media.
16.	I share unsuccessful firm activities social media.
17.	I explain firms and products that I dissatisfied in social media.
18.	I make negative comments on unsuccessful products in social media.
19.	I receive recommendations of my friends about products thorough social media.
20.	I investigate the discussions about products or firms in social media.
21.	I investigate the comments about products or firms in social media.
22.	I ask for help from my friends about product or firm selection through social media.
23.	I investigate the product ratings in social media.
24.	I get information about products by the help of sharing in the social media tools.
25.	I get information about firm campaigns by the help of sharing in the social media tools.
26.	I investigate the product advertisings by the help of social media tools.
27.	I investigate the firm pages created in social media.
28.	I investigate the firm activities which conducted in social media.
29.	I share new ads in social media.
30.	I share new product related videos in social media.
31.	I share product related comments and ideas in social media.
32.	I share product ratings in social media tools.
33.	We organize some social activities thorough social media. (travel, sports, shopping etc.)
34.	We use social media as communication tool in purchasing some products (travel, transportation etc.)
35.	I write my product dissatisfactions in social media pages of firms.
36.	I write my product satisfactions in social media pages of firms.
37.	I warn companies thorough social media.
38.	I convey my complaints to firms thorough social media.
39.	I communicate with personnel of firms through social media.
40.	I request information from firms through social media.

3.2. Findings of the Research

3.2.1. Demographic and General Findings

When answers of the participants about demographics and other general social media properties are scrutinized; % 91,4 (380 people) of them are between the ages of 17 and 22. And as gender quantities are considered there is not seen a balanced allocation since 241 respondents are female and 175 respondents are male. Moreover % 87,5 (364 people) of the participants have less than 750 TL monthly income. Most of the participants (% 95) use at least one social media tool. % 44,7 (186 people) of the students use the social media tools several times in a day. And % 89,7 (373 people) of the participants uses social media less than 2 hours in a day. Furthermore % 43,8 (182 people) have been using social media since more than 5 years. And average friend quantity of the participants is between 100 and 300 (258 people, % 62) in social media.

Table 3: Demographic and General Specifications

		F	%
Age	17-19	135	32,5
	20-22	245	58,9
	23-25	30	7,2
	26-28	5	1,2
	28 and above	1	0,2
	Total	416	100,0

Table 3: Demographic and General Specifications - continued

Income/ Monthly	300 and below	157	37,7
	301-750	207	49,8
	751-1000	27	6,5
	1001-1500	16	3,8
	1500 and above	9	2,2
	Total	416	100,0
Gender	Female	241	57,9
	Male	175	42,1
	Total	416	100,0
Do you Use Social Media?	Yes	396	95,2
	No	20	4,8
	Total	416	100,0
Social Media Usage Frequency	Several Times a Day	186	44,7
	Once a Day	56	13,5
	Several Times a Week	116	27,9
	Once a Week	12	2,9
	Several Times a Month	46	11,1
	Total	416	100,0
Daily Social Media Using Time	less than 30 minutes	133	32,0
	30 min -1 hour	116	27,9
	1-2 hours	124	29,8
	3-4 hours	40	9,6
	5 hours and more	3	0,7
	Total	416	100,0
Social Media Using Experience	1 year and less	34	8,2
	2 years	54	13,0
	3 years	78	18,8
	4 years	68	16,3
	5 years and more	182	43,8
	Total	416	100,0
Average Friends Quantity	0-99	73	17,5
	100-199	125	30,0
	200-299	133	32,0
	300-399	52	12,5
	400 and more	33	7,9
	Total	416	100,0

3.2.2. Reliability Analysis Toward Research Questions

Alpha model, which is used in reliability analysis (Cronbach Alfa (α) Coefficient), is used to determine whether questions in scale expresses a whole that represents a homogenous structure or not. Alpha coefficient changes between 0 - 1 and as it closer to 1, it means the questionnaire is more reliable (Kalaycı, et al., 2009;405). In this context the alpha coefficient of survey form is determined as 0,97 which represent the reliability of questions.

3.2.3. Factor Analysis

The main goal of the factor analysis is the idea of a complex phenomenon can be explained by fewer factors. An effective factor analysis has to represent total data set with minimum possible factors (Altunışık, et al., 2007;222). Dependent variable and explaining independent variables set is not exist in this analysis. In the factor analysis, general variables which are called as factor are constructed by bringing variable sets which are highly correlated. The aim of this operation is decreasing variable quantity and classifying them (Kalaycı, et al., 2009;405).

As a result of factor analysis, the KMO (Kaiser-Meyer-Olkin) coefficient is determined as 0,95 which shows suitability of data set for factor analysis. And results of factor analysis indicates 6 factors that explains % 71,7 of total variance. Moreover the result of Bartlett test is significant. (sig. 0,000).

Table 4: Total Variance Explained

Component	Initial Eigenvalues		Rotation Sums of Squared Loadings		
	Total	% of Variance	Total	% of Variance	Cumulative %
1	19,188	47,969	6,524	16,311	16,311
2	3,339	8,348	5,417	13,544	29,855
3	2,035	5,087	5,223	13,058	42,912
4	1,802	4,505	4,217	10,543	53,455
5	1,220	3,051	3,999	9,998	63,454
6	1,108	2,769	3,310	8,276	71,729

Principal Component Analysis

Determined factors are named as the variables they contain. Under this framework factors are called as respectively; “Positive Word of Mouth” (first factor), “Consumption Related Information Seeking” (second factor), “Consumption Related Communication with Firm and Customer” (third factor), “Social Media Opinion Leadership” (fourth factor), “Negative Word of Mouth” (fifth factor) and “Social Media Opinion Seeking” (sixth factor).

Table 5: Rotated Component Matrix

Component											
1		2		3		4		5		6	
VAR9	,797	VAR 27	,827	VAR 39	,772	VAR 1	,766	VAR 15	,847	VAR 21	,654
VAR8	,767	VAR 26	,823	VAR 38	,757	VAR 2	,684	VAR 16	,827	VAR 20	,647
VAR7	,756	VAR 25	,810	VAR 40	,742	VAR 3	,632	VAR 14	,638	VAR 19	,610
VAR10	,747	VAR 24	,740	VAR 35	,590	VAR 29	,454	VAR 17	,629	VAR 22	,592
VAR11	,651	VAR 28	,707	VAR 36	,580	VAR 30	,426	VAR 13	,522		
VAR12	,612	VAR 23	,501	VAR 37	,559			VAR 18	,448		
VAR 5	,605			VAR 32	,503						
VAR 6	,568			VAR 31	,499						
VAR 4	,491			VAR 33	,464						
				VAR 34	,434						

Extraction Method: Principal Component Analysis.

Table 6. Indicates each factor averages which shows the frequency of consuming related behaviours in social media. The meanings of numbers are; “1- Never, 2-Seldom, 3-Sometimes, 4- Often, 5- Always.” In brief factor averages are above “Seldom” in general. When the factor averages compared; the biggest value is for “information seeking behaviour” with a value of 2,52 and the lowest average is for the factor of “negative word of mouth” with a value of 1,93. These values proves the existence of consumer behaviour in social media and gives clue about the level of these variables.

Table 6: Means of Factors

	Mean (over 5)
F1_ Positive Word of Mouth	2,24
F2_ Consumption Related Information Seeking	2,52
F3_ Communication with Firm and Customer	2,20
F4_ Social Media Opinion Leadership	2,25
F5_ Negative Word of Mouth	1,93
F6_ Social Media Opinion Seeking	2,23

Moreover correlation analysis is conducted to determine the relationships among specified factors, which shows meaningful and positive relationships. Among them, “positive word of mouth in social media” is positively related with mostly “social media opinion leadership”. Furthermore “product related information seeking” is mostly related with “opinion seeking from others” about products. What is more “social media opinion leadership” is strongly related with “using social media as communication tool”. Table -7 summarizes correlation analysis results;

Table 7: Correlation Analyses

	F1_SMPWOM	F2_SMCRIS	F3_SMCRC	F4_SMOL	F5_SMNWOM	F6_SMOS
F1_SMPWOM	1,000 ,	,408** ,000	,587** ,000	,620** ,000	,551** ,000	,474** ,000
F2_SMCRIS	,408** ,000	1,000 ,	,481** ,000	,436** ,000	,391** ,000	,610** ,000
F3_SMCRC	,587** ,000	,481** ,000	1,000 ,	,619** ,000	,540** ,000	,473** ,000
F4_SMOL	,620** ,000	,436** ,000	,619** ,000	1,000 ,	,524** ,000	,492** ,000
F5_SMNWOM	,551** ,000	,391** ,000	,540** ,000	,524** ,000	1,000 ,	,458** ,000
F6_SMOS	,474** ,000	,610** ,000	,473** ,000	,492** ,000	,458** ,000	1,000 ,

** Correlation is significant at the .01 level (1-tailed).

3.2.4. Analyzing Differences of Customer Behaviours in Social Media

To analyze the differences in customer behaviours in social media t-test and ANOVA tests were conducted. Differences were examined in terms of gender, social media using frequency, daily social media using duration and social media experience.

When the customer behaviours in social media are evaluated in terms of gender; there are meaningful differences in using social media as communication tool, opinion leadership and negative word of mouth. T-test results indicate that males represent these behaviours significantly higher than females in social media.

Table 8: Differences in Terms of Gender

	Gender	Mean
Positive Word of Mouth Sig. ,008	Female	2,14
	Male	2,39
Information Seeking Sig. ,200	Female	2,47
	Male	2,59
Using as a Consumption Related Communication Tool Sig. ,000	Female	2,00
	Male	2,47
Opinion Leadership Sig. ,000	Female	2,09
	Male	2,48
Negative Word of Mouth Sig. ,000	Female	1,79
	Male	2,13
Opinion Seeking Sig. ,847	Female	2,24
	Male	2,22

As the social media behaviours investigated in terms of social media using frequency; meaningful differences are seen for all consumption related behaviours in social media. At this point averages of “several times a day” are significantly greater than other frequencies in general. Moreover “daily social media using duration” is also another factor influence consumption related behaviours in social media. As the ANOVA analysis indicates that higher daily usage averages indicates higher

consumption related interactions in social media except for “negative word of mouth”. Furthermore, “social media experience” is also seen as a determinant of customer behaviours in social media. Generally the greater social media experience, the higher averages of consumption related social media behaviours. Table -9 indicates basic differences of customer behaviours in social media with their significance level;

Table 9: Differences in Terms of Frequency, Duration and Experience

Customer Behaviour in S.M.	S.M. Using Frequency	M	Daily S.M. Using Duration	M	S.M. Using xperience	M
Information Seeking	Several Times a Day	2,8	less than 30 minutes	2,1	1 year and less	2,1
	Once a Day	2,7	30 min -1 hour	2,2	2 years	2,2
	Several Times a Week	2,2	1-2 hours	2,3	3 years	2,4
	Once a Week	2,7	3-4 hours	2,6	4 years	2,6
	Several Times a Month	1,9	5 hours and more	2,7	5 years and more	2,7
	Sig. ,000		Sig. ,000		Sig. ,000	
Positive Word of Mouth	Several Times a Day	2,6	less than 30 minutes	1,8	1 year and less	1,8
	Once a Day	2,1	30 min -1 hour	1,9	2 years	1,9
	Several Times a Week	2,1	1-2 hours	2,1	3 years	2,1
	Once a Week	2,1	3-4 hours	2,2	4 years	2,2
	Several Times a Month	1,6	5 hours and more	2,5	5 years and more	2,5
	Sig. ,000		Sig. ,001		Sig. ,000	
Using as Consuming Related Communication Tool	Several Times a Day	2,6	less than 30 minutes	1,7	1 year and less	1,7
	Once a Day	2,1	30 min -1 hour	1,9	2 years	1,9
	Several Times a Week	1,9	1-2 hours	1,8	3 years	1,8
	Once a Week	1,9	3-4 hours	2,1	4 years	2,1
	Several Times a Month	1,5	5 hours and more	2,6	5 years and more	2,6
	Sig. ,000		Sig. ,000		Sig. ,000	
Opinion Leadership	Several Times a Day	2,6	less than 30 minutes	1,7	1 year and less	1,7
	Once a Day	2,2	30 min -1 hour	2,1	2 years	2,1
	Several Times a Week	1,9	1-2 hours	1,9	3 years	1,9
	Once a Week	2,2	3-4 hours	2,2	4 years	2,2
	Several Times a Month	1,6	5 hours and more	2,6	5 years and more	2,6
	Sig. ,000		Sig. ,000		Sig. ,000	
Negative Word of Mouth	Several Times a Day	2,2	less than 30 minutes	1,8	1 year and less	1,8
	Once a Day	1,9	30 min -1 hour	1,5	2 years	1,5
	Several Times a Week	1,7	1-2 hours	1,8	3 years	1,8
	Once a Week	1,9	3-4 hours	1,8	4 years	1,8
	Several Times a Month	1,3	5 hours and more	2,2	5 years and more	2,2
	Sig. ,000		Sig. ,008		Sig. ,000	
Opinion Seeking	Several Times a Day	2,4	less than 30 minutes	1,9	1 year and less	1,9
	Once a Day	2,3	30 min -1 hour	2,1	2 years	2,1
	Several Times a Week	2,1	1-2 hours	2,1	3 years	2,1
	Once a Week	2,6	3-4 hours	2,3	4 years	2,3
	Several Times a Month	1,6	5 hours and more	2,4	5 years and more	2,4
	Sig. ,000		Sig. ,000		Sig. ,042	

Under this circumstances, research hypotheses are constructed and evaluated by the help of discussed difference analyses above. The hypotheses and their evaluation are seen in the following table;

Table 10: Testing the Hypothesis

H1: Information seeking in S.M. represents difference in terms of S.M. using frequency.	Accept
H2: Information seeking in S.M. represents difference in terms of daily S.M.using duration.	Accept
H3: Information seeking in S.M. represents difference in terms of S.M. using experience	Accept

Table 10: Testing the Hypothesis - continued

H4: Positive word of mouth in S.M. represents difference in terms of S.M. using frequency.	Accept
H5: Positive word of mouth in S.M. represents difference in terms of daily S.M. using duration.	Accept
H6: Positive word of mouth in S.M. represents difference in terms of S.M. using experience.	Accept
H7: Using S.M. to communicate in consumption represents difference in terms of S.M. using frequency.	Accept
H8: Using S.M. to communicate in consumption represents difference in terms of daily S.M. using duration.	Accept
H9: Using S.M. to communicate in consumption represents difference in terms of S.M. using experience.	Accept
H10: Opinion leadership in S.M. represents difference in terms of S.M. using frequency.	Accept
H11: Opinion leadership in S.M. represents difference in terms of daily S.M. using duration.	Accept
H12: Opinion leadership in S.M. represents difference in terms of S.M. using experience.	Accept
H13: Negative word of mouth in S.M. represents difference in terms of S.M. using frequency.	Accept
H14: Negative word of mouth in S.M. represents difference in terms of daily S.M. using duration.	Reject
H15: Negative word of mouth in S.M. represents difference in terms of S.M. using experience.	Accept
H16: Opinion seeking in S.M. represents difference in terms of S.M. using frequency.	Accept
H17: Opinion seeking in S.M. represents difference in terms of daily S.M. using duration.	Accept
H18: Opinion seeking in S.M. represents difference in terms of S.M. using experience.	Reject
S.M.; Social Media	

The findings of present study, which is conducted to illuminate the nature of customer behaviour in social media, summarize the consumption related behaviours in social media with three main titles. These behaviours are “to influence consumption”, “behaviours to be influenced by others for consumption” and “using social media as consumption related communication tool to make purchase decisions or contact with firms”. The frequency of these kind of behaviours are determined as more than “seldom”, which means that the social media is used in consumption for secondary purposes. Moreover customer behaviours in social media vary in terms of gender, social media using frequency, daily social media using duration and social media using experience in general.

4. Conclusion and Suggestions

Existence of consuming related behaviours is inevitable, on the environments and tools that people interact with each other. It is impossible to think social media without consumption phenomenon which have been used increasingly by people as a consequence of technological improvements. Moreover knowing the effects, importance and value of these behaviours depends upon determining and classifying them.

Under this framework present study is conducted to determine the consumption related behaviours in social media tools and these are classified as; behaviours to influence consumption (positive word of mouth, negative word of mouth, opinion leadership), behaviours to be influenced by others for consumption (information seeking about products, seeking opinions of friends) and using social media as a consumption related communication tool with customers to decide purchasing and with firms to convey complaints, dissatisfactions, satisfactions or etc. Taking into consideration and evaluating the social media as a communication tool for consumption is a new and different viewpoint that is contributed to subject.

For future researches, the effects of customer behaviours in social media to customers (purchasing, loyalty etc.) and firms (performance, sales, brand image, reputation etc.) can be investigated to illuminate the issue. By this way determining the importance of the social media and possible strategies that can be followed in this area would be easier.

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