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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

THE INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON
CONSUMERS' PERCEPTIONS ABOUT SOCIAL MEDIA INFLUENCERS

THESIS

Nazrin IBRAHIMOVA

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İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

YÜKSEK LİSANS TEZ ONAY FORMU

Enstitümüz İşletme İngilizce Anabilim Dalı İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı Y1412.130056 numaralı öğrencisi NAZRIN IBRAHIMOVA'nın **"THE INFLUENCE OF SOCİO-DEMOGRAPHIC FACTORS ON CONSUMERS' PERCEPTIONS ABOUT SOCIAL MEDIA INFLUENCERS"** adlı tez çalışması Enstitümüz Yönetim Kurulunun 12.07.2019 tarih ve 2019/17 sayılı kararıyla oluşturulan jüri tarafından oybirliği/oyçokluğu ile Tezli Yüksek Lisans tezi 25.07.2019 tarihinde kabul edilmiştir.

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DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original of this thesis. (__/__/2019)

Nazrin IBRAHIMOVA

FOREWORD

I dedicate this project to the following; my mom Ulduz IBRAHIMOVA and my sister Narmin IBRAHIMOVA; Wonderful Advisor Assist. Prof. Dr. Farid HUSEYNOV
Many thanks to the following important people who helped in me throughout this research; Khaled Al Dhaheri, Gunel UMAYEVA and all my friends.
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My endless love and deepest respect to my family who always supported me in my education and career life. I am thanking you again for supporting me when four years ago I decided to follow my dreams related to overseas education, for the given opportunity to make my dreams come true and being with me in this way. I am happy that I have a family like you. I love you very much.
For the given health, happiness, beautiful family and friends, for the given opportunity to make my dreams come true, my God I always feel your presence. Thank You for everything...

July 2019   **Nazrin IBRAHIMOVA**

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ABBREVIATIONS

ELM   **:** Elaboration Likelihood Model
WOMM **:** Word of Mouth Marketing

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ABSTRACT

The main reason of this thesis is to find whether there are any influence of socio-demographic factors on consumers' perceptions about social media influencers. Nowadays we can see a lot of advertisements on the internet by social media influencers, but not all of them succeed because of the social media influencers advertisements are not professional and not on the academic level. This research will help to solve problems in this field. In this study, quantitative research methods have been applied and the necessary data has been collected from 200 participants via online survey. The findings of the research show that socio-demographic factors (marital status, having child, employee, age, income, culture, education) have statistically significant impact on consumers' perceptions about social media influencers. Marketers can use findings of this research to develop more effective marketing strategies.

Keywords; *Social media, marketing, social media marketing, word to mouth marketing, consumer behavior, influencer, influencer marketing.*

SOSYO-DEMOGRAFİK FAKTÖRLERİN TÜKETİCİLERİN SOSYAL MEDYA FENOMENLERİNE YÖNELİK ALGILARI ÜZERİNDE ETKİSİ

ÖZET

Bu tezin temel amacı, sosyo-demografik faktörlerin tüketicilerin sosyal medya fenomenlerine yönelik algıları üzerinde herhangi bir etkisinin olup olmadığını bulmaktır. Günümüzde, fenomenlerin yapmış olduğu reklamlarla internette çok sık karşılaşabiliyoruz, ancak sosyal medya fenomenlerinin yaptıkları reklamların birçoğu profesyonel ve akademik düzeyde olmadığı için başarılı da değildir. Bu araştırma, bu konudaki sorunların çözümüne yardımcı olacaktır. Bu çalışmada, nicel araştırma yöntemleri uygulanmış ve çevrimiçi anketle 200 katılımcıdan gerekli veriler toplanmıştır. Araştırmanın bulguları sosyo-demografik faktörlerin (medeni durum, çocuk, iş, yaş, gelir, kültür, eğitim) tüketicilerin sosyal medya fenomenlerine yönelik algıları üzerinde istatistiksel olarak anlamlı bir etkisi olduğunu göstermektedir. Pazarlamacılar bu araştırmanın bulgularını daha etkili pazarlama stratejilerini geliştirmek için kullanabilirler.

Anahtar Kelimeler; *Sosyal medya, pazarlama, tüketici davranışları, sosyal medya pazarlaması, Ağızdan ağıza pazarlama, nüfuz pazarlaması,*

1. INTRODUCTION

1.1 Statement of the Problem

We are living in an era where enormous technology is developing day by day and technology becomes a very important role in our life. All of it start to make people's lives too easy with different options. That is why technologies and the internet captured over people's lives.

Influencer marketing, according to Forbes, can be described as a kind of marketing which focus is identified on along with specific key people rather than the target market.

When people think of influencer marketing, first coming to the mind are famous influencers in a TV program or famous persons post on a billboard on the way. Companies think that if to focus on their target market, consumers will show an interest in and to try their product/service. Despite the fact that lots of advertisements can be observed that are posted by social media influencers, not all of them are successful due to the lack of professional background and academic level. With the development of technology, the media has more opportunities. For the target market and to be able to sell their product companies can make a choice from the options.

These options also resulted in the development of marketing for social media influencers. Now it became easy to find influencers, doing the advertisement brand companies with their own personal social media accounts, such as Facebook, Instagram, Snapchat, Twitter, and YouTube. Consumers are looking for and following the influencers to get the information about the product/service which they bought/got.

Influencer marketing is a new approach to marketing and is important since the sales forces both understand and support it. It directly addresses the most common sales barriers within prospective customers and focuses attention on those individuals who advise decision-makers. Influencer marketing is a new marketing strategy and is necessary. It directly focuses on the most common sales barriers within customers

and focuses attention on those people and we call these people influencers. The selling process is important as much as a potential customer. This thesis focuses on understanding whether socio-demographic factors have any influence on consumers perceptions about social media influencers.

1.2 Purpose of the Study

In the existing consumer market, it is not enough to just make a high- quality goods. Nowadays it is necessary to consider all kind of the wishes of buyers, goods and services. And their wishes, in turn, depend on certain objective factors that influence their life in general and consumer behavior. Consumption and consumers in its mass is a very flexible substance. At present, the struggle over the consumer, the possibilities and conditions for attracting it, have been studied and applied in practice more and more often. First of all, it is socio-demographic factors, since they reflect the needs of people and determine whether the market needs this product at all. In such a situation, social-demographic factors are becoming the most important variables affecting people's behavior. This topic is extremely relevant to the study for this reason.

The purpose of this study is to understand how socio-demographic factors (age, gender, culture, income, etc.), impact consumers' perceptions toward social media influencers.

1.3 Research Questions

In line with the purpose of the research the following research question is proposed. In order to test this research question several hypotheses has been formulated and they are given in conceptual model and hypotheses chapter.

> R1: Is there any influence of socio-demographic factors on consumers' perceptions about social media influencers? These perceptions are to be assessed from different dimensions, namely, Homophily, Trust, Attitudes, Leadership, Expertise, Likability, Interactivity and Argument quality.

1.4 Thesis Outline

This research consists of 6 chapters;

Chapter 1: General overview, purpose, the significance of the study, research objectives and research questions are described.

Chapter 2: In this part it will be based on literature review; social media, social media influence historical steps, advantages and disadvantages of social media, word of mouth marketing, consumers' behavior, etc. will be highlighted.

Chapter 3: Conceptual model of the study and related proposed hypotheses are provided in this chapter.

Chapter 4: This chapter aims to propose the research methodology of the study that was used to meet the aims and objectives of this thesis including research design, procedures, study sample, survey instrument, data collection and statistical techniques.

Chapter 5: Relating to data analysis, the data findings and results that were obtained from a survey questionnaire and later were analyzed by using necessary statistical methods and tools are presented.

Chapter 6**:** This chapter summarizes the research findings and thereby providing answers to research questions. Interpretation of the obtained data and discussion of the related outcomes from other studies regarding this research area are presented. And finally, managerial implications, possible suggestions from findings in this field and research limitations are provided.

2. LITERATURE REVIEW

2.1 Social media

Social media is a platform about the experience, perspective and sharing of information on community. Web 1.0's static, program-based and single-manufacture but Web 2.0's dynamic, socially based and social-based content that gives users the opportunity to create an important place in the emergence of social media (Jane Bozarth 2010). A social media is an online platform which people use to build a social network or social relationships with others who share their activities, interest, histories, or real-life connections. The impact of social networks on people is too much important. Social media is becoming part of people's lives. Because of social network young people become more socially capable. Social media is a web-based form of data communication. With social media platforms allow users to have conversations between each other's, friends, families, share information and create web content. Social media has different forms like: Social media networking (Facebook, Instagram, LinkedIn), Photo sharing (Snapchat, Pinterest), Microblogging (Tumblr, Twitter), Video sharing (YouTube, Facebook, Periscope,) etc. Most of the people use social media to share information and make connections. People are not only using social media for getting communication with friends, they are also learning new things, developing their interest. Also, people using social media on professional business life for improve their knowledge and having network with others. In a business life with social media people are having a conversation with their customers or consumers, and after getting feedback they are improving their brand products etc. (Akram and Kumar, 2018).

Today, most of the young people are using the social media platforms. The most important factor for preference of social media by younger is to have an environment where they can act independently and without restriction. Control of social media is provided by the users. It is an environment where young people can think freely and behave as they wish (Durmuş, 2014).

2.1.1 Definition and conceptual framework of social media

Social media platforms, referred to as Fifth Estate media, have begun to replace traditional practices and traditions in many areas from everyday life to political systems. As a Fifth Estate media, social media platforms began to replace the traditional system in many areas from daily life to the political system (Newman, Dutton and Blank, 2012). Most importantly, information and news have reached a much different dimension than the past through social media applications and tools. With social media platforms, it is easy to access to political secrets, do corruption and information sharing (Newman, Dutton & Blank, 2012).

For understanding the development of social media, it is important to look at the Web user-based content benefits in different periods. At the same time, the development process of internet has an important role in the formation of social media. End of the 1990s, when the Internet developed, the values of technology market started to decrease. Loss of the value and even the main reason for company bankruptcy (Koray Odabaşı 2010).

There are many researchers' definitions for social media. Kaplan and Henlein (2010) gave a general definition of social media in consideration of web 2.0. Social media is an application which creation foundations of web 2.0 and that allow add or change something (Kaplan and Haenlein, 2010). For the Parr Ben (2010) social media more efficient ways for the people were with the internet tools they can do sharing and getting information also discussing the experience.

Web 1.0 's static user-based and single-person production in the face of the Web 2.0 dynamic, giving the users opportunity to create content and social-based situation, and this is an important for the social media grow up (Bozarth, 2010).

2.1.2 Historical development of social media

Social media concept is a dimension with media, users and technology. Evaluating the concept of social media with just one dimension would be lacking and incorrect. Social media will be understood through all these dimensions by the integration and in an integrated way. The dimension of social media is explained by new different features than traditional media, while user dimension is explained by Web 2.0 by user-based content and technology (Mahmut Sami İşlek 2012).

Usenet was the first social media tool in 1979 by Jim Ellis and Tom Truscott. The purpose of Usenet was all internet users in the world can send messages to each other. In 1989 Open Diary Web Founded by Susan Abelson and Bruce Abelson. It was the first online site as a daily typing. In the same years introduced another term, and the term was "Weblog ". As the Internet concept developed, the MySpace site was launched in 2003, and in 2004 new social networking sites such as Facebook were only available for students in the United States. In this way, social media formation can be more easily understood (Cross & Parker, 2004).

2.1.3 Disadvantage of social media

The way of thinking about advertisement has changed social networks such as Facebook, Instagram etc. In marketing strategy, some of the businesses for target consumers are directed to their social network page more than their own website. Besides the advantages of social media in the market also have disadvantages (Sheth & Sharma 2005; Watson et al. 2002). Decrease costs and increase reaching out is one of the advantages of social media marketing. The cost of social media marketing is less than other (face-to-face sellers or distributors etc.) marketing.

There has been an increase in the users in the social network like Facebook and Twitter in recent years. Especially young people use this technology to know new people and to connect with their friends. However, it is important for families to protect themselves and to be aware of social media's negative effects on their children. In researchers conducted with 50000 people and examined the effects of social media on people. In general, it was concluded that social media has a negative impact on people.

- Hate Speech: Young people who use Facebook or other social networks are at more risk. It is easy to be get into interactions of hate speech with unknown people online or to face the disrespectful behaviors that are demonstrated. While face-to-face, it is necessary to think twice before giving such remarks
- Social Insecurity: As mentioned, online users may be behaving spoiled or aggressive. Young people are thinking that they can act aggressive and spoiled in cyber life and real life. This raises social insecurity against unknown persons.

- Cyber Bullying: Cyberbullying is one of the often mentioned and dangerous things of social media. People who are using social media like Facebook can send threatening messages when they feel a threat to them or in a discussion.

- Benchmarking – Jealousy: People think that only people they know in the social media who never meet in real life and they have better conditions than them and are happier. (Chou & Edge, 2012)

- Cyber-stalking: Stalking is described as disturbing observation towards the victim.

- Identity Theft: For the young people one of the biggest problems with social media sites is young people can't understand and not making security settings well. Most of the people are not aware that sharing unnecessary personal information is making a risk to them. According to recent researches, 20% of young people think that sharing their personal information and photos is completely safe. These people can easily be the victims of identity theft.

- Cyber Abuse: The most of disturbing aspects of social media is create and use fake accounts to make friends with young children or young people. They behave as they like the same age to gain the trust of young people. Acting like that they can obtain vital personal information such as schools and places and etc. After that with this information they used to expose the victim, harassed and sexually harass young people for bullying.

2.1.4 Advantage of social media

Social media sites and the internet provide benefits for young people to strengthen themselves in a various way. Social media allows young people to have an access to more information and more easily than ever. Links and social interactions created in online environments can play an important role in the development of young people's self-confidence and social skills. Positive effects of social media and social networks on young people are explained as stated below:

- Socialization and Communication: Social media sites allow young people to perform many actions online, such as connecting with their family and friends, sharing photos and exchanging ideas. (O'Keeffe and Clarke, 2011)

- Improved Learning Opportunity: Students prefer social media to connect with each other while doing homework and group projects. For example, Facebook-

style social media formations allow students to exchange ideas outside of school. Some schools have successfully published blogs as a method of teaching. Like that students develop their foreign language, creativity skills and written expression. (O'Keeffe, Clarke, 2011)

- Increasing Technological Skills: Managing an online presence and interacting effectively is an important part of business life. Adapt easily to new technologies, services and environments are among the skills for the ability of employer's value.

2.2 Social Media Tools

Nowadays for enterprises, traditional media it is not enough to reach consumers. So that is why they try to present their suggestions on all platforms where consumers are. For this reason, a lot of companies are reaching to the internet and social media consumers for improving the marketing activities. Consumers are not only using traditional social media tools, also their source of information using internet and social media tools. (Ergenç, 2013)

Social media combines social entrepreneurship users with social media, technology, words, images, videos and audio files. Although there is no accepted definition for social media tools. The main elements supported tools such as s blogs, social networks, social tagging sites, forums, video sharing sites can be seen in various computers, mobile devices or smart phones. (Ulucan, 2016). Social media tools are different in some respects. (İşlek, 2012)

It is possible to classify social media tools as follows.

- Social Networks: Myspace, Facebook, Orkut, Bebo, Windowslive, Vkontakte, Google+, Friendster, Odnoklassniki, MyHeritage, Meetup, My Yahoo!, FriendFeed, Gdgt,
- Microblogs: Twitter, Tumblr, DayTum, Threewords.
- Blogs: Wordpress, Blogger, LiveJournal, My Opera, Technorati, Posterous.
- Professional Networks: Linked in, Xing, Coroflot, Viadeo.
- Photo Sharing: Flicker, PhotoBucket, Instagram, Photolog, Dailyboth, Picasa, Gravator, Panoramio,Foodspotting.
- Wikis: Wikipedia, Wikinews Wikileaks, Wikia, Wikihow, ,

- Video Sharing: YouTube, Yahoo! Video, Vlog, Google Video, Metacafe, Dailmation, Vimeo

Social media tools are different in some respects. Social media tools content; blogs, media sharing sites, social networks, such as sites with the different feature are known. Social media environments were gaining importance in the 1960s by increasing the scope of new media technologies and finding new application areas. Environments of the social media concept can be included in generally classified as blogs, microblogs, wikis, forums, podcasting, social networking sites, sharing sites and online communities. Table 2 shows the different classifications of social media tools. (Erkan Akar 2011).
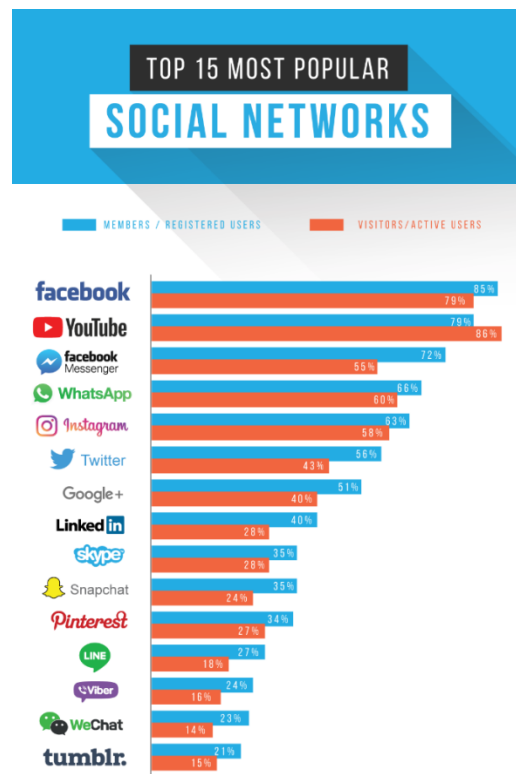
Figure 2.1: Top 15 Most Popular Social Networks.

Source : Digital Information World, Irfan Ahmad, 1ˢᵗ January 2019.

Table 2.1: The Most Popular Social Media Platforms.

Social networking sites	MySpace, Facebook,Faceparty
Creativity works sharing sites	Youtube, Flickr, Jamendo.com

User sponsored blogs	The Unofficial Apple Weblog, Cnet.com
Company-sponsored websites/blogs	Apple.com, P&G's Vocalpoint
Company-sponsored cause/help sites	Dove's Campaign for Real Beauty, click2quit.com
Invitation-only social networks	ASmallWorld.net
Collaborative websites	Wikipedia
Business networking sites	Linkedln
Virtual worlds	Second Life
Commerce communities	eBay, Amazon.com, Craig's List, iStockphoto, Threadless.com
Podcasts	For Immediate Release: The Hobson and Holtz Report
News delivery sites	Current TV
Educational materials sharing	MIT OpenCourseWare, MERLOT
Open Source Software communities	Mozilla's spreadfirefox.com, Linux.org
Social bookmarking sites allowing users to recommend online news stories, music, videos, etc	Digg, del.icio.us, Newsvine, Mixx it, Reddit

Based on the above classification approaches, will be used the classification some of the social media tools.

2.2.1 Facebook

In recent years, with evolving social networks it is possible for people to explain themselves and to interact for common aim. One of the social networks on this platform is Facebook. (Rob Cross, Andrew Parker 2004)

When Mark Zuckerberg was a student at Harvard on February 2004 he has founded 'The Facebook'. When Facebook founded, only Harvard students can be restricted. Later it was able to use high school students and everyone who older than 13 (Boyd, 2007). When it was useful for Harvard student and when it was opened the first time during 24 hours around 1200 Harvard students has signed up. After one month the users was around more than half of the Harvard undergraduates. In August 2005 for 'Facebook.com' to be an address it was paid $200,000 (Sarah, 2007). In September 2006 Facebook developed again. Everyone who has an email address with it could sign up and share their profile with their stats. In fact, during the period from May 2006 till May 2007 Facebook traffic grew 89%. (Charlene, 2007)

According to www.similarweb.com the rank of Facebook is 3th. The reason for this is improving and renewing the site day by day. Facebook mainly provides users to create profile pages, groups, and news on the wall. In addition to these: There are

many different interesting features like message, notification, events, applications, games. Day by day, Facebook creating new features to Facebook users. In Turkey one of the most generally used Websites is Facebook. (Mahmut Sami İşlek, 2012)

Table 2.2: Most Visited Web Sites in Turkey in 2019.

RANK	WEBSITE
1	G google.com
2	youtube.com
3	f facebook.com
4	G google.com.tr
5	instagram.com
6	twitter.com
7	S sahibinden.com
8	Y yandex.com.tr
9	H hurriyet.com.tr
10	milliyet.com.tr

Source: Similar Web, 1st July 2019, Top sites ranking for all categories in Turkey.

2.2.2 Twitter

Twitter was established in 2006 and the first time it was used for internal instant messaging and connecting employees (Joel Comm, 2010). The Web site was introduced at South by Southwest Interactive conference in 2007 and it was made available to other users. (Zarella Dan, 2010).

Twitter is one of the social media tools which users' number is increasing. According to Mashable's infographic; in March 2008 around 1.3 million users on Twitter, in April 2009 number of users was reached and it became around 6 million, 105 million in April 2010, 145 million in September 2010 and 200 million users registered in September 2011. (Stephanie Buck, 2011)

Most of the companies are using Twitter to communicate with the business prospect, influencers and with customers. Marketers start to see the value of connecting with Twitters in their industries to share their opinion, feedback and to discuss it. Also, the markets realized that getting fast feedback about their product, service or brands

Twitter has a big role and too much prospective for customer. (Tamar Weinberg, 2009)

2.2.3 LinkedIn

In 2002 LinkedIn was founded by Reid Hoffman and in 2003 was launched. LinkedIn is one of the oldest social networks and is the most common and optimal social networking in the business world. Businesspeople are giving the changes for finding each other, following and offering the opportunities in career life who trying to find the job. (Sayımer, 2008)

LinkedIn basically has many features such as Social media sites Facebook, Twitter, Myspace. The most important feature of LinkedIn from other media is the concretion of virtual personalities on a platform for working life. LinkedIn, is the best example of the concept of social capital in the virtual world is to share their professional experiences, establish business contacts with employees, entrepreneurs and companies. This is a professional business network for users to get new social connections and business opportunities. (Tad Hogg, Lada Adamic, 2004). LinkedIn achieved a great majority of popularity in a short period of time by offering important business opportunities for professionals.

LinkedIn has rapidly become popular with the use of professional people in the business world, where globalization is rapidly increasing. Through professional media, people share their work experiences, CVs, expertise and getting new connections with people in the sector. If users fill their profile account on LinkedIn completely, then they can easily connect with people in a similar line of business or if trying to search the job opportunity then LinkedIn is increasing the chances of finding a job.

The system components within the LinkedIn platform are listed as follows:

- Profile: As with any social media tool, there is a profile page that contains personal information and can be viewed by other users. One of LinkedIn's most important features than other tools support professional accounts whether normal or for a certain fee. With paid accounts, can be used many services than other user accounts. The profile page created here by users refers to the CV. LinkedIn enables you to coordinate your professional identity on the Internet and help your career process be more successful. (Joel Elad, 2008)

- Contacts: This section is used on the website to search for people who are connected to a network. LinkedIn has the ability to identify and recommend people (employee, company, etc.) second or third-degree connected affiliates to direct connections by a people in the network. LinkedIn with offers second- and third-degree connections to users help them grow in their networks so that they can contribute to their professional success within the professional network. (Linda Elen Olsen, Frode Guribye, 2009)

- Groups: Through LinkedIn, users can create or join a group which many people with similar interests. LinkedIn is a group service that provides the most important and professional life by providing professional people with many experiences and job opportunities.

- Classifieds: LinkedIn offers jobs that can be useful to users on the search page or on the page of the groups which they are involved in. Thanks to the virtual bridge between employers and employees since the day it was founded, LinkedIn which provides new tools, jobs opportunities and an increasing number of its members maintain position as the most important actor in this field on a global scale.

- Messages: Offline messaging among users is one of the most essential components of social networks and is also available on LinkedIn. In LinkedIn, companies, groups, etc. can contact many people and institutions with messages.

- Companies: LinkedIn provides a service for businesses corporate information, activities and news, and job opportunities on social media and brings together people who are employed in this company and connected to this network. In addition, the company's information more effectively provides by search engines through such as social media tools, Google, Bing, Yahoo.

2.2.4 Instagram

Instagram is one of the big growing social media platforms (Phua, Jin and Kim, 2017). Instagram is a social media can be accessed by consumers with smartphones and other electronics like tablet application. It can be said that Instagram is a photo album where we can share and keep our photos. Each user can create a personal profile and can share video and photos. Users can edit the photos, write something under it, tag more than twenty hashtags and users name.

A hashtag is a keyword for use to specify the picture. With hashtags, users can find and see popular photos or videos also, see around the world what other people are doing. Users also can like, comment and share the photos on other social media platforms, like, Facebook, Twitter etc. Each profile can follow others. It can say that Instagram is one of the most popular application today. In 2016 in the US Instagram was the most downloaded mobile application. According to Business Insider Instagram was downloaded 40 million times during from January till June. (McAlone, 2016)

RANK	APP	TOTAL DOWNLOADS (MILLIONS)
1	Messenger	59.7
2	Snapchat	54.5
3	Facebook	45.8
4	Instagram	40.4
5	Color Switch	39.0
6	Pandora	27.3
7	Youtube	22.9
8	Netflix	21.3
9	Spotify	21.1
10	Slither.io	19.3
11	Piano Tiles 2	18.7
12	Whatsapp	18.6
13	Stack	17.3
14	Candy Crush Jelly Saga	16.5
15	Musical.ly	16.5
16	Pinterest	16.1
17	Uber	16.0
18	iTunes U	15.1
19	Youtube Music	14.4
20	Clash of Clans	13.6
21	Amazon	13.5
22	Kik	13.1
23	Google Photos	12.1
24	Soundcloud	11.4
25	Google Maps	11.2
26	Wish	10.8
27	Twitter	10.7
28	Subway Surfers	10.5
29	Skype	10.2
30	Super-Bright LED…	9.7

Figure 2.3: The Most Downloaded Mobile Apps in the USA

Source: 30th July 2016, Survey Monkey Intelligence.

Users on Instagram share 55 million photos in daily and receive 1.2 billion likes on average. In addition, the number of active users using Instagram on a monthly increased to 150 million. Instagram can be used on both mobile phone and computer.

Instagram also reached 17% of Internet users and attracted as much popularity as Twitter. (Lenhart vd, 2010)

Instagram has fewer users compared to Facebook and Twitter but has recently used by many people on Instagram. 57% of users check Instagram at least once a day. The percentage of users who visit Twitter is 46% (Guidry and Jin, 2015).

2.2.5 YouTube

In June 2005 YouTube was founded by Steven Chen, Jawed Karim and Chad Hurley. It is a world's most popular online video community, where millions of people can discover, watch and share originally created videos content-sharing platform around the world (Margaret Holland, 2016). On April 23 in 2005 first video was uploaded on YouTube by Jawed Karim. This video was about animals. Every month from July 2006, Youtube had 20 million visitors. (Craig Belanger, English Marlanda**,** 2018)

According to Fortunelords.com's 2018 data, the video duration uploaded to Youtube in every minute is 300 hours. On YouTube, which is visited by 30 million viewers every day, the number of watched videos in every day is 5 billion. Youtube has 1 billion 300 thousand users, the average per month 2.6 billion users are subscribing. In the context of developing internet technologies, individuals ' habits are changing and online platforms such as Youtube are preferred by people instead of television. According to Fortunelords.com's 2018 data, 8 out of 10 people in one month follow Youtube videos.

2.3 Word of Mouth Marketing (WOMM)

Word of Mouth Marketing concept is a concept that has gained popularity in global marketing strategies in a short period and focused by people and organizations in this sector. The concept of Word of Mouth Marketing means that the consumer can talk about a certain brand, service or product and share his / her satisfaction with third parties. Word of Mouth Marketing (WOMM) creates a way for the people to talk to their customers about the product or service and provides consumers with the opportunity to tell your products in different locations and conditions.

Many years Word of Mouth Marketing is known as an important factor of influence on what people know, feel and do. Word of Mouth marketing has the ability to affect

awareness, perception, expectations, attitudes and behaviors (Odabaşı and Oyman, 2001). As a result of the purchase of a product or service according to the level of satisfaction/dissatisfaction. Word of Mouth Marketing has two types of effect: negative Word of Mouth Marketing and positive Word of Mouth Marketing. Negative is faster than positive Word of Mouth marketing (Helm, 2000). The most recent way of marketing through the internet via Word of Mouth marketing is called viral marketing (Snyder, 2004).

Word of Mouth marketing is a way of increasing the brand image and increase sales by providing positive marketing between consumers and their products. According to Brooks (1957) in the 60s' the importance in WOMM the basic view it is the most influential factor on the change of between people relationships and marketing behaviours.

Positive word of mouth marketing occurs when the company transfers the news with the desired recommendation to other people. Positive word of mouth marketing in terms of business not only reduces the marketing cost of the business but also increases the business earnings with the addition of new customers to the business (Derbaix ve Vanhamme, 2003).

One of the main reasons why Word of Mouth marketing is effective in the 70s written by Arndt (1967) is the fact that 'face-to-face marketing method" a product that marketing between the non-commercial buyer and advertiser.

In 1967, Arndt described Word of Mouth Marketing as a verbal marketing between a buyer and a Communicator (seller or influencer) where the buyer does not perceive any commercial concern about a brand, product or service. But in 1994 for Stern Word of Mouth marketing has left the main of advertising with unlimitation way, and the term "mouth to mouth" in real life refers to the exchange of verbal messages between a source and a receiver (Buttle, 1994).

2.3.1 Electronic word of mouth (E-WOM)

In the 1950s the concept of word-of-mouth (WOM), was introduced, by the internet. According to Arndt (1967), WOM is a marketing between a people whom the receiver perceives as a brand, product, or service. E -WOM is a way to spread information to other people with networks. When consumers make a purchase decision, interaction and Word of Mouth Marketing (WOMM) are the most

important source of information. Today, with help the internet, consumers can obtain information from other consumers. Through the Internet, consumer reviews have become an accessible resource for other consumers. The unique features of information technologies and the powerful development of the Internet have become WOM marketing to electronic environments.

As a result of people's communication with each other WOM has got new fame on social media (Kimmel and Kitchen, 2014). Electronic Word Of Mouth (eWOM) is a form of WOM where internet users afford reviews and ratings to all kinds of brands, products, and services (Bronner, F. and Hoog, R., 2010). Online information can be more easily distinguished from the information created by traditional media. Because the internet is supported by an incomparable number of texts, video and audio. So, what is eWOM? WOMM communication has evolved into a new form and emerged as eWOM and has become an important for consumers. eWOM (Electronic Word of Mouth) is defined as electronic Word of Mouth marketing.

Content created by users generally perceived to be out of commercial influences (Bronner, F. and Hoog, R., 2010). This trust effects consumers go to social media forums for sources the information and purchase decisions (Powers, Advincula, Austin et al., 2012).

2.4 Influencer Marketing

Influencer marketing is the digital equivalent of word-of-mouth marketing. It is a way to use influencer to introduce their brands or products to the larger market. Nowadays social media is flooding the internet, with over 200 million pieces of content a minute. With the expansion of social media platforms such as Instagram, YouTube, Facebook, is increase in the number of social influencers sharing makeup, fashion tutorial, and nutritional advice online etc (Byrne, Kearney and McEvilly, 2017).

Influencer marketing is a new approach to marketing. It addresses to potential customers and focuses attention on those people who advise decision-makers (Duncan and Nick, 2008).

When social media becomes important part of our lives, influencer marketing has appeared. For the buy something or go to the somewhere, people getting the advice

and recommendations from their Instagram, YouTube or from other Social Media models. A lot of consumers and markets are following, trusting to these influencers (Emma, 2019).

According to Edelman (2018), the confidence of environment for institutions continues to decline rapidly. More than half of the respondents (52%) stated that they didn't trust companies and institutions. The increase in consumer avoidance behavior leads consumers to be less exposed to traditional advertising and digital media advertising. Increasing the use of advertising blocking software among consumers who don't want to see too much advertising from consumers side, new marketing way is created which is called İnfluencer Marketing. (Hayes and Brown, 2008). Influencer Marketing is growing area-wide where people with through followers promote their products, brands and services. (Baker, 2014)

Previous research has shown that influencers are more likely and trustworthy than an advertisement with money (Abidin, 2016). It is true that consumers can choose which influencers to influence them and that the consumers trust their influencer and their opinion (Hsu, Chuan-Chuan Lin & Chiang, 2013). For De Veirman et al. (2017) major challenge for brands is choosing the right influencers. Comparing with direct marketing, influencer marketing uses the power of Word-of-Mouth (WOM) to market their products or services (Araujo, Neijens & Vliegenthart, 2017).

2.4.1 Influencer marketing concept

According to the results of Nielsen's (2015) 'Global Trust in Advertising', people mostly believe a recommendation from people they know (83%) and consumer opinions posted online (66%) (Öztürk and Şener 2018). The way to make the right purchase decision for consumers in this insecurity situation is word of mouth marketing (WOM). According to research by Tapinfluence and Influitive (2014), 90% of consumers trust the advice of people in their networks.

Since the early 1950s, researchers have shown that personal interviews and information exchange not only affect consumers' choices and purchasing decisions between acquaintances, also effect on consumer expectations, attitudes, and even perception of a product/service (Arndt, 1967). In this context, word-of-mouth (WOM) described and explored as traditional the sharing of knowledge among people (Brown and Reingen, 1987). In the context of marketing, word-of-mouth communication is defined as the sharing of information about products and services

by consumers and is one of the most effective sources of market information for consumers (Alreck and Settle, 1995). One of the reasons why word-of mouth information is valued by the recipient may be the perceived similarity between the message source and the perception that the source has more information about the product or service category (Gupta and Harris, 2010). Word of mouth information is generally perceived as more trustworthy among consumer because it is considered freethinking and intentions of marketers. (Lau and Ng, 2001)

2.5 Consumer Behaivor

Consumer behavior is a concept of psychology, sociology and anthropology. This concept began to develop as a new area of interest of behavioral scientists end of the 1950s (Odabaşı, 2002). Consumer behaviour is extremely important for Influencing and directing in the current market. Researchers working in marketing and consumer behaviours have different definitions about consumer behavior.

The main characteristics of consumer behavior are as follows (Gerlevik, 2012):

- It is motivated behavior.

- It is dynamic process.

- It consists of various activities.

- It is complex and varies in terms of timing.

- It deals with different roles.

- Affected by environmental factors.

- It may vary for different people.

Factors that affect consumers' purchasing behaviour can be grouped like that.

(Yükselen, 2013)

- Personal factors: Occupation, Age, Economic Characteristics, Lifestyle, Personality

- Psychological Factors: Motivation, Perception, Learning, Beliefs and Attitudes

- Cultural factors: Culture, Subculture, Social Class

- Social factors: Family, Role and Status, Advisory Groups.

2.5.1 Consumer behaivor in social media

It would not be wrong to say that social media which consumers using have an impact on consumer behaviour. Social media is changing the decision-making process in consumer buying behaviour and adding new factors in which businesses cannot control (Constantinides and Stagno, 2011). In social media, consumers are affecting others, also affecting by other users. It is possible to say that social media has an impact on consumer behaviour.

2.5.2 Factors affecting consumer behavior

There are three factors affecting consumer behaviour: psychological, factors, personal factors and socio-cultural factors.

2.6 Demographic Factors

Demographic factors of determining consumer buying behavior; age, gender, job, education level, income status, marital status. (Muter, 2002)

2.6.1 Age

Demographic characteristics are objective, easily defined and measurable and prone to assessment and measure of statistical data of the population.

Consumers can be described with the help of such demographic characteristics as gender, age, communication languages, education, ethical (race) membership, etc. Gender and age are the most fundamental ones among all of there characteristics. They are the easiest to describe (count), and their influence is sometimes decisive. We will discuss these factors in more detail.

Age is one of the key parameters for determining the behavior, knowing it, with a high degree of probability, we can say what people are interested in and what are not. With age, the needs and capabilities of customers change. For example, the older a person becomes, the more conservative he is, and in adolescence, he is more prone to individualization and experimentation.

Age of consumer behavior is one of the most important factors. The consumer shows different behaviors during all age periods. (Solomon, 2014). For example, young

people are wearing more colorful clothes and eating fast food, while those in the adult group wearing more simple clothes and prefer healthier food. The division of consumers' market by age variable is important in terms of identifying needs, trends and various psychological. Because people with age also changing the of characteristics like social, physical, economic and psychological. (Cakmak, 2004)

With the age also changing the education and income level, the way of spending, the family structure. First of all, the age period and age of the person will tell us what kind of goods, which models and styles will be preferred.

2.6.2 Gender

It is customary to distinguish between the physical and social gender. When we talk about consumer differences by gender, we mean gender differences.

Gender is a model of behavior of representatives of different sexes adopted in a given sociocultural field. On the basis of this model, the real behavior of people is formed. In accordance with it comes the socialization of children. Real people with the help of a variety of positive and negative sanctions are driven into its framework. On its basis, social expectations and stereotypes are formed that haunt people all their lives, forcing them to adapt to gender models.

The quantitative composition of the male and female population is important as well as their response to the product. This allows you to determine the composition of the audience, the dynamics of its behavior and adjust the course towards it. Segmentation by gender has long been used in the production of clothing, in the market of hairdressing services, in the cosmetic industry, in publishing

Gender also has an important role in both purchasing decision: product and brand selection (Peterson, 2005). One of the important factors of gender is affecting on consumer's buying behavior. Many studies have shown that women and men differ in terms of consumption behavior.

There are differences between male and female when choosing a brand. According to their psychological structure due to their gender People are choosing the brands. Certainly, the purchasing habits of men and women and the demand for goods are different. For example, the colour of the car for the woman is purchasing, but for the men, the technical qualities of the car can be important. Some goods are only bought

by women and some by men only. For example, children's clothes are often taken by women. In addition, buying behaviour of young women and older women can be different. For this reason, the gender factor gives more comprehensible results with the age factor (Tenekecioğlu, 1994).

It is already known that women, as housewives, are an important force affecting purchasing decisions. In the industrial sector, society ignores women, but Job Organization of Information Society does not discriminate between gender. The increase in the number of working women gives some results. The fact that women have gained economic freedom become a consumer independent in their family. Increased the women's income, demand also increasing in the market. The woman who works spends less time at the home. When she comes back in the evening, she doesn't watch TV much, as before. This reduces the marketing communication efforts through television (Köseoğlu, 2002).

2.6.3 Profession and education

First of all, people are individuals. That is why the most important role in influencing to their behavior is the personal characteristics that are shaped by external environment (Lancester and Reynolds, 1999).

Profession and income groups are also demographic factors affecting social media behavior. For example, the LinkedIn Website is more commonly known as a business network for professionals, but MySpace is a social media tool for users who are interested in music. According to Nielsen's, average social network user's annual income is less than $ 50,000, while bloggers have an average annual income of over $ 75,000. (Nielsen, 2011).

Consumers can be divided into these sections: manager, officer, technician, worker, farmer, retired, student, housewife, unemployed etc. (Çakmak, 2004).

The profession has a significant impact on buying behaviour. For example, the requirements of a computer engineer and a shipping company employee will not be similar. Consumers' professions and education create the need and desire for specific goods. Businessman and employee clothes necessity is not the same. With increasing consumers' education levels, their needs and desires are also increasing. Peoples profession depends on their status and role of the person. A businessman takes care of his clothes when he goes to a meeting, so that is why he has to act buy the suit is

necessary. While will change the oil of the car from morning to evening auto mechanic will choose to wear an overall (Akgün, 2008).

2.6.4 Income

Income level is a very important factor that directly affects the consumer's purchasing behavior. After the direct taxes from the personal income of the consumers, the remaining income is considered as real income. This income is indicative of the consumer's purchasing power. Part of the income is spending on the obligatory obligations and the necessities for life. The extent to what is not easily measurable, like rent, food, clothing, transportation and health expenses do not change, and after spending on compulsory needs, remaining income section is defined as optional income (Köseoğlu, 2002).

2.7 Socio-Cultural Factors

Socio-cultural factors that determine consumer buying behavior; family, group, social class and culture.

2.7.1 Family

The family is a fundamental and universal social institution in all human societies.

Family has two roles in the procurement process:

- The family is the unit that decides who purchases the goods.
- The family affects the behaviour of purchasing as a small social group.

Because the family is an earning and consumption unit, decisions about consumption affect the members. The roles of the family members are an important factor for family decisions (Odabaşı ve Barış, 2003).

A family is simply a social group of mothers, fathers and children (Durmaz, 2008). This definition is generally used to describe the nuclear family.

The influence of family members on buyers (consumers) is very strong. Family is the most important consumer organization. Marketing managers are closely related to various roles of wife, husband and children. (Tek and Özgül, 2005)

In sociology theories, family qualities, scope and functions are described in different aspects. The functionalist approach in sociology evaluates the family is one of the other social institutions and a component of the social structure.

2.7.2 Reference group

It is possible to speak of a social group when the relationships established between two or more people and influence action and attitudes. People throughout their lives and being a member of a group or effecting by certain groups (Uçak, 2004). And to this kind of groups are given the name of the reference group who influences man's attitudes, ideas and value. (Tek and Özgül, 2005, 171). According to Schiffman and Kanuk (2006), the reference group is individuals or groups that affect the general or specific values, behaviors. A reference group is a group which starting with from the family directly or indirectly influencing friends, teachers, and consumer behavior (Koç, 2008).

2.7.3 Social class

The concept of social class explains as the social structure of people who have close relations with each other and have similar behavioral expectations. (Warner, 1981: 140). Because of economic reasons in modern societies have social classes. These social classes are more effective in terms of groups, such as income, education, and geographic place. The reason for their effectiveness is people living in these classes will take different status than a family living in the upper class because of speaking, culture, dress etc.

2.7.4 Culture

Culture is the main factor of consumer's wishes and behaviors. Children who live in a particular culture when they were a kid, later will continue the same habits, even if they do not know in which culture they grow. For example, the people of the United States drink fruit juice for breakfast but in our country a tea. Another example, in our country, homemade meals are famous but in most foreign countries fast food. (Tek, 1990). Culture is the main reason for human needs and behaviors. Culture is an attitude, value and important symbol of human behavior which conveyed to future generations.

There are two types of culture: General culture and subculture. General culture is the culture that is used by most of a country or society. Nowadays, the countries that have changed to the cosmopolitan structure don't have the same culture. Culture can be as different values, habits, traditions and other behaviors in one country or in a market. Almost there is no market like homogeneous culture in all aspects. The reason for this is that a society formed people from different ethnic groups, beliefs, different geographical structures and different cultures. The person who shares a culture can also be from a subculture that forms that culture. Therefore, companies should be aware of which subculture consumers should develop their marketing strategies. Subculture is the accepted culture by a certain part of the country.

More than hundreds of definitions have been written about culture. A few of them are given below.

Table 2.3: Definition of Culture.

Study	Definition of Culture
Sheth, Mittal, Newman, (1999, pp 147)	Culture includes ideas, norms, values, skills, technologies, materials, and behavior.
Sargut, (1985, 23).	Human creates and accumulates culture. The result becomes an important impact significant universe to themselves.
Bozkurt, (2007, 24).	According to E. B. Taylor: Culture is a complex which includes the habits of knowledge, art, tradition and similar talent learned by humanity as a member of society.

3. RESEARCH MODEL DEVELOPMENT AND HYPOTHESES

3.1 Conceptual Model

On the basis of theoretical and empirical studies which are discussed and presented in the literature review chapter, the study draws the conceptual framework model for this research:
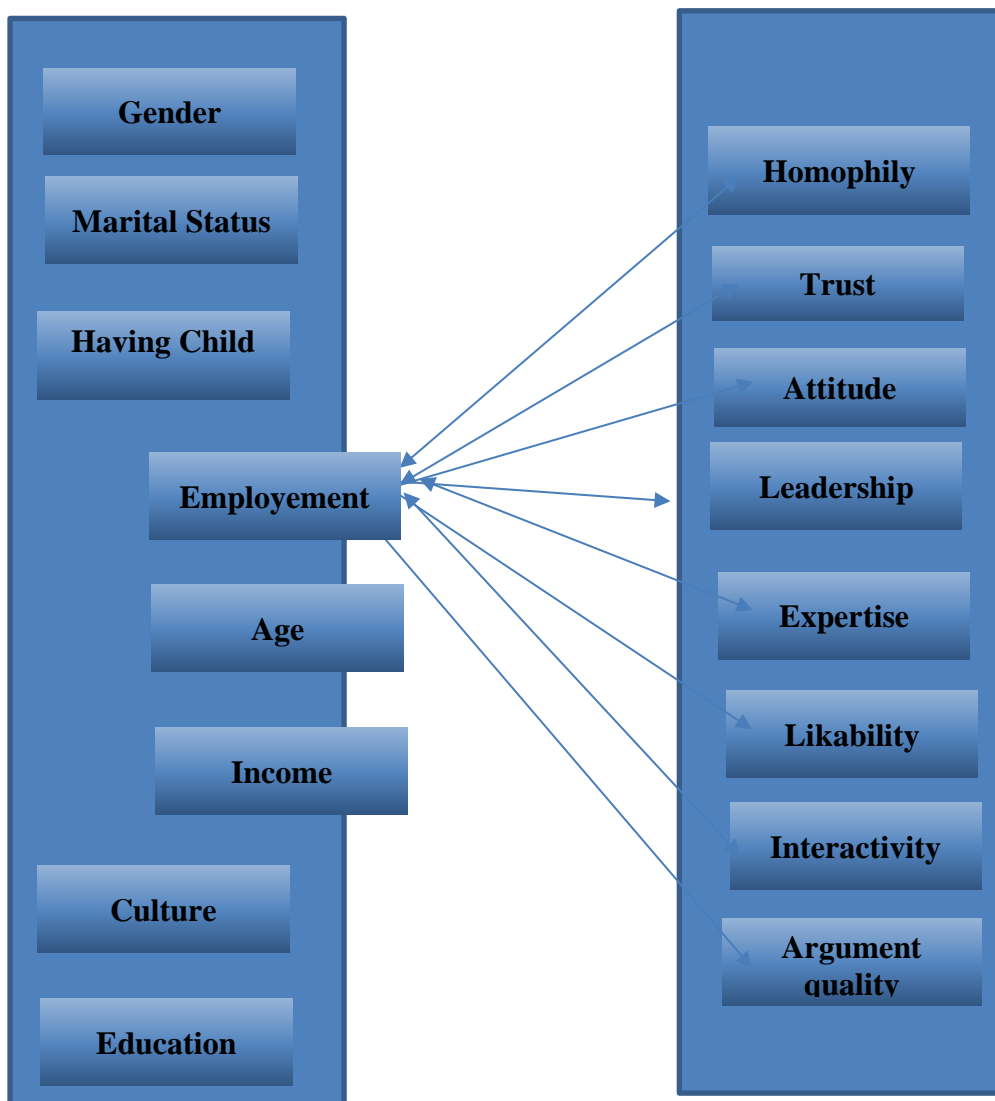
Figure 3.1: Research Model

Previous studies have shown that the consumer's attitudes toward advertising has significant influence over their purchasing intensions (Albert Caruana and Michael. Ewing, 2010). It is reported that the undesirable consumer's attitude might end with the lack of responsibility in social media advertising (Agnihotri, 2012). Social media advertisement is an effect on the consumer's positive attitude towards the social media influencers. Special highlight was made by this researcher indicating that there is a powerful relationship between the consumers attitude and social media advertising (Sun and Wang, 2010).

Consumers' attitude toward the brand, online shopping, influencers, etc is dependent on consumers' gender also. There are many kinds of researches about this discrimination. For example, one of these researches: Rodgers and Harris (2003) describe that the number of internet users are equally divided among the genders, but at the same time number of women are more than men in online shopping and purchasing. These gender differences in online shopping got the attention and affected the intention of women and men (Rodgers and Harris, 2003; Van Slyke, Comunale, and Belanger, 2002; Sanchez-Franco, 2006).

Trust is one of the important factors. As trust is significant to the functioning of society, and social media is aware of its power within the society, as such it increases its main focus on frequent basis. (Kelton, Fleischmann, & Wallace, 2008).

Age is one of the considered demographic factors for trust in online information. Gallup (2007) with Knight Foundation Survey found that youngers use online sources more than adults. However, in European countries no exact relationship was found between social participation and age (Hoelig, 2016). Overall, the results concerning the role of demographic factors in affecting confidence and trust in online sources appear to be inconclusive and definitely there is a need for more studies on them.

Many researches exist about the online shopping where gender difference was studied from various attitudes such as the understood risk of online purchasing (Garbarino and Strahilevitze, 2004), and acceptance of the technology (Chen, Gillenson, and Sherrell, 2002; Porter and Donthu, 2006).

Some researchers propose that in technology adoption females and males act differently. (Venkatesh and Davis, 2000; Ford, Roberts and Ledbetter, 1996) Man

and woman differently utilize the technology (Faja and Trimi, 2008). According to Teo and Lim (1996), in e-business technology males have more information and adoption than females. Li and Lai (2011) found that in Hong Kong internet banking acceptance, demographic factor as gender had an important influence over the intention to use internet banking. Females were considered to have more positive attitude than males towards the internet banking. It means that females are using the internet in a more useful and easier way than males.

Previous researchers have found the acceptance that gender can have an impact on decisions. For example, in the research on how Chinese learners evaluate Wikipedia websites it was mentioned that precision, stabilization and legitimacy of data were all important predictors of Wikipedia and that each of these factors related to gender (Huang, Shi, Chen, and Chow, 2016). Women concentrated more on the method, while the men concentrated more on the product. Research in business has confirmed that female consumers have greater trust than men do (Sheehan, 1999). But, in the accounting profession, with four types of empirical research has confirmed that male and female auditors were equally trusted by clients (Shaub, 1996). Traditional science appears to think of women more trustworthy. For example, in Mexico, Government belief that female officers are less expected to take corruption. So that is why in the teams of traffic all cops are female (Treaster, 1999).

Other important factors need to be considered when referring to the power of gender, age, trust as a significant influencing points of view.

Homophily is the concept that is seen more frequently between comparable persons rather than those with different characteristics and points of view. The prevalent reality of homophily tends to localize social, cognitive, genetic or content data which is circulated by networks. Homophily means that within the cultural gap the number of interactions through which a bit of data needs to move in order to link two people. It also implies that any cultural organization which is substantially dependent on network communication is located in the cultural place and complies with certain basic mechanisms when interacting in ecological ways with other cultural organizations.

Concept of homophily has been described and interpreted in a number of different ways by researchers in previous studies. Homophily was evaluated using the 8 article bipolar scales developed by McCroskey (1975). This appraisal has been used in

many types of research and is considered an effective and reliable measure (Rubin, Palmgreen, and Sypher, 1994). Sample items suggested: "Thinks like me/Doesn't think like me," "Concerns like mine/Concerns unlike mine," and "Experiences like me/Experiences unlike me."

Homophily is the level of observed similarity a receiver ascribes to a message source. Homophily is affecting both online and offline people's faith and attitudes (Richmond, and Daly, McCroskey, 1975; Wheeless, 1974; Tidwell, Walther, and Slovacek, 2001).

Whether internet users relate to differently than experts may have a large influence on message evaluations - suggests that homophily, credibility, are important constructs in evaluating the impact of online health information.

One of the most fundamental values of interpersonal communication is that resemblance between source and receiver improves the probability of efforts at communication and promotes efficiency. (Rogers and Bhowmik. 1970; Rogers and Shoemaker, 1971). While many studies have endorsed this overall principle in the latest research, it must be amended to account for the higher efficacy of certain mild dissimilarities between usually homophile communicators. (Simons, Berkowitz and Moyer, 1970; Alpert and Anderson. 1972; King and Sereno, 1973)

Rogers and Shoemaker (1971) referred to this connection as "optimal heterophily." The leader-follower connection that is frequently seen in mass communication and diffusion studies is the finest illustration of this communication between communicators.

3.2 Trust

The history of trust research in the literature is based on the 1950s. Although there has been a lot of research carried out since then, no consensus has been reached on the definition, characteristics, predecessors and results of the trust concept (Koç, 2012). Therefore, it is important to define the concept of trust.

Trust is the expectation of others that one will choose not to take advantage of the situation (Gefen, Karahanna, and Straub, 2003). Trust also is an individual's belief to another person will behave in a trustworthy, ethical, and socially suitable way. There are many types of researches have been written about trust in Web vendor and

e-commerce. Chen and Dhillon (2003) in their research Interpreting dimensions of consumer trust in e-commerce they wrote about dimensions of trust in a Web vendor. We know consumer characteristics from the previous researches to be a self-propensity to trust, attitude toward online shopping, past purchase behaviour, and personal characteristics (including, age, gender, income, and education).

The previous research literature of trust shows that there are two dimensions about it: 1) cognitive 2) affective dimension (Aiken and David, 2006). In reference to Kim and Park (2013) "Cognitive trust is the customer's faith in and readiness of dependency on an exchange partner's talent. But consistency and affective trust is a customer's belief about a firm's level of care and concerns based on emotions".

The concept of trust is defined in academic literature in many ways. Definitions of trust have been derived from definitions in the field of psychology or sociology.

Based on Lindskold's (1978) definition, trust may have arisen from the purpose of reliability. In other words, if a person's words are reliable, their work is also appropriate and reliable. If to look at Rotter's (1967) approach, trust is faith the belief that a group's words or promises are credible and that a group is able to fulfill its obligations arising from commercial relations".

Trust can be defined as expectations about the actions and intentions of other people. Regarding this definition, issues related to trust occur as, personal risk-taking behaviour, cooperation, decreasing social complexity, social capital, order, etc (Möllering, 2001).

Mayer, Shoorman and Davis were defined trust as; faith is belief that a group can be hurt by the behaviour of another group, will perform effective and specific behaviours against this group. (Mayer, Davis, and Shoorman, 1995). The Baron defined trust as charitable and faith behavior (Gerardo and Daniel, 2003).

Traditional personality psychologists, view trust as a personal trait. They have described trust as, belief, hope and deemed that comes from within. Economists and sociologists explain trust as a feeling of reducing anxiety and suspicion towards people who are employed. Psychologists are defining trust as positive about people's behavior (Yousafzaf, Pallister and Foxall, 2003).

As we have seen, the common definitions of belief are that the trusted person acts in accordance with the expectations of who trust them. A trusting person getting a belief

that her/his expectations will be met in the best manner within the framework of honesty and kindness. Trust can be compared to freedom. Solomon and Flores argue that trust is a kind of freedom. The freedom provided by the trust is the freedom to engage in projects that an individual cannot afford. As seen in the development of e-commerce, it is the freedom of approaching foreigners and doing business with them that individual will never think of doing business together.

3.3 Attitudes

What is an attitude? Allport (1935) described an attitude as emotional willingness, experience, influencing the person's responsiveness towards all the items and circumstances to which the approach relates, directly or dynamically. An easy definition of the attitude is either a manner of thinking or an inclination to behave of the knowledge and temperament and individual.

Attitudes help us to define how to see item or situation and how we lead towards the things. Attitudes consist of three models: actions, thoughts and feelings. Attitudes can be an enduring emotional reaction to people and objects or evaluation of objects or person. Also, attitudes provide us about objects people, ideas and beliefs. Attitudes let us behave in a special way toward a person or object. Even though the belief and feelings attitudes are inside of person, we can see an attitude from her/ his behavior.

For a long time, attitudes have been accepted as the concept of social psychology. Thomas and Znaniecki (1918) described social psychology as the scientific study of attitudes. Gordon Allport (1954, pp 43) notes that "This idea is the most unique and indispensable idea of American social psychology". The terms initially were broad as cognitive, affective, motivational and affective elements. For example, according to Allport (1935) attitude is "state of the willingness of being organized by experience, with a guided and vibrant impact, to respond to all objects and circumstances in relation with which it is related". After 10 years Krech and Crutchfield (1948) wrote: " Attitude can be described as an enduring organisation, with regard to some part of the individual's world, motivational, mental, perceived and behavioural process". These definitions explained the enduring of attitudes and their closely related to people' behavior. Fuson (1942) and Campbell (1950) were defined attitude is the relation to the probability that in the given situation an individual will demonstrate certain behaviour'.

3.4 Leadership

For companies and organizations, leadership has the most important role nowadays. The "Leaders are individuals who establish the direction for a working group of individuals and who gain commitment from this group of members to the established direction and who then motivate members to achieve the direction's outcomes" (Conger. J, 1992). Multiple viewpoints and ideas allow you to see leadership. Leadership is traditionally a characteristic that the leader possesses or is a social phenomenon that stems from relations with communities. These ideas can express distinct views on definitions of leadership. It is an on-going discussion that whether the leadership is based on a leader's private characteristics or on what he or she does or thinks (Grint 2004). Grint likewise feature position issues with the administration, which investigates, is the pioneer an individual in control? With the genuine specialist to choose or actualize, or it is just an individual in front who takes his/her directions for someone. Late audits accept administration as "a procedure whereby an individual impact a gathering of people to accomplish a shared objective (Northouse 2004). Another opinion about leadership is that "leadership is like the Abominable Snowman, whose footprints are everywhere, but who can be seen nowhere" (Nanus, B and Bennis, W. 1985)

As per Jackson and Repel (2008), the initiative is where pioneers utilize their aptitudes and information to lead and get a gathering of workers the ideal bearing that applies to the association's objectives and targets. Moreover, a leader that has solid administration aptitudes ought to likewise be in possession of specific attributes, for example, energy, consistency, trust, and vision; for just leaders who claim these qualities can assemble trust in employees.

Leadership is also related to the fact that influences have a (phenomenon) strong character, strong leadership skills and leadership narcissism (Langner, Hennigs and Wiedmann, 2013). Leadership narcissism is that people can strongly emphasize their own characteristics while attracting people around them. (Raskin and Terry, 1988). Nurtured by a narcissistic personality structure, leaders are often in the forefront with their egocentric and even haughty character. However, leadership characteristics phenomena communication with others in the group, they are frequently in the foreground.

In brief, leadership/leader is either an individual who is in control and has specialists to take choice and furthermore have forces to actualize his/her choices or a procedure having a lot of other legitimate procedure about hierarchical, individual or social procedure of impact for which the gatherings, groups or associations can accomplish more to expand their capacity. The choice of the leader not just relies upon the individual qualities of the individual, yet additionally on social and cultural factors alongside his/her presentation towards life (Bolden 2004).

3.5 Expertise

The expertise of phenomenon's is considered as knowledge level. Phenomena especially should be able to demonstrate all kinds of performance, about products (Feick and Higie, 1992). Because the expertise of the resource always has a significant impact on consumer attitudes. (Bone 1995; Herr, Kardes and Kim, J, 1991). Especially in the context of social identity, the ability specific knowledge and expertise of about product/service is the most important factor for influence the consumers (Troldahl and Van Dam, 1965).

Social media influencers are people who are frequently asked questions for ideas in their own fields of expertise, taken opinions and they are more frequently consulted than others in the group they are in (Lazarsfeld and Merton, 1954). Information about product group or service and expert's opinion is important in the process of being affected by the consumer. Because it significantly strengthens the accuracy of the origin of the message, and in the context of social impact (Gatignon and Robertson, 1991).

In marketing literature, this is a called Market Mavenism. Referring to the philosophy of Mavenism, expertise is providing important and valuable information and advice to followers. Mavenism is the leader of expertise which influences the followers with an opinion, change the attitudes and behaviours of consumers (Feick and Price, 1987; Kotler and Zaltman, 1976; Lazarsfeld, Gaudet and Berelson, 1944; Kassarjian, 1981; Slama and Tashchian, 1985). Market expertise is a person who is trusting, respecting, listening advice by followers or help to reduce the risk during a purchasing process of consumer (Wiedmann, Walsh and Wayne, 2010; Walsh, Gwinner and Swanson, 2004). That is why, influencers, which are considered market

experts in the context of social identity, have a positive effect on purchasing processes.

3.6 Likability

Following the approach provided by McGuire's (1985), attractiveness, similarity, familiarity and likability of the source determine message delivery effectiveness.

Familiarity is described as the information of the exposure; likability is defined as 'love for the sources' to recipients apparent, and similarity is accepted as a likeness between receivers and sources (McCracken, 1989).

Likeability is a psychological factor that influences consumers' reactions to a source such as a firm, brand, price, or marketing (e.g. Reysen, 2005). Alwitt (1987) found that likeability is described as a multidimensional construct with cognitive and affective components. The amount of likeability (interaction) the influencers receive is not a measure of the content they provide to the public, nor of how much others love them. The lesson is not to get caught up in this false judgment, as we change the level of our speeches to "what the public demands" for admiration. In the end, standing on solid ground while maintaining good discourse is what enriches our experience and ourselves, not the false ones.

It can be said that the likeability on the social media that it depends mainly on the visual effects and suitability to the standards of followers in satisfaction where satisfaction becomes more positive whenever it is compatible with the mentality of followers and the way they address the ideas and attitudes around them.

3.7 Interactivity

Interactivity is a significant and critical feature of modern media. Most of the consumers nowadays are not contacting or interacting with sales and they do not have physical experiences about product / service. Instead, they are using social media, without face-to-face communication (Koufaris and Hampton-Sosa, 2004). Ha and James (1998) described interactivity as respond of the audience and communicators needs.

Traditional marketing strategies influencing public relations are used to achieve consumers by press sources such as journals, newspapers, television, and radio.

These traditional strategies can succeed in growing consciousness, but do not simply build a brand-consumer connection, such as Social Media Marketing. Interactive video material provides influencers with a favorable insight into branded products and invites their supporters to buy a product and enjoy it.

Interactivity has been described in different ways. The word « interactivity » depicts in its most particular context, an effective connection between at least two persons or items. Interactivity relates to the relationship and thus to its interaction characteristics. Often it is said when the message is connected to previous messages, that is 'interactive'. Deighton and Blattberg (1991) describe interactivity as the facility for persons and groups to get in contact instantly with one another notwithstanding of distance or time. Deighton (1996) sees interactivity in two characteristics as the capacity to address a person and recollect the response. Steuer. J (1992) define that interactivity is to the extent that users can participate in a real-time and change of the media's format and content.

Previous researches defined interactivities as social and technical aspects (Heeter, 2000, Burgoon et al., 2002; Steuer, 1992; Liu & Shru Shrum m, 2002).

Table 3.1: Definitions of Interactivity

Study	Definition of Interactivity
Bezjian, Alexa, Bobby and Dawn (1998, pp 23)	Consumers in an interactive system are controlling the request content form or the information which gives to them. Before it was impossible to contact the buyer with the producer. But now with property of interactivity enters the dialogue is possible.
Cho, Chang and John (1999, pp 163)	Interactivity is the extent to which an individual continually engaged in advertising with presentation and advertising messages.
Guedj, Robert et.al (1980, pp 69)	A specific design-based control.
Haeckel (1998, pp 63)	Exchange is the basis of interactivity.
Miles (1992, pp 150)	In the description of the interactive communication, main focus is on how the party that receives the information interprets and reacts to the message that was delivered within that information.
Rafaeli (1988, pp 111)	Interactivity is the point to which any third connection is linked to the point which transactions referred to previous connections during a certain of communication transactions.
Ha, Louisa, and Lincoln (1998, pp 461)	Interactivity is the term of which the communicator and the public react or make easy to promote each other's communication and needs.
Pavlik (1998, pp 137)	Interactivity can be explained in two way. One of them is communication between the producer and consumer, another one is multi directionality connection between all sources and recipient's interaction.
Jensen (1998, pp 201)	Interactivity is referred to as a tool that can be used to determine the potential ability of the media where it lets the user has a determined way of authority over the content and/or form of the interaction that is carried out through the use of information communication technology.
Straubhaar, Joseph, and Robert (1996, pp 12)	When we mention the interactivity, we can imagine the circumstances of face-to-face communication and feedback which actually come through the information communication channel and on timely basis the message that is being delivered to the receiver is getting modified by its core source.
Day (1998, pp 47)	The main idea behind the interactive marketing is where it can be said that information is gathered not about the customer, but the customer is the main source of the information, i.e. here we obtain the information directly from the customer.
Kiousis (1999, pp 18)	In the world where the information users are mainly considered to be a human, a modern approach can translate the interactivity where the ones that participate in the communication demonstrate their experience in and increase of the awareness of appearance of being present
Newhagen, John and Mark (1996, pp 165)	The interactivity concept is about the correlation between psychological background of the message senders and the message receivers' interactive involvement.
Wu (1999, pp 6)	Interactivity perceived can be described in two way: 1) Component navigation 2) Responsiveness
Coyle, James and Esther (2001, pp 67)	To consider a website as being interactive it needs to have a smooth interrelation or so-called mapping, fast transition from user inputs and their following action results to the multiple ways of manipulation of the content.

3.8 Argument quality

Argument Quality always defined in literature as an important criterion and persuasion (Miller & Levine, 1996; Slater & Rouner, 1996). In accordance with the approach by Petty & Cacioppo (1981), argument quality In ELM persuasive message

is convincing and strong and at the same time is spacious and weak. Argument quality is determined as a presented attitude of arguments careful deliberation toward a message. For the message with greater arguments is supposed to produce positive responses. Similarly, in organizations information quality is an important premise of knowledge. (Sussman & Siegal, 2003). Explanation was also provided on how to influence the perception of the credibility of web information. (Cheung, Luo, Sia, and Chen, 2009; Wathen and Burkell, 2002). That is why for the stronger argument quality we are expecting online reviews should be sense trustworthy.

Here come the hypotheses emerging from the literature and the model of the study as presented at below:

- There is a difference between genders in terms of their attitude toward influencers (H1a), their trust in influencers (H1b), their perceptions about expertise level of influencers (H1c), their perceptions about leadership of influencers (H1d), their perceptions about likability of influencers (H1e), their perceptions about interactivity of influencers (H1f), their perceptions about argument quality of influencers (H1g), their perceptions about homophily of influencers (H1h)

- There is a difference between individuals with different marital status in terms of their attitude toward influencers (H2a), their trust in influencers (H2b), their perceptions about expertise level of influencers (H2c), their perceptions about leadership of influencers (H2d), their perceptions about likability of influencers (H2e), their perceptions about interactivity of influencers (H2f), their perceptions about argument quality of influencers (H2g), their perceptions about homophily of influencers (H2h)

- There is a difference between individuals who have child or not in terms of their attitude toward influencers (H3a), their trust in influencers (H3b), their perceptions about expertise level of influencers (H3c), their perceptions about leadership of influencers (H3d), their perceptions about likability of influencers (H3e), their perceptions about interactivity of influencers (H3f), their perceptions about argument quality of influencers (H3g), their perceptions about homophily of influencers (H3h)

- There is a difference between employment status in terms of their attitude toward influencers (H4a), their trust in influencers (H4b), their perceptions about

expertise level of influencers (H4c), their perceptions about leadership of influencers (H4d), their perceptions about likability of influencers (H4e), their perceptions about interactivity of influencers (H4f), their perceptions about argument quality of influencers (H4g), their perceptions about homophily of influencers (H4h)

- There is a difference between age in terms of their attitude toward influencers (H5a), their trust in influencers (H5b), their perceptions about expertise level of influencers (H5c), their perceptions about leadership of influencers (H5d), their perceptions about likability of influencers (H5e), their perceptions about interactivity of influencers (H5f), their perceptions about argument quality of influencers (H5g), their perceptions about homophily of influencers (H5h)

- There is a difference between income level in terms of their attitude toward influencers (H6a), their trust in influencers (H6b), their perceptions about expertise level of influencers (H6c), their perceptions about leadership of influencers (H6d), their perceptions about likability of influencers (H6e), their perceptions about interactivity of influencers (H6f), their perceptions about argument quality of influencers (H6g), their perceptions about homophily of influencers (H6h)

- There is a difference between culture in terms of their attitude toward influencers (H7a), their trust in influencers (H7b), their perceptions about expertise level of influencers (H7c), their perceptions about leadership of influencers (H7d), their perceptions about likability of influencers (H7e), their perceptions about interactivity of influencers (H7f), their perceptions about argument quality of influencers (H7g), their perceptions about homophily of influencers (H7h)

- There is a difference between individuals with different education level in terms of their attitude toward influencers (H8a), their trust in influencers (H8b), their perceptions about expertise level of influencers (H8c), their perceptions about leadership of influencers (H8d), their perceptions about likability of influencers (H8e), their perceptions about interactivity of influencers (H8f), their perceptions about argument quality of influencers (H8g), their perceptions about homophily of influencers (H8h)

4. RESEARCH METHODOLOGY

4.1 Introduction

With the development of internet nowadays it can be observed that in social media there are a lot of influencers who are giving advice, sharing experiences or doing the advertisement about service or product. Most of the people like to follow them, to get information about those things which they are interested in it. Here tried to discover from the literature review, which characteristics effect on consumer attitude toward the social media influencers. For this purpose, we examined the impact of eight factors namely Homophily, Trust, Attitudes, Leadership, Expertise, Likability, Interactivity and Argument quality also try to know whether these factors are changeable on consumer demographics factors toward social media influencers or not.

That is why this chapter describes and presents detailed information about which procedures and methods were used in this study. It includes research design, procedures, instrumentation and data collection.

4.2 Research Design

The study tries to understand whether social-demographic factors have any influence on consumers' attitudes toward social media influencers. This study requires the collection of data from the people who follow the influencers. As a research design, a quantitative approach utilized in this study. With the survey methods, research variables were performed through the internet delivery of self-administered questionnaires to gain understanding the point of view of consumers and collect the data from all study. At the end of the study, it was tested whether all proposed hypotheses were supported and how extended variable affected the factor on consumer attitudes.

4.3 Procedures

The participants were required to complete an online survey of the demographics and variables related questions. However, the required approvals were acquired from the Ethics Committee of Istanbul Aydin University before the questionnaire was spread among respondents. There were provided to participants in advance information about the purpose of the instructions and study.

4.4 Instrumentation

For the research model and for the data collection to get the research objective the questionnaire survey was prepared. It is an easy way to collect data statistical analyses. The questionnaire was created in English, because the survey, was given to the people who know the English. The survey consists of two part. In the first part was asked by the participants about their demographic factors like age, gender, marital status, income, profession, education, the country where they are from and also was asking internet usage frequency and for what they are using the internet. In the second part, the questions were about homophily, trust, attitudes, leadership, expertise, likability, interactivity, argument quality. Answers of the questions consist of 5 items on a five-point scale as strongly disagree, disagree, neutral, agree and the last one strongly agree. For the validity of the questionnaire, the question was created from de previously validated items of the previous articles which scope with this study. In appendices, there is a survey question in English language which was given to participants.

4.5 Data Collection

Before starting the survey with a questionnaire form permission from the Ethics Committee of Istanbul Aydin University was obtained. Survey participation was anonymous and voluntary. This online survey was presented to all participants through social media tools, email, WhatsApp. From the participants were asked to be honest during answer the questions.

Nowadays, an international language is English. Since the people attending the questionnaire were targeted to be from different countries, an online survey was created in the English language. The reason of choosing the online survey is most of

the people are using the internet and it is time for technology. So, it's an easy way to get the result in a short time. Also, the nature of the study objective is on the Internet (Hoffman & Novak 1996).

There was provided enough time to answer the questions of the online survey. For complete, the questionnaire deadline was 16 day. In the end, 200 people join the online survey.

With the help of the collected data, purpose of these hypotheses were analyzed.

4.6 Statistical Techniques

In this thesis two different non-parametric statistical tests have been utilized to test the stated hypotheses of the study. These statistical tests are Mann-Whitney U Test and Kruskal-Wallis H Test. Mann-Whitney U Test has been used to test whether two sample means are equal or not. On the other side, Kruskal-Wallis H test has been used to compare more than two independent groups. Both of these tests has been implemented by using IBM SPSS Statistics 21 software package.

5. DATA ANALYSIS

5.1 Descriptive Statistics
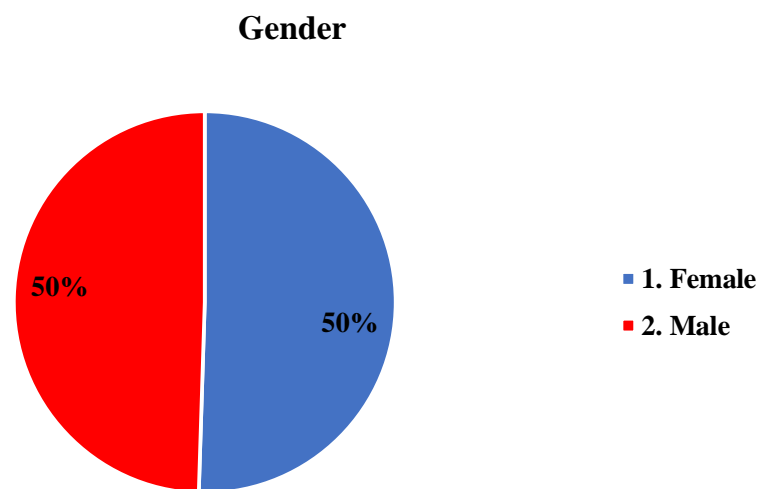
Gender

Figure 5.1: Gender Percentage of Participants

From 200 participants 50% of them were men and 50 % women.

Marital Status
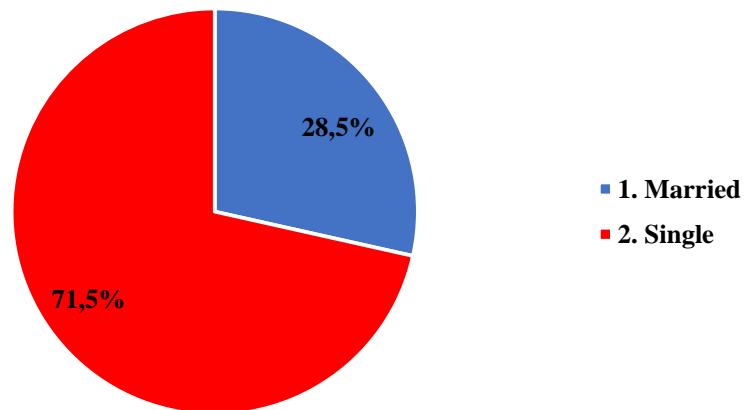
■ **1. Married**
■ **2. Single**

Figure 5.2: Marital Status Percentage of Participants

Number of single people within participants is higher than those of married ones, where 71,5% of overall population relates to men, the rest (28,5%) relates to women.

Having a child

■ **Don't have**
■ **1**
■ **2**
■ **3**
■ **4**
■ **More than 4**
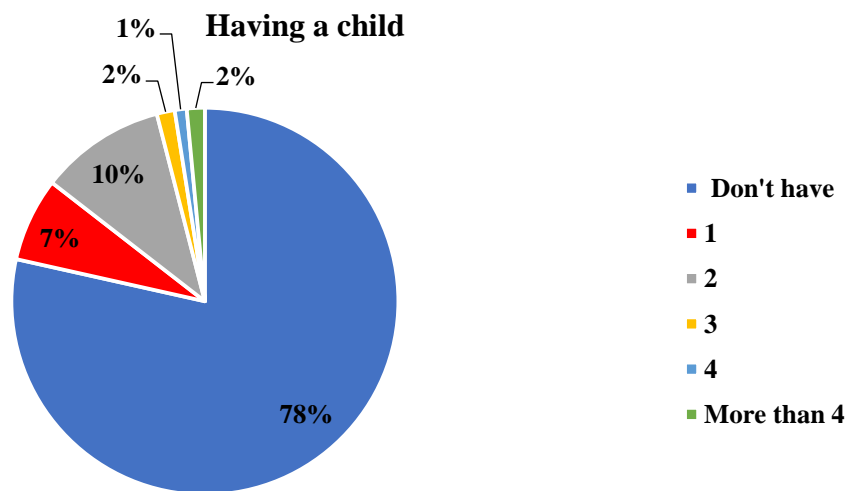
Figure 5.3: Having child Percentage of Participants

As a result, 78% of participants do not have children. Since 71.5 % of them were single, 7% of participants have only 1 child, 10% have 2 children, 1% with 4 children, and 2% have more than 4 children.
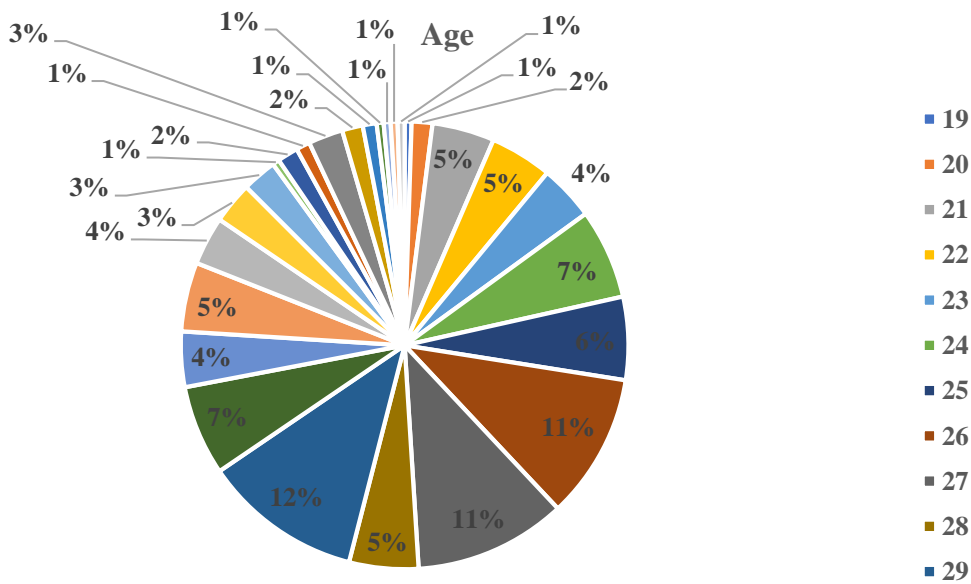
Figure 5.4: Age Percentage of Participants

Top 5 belongs to the age that ranges between 24 – 30 age; 12% for 29 age, 11% for 27 age, 11% for 26 age, 7% for 24 age and the last 7% relates for 30 age range.
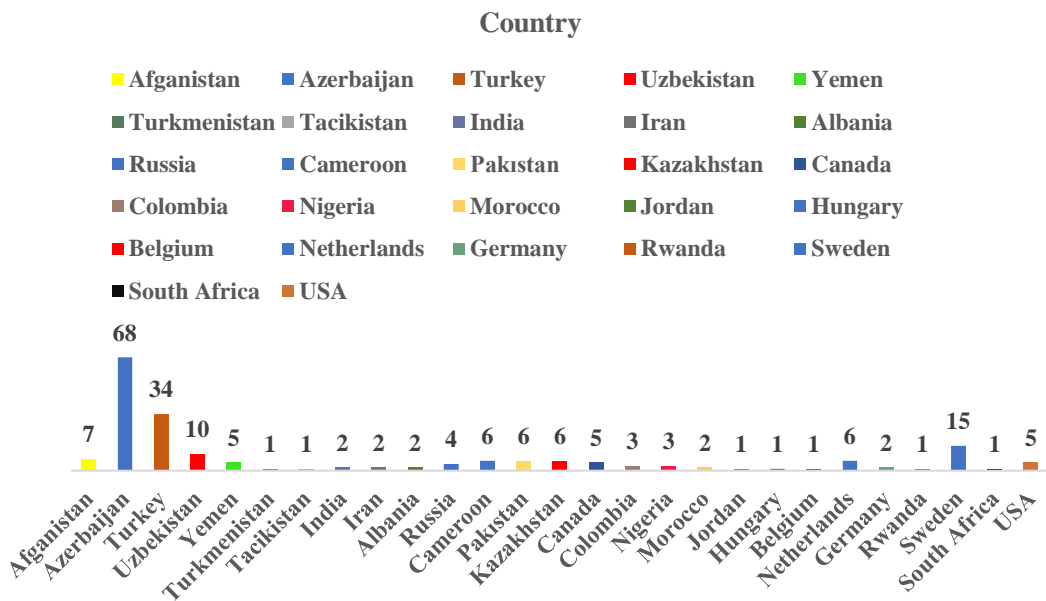
Figure 5.5: Country Percentage of Participants

Top three countries of participiants were Azerbaijan, Turkey and Sweden.
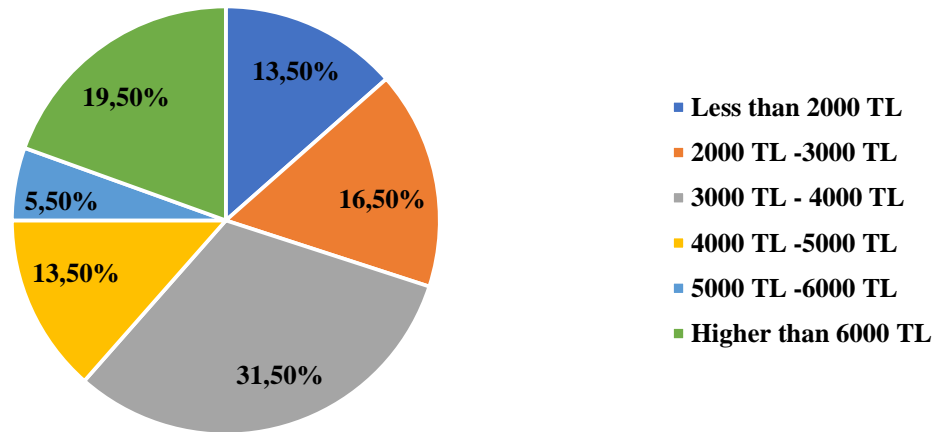
Figure 5.6: Income level Percentage of Participants

As a result of online survey most of the participants' (31.5%) monthly salary ranges between 3000 TL-4000 TL. 13.5% salary less than 2000 TL, 16.5 % salary between 2000 TL-3000 TL, 13.5% salary between 4000 TL- 5000 TL, 19.5 % salary higher 6000 TL who has their own business. 5.5 % salary between 5000 TL – 6000 TL.
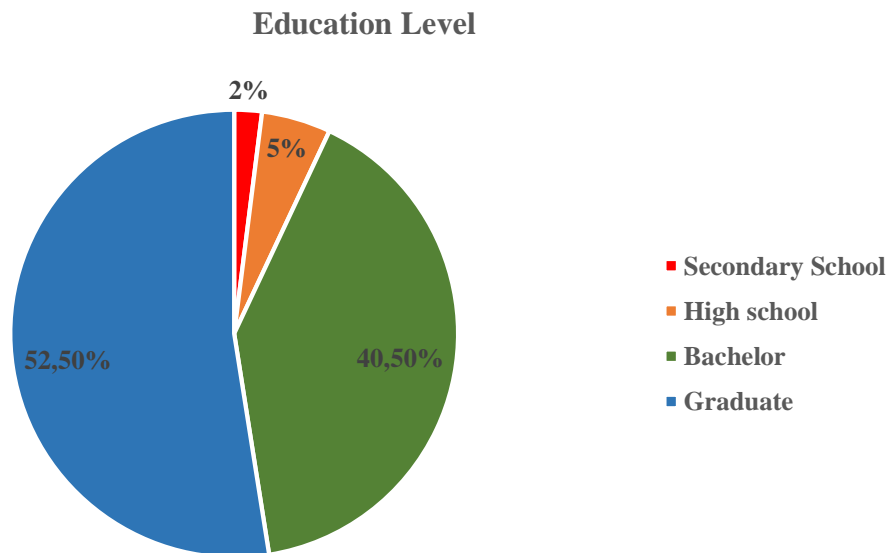
Education Level

Figure 5.7: Education level Percentage of Participants

Most of the participant's education level is graduate. From 200 people 52.5% are university graduates. 40.5% education level is bachelor. 2% of them only finish secondary school. 5% education level is high school.
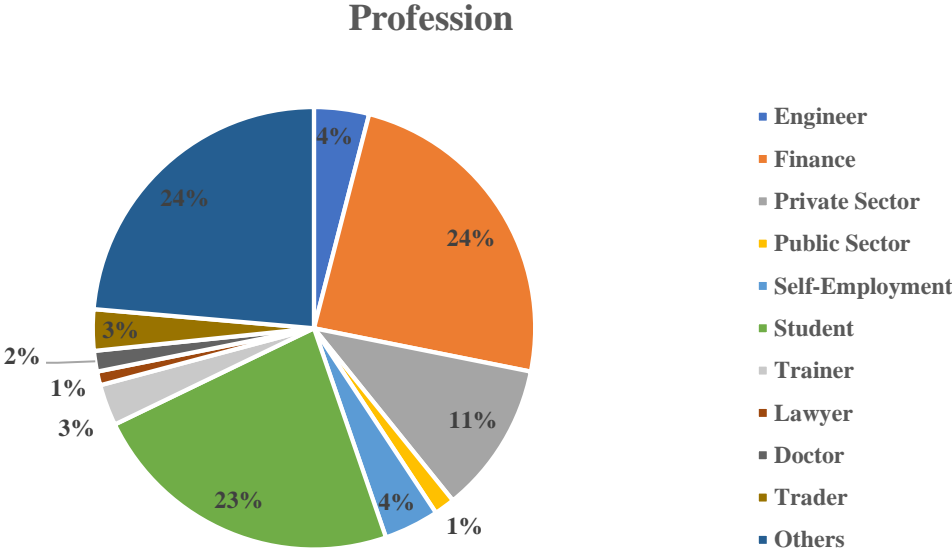
Profession

Figure 5.8: Profession level Percentage of Participants

From 200 participants 23% were students and they don't have any profession; 24% profession were with finance background.

Your daily internet usage
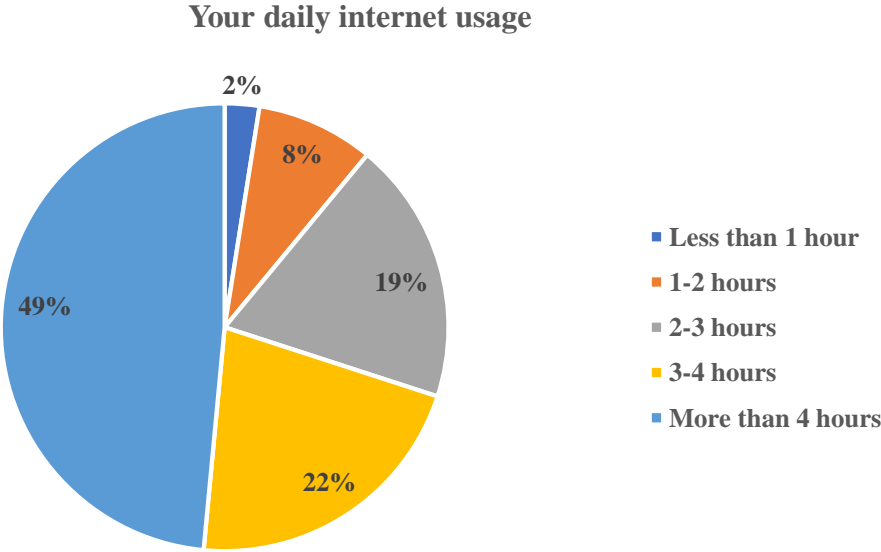
49% of participants' daily internet usage were more than 4 hours, 22% between 3-4 hours, 19% between 2-3 %, 8% 1-2 hours and 2% daily internet usage were less than 1 hour.

Figure 5.9: Daily Internet usage Percentage of Participants
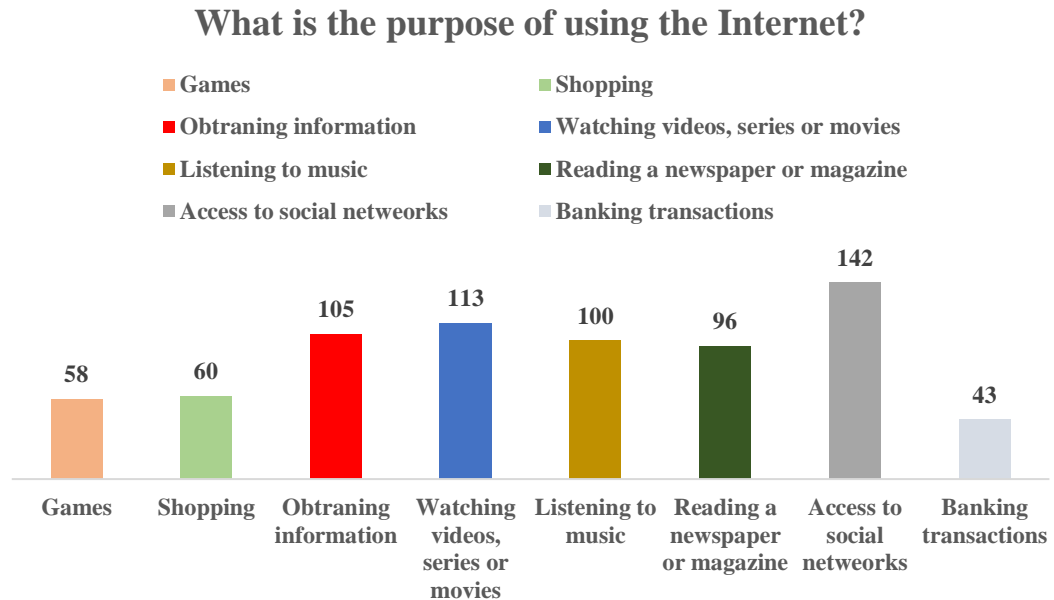
Figure 5.10: Purpose of Using the Internet Percentage of Participants

Most of the participants' purpose of internet usage is to access the social networks, 2nd place reason is watching videos, series or movies, 3rd place obtaining information. Only few peoples' reason were playing the game and banking transactions.

5.2 Inferential Statistics

5.2.1 Assumptions assessment

5.2.1.1 Reliability assessment

Reliability refers to the extent to which a given scale produces consistent results if repeated several times during time. In reliability analysis, internal consistency is used to assess the reliability of a summated scale where several items are totaled in order to form a total score. In this study, in order to assess internal reliability of the factors under question Cronbach's alpha measure has been utilized. Results of the reliability

analysis is given in table below. Cronbach's alpha loadings between 0.70 and 0.90 are considered to be good. As it is shown in the table all loadings are between 0.70 and 0.90.

Table 5.1: Reliability Assessment

Construct	Number of items	Cronbach's α
Homophily	3	0.880
Trust	4	0.852
Attitude	5	0.792
Leadership	5	0.779
Expertise	5	0.838
Likeability	4	0.870
Interactivity	3	0.776
Argument	4	0.816

5.2.2 Normality assumption assessment

In statistics parametric tests require assumption of normality to be met. In normal distribution data is normally distributed (or bell-shaped) with 0 mean, with 1 standard deviation and has a symmetric bell-shaped curve form. In this study in order to test the assumption of normality, Shapiro-Wilk's W test and Kolmogorov-Smirnov test have been utilized. The results of these tests are given in table below. Both Shapiro-Wilk's W test and Kolmogorov-Smirnov test should not be significant in order to meet the normality assumption. As it is shown from the below given table all p values for all eight factors are significant ($p < 0.05$). Therefore, it can be concluded that the do not follow normal distribution.

Table 5.2: Assessment of Normality Assumption

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
HOMOPHILY	.127	200	.000	.968	200	.000
TRUST	.114	200	.000	.975	200	.001
ATTITUDE	.091	200	.000	.986	200	.043
LEADERSHIP	.115	200	.000	.964	200	.000
EXPERTISE	.104	200	.000	.977	200	.002
LIKEABILITY	.149	200	.000	.967	200	.000
INTERACTIVITY	.106	200	.000	.974	200	.001
ARGUMENT	.145	200	.000	.944	200	.000

a. Lilliefors Significance Correction

5.2.2.1 Statistical Tests Selection

Since normality assumption has not been hold in this study, non-parametric statistical tests have been applied in order to test the stated hypotheses of the research. In this study applied statistical tests are as follows:

Mann-Whitney U Test: Mann-Whitney U Test is a non-parametric test. It is non-parametric alternative to the independent sample t-test. Mann-Whitney U Test is used to compare two sample means that come from the same population and used to test whether two sample means are equal or not.

Kruskal-Wallis H Test: Kruskal-Wallis H Test is a non-parametric test. It is considered the nonparametric alternative to the one-way ANOVA. This test allows to compare more than two independent groups.

In this study, while in comparison of two groups Mann-Whitney U Test has been used, Kruskal-Wallis H Test was used for comparison of more than two groups.

5.3 Comparison of Two Groups (Mann-Whitney U Tests)

5.3.1 Gender factor

Mann-Whitney U test is used to assess whether eight different dependent factors differ based on independent factor gender which has two groups: "male" and "female".

Table 5.3: Means Ranks (gender)

	Ranks			
	Gender	N	Mean Rank	Sum of Ranks
HOMOPHILY	Male	99	97.53	9655.00
	Female	101	103.42	10445.00
	Total	200		
TRUST	Male	99	99.01	9802.00
	Female	101	101.96	10298.00
	Total	200		
ATTITUDE	Male	99	96.27	9531.00
	Female	101	104.64	10569.00
	Total	200		
LEADERSHIP	Male	99	93.96	9302.00
	Female	101	106.91	10798.00
	Total	200		
EXPERTISE	Male	99	102.38	10135.50
	Female	101	98.66	9964.50
	Total	200		
LIKEABILITY	Male	99	101.65	10063.00
	Female	101	99.38	10037.00
	Total	200		
INTERACTIVITY	Male	99	104.37	10332.50
	Female	101	96.71	9767.50
	Total	200		
ARGUMENT	Male	99	98.08	9709.50
	Female	101	102.88	10390.50
	Total	200		

The mean ranks of males and females across eight dependent factors are given in the table above. Mann-Whitney's U test evaluated whether these differences are statistically significant or not. As a result of Mann-Whitney's U no statistically significant difference has been found for any given eight different dependent factors. This result can be seen from the table x below, in which for all six factors p value (Asmp.Sig) is greater than 0.05.

54

Table 5.4: Mann-Whitney Test statistics table (gender)

Test Statistics^a

	HOMOPHILY	TRUST	ATTITUDE	LEADERSHIP	EXPERTISE	LIKEABILITY	INTERACTIVITY	ARGUMENT
Mann-Whitney U	4705.000	4852.000	4581.000	4352.000	4813.500	4886.000	4616.500	4759.500
Wilcoxon W	9655.000	9802.000	9531.000	9302.000	9964.500	10037.000	9767.500	9709.500
Z	-.727	-.362	-1.027	-1.592	-.457	-.281	-.944	-.594
Asymp. Sig. (2-tailed)	.467	.717	.304	.111	.648	.779	.345	.552

a. Grouping Variable: Gender

5.3.2 Marital factor

Mann-Whitney U test is used to assess whether eight different dependent factors differ based on independent factor marital status which has two groups: "Single" and "Married".

Table 5.5: Means Ranks (marital status)

Ranks

	MaritalStatus	N	Mean Rank	Sum of Ranks
HOMOPHILY	Single	143	102.33	14632.50
	Married	57	95.92	5467.50
	Total	200		
TRUST	Single	143	106.19	15185.00
	Married	57	86.23	4915.00
	Total	200		
ATTITUDE	Single	143	104.63	14962.50
	Married	57	90.13	5137.50
	Total	200		

Table 5.5: (con) Means Ranks (marital status)

	Ranks			
	MaritalStatus	N	Mean Rank	Sum of Ranks
LEADERSHIP	Single	143	95.93	13718.50
	Married	57	111.96	6381.50
	Total	200		
EXPERTISE	Single	143	102.94	14720.00
	Married	57	94.39	5380.00
	Total	200		
LIKEABILITY	Single	143	101.12	14460.50
	Married	57	98.94	5639.50
	Total	200		
INTERACTIVITY	Single	143	104.78	14983.50
	Married	57	89.76	5116.50
	Total	200		
ARGUMENT	Single	143	106.46	15224.00
	Married	57	85.54	4876.00
	Total	200		

A Mann-Whitney test indicated that trust level toward influencers is greater for Singles (Mean rank=106.19) than for Married (Mean rank =86.23) ones, $U = 3262.0$, $p=0.027$. It has also been found that perceived quality of the arguments proposed by influencers is higher for Singles (Mean rank=106.46) than for Married (Mean rank =85.54) ones, $U = 3262.0$, $p=0.019$. For all other remaining six factors no any statistically significant differences have been found (i.e., all p values >0.05)

The results indicate that people who are single tend to trust more and tend to perceive arguments of influencers more convincing than married ones. This differences between two groups are found to be statistically significant.

Table 5.6: Mann-Whitney Test statistics table (marital status)

Test Statistics[a]

	HOMOPHILY	TRUST	ATTITUDE	LEADERSHIP	EXPERTISE	LIKEABILITY	INTERACTIVITY	ARGUMENT
Mann-Whitney U	3814.500	3262.000	3484.500	3422.500	3727.000	3986.500	3463.500	3223.000
Wilcoxon W	5467.500	4915.000	5137.500	13718.500	5380.000	5639.500	5116.500	4876.000
Z	-.714	-2.213	-1.607	-1.778	-.948	-.244	-1.670	-2.339
Asymp. Sig. (2-tailed)	.475	.027	.108	.075	.343	.807	.095	.019
a. Grouping Variable: Marital Status								

5.3.3 Having a child factor

Mann-Whitney U test is used to assess whether eight different dependent factors differ based on independent factor having a child which has two groups: "No" and "Yes".

Table 5.7: Means Ranks (having child)

	Kids	N	Mean Rank	Sum of Ranks
		Ranks		
	No	157	101.51	15937.00
HOMOPHILY	Yes	43	96.81	4163.00
	Total	200		
	No	157	105.68	16591.50
TRUST	Yes	43	81.59	3508.50
	Total	200		
	No	157	101.79	15981.00
ATTITUDE	Yes	43	95.79	4119.00
	Total	200		
	No	157	97.62	15326.00
LEADERSHIP	Yes	43	111.02	4774.00
	Total	200		
	No	157	103.32	16222.00
EXPERTISE	Yes	43	90.19	3878.00
	Total	200		
	No	157	100.34	15754.00
LIKEABILITY	Yes	43	101.07	4346.00
	Total	200		
	No	157	103.43	16238.50
INTERACTIVITY	Yes	43	89.80	3861.50
	Total	200		
	No	157	102.56	16101.50
ARGUMENT	Yes	43	92.99	3998.50
	Total	200		

Results of Mann-Whitney test indicated that trust level toward influencers is greater for people who have no kids (Mean rank=105.68) than for people have kids (Mean rank=81.59), U = 2562.50, p=0.015. For all other remaining seven dependent factors no any statistically significant differences have been found (i.e., all p values >0.05). The results indicate that people who have no kids tend to have higher trust level towards influencers than people with who have kids. This stated difference between two groups are found to be statistically significant.

Table 5.8: Mann-Whitney Test statistics table (having kids)

Test Statistics[a]

	HOMOPHILY	TRUST	ATTITUDE	LEADERSHIP	EXPERTISE	LIKEABILITY	INTERACTIVITY	ARGUMENT
Mann-Whitney U	3217.000	2562.500	3173.000	2923.000	2932.000	3351.000	2915.500	3052.500
Wilcoxon W	4163.000	3508.500	4119.000	15326.000	3878.000	15754.000	3861.500	3998.500
Z	-.476	-2.431	-.605	-1.354	-1.325	-.074	-1.379	-.974
Asymp. Sig. (2-tailed)	.634	.015	.545	.176	.185	.941	.168	.330

a. Grouping Variable: Having kids

5.3.4 Employment factor

Mann-Whitney U test is used to assess whether eight different dependent factor differ based on independent factor of employment status which has two groups: "Employed" and "Unemployed".

Table 5.9: Means Ranks (employment status)

<div align="center">Ranks</div>

	EmploymentStatus	N	Mean Rank	Sum of Ranks
HOMOPHILY	Employed	153	98.35	15047.50
	Unemployed	47	107.50	5052.50
	Total	200		
TRUST	Employed	153	91.25	13962.00
	Unemployed	47	130.60	6138.00
	Total	200		
ATTITUDE	Employed	153	94.44	14450.00
	Unemployed	47	120.21	5650.00
	Total	200		
LEADERSHIP	Employed	153	97.93	14983.50
	Unemployed	47	108.86	5116.50
	Total	200		
EXPERTISE	Employed	153	90.92	13911.50
	Unemployed	47	131.67	6188.50
	Total	200		
LIKEABILITY	Employed	153	94.71	14491.00
	Unemployed	47	119.34	5609.00
	Total	200		
INTERACTIVITY	Employed	153	88.85	13594.00
	Unemployed	47	138.43	6506.00
	Total	200		
ARGUMENT	Employed	153	93.16	14254.00
	Unemployed	47	124.38	5846.00
	Total	200		

Results of Mann-Whitney test for employment factors is summarized as follows:

- Trust level toward influencers is greater for people who are not employed (Mean rank=130.60) than for people who are employed (Mean rank=91.25), $U = 2181.00$, $p<0.001$.

- Attitude level toward influencers is greater for people who are not employed (Mean rank=120.21) than for people who are employed (Mean rank=94.44), $U = 2699.00$, $p=0.007$.

- Perceptions about expertise level of influencers is greater for people who are not employed (Mean rank=131.67) than for people who are employed (Mean rank=90.92), $U = 2130.50$, $p<0.001$.

- Level of likeability of influencers is greater for people who are not employed (Mean rank=119.34) than for people who are employed (Mean rank=94.71), $U = 2710.00$, $p<0.001$.

- Perceptions about interactivity level of influencers is greater for people who are not employed (Mean rank=138.43) than for people who are employed (Mean rank=88.85), $U = 1813.00$, $p<0.001$.

- Perceived quality of the arguments proposed by influencers is greater for people who are not employed (Mean rank=124.38) than for people who are employed (Mean rank=93.16), $U = 2473.00$, $p=0.001$.

For two remaining dependent factors (i.e., homophily and leadership) no any statistically significant differences have been found (i.e., all p values >0.05) between employed and unemployed groups.

To sum up, the results indicate that when compared with employed people, unemployed people tend to have higher trust level towards influencers, have higher positive attitudes toward influencers, perceive influencers to be expertise in their respective areas, consider them more likeably, perceive influencers to be more interactive and perceive influencers' arguments more convincing and strong. These stated differences between two groups are found to be statistically significant.

Table 5.10: Mann-Whitney Test statistics table (employment status)

Test Statistics[a]

	HOMOPHILY	TRUST	ATTITUDE	LEADERSHIP	EXPERTISE	LIKEABILITY	INTERACTIVITY	ARGUMENT
Mann-Whitney U	3266.500	2181.000	2669.000	3202.500	2130.500	2710.000	1813.000	2473.000
Wilcoxon W	15047.500	13962.000	14450.000	14983.500	13911.500	14491.000	13594.000	14254.000
Z	-.958	-4.097	-2.682	-1.139	-4.242	-2.587	-5.178	-3.279
Asymp. Sig. (2-tailed)	.338	.000	.007	.255	.000	.010	.000	.001

a. Grouping Variable: Employment Status

5.4 Comparison of More Than Two Groups (Kruskal-Wallis H Test)

5.4.1 Age level

A Kruskal-Wallis H test showed that there was a statistically significant difference in the score of TRUST ($H = 21.700$, DF=3, $p < 0.001$), ATTITUDE ($H = 9.163$, DF=3, p=0.027), EXPERTISE ($H = 8.330$, DF=3, p=0.040), INTERACTIVITY ($H = 24.594$, DF=3, p<0.001) and ARGUMENT ($H = 11.166$, DF=3, p=0.011) between the different age groups.

Table 5.11: Age Level (A Kruskal-Wallis Test)

	Null Hypothesis	Test	Sig.	Decision
	Hypothesis Test Summary			
1	Between categories of Age Levels and the distribution of HOMOPHILY is the same.	Samples of Independent - Kruskal-Wallis Test	.813	Retain the null hypothesis.
2	Between categories of Age Levels and the distribution of TRUST is the same.	Samples of Independent - Kruskal-Wallis Test	**.000**	Reject the null hypothesis.
3	Between categories of Age Levels and the distribution of ATTITUDE is the same.	Samples of Independent - Kruskal-Wallis Test	**.027**	Reject the null hypothesis.
4	Between categories of Age Levels and the distribution of LEADERSHIP is the same.	Samples of Independent - Kruskal-Wallis Test	.247	Retain the null hypothesis.
5	Between categories of Age Levels and the distribution of EXPERTISE is the same.	Samples of Independent - Kruskal-Wallis Test	**.040**	Reject the null hypothesis.
6	Between categories of Age Levels and the distribution of LIKEABILITY is the same.	Samples of Independent - Kruskal-Wallis Test	.057	Retain the null hypothesis.
7	Between categories of Age Levels and the distribution of INTERACTIVITY is the same.	Samples of Independent - Kruskal-Wallis Test	**.000**	Reject the null hypothesis.
8	Between categories of Age Levels and the distribution of ARGUMENT is the same.	Samples of Independent - Kruskal-Wallis Test	**.011**	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Specific age groups that statistically significantly differed from each other have been determined by applying the post hoc test. The results are summarized below (Group 1: 15-24; Group 2: 24-34; Group 3: 35-44; Group 4: 45 and above):

- TRUST:
  - Group 1 and Group 2 , $H = 46.722$, SE=10.109, $p<0.001$
- ATTITUDE:
  - Group 1 and Group 2 , $H = 30.361$, SE=10.115, $p=0.016$
- EXPERTISE:
  - Group 1 and Group 4, $H = 69.252$, SE=34.393, $p=0.040$
- INTERACTIVITY:
  - Group 1 and Group 2, $H = 47.961$, SE=10.080, $p<0.001$
  - Group 1 and Group 3 , $H = 47.067$, SE=15.048, $p=0.011$
- ARGUMENT:
  - Group 1 and Group 2, $H = 32.353$, SE=10.026, $p=0.008$

Table 5.12: -Age Level – Mean Ranks (A Kruskal-Wallis Test)

	AgeLevel	Mean Rank
HOMOPHILY	1	103.16
	2	101.59
	3	90.11
	4	90.67
TRUST	1	135.94
	2	89.22
	3	96.68
	4	116.83
ATTITUDE	1	123.55
	2	93.19
	3	97.86
	4	111.33
LEADERSHIP	1	104.55
	2	95.69
	3	116.16
	4	139.33
EXPERTISE	1	120.42
	2	95.79
	3	96.57
	4	51.17
LIKEABILITY	1	117.23
	2	92.67
	3	114.59
	4	101.67
INTERACTIVITY	1	138.45
	2	90.49
	3	91.39
	4	63.67
ARGUMENT	1	124.71
	2	92.36
	3	105.48
	4	75.33

5.4.2 Income level

A Kruskal-Wallis H test showed that there was a statistically significant difference in the score of TRUST (H = 32.922, DF=3, p <0.001), ATTITUDE (H = 9.779, DF=3, p=0.021), EXPERTISE (H = 10.154, DF=3, p=0.017), INTERACTIVITY (H = 14.025, DF=3, p=0.003) and ARGUMENT (H = 8.754, DF=3, p=0.033) between the different income levels.

Table 5.13: Income Level (A Kruskal-Wallis Test)

	Null Hypothesis	**Test**	**Sig.**	**Decision**
	Hypothesis Test Summary			
1	Between categories of Income Levels and the distribution of HOMOPHILY is the same.	Samples of Independent - Kruskal-Wallis Test	.460	Retain the null hypothesis.
2	Between categories of Income Levels and the distribution of TRUST is the same.	Samples of Independent - Kruskal-Wallis Test	**.000**	Reject the null hypothesis.
3	Between categories of Income Levels and the distribution of ATTITUDE is the same.	Samples of Independent - Kruskal-Wallis Test	**.021**	Reject the null hypothesis.
4	Between categories of Income Levels and the distribution of LEADERSHIP is the same.	Samples of Independent - Kruskal-Wallis Test	.405	Retain the null hypothesis.
5	Between categories of Income Levels and the distribution of EXPERTISE is the same.	Samples of Independent - Kruskal-Wallis Test	**.017**	Reject the null hypothesis.
6	Between categories of Income Levels and the distribution of LIKEABILITY is the same.	Samples of Independent - Kruskal-Wallis Test	.213	Retain the null hypothesis.
7	Between categories of Income Levels and the distribution of INTERACTIVITY is the same.	Samples of Independent - Kruskal-Wallis Test	**.003**	Reject the null hypothesis.
8	Between categories of Income Levels and the distribution of ARGUMENT is the same.	Samples of Independent - Kruskal-Wallis Test	**.033**	Reject the null hypothesis.
	Asymptotic significances are displayed. The significance level is .05.			

Specific income levels (i.e., Very Low, Low, Average and High) that statistically significantly differed from each other have been determined by applying the post hoc test. The results are summarized below:

- TRUST:
    - High-Low, H = 55.118, SE=10.904, p<0.00
    - High – Average, H = 60.483, SE=13.749, p<0.00
    - Very Low – Low, H = -29.710, SE=-2.861, p=0.025
- ATTITUDE:
    - High – Low, H = 30.273, SE=10.911, p=0.033
- EXPERTISE:
    - High – Low, H = 30.291, SE=10.909, p=0.033
- INTERACTIVITY:
    - High – Low, H = 33.898, SE=10.873, p=0.011
    - High – Average, H = 44.331, SE=13.711, p=0.007
- ARGUMENT:

- High – Average, H = 38.608, SE=13.636, p=0.028

Table 5.14: Income Level – Mean Ranks (A Kruskal-Wallis Test)

	IncomeLevel	Mean Rank
HOMOPHILY	Very Low	98.40
	Low	94.39
	Average	99.44
	High	111.29
	Total	
TRUST	Very Low	92.76
	Low	122.47
	Average	127.83
	High	67.35
	Total	
ATTITUDE	Very Low	96.27
	Low	112.68
	Average	114.98
	High	82.41
	Total	
LEADERSHIP	Very Low	94.10
	Low	109.48
	Average	91.81
	High	101.55
	Total	
EXPERTISE	Very Low	94.68
	Low	113.42
	Average	115.46
	High	83.13
	Total	
LIKEABILITY	Very Low	92.67
	Low	102.50
	Average	119.81
	High	96.95
	Total	
INTERACTIVITY	Very Low	99.44
	Low	111.05
	Average	121.48
	High	77.15
	Total	
ARGUMENT	Very Low	100.93
	Low	104.88
	Average	121.65
	High	83.04
	Total	

5.4.3 Cultural factor

A Kruskal-Wallis H test showed that there was a statistically significant difference in the score of INTERACTIVITY (H = 15.693, DF=3, p=0.001) and ARGUMENT (H = 10.685, DF=3, p=0.014) between the cultures.

Table 5.15: Cultural Factor (A Kruskal-Wallis Test)

	Null Hypothesis	**Test**	**Sig.**	**Decision**
1	Between categories of Cultural Factor and the distribution of HOMOPHILY is the same.	Samples of Independent - Kruskal-Wallis Test	.780	Retain the null hypothesis.
2	Between categories of Cultural Factor and the distribution of TRUST is the same.	Samples of Independent - Kruskal-Wallis Test	.177	Retain the null hypothesis.
3	Between categories of Cultural Factor and the distribution of ATTITUDE is the same.	Samples of Independent - Kruskal-Wallis Test	.306	Retain the null hypothesis.
4	Between categories of Cultural Factor and the distribution of LEADERSHIP is the same.	Samples of Independent - Kruskal-Wallis Test	.064	Retain the null hypothesis.
5	Between categories of Cultural Factor and the distribution of EXPERTISE is the same.	Samples of Independent - Kruskal-Wallis Test	.115	Retain the null hypothesis.
6	Between categories of Cultural Factor and the distribution of LIKEABILITY is the same.	Samples of Independent - Kruskal-Wallis Test	.079	Retain the null hypothesis.
7	Between categories of Cultural Factor and the distribution of INTERACTIVITY is the same.	Samples of Independent - Kruskal-Wallis Test	**.011**	Reject the null hypothesis.
8	Between categories of Cultural Factor and the distribution of ARGUMENT is the same.	Samples of Independent - Kruskal-Wallis Test	**.040**	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Specific cultures (i.e., Europe, Middle East, Asia, Africa) that statistically significantly differed from each other have been determined by applying the post hoc test. The results are summarized below:

- INTERACTIVITY:
    - Europe – Africa, H = 56.804, SE=18.123, p=0.010
    - Middle East – Africa, H = 56.696, SE=18.221, p=0.011
    - Asia – Africa, H = 50.839, SE=16.916, p=0.016
- ARGUMENT:

- Europe – Africa, H = 48.818, SE=18.024, p=0.041

- Asia – Africa, H = 46.139, SE=16.824, p=0.037

Table 5.16: Cultural Factor – Mean Ranks (A Kruskal-Wallis Test)

	Region	Mean Rank
HOMOPHILY	Europe	106.43
	Middle East	93.96
	Asia	101.12
	Africa	96.69
TRUST	Europe	98.80
	Middle East	96.48
	Asia	98.52
	Africa	134.62
ATTITUDE	Europe	93.43
	Middle East	99.17
	Asia	100.61
	Africa	127.85
LEADERSHIP	Europe	100.13
	Middle East	88.11
	Asia	101.09
	Africa	137.23
EXPERTISE	Europe	101.25
	Middle East	96.36
	Asia	97.13
	Africa	137.50
LIKEABILITY	Europe	106.60
	Middle East	90.88
	Asia	97.38
	Africa	135.19
	Total	
INTERACTIVITY	Europe	93.77
	Middle East	93.88
	Asia	99.74
	Africa	150.58
ARGUMENT	Europe	95.68
	Middle East	97.07
	Asia	98.36
	Africa	144.50

5.4.4 Education level

A Kruskal-Wallis H test showed that there was a statistically significant difference in the score of TRUST (H = 33.284, DF=3, p <0.001) between the different education levels.

Table 5.17: Hypothesis Test Summary

	Null Hypothesis	**Test**	**Sig.**	**Decision**
Hypothesis Test Summary				
1	Between categories of Education Level and the distribution of HOMOPHILY is the same.	Samples of Independent - Kruskal-Wallis Test	.129	Retain the null hypothesis.
2	Between categories of Education Level and the distribution of TRUST is the same.	Samples of Independent - Kruskal-Wallis Test	.047	Reject the null hypothesis.
3	Between categories of Education Level and the distribution of ATTITUDE is the same.	Samples of Independent - Kruskal-Wallis Test	.152	Retain the null hypothesis.
4	Between categories of Education Level and the distribution of LEADERSHIP is the same.	Samples of Independent - Kruskal-Wallis Test	.067	Retain the null hypothesis.
5	Between categories of Education Level and the distribution of EXPERTISE is the same.	Samples of Independent - Kruskal-Wallis Test	.053	Retain the null hypothesis.
6	Between categories of Education Level and the distribution of LIKEABILITY is the same.	Samples of Independent - Kruskal-Wallis Test	.544	Retain the null hypothesis.
7	Between categories of Education Level and the distribution of INTERACTIVITY is the same.	Samples of Independent - Kruskal-Wallis Test	.097	Retain the null hypothesis.
8	Between categories of Education Level and the distribution of ARGUMENT is the same.	Samples of Independent - Kruskal-Wallis Test	.244	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Specific education levels (i.e., Secondary School, High School, Bachelors, Graduate) that statistically significantly differed from each other have been determined by applying the post hoc test. The results are summarized below:

- TRUST:
    - Graduate – Bachelors, H = 20.668, SE=8.514, p=0.015

Table 5.18: Education Level – Mean Ranks (A Kruskal-Wallis Test)

	EducationLevel	Mean Rank
HOMOPHILY	Secondary School	65.25
	High School	101.95
	Bachelors	110.88
	Graduate	93.70
TRUST	Secondary School	69.63
	High School	84.50
	Bachelors	113.69
	Graduate	93.02
ATTITUDE	Secondary School	128.75
	High School	130.05
	Bachelors	104.03
	Graduate	93.89
LEADERSHIP	Secondary School	169.13
	High School	78.80
	Bachelors	99.40
	Graduate	100.80
EXPERTISE	Secondary School	136.25
	High School	105.85
	Bachelors	111.23
	Graduate	90.35
LIKEABILITY	Secondary School	138.63
	High School	92.80
	Bachelors	98.18
	Graduate	101.57
INTERACTIVITY	Secondary School	64.00
	High School	112.50
	Bachelors	110.54
	Graduate	93.00
ARGUMENT	Secondary School	112.75
	High School	97.05
	Bachelors	109.89
	Graduate	93.12

6. DISCUSSION AND CONCLUSION

6.1 Discussion of Findings and Conclusion

Table 5.19: Difference between factors and consumer's perception

	Homophily	Trust	Attitudes	Leadership	Expertise	Likability	Interactivity	Argument quality
Gender	-	-	-	-	-	-	-	-
Marital Status	-	+	-	-	-	-	-	+
Child	-	+	-	-	-	-	-	-
Employee	-	+	+	+	-	+	+	+
Age	-	+	+	-	+	-	+	+
Income level	-	+	+	-	+	-	+	+
Cultural	-	-	-	-	-	-	+	+
Education	-	+	-	-	-	-	-	-

This thesis was written to find whether the above-mentioned factors have an influence on the consumers' perceptions toward social media influencers. Online survey has been implemented in order to be able to assess the degree of the impact of the identified socio-demographic factors on the consumers' perceptions. Considering these points, the following conclusion is presented:

In total there have been 200 participants attending the survey. 50,5% of the participants were female and 49,5 % participants were male. Most of the participants' (48,5%) daily internet usage is more than 4 hours. Also, the purpose of using the internet was access to social networks. Second reasons were watching videos, series or movies. Marital status of participants 71,5% were single and 28,5% were married. The education level - 52,5% of them are graduate, 40,5% bachelor.

After the data analysis, the study's findings attained its objectives. Within eight variables (homophily, trust, attitudes, leadership, expertise, likability, interactivity, argument quality) the following positive and negative satisfaction difference between consumers have been identified:

- For the gender factor, no statistically significant difference has been found for any given eight different dependent factors.

- For the marital status factor, all other remaining six (homophily, attitudes, leadership, expertise, likability, interactivity) factors no statistically significant differences have been found. The results indicate that people who are single trust and tend to perceive arguments of influencers more than married. Also, the result can explain like that: Single people are not taking care and not taking serious too much which social media influencers offered to them brands, service or products. This is due to the fact that single people usually are not responsible for anyone or in charge of anything that would need a careful approach when it comes to make a choice between the offered brands, service or products. Accordingly, it gets easy for them to directly accept social media influencers' advice or brands which they are advertising. But who is not single and have kids, have reasons in their family which force them to be careful and research the product or service advertising by social media influencers. At the end of the result, if they will see that brand, product or service is not good and don't have required quality, then the influencers will lose the trust to them. All of it is showing us social media influencers advertising doesn't have enough quality and is not on an academic level yet. If to pay attention to the age of participants, it can be observed that, as age increases, deep analysis of the argument and factors of influencers are not enough to convince them. It means that inadequate and simple arguments can affect only young people.

- Having a child factor, for all other remaining seven (homophily, attitudes, leadership, expertise, likability, interactivity, argument quality) dependent factors no statistically significant differences have been found. But there is a stated difference between two groups that has been found to be statistically significant. This result indicates that people who have

no kids tend to have a higher trust level towards influencers than people who have kids. As mentioned above in having kids factor forces to them to be careful and research the product or service advertising by social media influencers. At the end of the result, if they will see that brand, product or service is not good and don't have quality, it is highly probable that they can refuse to buy them. It means they are not believing them easily. Family members changing as they get married, have children, make their own lives. A single person changing the lifestyle with getting married. Then they are getting to have a child and life is continued in this way. This period is calling the Circle of Family Life (Wells and Prensky, 1996). In this period, consumer behavior is regularly changing. For example, there is no consumption of toys and baby products in married couples who has no children. When the children are growing up also the consumption is increasing.

- To sum up, the results indicate that when compared with employed people, unemployed people tend to have higher trust level towards influencers, have higher positive attitudes toward influencers, perceive influencers to be expertise in their respective areas, consider them more likeably, perceive influencers to be more interactive and perceive influencers' arguments more convincing and strong. But for two remaining dependent factors (homophily and leadership) no statistically significant differences have been found between employed and unemployed groups.

- Participants age in this survey were between 18 - 56. So, to make it clear and easy 4 age groups have been made up. Group 1: 15-24; Group 2: 24-34; Group 3: 35-44; Group 4: 45 and above. The result showed that there was a statistically significant difference in the score of trust, attitude, expertise, interactivity and argument quality between the different age groups. The transition from childhood to adulthood age is the most critical period (15-24). This is the period of maturation and preparation for life. During this period physical and psychological changes take place which causes the uncertainties and no confidence about themselves. At these ages, the choice of social activities, friends and appearance are important in terms

of acceptance by the environment. According to Solomon (1994), young people discovering their freedom also identify themselves, revolt against communities and people, such as schools and to the parents. Among all age groups, young people are the most courageous and most positive to gain new experiences. In this period, young people far from their families want to go on holidays, do the shopping, go to the cinema and concerts with their friends. So that is why at the semester breaks and summer breaks marketers organize programs and events for high school and university students. At these period young people often follow the famous stars and try to imitate their idols. Companies such as Coca-Cola, Sprite, Pepsi, and many cosmetic products such as MaxFactor, L'Ancôme, also many textile products such as Nike and Adidas with focusing on the young people, in their advertisement use the famous people and celebrities. (Solomon, 1994). Attitudes towards brands are mostly shaped with the effect of television, family income and relationships with friends. According to another research, young people have more attitude to the brand than older people, thinking and believing that high price indicates higher quality (Onurlubaş and Şener, 2016). It is also seen that young people do online shopping more than middle age and older consumers. (Özhan & Altuğ, 2015)

- A Kruskal-Wallis H test showed that there was a statistically significant difference in the score of trust, attitude, expertise, interactivity and argument quality between the different income levels. The important point here is not to confuse the income level with the social class level. Income does not always determine the social class. An auto mechanic and an accountant salary can be the same, but this does not mean that they are in the same social class. In addition, investments' preferred social activities, etc in other words, consumption is mostly dependent on income, so that is why income can also be seen as a social class in some respects. Ultimately, the high standard and income are proportional. However, there are a lot of studies about that with the income level increasing, attitude and importance of brand products is also increasing. It is not economically possible for the people with low income to pay attention to branded products. Such that, a consumer with limited budget

conditions will endeavor to what best meets their needs (Onurlubaş and Şener, 2016).

Everyone knows that those who have high level of salary usually do not buying anything or do not receive service through the internet which are advertised by social media influencers. Only a few of them doing it but not too much. Because they have their own circle around them where they are buying expensive brands or going to the expensive restaurants. But what about the people who have an avarage salary, they are interested in and taking advantage of the internet or buy the goods. With the average income, they are trying to get an economic and quality product. So that is why social media influencers' services and shares have an impact on them.

- A Kruskal-Wallis H test showed that there was a statistically significant difference in the score of interactivity and argument quality between the cultures. In African countries interactivity and argument quality perceptions to the social media influencers are more than Asia and Europe countries. This result is normal because of African countries' social conditions and geography status. Social media, social media influencers and the internet are not developed in these countries yet. Another reason is the economic situation and difficult social conditions. It is new and interesting to them see the social media phenomenon/influencers and see the product/services advertising by social media influencers. Influencers in this way (argument quality) are easily affecting people perceptions who are living in African countries. Throughout history, the borders between countries have changed many times and after these processes, the effects on the cultures of the people in those countries have not been taken attention. Because of some reason some races have started to spread to the world. For example, after the Second World War, many Turkish people emigrated to Germany or Jews immigrate to many parts of the world (Berkman et al., 1996). Differences of race in a nation give to different consumers behaviors. In the marketing also have to carry out racial research considering this element. For example, type, quantity and quality of the goods using by an African American and an Asian American consumer are very different.

- In this research the attitudes of consumers towards the influencers according to education level was determined. At the result showed that there was a

statistically significant difference within the trust factor. But between another seven factors no any statistically significant differences have been found.

People's trust in social media influencers depends on their education level. The result showing that the people who have bachelor level they admire social media influencers and believing to them. The product or service advertising by social media influencers, people are taking serious and directly accepting as good, important and quality one. But, as the result of the progress of education level questions getting more and more about the quality of the product and services.

Studies in the literature have shown that trust in the expertise of influencers, leadership characteristics are affected as a proximity-homophily between influencers and consumers (Lagner et al., 2013). According to the literature, it was seen that homophily, market expertise etc. had an effect on influencers and consumer relationship. However, from eight (homophily, trust, attitudes, leadership, expertise, likability, interactivity, argument quality) characteristics some of them of the influencers had no statistically significant effect. In summary, consumers follow social media phenomena as they see their homophily, their lifestyles and seeing them as an expert in their job so that is why getting advice, listening to them. Based on information social media influencers can obtain most of the consumers and as a result, with a competitive advantage can take the first place in their business. But some of the variables, don't support this research's findings. The reason can be explained as the existence of different issues like various cultures, perceptions, demographical differences, etc.

6.2 Recommendation.

For the future influencers recommendation can be like that:

- Nowadays there are many social media tools. How to improve themselves it can be said, it depends on where (on Instagram, YouTube, Twitter, Blogs etc.) they want to show themselves. You must make a clear, customize the name of the topic and your page name about what you will talk or give advice. There are many influencers on social media and competition between them is too high. Customizing the profile will get more attention from consumers and

can increase your followers faster. Doing like that influencers can be professional on one profile and it will effect on consumer attitude.

- Also, Influencer must be more creative and different. It also will effect on followers or target consumers. For example, before in social media most of the influencers just show the make up without saying anything and it was boring it doesn't matter how the make-up was perfect. But later in social media we start see Danla Biliç. She was different than other influencers who did a makeup. The main difference was that she didn't act like others. She used to talk about her own private life, as well as talking with her followers, and during the make-up process giving advices, later she started inviting famous people and started doing the make up to them. That is the difference.

- Social media influencers have to do the advertisement of products and services which they are sure of their quality and can answer the questions of consumers. Otherwise, it can damage the image of influencers and as a result can lose the followers who trust to them.

- Social media influencers and also companies which working with them have to make a video with subtitle because in statistics 82% of people, even politics getting information in social media by mobile phone, and 80-90 % of them watching in silence mode during walking, at the meetings and etc. Also, influencers have to consider deaf people who have a physical health problem.

- What about the companies who working with influencers, let them prepare the contents when they promote their brand or service. Interacting with their followers, influencers know better how their followers might react - positively or negatively. When you allow them to use their creativity and interactivity, the message will reach and spread to the target consumers in a much easier way. The most important question to make an impact on social media is the influencer which you choose relevant to your brand or not. Just because you're a popular brand has no effect if you are working with an influencer that isn't relevant to your target audience. It can affect negatively to your brand and the influencer's image. Influencers must study every detail to keep the followers, to address customers in the right way and meet the expectations. In this way they will be successful.

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APPENDICES

Appendix A: Main Survey Questions

Appendix B: Measures of questions

Appendix C: Ethic Approval Form

Appendix A: Main Survey Questions

Demographics Factors

Gender *

○ Male

○ Female

Marital Status *

○ Married

○ Single

How many kids you have? *

○ Don't have

○ 1

○ 2

○ 3

○ 4

○ more than 4

Age *

Yanıtınız

Country/City *

Yanıtınız

Monthly Income (TL) *

○ Less than 2000 TL

○ 2000 TL - 3000 TL

○ 3000 TL- 4000 TL

○ 4000 TL - 5000 TL

○ 5000 TL - 6000 TL

○ higher than 6000 TL

Education Level *

○ Primary School

○ Secondary School

○ High school

○ Bachelor

○ Graduate

Profession *

○ Engineer

○ Finance

○ Private Sector

○ Public Sector

○ Self-Employment

○ Student

○ Trainer

○ Lawyer

○ Doctor

○ Trader

○ Others

Your daily internet usage *

○ Less than 1 hour

○ 1-2 hours

○ 2-3 hours

○ 3-4 hours

○ More than 4 hours

What is the purpose of using the Internet? *

	Games	Shopping	Obtraning information	Watching videos, series or movies	Listening to music	Reading a newspaper or magazine	Access to social netweorks	Bankin transactic
Can use more than one	☐	☐	☐	☐	☐	☐	☐	☐

Homophily

Considering your outlook on life, how similar you and social media influencers (phenomenons) which you are following? *

○ Very Different

○ Different

○ Neither Different Nor Similar

○ Similar

○ Very Similar

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Considering your likes and dislikes, how similar you and social media influencers (phenomenons) which you are following? *

○ Very Different

○ Different

○ Neither Different Nor Similar

○ Similar

○ Very Similar

Considering your behaves, how similar you and social media influencers (phenomenons) which you are following? *

○ Very Different

○ Different

○ Neither Different Nor Similar

○ Similar

○ Very Similar

Trust

Social media influencers (phenomenons) are trustworthy. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

I find it necessary to be cautious with social media influencers (phenomenons) advices. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

It's difficult for me to take a decision without getting advice from social media influencers (phenomenons). *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social Media Influencers (phenomenons) are very sincere. *

○ Strongly Disgree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social Media Influencers (phenomenons) are honest. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

The idea of getting advice from the social media influencers (phenomenons) and shop the products are appealing. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Overall, I consider the advice of the social media influencers (phenomenons) to be a good thing. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I consider social media influencers (phenomenons) to be very essential. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) advice is a valuable source of information. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) lead people to buy unnecessary products. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Leadership

Social media Influencers (phenomenons) are good at getting what they want. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) are often a step ahead of others. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) are usually count on being successful in everything they do. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

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Social media influencers (phenomenons) often are giving others advice and suggestions. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) often notice that they serve as a model for others. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Expertise

Social media influencers (phenomenons) are experts in the products/services which they offer. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) are experienced with the products or services which they offer. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) are talented. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) are qualified people. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) are familiar with the products or services which they offer. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Likability

Social media influencers (phenomenons) are friendly. *

○ Strongly Diagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

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Social media influencers (phenomenons) are likeable. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) are warm. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Social media influencers (phenomenons) are approachable. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Interactivity

It is easy to contact with social media influencers
(phenomenons). *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

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I am willing to interact with Social media influencers (phenomenons). *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I influenced by social media influencers (phenomenons). *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I interact with social media influencers (phenomenons) frequently. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

Argument quality

You feel that the social media influencers (phenomenons) information/advice is convincing. *

○ Yes

○ No

○ Maybe

You feel that the social media influencers (phenomenons) information/advice is supported by strong arguments. *

○ Yes

○ No

○ Maybe

You feel that the social media influencers (phenomenons) information/advice is persuasive. *

○ Yes

○ No

○ Maybe

You feel that the social media influencers (phenomenons) information/advice is good. *

○ Yes

○ No

○ Maybe

Appendix B: Measures of questions

Homophily	Wolfinbarger MF., Gilly MC. (1993), The encoding and decoding of gift symbolism, University of California at Irvine Working paper
Trust	Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. Journal of Advertising, 19(3), 39–52.
Attitudes	Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. Journal of Marketing Research, 40(3), 310–320, Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. Journal of Current Issues & Research in Advertising, 26(2), 53–66.
Leadership	Neumann, E. N., (1985) Identifying opinion leaders, 38th Annual Convention of the European Society of Market Research, Wiesbaden
Expertise	Feick, L. F., Price, L. L. (1987) "The market maven – a diffuser of marketplace information", Journal of Marketing, 51, 1, 83-97.
Likability	Reysen, S. (2005). Construction of a new scale: The Reysen likability scale. Social Behavior and Personality: an International Journal, 33(2), 201–208.
Interactivity	McMillan, S. J., & Hwang, J. S. (2002). Measures of perceived interactivity: An exploration of the role of direction of communication, user control, and time in shaping perceptions of interactivity. Journal of Advertising, 31(3), 29–42.
Argument quality	Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations. International Journal of Electronic Commerce, 13(4), 9–38.

Appendix C: Ethic Approval Form

RESUME

Name/Surname:	**Nazrin IBRAHIMOVA**
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EDUCATION

- **Bachelor:** Baku State University: Computer Sciences Azerbaijan
- **Masters:** Istanbul Aydin University, Social Sciences Institute, Department of Business Administration

PROFESSIONAL EXPERIENCE

Foreign Trade Specialist - NURTEKS HALI