



EFFECTS OF SOCIAL MEDIA ON ONLINE GROCERY SHOPPING

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ABSTRACT

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Shopping, which started with the exchange of goods in history, has started to be done with digital data transferred to the digital environment without touching the money today. With digital marketing, a virtual environment has been created by establishing communication and interaction between the customer and the company. The social media leg of this virtual environment has also had a great impact. In this direction, the aim of the study is to investigate the effects of social media on online grocery shopping and its effects on online grocery shoppers. The study was conducted with 537 grocery shoppers through an online survey. The obtained data were tested in SPSS (21) program with T test, Anova, simple linear regression analysis and correlation analysis. As a result of the research, it was seen that social media attitudes did not show a significant difference according to gender. However, there was a significant difference between the attitudes towards online grocery shopping and the

gender variable. There was a significant difference between the social media attitudes of grocery shoppers and their attitudes towards online shopping in the variables of age, education status, employment status, occupation, frequent activities on the internet and daily use of social media. A high and positive relationship was found between the total score and sub-dimensions of the social media use scale, the total score and sub-dimensions of attitude towards online shopping, and also between purchase intention. It was determined that the use of social media significantly predicted the attitude towards online shopping ($R=.728$; $R^2= .530$; $p<.000$). In line with these results obtained from the study, it has been seen that the use of social media has a positive effect on the attitude towards online grocery shopping and purchase intention.

Keywords: digital marketing, grocery shoppers, online grocery shopping, social media

ÖZET

SOSYAL MEDYANIN ÇEVİRİMİÇİ MARKET ALIŞVERİŞİNE ETKİLERİ

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İşletme Yüksek Lisans Programı

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Tarihte mal takası ile başlayan alışveriş, günümüzde paraya dokunmadan dijital ortama aktarılan sayısal veriler ile yapılmaya başlanmıştır. Dijital pazarlama ile müşteri ve firma arasında iletişim ve etkileşim kurularak sanal bir ortam yaratılmıştır. Bu sanal ortamın sosyal medya ayağı da oldukça büyük bir etkiye sahip olmuştur. Bu doğrultuda çalışmanın amacı, sosyal medyanın online market alışverişi üzerindeki etkilerini ve internetten alışveriş yapan market alışverişçilerinin üzerindeki etkilerini araştırmaktır. Çalışma, online anket yoluyla 537 online market alışverişi yapan katılımcı ile yapılmıştır. Elde edilen veriler SPSS (21) programında T testi, Anova, basit doğrusal regresyon analizi ve korelasyon analizleriyle hipotezler sınanmıştır. Araştırma sonucunda sosyal medya tutumlarının cinsiyete göre anlamlı bir farklılık göstermediği görülmüştür. Fakat online market alışverişine yönelik tutumlar ile cinsiyet değişkeni arasında anlamlı bir farklılık olduğu görülmüştür. Gıda tüketicilerinin sosyal medya tutumları ile online alışverişe karşı tutumlarının yaş,

eđitim durumu, alıřma durumu, meslek, internette sıklıkla yapılan aktivite ve gnlk sosyal medya kullanım sresi deđiřkenlerinde anlamlı bir farklılık grlmřtr. Sosyal medya kullanımı leđi toplam puanı ve alt boyutlarında, online alıřveriře ynelik tutum toplam puanı ve alt boyutları arasında ve ayrıca satın alma niyeti arasında yksek ve pozitif ynl bir iliřki saptanmıřtır. Sosyal medya kullanımının, online alıřveriře ynelik tutumu anlamlı bir řekilde yordadıđı ($R=,728$; $R^2= ,530$; $p<.000$) belirlenmiřtir. alıřmadan elde edilen bu sonular dođrultusunda sosyal medya kullanımının online market alıřveriřine ynelik tutumu ve satın alma niyetinin olumlu etkilediđi grlmřtr.

Anahtar Kelimeler: dijital pazarlama, market alıřveriři, evrimii market alıřveriři, sosyal medya

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TABLE OF CONTENTS

| | |
|---------------------------------------------------------|------|
| ABSTRACT | iii |
| ÖZET..... | v |
| ACKNOWLEDGEMENTS | vii |
| TABLE OF CONTENTS | viii |
| LIST OF TABLES | xi |
| LIST OF FIGURES..... | xiii |
| CHAPTER 1: INTRODUCTION | 1 |
| 1.1. Research Aim and Objectives | 2 |
| 1.2. Research Questions | 3 |
| 1.3. Structure of the Thesis | 3 |
| CHAPTER 2: LITERATURE REVIEW | 4 |
| 2.1. Conceptual Framework | 4 |
| 2.1.1. Key Concepts Defined | 4 |
| 2.1.1.1. Key Considerations for Digital Marketing..... | 5 |
| 2.1.1.1.1 Digital Marketing Advantages | 5 |
| 2.1.1.1.2. Digital Marketing Disadvantages..... | 8 |
| 2.1.1.2. Key Considerations for Consumer Behavior | 9 |
| 2.1.1.2.1. Consumer Behavior Characteristics..... | 9 |
| 2.1.1.2.2. Factors Influencing Consumer Behavior | 10 |
| 2.2. Theoretical Framework | 15 |
| 2.2.1. Digital Marketing | 15 |
| 2.2.2. Digital Marketing and Traditional Marketing..... | 16 |
| 2.2.3. Digital Marketing Strategy..... | 18 |
| 2.2.3.1. Search Engine Optimization (SEO) | 18 |
| 2.2.3.2. Pay-per-Click (PPC)..... | 19 |
| 2.2.3.3. Social Media Marketing..... | 19 |
| 2.2.3.4. Content Marketing | 20 |
| 2.2.3.5. Email Marketing..... | 20 |
| 2.2.3.6. Mobile Marketing..... | 21 |
| 2.2.4. Digital Marketing and Social Media | 21 |
| 2.2.4.1. Social Media and Marketing | 21 |
| 2.2.4.2. Social Media Concept | 22 |

| | |
|------------------------------------------------------------------------------------------------|-----------|
| 2.2.4.3. Social Media Marketing Strategies | 23 |
| 2.2.4.4. Social Media and Its Effects on Digital Marketing..... | 23 |
| 2.2.5. Consumer Behavior..... | 24 |
| 2.2.5.1. Consumer Buying Behavior Process..... | 25 |
| 2.2.5.1.1. Identify the Problem..... | 26 |
| 2.2.5.1.2. Information search | 26 |
| 2.2.5.1.3. Evaluation of Alternatives..... | 26 |
| 2.2.5.1.4. Purchase Decision | 27 |
| 2.2.5.1.5. Post-Purchase Evaluation..... | 27 |
| 2.2.6. Online Grocery Shopping | 28 |
| 2.3. Contextual Framework..... | 29 |
| CHAPTER 3: METHODOLOGY | 30 |
| 3.1. Purpose of the research | 30 |
| 3.2. Research Model and Hypothesis..... | 30 |
| 3.2.1. Research Model..... | 31 |
| 3.2.2. Research Hypotheses | 31 |
| 3.3. Data Collection Method | 32 |
| 3.4. Normality Analysis | 32 |
| 3.5. Reliability Analysis..... | 33 |
| 3.6. Data Analytics..... | 34 |
| 3.7. Demographic features | 34 |
| 3.8. Internet Usage | 35 |
| CHAPTER 4: RESULTS | 36 |
| 4.1. Demographical Findings | 36 |
| 4.1.1. Gender..... | 36 |
| 4.1.2. Age..... | 38 |
| 4.1.3. Educational Status..... | 40 |
| 4.1.4. Working Status..... | 43 |
| 4.1.5. Job..... | 45 |
| 4.2. Internet Usage Findings | 48 |
| 4.2.1. Frequent Internet Activity | 49 |
| 4.2.2. Daily Usage Time | 54 |
| 4.3. Relationship With Attitude Towards Online Grocery Shopping And Usage Of Social Media..... | 57 |

| | |
|-------------------------------------------|----|
| 4.4. Findings on H1 Hypothesis..... | 58 |
| 4.5. Findings on H2 Hypothesis..... | 60 |
| 4.6. Findings on H3 Hypothesis..... | 61 |
| 4.7. Discussion..... | 63 |
| CHAPTER 5: CONCLUSION..... | 65 |
| 5.1. Limitations of the Research..... | 66 |
| 5.2. Managerial Implications..... | 67 |
| 5.3. Suggestions for Future Research..... | 68 |
| REFERENCES..... | 69 |
| APPENDICES..... | 78 |
| Appendix A: Survey 1..... | 78 |
| Appendix B: Survey 2..... | 80 |

LIST OF TABLES

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Table 1. Differences between Digital Marketing and Traditional Marketing..... | 17 |
| Table 2. Research Hypotheses | 31 |
| Table 3. Normality Analysis | 33 |
| Table 4. Social Media Usage Scale Reliability Analysis..... | 33 |
| Table 5. Attitude Scale Towards Online Grocery shopping Reliability Analysis | 34 |
| Table 6. Demographic Characteristics of Participants..... | 35 |
| Table 7. Internet Usage of Participants..... | 35 |
| Table 8. Social Media Attitudes and Gender Variable T-Test Analysis..... | 36 |
| Table 9. Gender Variable T-Test Analysis with Attitudes Towards Online Grocery Shopping..... | 37 |
| Table 10. Social Media Attitudes and Age Variable Anova Analysis..... | 38 |
| Table 11. Age Variable Anova Analysis with Attitudes Towards Online Grocery Shopping | 39 |
| Table 12. Anova Analysis of Social Media Attitudes and Educational Status Variable | 41 |
| Table 13. Anova Analysis of Educational status Variable with Attitudes Towards Online Grocery Shopping | 42 |
| Table 14. T-Test Analysis of Working status Variable with Social Media Attitudes | 43 |
| Table 15. T-Test Analysis of Working with Attitudes Towards Online Grocery Shopping Status Variable T-Test Analysis | 44 |
| Table 16. Job Variable Anova Analysis with Social Media Attitudes..... | 45 |
| Table 17. Job Variable Anova Analysis with Attitudes Towards Online Grocery Shopping | 47 |
| Table 18. Social Media Attitudes and Frequent Activity on the Internet Variable Anova Analysis..... | 49 |
| Table 19. Anova Analysis of Attitudes Towards Online Grocery Shopping and the Variable of Frequent Internet Activity | 51 |
| Table 20. Anova Analysis of Social Media Attitudes and Daily Social Media Usage Time Variable..... | 54 |
| Table 21. Anova Analysis of Attitudes Towards Online Grocery Shopping and Daily Social Media Usage Time Variable | 56 |
| Table 22. Inter-Scale Correlation Results | 58 |
| Table 23. The Results of Social Media Usage Predicting Attitudes Towards Online Grocery Shopping | 59 |
| Table 24. Multiple Linear Regression Analysis Results Regarding the Prediction of Social Media Usage Sub-Dimensions Attitude Towards Online Grocery Shopping Predictive..... | 60 |

| | |
|----------------------------------------------------------------------------------------------|----|
| Table 25. Attitude Towards Online Grocery Shopping to Purchase Intention Anova Analysis..... | 61 |
| Table 26. Table Online Grocery Purchase Intention Anova Analysis | 62 |
| Table 27. Discussion From Our Findings | 63 |



LIST OF FIGURES

| | |
|-------------------------------------------------------|----|
| Figure 1. Factors Influencing Consumer Behavior | 11 |
| Figure 2. Cultural Factors | 12 |
| Figure 3. Social Factors..... | 12 |
| Figure 4. Psychological Factors | 13 |
| Figure 5. Personal Factors..... | 14 |
| Figure 6. Consumer Buying Behavior Process | 25 |
| Figure 7. Research Model | 31 |



CHAPTER 1: INTRODUCTION

Marketing is an ongoing process which begins before the sales transactions with marketing research and continues after the sales as reflected it post-purchase affected. The main goal in marketing is to find new customers to buy the product while protecting the customer at hand. Marketing phases begin with market research and end with promoting and selling products and services, along with advertisements (Şengül, 2018).

In today's conditions, shopping in electronic media has started to be preferred more than other traditional methods and has become popular. E marketing (electronic marketing, digital marketing) is the marketing of products and services to consumers over the internet. In addition marketing made on electronic platforms has begun to appeal to the consumer more profitably in terms of the opportunity to reach a much larger audience, to be fast and easy between distances, to establish a closer relationship with the customer and to understand them more easily, to reduce costs and to gain more time.

Marketing is customer focused as a discipline. Selling is embedded in marketing and they are very connected, the common goal of both is to increase profitability and revenue. Selling is convincing a customer to buy a product and as a result the product changes hands. If we look at it from a different perspective, sales is the ability to persuade the customer. The point that separates sales and marketing from each other: Marketing starts before the product is born and continues after the product is sold, and sales is the moment the product is sold. Marketing activities should be integrated into the ever-changing market conditions. In order to overcome the rapid increases in complexity, volatility and uncertainty, systems are created to help organizations around the world to learn, adapt and transform.

Digital marketing promotes and advertises through technological tools. As with every marketing goal, the purpose here is to sell and influence consumers. With a digital marketing perspective, companies had to put consumers at their focal point in order to change their positions and meet the needs of consumers in the best way (Durmaz and Efendioğlu, 2016). Digital marketing in e-commerce; To achieve online sales targets, it is necessary to allocate time, money and create different advertisement designs.

Digital marketing, which brings measurability to marketing, creates a system that involves and involves many departments, being able to deliver products or services to customers. Today, the aim of communication with the customer is to make the most sales that can be made to a customer and to try to win them individually while reaching new customers. (Todor, 2016). When applied correctly, digital marketing strategies serve the sales targets of e-commerce platforms.

Along with changing the communication level of companies with their customers, the changes in the steps to be applied at work also make a difference thanks to social media. The reason why companies are starting to use social media tools more; to communicate with their customers, to acquire new customers, to protect their brand awareness and image, and to give confidence to their customers (Mills, 2012).

1.1. Research Aim and Objectives

The reason for the beginning of this study is to measure the influence of social media in online grocery shopping of grocery shoppers and their purchasing behaviors during the shopping process. It is necessary to determine whether or not consumers prefer grocery shopping by learning the duration of internet use and activities on the internet. After determining that the majority of daily internet activities are on social media, it is aimed to examine the preferences of doing food shopping in the next step. Social media use online behavior will be observed in terms of continuity and adequacy leading to attitude and purchase intention.

In general terms, the aim of this research is to collect new data with the help of a questionnaire prepared in order to better explain the determined subject and to present new results and perspectives on previous studies in the literature. Social implications for understanding consumer attitudes and intentions for online grocery shopping, and more, are assumed to have direct effects on consumers' online shopping behavior. It is possible to see how a consumer's behaviors, attitudes, cognitive, emotions and thoughts change directly or indirectly in social effects (Rashotte, 2007).

It is desired to determine how much food shopping made from the internet or social media appeal to consumers. It is aimed to measure the extent to which grocery shoppers are affected by social media while grocery shopping online, by looking at the continuity and competence scales. To measure the attitude and intention towards online grocery shopping; a research is conducted to understand cognitive, emotional and behavioral sub-dimensions.

1.2. Research Questions

In this thesis, new questions were developed by making use of the previously created scales. In order to measure the effects of social media on grocery shoppers, new questions were added to the attitudes towards online grocery shopping in the literature, and it was aimed to measure these attitudes by adding demographic characteristics.

The research questions of this thesis are:

- RQ1: Do grocery shoppers prefer online grocery shopping?
- RQ2: Do demographics of grocery shoppers significantly influence online grocery shopping?
- RQ3: What are the factors affecting the online grocery shopping attitude of grocery shoppers?
- RQ4: Is there a significant relationship between demographic characteristics in the grocery shopping attitude of grocery shoppers on social media?
- RQ5: Does social media use affect online grocery shopping?
- RQ6: Does the use of social media have a positive effect on the online grocery shopping intention of grocery shoppers?

1.3. Structure of the Thesis

This thesis consists of 5 chapters. Chapter 1 of this thesis is the introduction part and summarizes the aims and objectives of this study. In Chapter 2, digital marketing, social media and marketing, consumer behavior and processes are explained in detail. In addition, an introduction was made to examine the attitudes of grocery shoppers by giving information about online grocery marketing. Chapter 3 explains data analysis based on hypotheses and modelling, research design, methodology also describing the data collection process and method. In Chapter 4, the test tables, findings and results of the hypotheses created are explained. Finally, Chapter 5 presents the most important conclusions, limitations of the study, and recommendations for future work.

CHAPTER 2: LITERATURE REVIEW

In this section, the researches carried out in order to provide a background for the current study and to provide information on related issues will be explained. While doing our literature review, 3 frameworks will be examined; conceptual framework, theoretical framework, contextual framework.

2.1. Conceptual Framework

In this part of our work, we consider our key concepts, their consideration for digital marketing and consumer behavior explained. Also mentioned which are digital marketing advantages and disadvantages, consumer behavior characteristics, factors influencing consumer behavior.

2.1.1. Key Concepts Defined

The 4 main topics that are important for this thesis have been determined as follows; digital marketing, social media, consumer behavior and online grocery shopping. Understanding these issues is of great importance for the hypothesis and model to be created.

Digital marketing is defined as the marketing of products or services over the internet, as well as using mobile phones, display advertising and other technological tools. In digital marketing methods, which are a cheaper and more controllable method compared to traditional marketing methods that have always been used, transformation occurs quickly. It is possible to say these expressions as follows, electronic marketing, digital marketing, virtual marketing, web marketing, online marketing, internet marketing. Digital marketing method is the process of marketing a product or service in the digital environment of a company or brand. In today's conditions, it is the newest, improved and preferred open marketing method. There are many platforms where we can use digital marketing. If we sort the websites, social media channels, blog posts, online brochures and catalogs, brand values such as logos, fonts and colors, as interactive tools, it is possible to see how much digital marketing is used. The most effective channels of this marketing method in which digital channels are used are the internet, social media and mobile platforms. Thanks to digital marketing and digital channels, it is better for companies to promote the brand, increase sales, establish an effective relationship with customers, and follow the demands and needs of customers.

Technological developments are very fast, there are many developments and innovations, and this situation directly affects digital marketing. Consumer behavior also runs parallel to these. Although these innovations are seen as advantages, they pose serious difficulties for e-commerce businesses and digital marketers. It is necessary to keep up with all these changes and innovations. For digital marketing and sales, it is necessary to focus on online strategies and to understand different digital marketing channels and practices.

Social media is to build a real, honest, sincere and secure relationship between the company and the consumer with the various opportunities and ideas offered by online media, where there is a lot of sharing. At the same time, social media offers opportunities such as openness, communication and connection, accessibility, usability, innovation and permanence. Unlike traditional habits, using digital media, people can communicate more quickly and trust is established.

Consumer behavior is one of the subdivisions of marketing science and human behavior. While human behavior refers to the whole process in which an individual interacts with his environment, consumer behavior is specifically concerned with human behavior in the purchasing process. Among the basic principles of marketing are consumer behavior. Consumer behavior plays an important role in creating marketing and sales strategies. Consumers need to understand the process of purchasing and approaching a product in the best way. Consumer behavior is a decision of consumers regarding which products or services to buy, from whom, how, where, when or not to buy a particular product or service.

Online grocery shopping is a way to purchase food, drink or basic household needs using an online shopping service. Consumers use different platforms to purchase these products online.

2.1.1.1. Key Considerations for Digital Marketing

The advantages and disadvantages of digital marketing are explained in detail.

2.1.1.1.1 Digital Marketing Advantages

Using interactive media to reach the target audience is the most important advantage of digital marketing (Durmaz and Efendioğlu, 2016). Digital marketing has many advantages.

Strategizing with Valuable Data and Analysis: Digital marketing, it is possible to have an idea of the exact number of people who have viewed your website's home page in real time. The number of people visiting your business page, their geographical location, the gender, age and interests of the visitors, how much time they spend on the site, their exit rates, the statistics and information of the site can be tracked with google analytics. It helps to prioritize marketing channels by analyzing all this traffic information. Real-time data analysis provides a better understanding of the effectiveness of marketing techniques. With access to this information, the marketing budget can also be properly planned by investing in well-performing marketing campaigns.

Content Performance and Lead Generation: Todor (2016) said that digital marketing offers endless content and timely updates to increase content. It is necessary to create effective visual content. If promoting on social media, the client will learn about products and services with buyers, influencers and peers through such networks. The greater the rate of engagement, the more valuable Google sees your content. Thus, it will increase your SEO ranking with ease. Leadership training strategy can create a better awareness and affinity for the brand.

Improved Conversion Rates: Making the marketing strategy interesting is one of the main steps to be taken. Digital marketing allows for a two-way conversation with customers and potential customers. With digital marketing you can reach customers at any time, it is a better idea to reach customers online rather than calling them often. At the end of such communications, it is expected that possible sales will occur, which will bring an increase in conversion rates.

Costs Less than Traditional Marketing: Digital marketing saves you money. It has the potential to replace costly advertising channels such as television and radio, which are traditional marketing channels. By preloading content and sending it at key times, leads can be increased.

Higher Incomes: Higher conversion rates can be created with effective digital marketing techniques, so it will benefit businesses in terms of better and higher revenues. When advertising the brand, more than one digital marketing channel can be used to ensure easy navigation, to have a good layout, to understand customer purchasing patterns, to meet the needs of customers, and to collect useful data. Small and medium businesses will have a higher chance of expanding their workforce in anticipation of better income growth.

Higher Return on Investment Thanks to Campaigns: Digital marketing companies optimize their conversion rates to get the maximum Return on Investment (ROI) for businesses. To understand what the ROI is, we need to understand what the goals or aims of the company are, what they wish to get from a digital marketing campaign and then measure these goals (Todor, 2016). It helps organizations to take the necessary measures as soon as possible. With digital marketing, the more that traffic generates for the business, the faster the ROI can be by creating a steady stream of targeted traffic that is converted into sales and leads.

Competing with Big Companies: Digital marketing allows small businesses to compete with big brands and big companies because everyone is on the same channel. From digital marketing from a small supplier to a major powerhouse, small brands reach their target consumers through affordable and effective marketing tactics to be on the market both locally and nationwide.

Gaining People's Trust and Building Brand Reputation: If digital marketing, social media signals, social evidence are very reliable, and the trust rate that well-intentioned consumers can generate from target audiences with their references will be high.

If the advice comes from the immediate environment or well-known people, consumers rely on information about the brand. As a result of these situations, new opportunities will arise to reach larger markets.

Keeping Online Business Survival: The best results will certainly come if the right people are targeted as potential customers. By applying smart tactics such as blogging and social media, you can communicate with the target audience and will help get feedback. Therefore you can improve your strategy and the business continues to survive.

Know Everything Competitors: Social media competitive analysis enables review of competitor's online strategies and is an integral part of your digital marketing campaign. Thus, it will help to take advantage of opportunities that may or may occur. It should not forget businesses that want to create competitive advantage are businesses that listen to their customers well, respond to them and do this quickly with developing communication technologies, and that being successful in the future depends on their success in this interactive environment (Aliji, 2016).

Real Time Results: Unlike traditional methods, it is possible for online businesses to do the necessary analysis and view them in real time. It will be more beneficial for them to make decisions by optimizing data through online marketing.

Improving Social Aids: As digital marketing takes place online, it can be accessed by the global audience. While traditional marketing is limited to a specific geographic area, digital marketing interacts with customers fairly easily. Digital marketing experts can instantly respond to posts on the platforms, promote to develop leads and make the most of digital marketing for the business.

2.1.1.1.2. Digital Marketing Disadvantages

There are advantages and disadvantages in every sector. Digital marketing, which started as a new window, also has its disadvantages.

High competition: Digital marketing plays a big role in the marketing strategy of any company in any size or sector, but in order to compete, companies are forced to take advantage of this type of marketing that can provide maximum efficiency with low costs (Patruti and Baltes, 2016). Also, with the increasing number of users and the amount of consumption, the competitive environment of the digital marketing platform has become very difficult. Campaigns should be well thought out, stand out, attract attention, and make an impact on the target audience. The masses have to find what they are looking for and want them to answer even their most basic questions and be relevant to their needs. Having too many alternatives on the internet increases the competition.

Technology Reliability: Instant changes, rising companies, falling companies, all these transactions occur instantly and can create a trust problem for the consumer. For this reason, Todor (2016) said that communication cannot be expected to be slow in such a fast environment, but the internet is an environment prone to errors. Links may not work, landing pages may not load, and pages may not load due to interruptions. This can lead potential customers to turn to other brands. To avoid this, it is always necessary to test websites, to check the content, to make sure that the campaigns are in the targeted way.

Time consuming: Unorganized tactics and strategies can take up a lot of time, and finding the time to spend on daily campaigns can be difficult, so one of the most challenging parts of digital marketing campaigns is time. It is necessary to establish a precise digital marketing strategy, set goals and create the market. These conditions must be met to increase company sales or brand awareness.

Security and privacy issues: Security should always come first in your target market. Website protection is crucial in achieving your goals. You must secure your network

and protect your network connections by using encryption tools such as firewalls and VPNs or cyber threats such as phishing or fraud can open up huge problems. By investing in a good antivirus or a good internet security package, you can create a safe environment and build customer loyalty by paying attention to legal issues while obtaining customer data with digital marketing strategies.

Millions of people around the world hide around different digital platforms because we are in the digital age, and as this age continues to grow, large or small businesses should be aware of them and use them to their full advantage. It can grow its brand and business by getting to know your market, finding the best platform, creating the right content, reaching the perfect timing and examining the popularity of associated channels. Traditional or digital marketing is based on connecting with people in the right place at the right time.

2.1.1.2. Key Considerations for Consumer Behavior

In this part, consumer behavior characteristics and factor influencing consumer behavior topics examined.

2.1.1.2.1. Consumer Behavior Characteristics

To define consumer behavior, it is the attitudes that occur in the process of determining, purchasing, evaluating and disposing of products and services that will satisfy consumers and meet their expectations (Panwar and Singal, 2019). Consumer behavior has different characteristics, the main behaviors are as follows; consumer behavior makes up with products, services, activities, and ideas: Consumer behavior is not just about products, it also includes services, activities, and ideas.

Consumer Behavior Counts in more than buying: Consumer behavior includes buying, using, and disposing.

Dynamism in Consumer Behavior: The thoughts, feelings and actions of consumers, consumer groups and society are constantly changing. The order of owning, consuming, and disposing of a product or service may occur in a dynamic sequence over time. Owned by the effects of events in time; when, how and why it is disposed of will be affected.

Consumer Behavior includes interactions between Many People: Consumer behavior is not the action of a single individual, interactions can take place among a

community or family, and individuals can change their behavior by displaying different roles.

Consumer behavior includes many decisions: In this behavior, the consumer measures why, when, for what, where or where, how, how much, how often he will use an offer or product.

Exchange in Consumer Behavior: From time immemorial, people give something valuable to have something. Marketing is helping society acquire products or value through exchanges by planning and implementing marketing strategies.

Complex buying behavior: This concept of behavior is experienced when purchasers are purchasing a costly, rarely purchased item. They are profoundly engaged with the buy interaction and customers' examination prior to focusing on a highly costing investment.

2.1.1.2.2. Factors Influencing Consumer Behavior

It is necessary to know the consumer groups well in order to understand the consumer behaviors that are included in the marketing, and which are of great importance. The use of technologies to help marketing activities in order to improve customer knowledge by matching their needs is digital marketing (Chaffey, 2016). To create value for consumers and profits for organizations, marketers need to understand why consumers behave in certain ways to a variety of products and services offered (Jisana, 2014). Purchasing activities should be monitored and the consumer should be well known, and how they take action to meet their choices and needs. There are factors gathered under 5 main headings that affect the purchasing decisions of the consumer. As seen in Figure 1, These are classified as cultural, social, psychological, personal and economic factors. Marketers should prioritize these factors and act according to their effects on consumer behavior. With the transformation of transactional marketing to relationship marketing in the digital era the role of the marketers is to gain and reinforced with an appropriate set of skills, attitudes and behaviors to be capitalized the informational and social characteristics of digital environment with the ultimate focus of achieving a loyal consumer base by remarking an above average performance over the competitor (Rathnayak,2018).

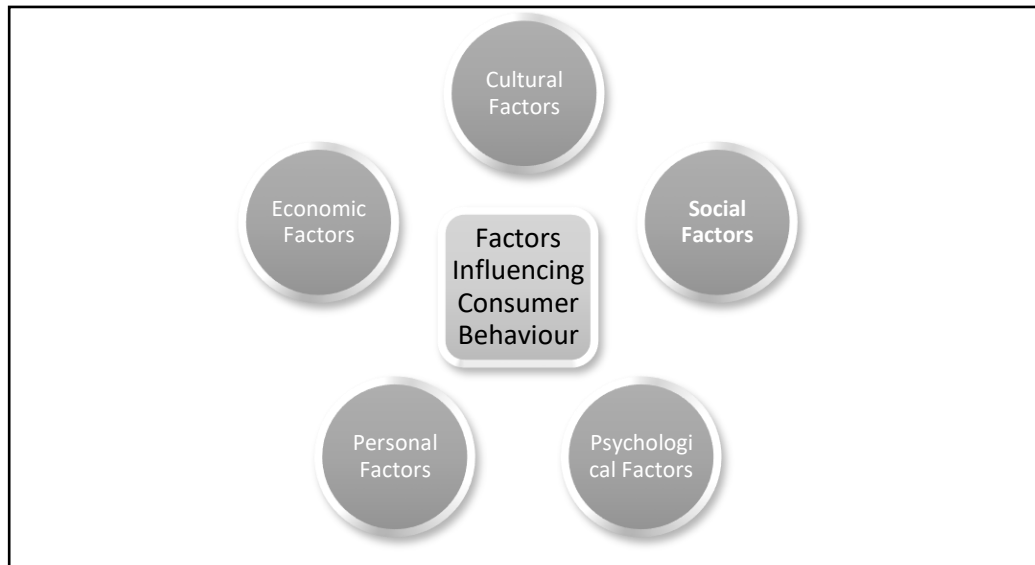


Figure 1. Factors Influencing Consumer Behavior

Cultural Factors: Cultural factors can be defined in three sub-headings: culture, subculture and culture of social class. According to Ramya (2016), individuals gain value, perception preference and behavior for themselves through their family, friends and other important institutions. Culture significantly affects an individual's consumption behavior and decision-making process. As seen in Figure 2, culture contains mainly the values, needs, wants, preferences, perceptions, and behaviors that are learned from the consumers near circle members.

Achievement, success, efficiency, development, material comfort, practicality, individualism, freedom, humanitarianism, youth, and practicality are among the values listed by Schiffman and Kanuk. Subcultures share similar arrangement of convictions and qualities. Subcultures can comprise of individuals from various religion, position, geologies and identities. The subcultures are thinkable as a separate group that have their own behavior. The social class isn't simply controlled by the loan, additionally it as different factors in its own like occupation, family foundation and home area (Dr. SA, 2016). Social class is imperative to foresee the consumer behavior.



Figure 2. Cultural Factors

Social Factors: Consumers are a part of social group as an individual therefore they are under influence of their living around human beings. As seen in Figure 3, Social factors can be defined in three groups family, references and status. Family is the most influencing factor for consumers behavior while they are a rounded on the most time of their decision-making time from their family members. Consumers are getting influenced by their groups this way they are getting references from the group that they are associated. Generally, all group members are referenced by the other one and that takes them to the same behavior by the consumers. A consumer is affected by the status that he holds in the public. If the consumer is in a higher status, his purchasing behavior will be affected generally by his status.

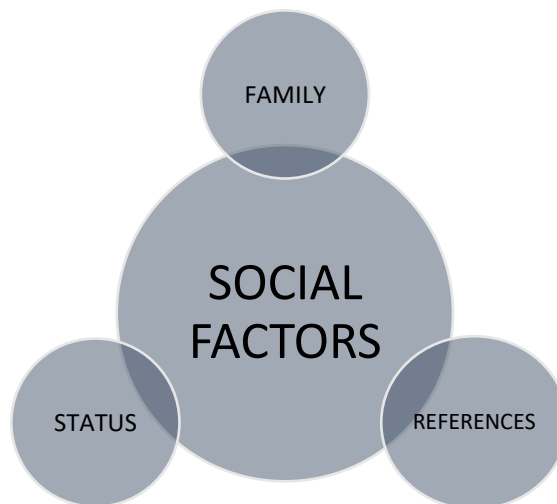


Figure 3. Social Factors

Psychological Factors: The psychological factor is a very important factor to determining the behavior of the consumer. The psychological factors are very difficult to finding out but on the gap of this they are very strong to influence the behavior of the consumer. As seen in Figure 4, psychological factors are divided in three factors which are motivation, learning and beliefs. When a consumer is motivated enough, it influences the buying behavior of the consumer. When the basic and security needs are already secured then is there the power to influence the behavior from the consumer thereat to buy products and services. Learning factor begins with meeting the product. Then the consumer gets relevant with the product on the coming time with experiencing it. The consumer gets self-motivated against the product with this process of knowledge and experience about the product. Consumer's beliefs have effects on influencing the buying decisions of a consumer. Based on this providence, the consumer behaves in a particular way towards a product. This providence is significant in defining the image of a product.

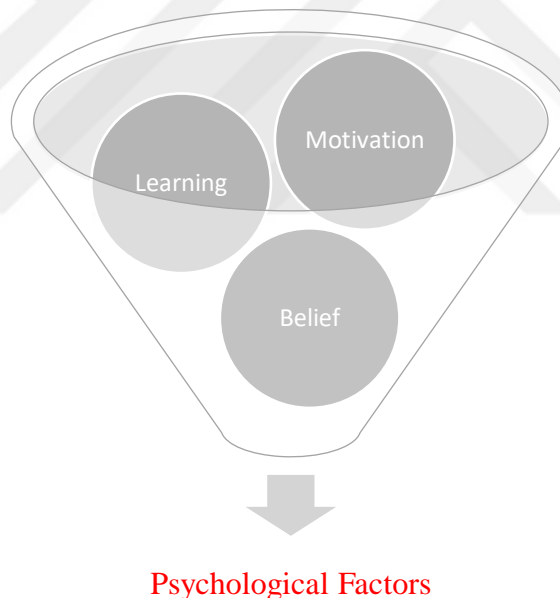


Figure 4. Psychological Factors

Personal Factors: Personal factors are categorized in five categories. As seen in Figure 5, personal factors which are age, occupation, economic condition, lifestyle and personality.

Age is one of the most important factors that influences the behavior of the consumer by choosing the products which they are thinking about that's suitable for the age group of the consumer group (Qazzafi, 2020).

The occupation of the consumer has a big impact on their behavior and purchasing choices. A consumer is more likely to purchase items that are related to their profession. The economic condition of the consumers has a big impact on consumer behavior. When a consumer's economic condition is high, the consumer has more spending power. By this fact consumers are spending more money in a high economic condition.

The inverse relationship between self-love aspect of self-esteem and emotional aspect of impulse buying tendency was not confirmed, while it was confirmed that there is no relationship between aspects of self-esteem and cognitive aspect of impulse buying tendency (Jalali, 2014).

The lifestyle of a consumer influences directly his behavior by purchasing the goods, services and products because they must be compatible with the lifestyle of the consumer. The personality from the consumer also affects his behavior. Every consumer has their own characteristic personality which reflects their buying behavior.

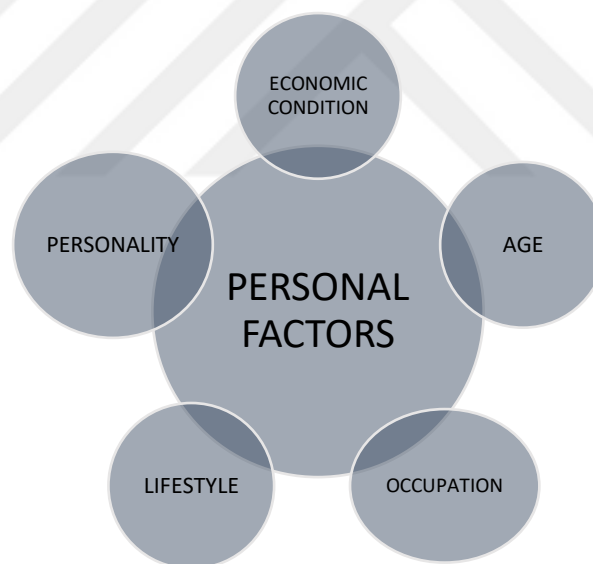


Figure 5. Personal Factors

Economic Factors: Consumer's purchasing decisions and purchasing power are directly related to the market conditions and economic situation of the country in which they are located. According to Ramya and Mohamed Ali (2016), economic factors directing consumer behavior; personal income, family income, savings, liquid assets of the consumer, other economic factors.

Ramya (2016) said person's personal income consists of disposable income (the amount left over from mandatory expenses) and discretionary income (remainder of disposable income) and determines purchasing behavior. Qazzafi (2020) said that family income refers to the sum of the income of more than one or all family members. Savings and liquid assets express an individual's savings and also affect an individual's purchasing behavior. Because these assets exist in the name of the individual's expenditures for comfort and luxury (Ramya, 2016).

2.2. Theoretical Framework

In this part, we mentioned digital marketing, digital marketing and traditional marketing, digital marketing strategies, digital marketing and social media, consumer behavior and online grocery shopping.

2.2.1. Digital Marketing

According to Altindal (2013), digital marketing is an activity that uses the internet, mobile and other interactive platforms instead of traditional media tools. There are different expressions used in the name of digital marketing. It is possible to describe digital marketing in its simplest form as the realization of marketing activities in the digital environment via the internet (Saysel, 2018). It is the general state of digital marketing that the technologies used to reach leads, to include new leads as customers and to keep them stable are measurable and interactive. The main goal is to create brand awareness, shape customer preference and increase sales with different digital marketing strategies (Todor, 2016).

To improve companies' digital marketing engagement, marketers need to categorize perceived benefits based on digital marketing use and focus on based interactions with their customers (Tiago and Verissimo, 2014). Strong, successful companies and brands want to respond to their customers and create connections with the leaders of the industry. They are shaping the digital world to tell their brand stories in a creative, authentic and visually appealing way. The foundation of digital strategy involves reviewing the first and most important factor of marketing techniques and planning online many times and finally keeping it in one order. Digital Marketing offers opportunities to examine what elements of strategies are working or failing (Chaffey and Bosomworth, 2013).

2.2.2. Digital Marketing and Traditional Marketing

Traditional marketing is marketing that includes advertising activities, aiming to promote a certain product or service to the target audience through traditional methods such as television, radio, newspaper, brochures, billboards and similar methods, and the audience trend. The aim of traditional marketing is to provide time, place and possession utility. Customer perception is the basis of marketing. It is necessary to motivate them and direct them to purchase, to create value for customers (Durmaz and Efendioğlu, 2016).

Employees in the marketing sector work hard to use new techniques, create different perspectives, and increase the awareness and profitability of their brands. It tries to reach its goals by using today's strong technological infrastructure. They try to use the power of traditional media such as television, radio, newspapers, magazines and billboards in the most efficient way. It is necessary to use the highest efficiency of each channel. While the methods in which traditional communication tools are used and traditional strategies are developed play a role in the formation of traditional marketing, marketing made with strategies and tools developed in digital environments is digital marketing. As technology, communication tools and rules change, so does the field and definition of marketing. Digital marketing primarily communicates with customers and investors about the brand and business progress. It uses modern technological channels for products and product positioning and is one of the sub-branches of traditional marketing (Yasmin and Fatema, 2015).

With the developing world and working methods, traditional marketing practices leave their place to the digitalization process over time. Marketing communication aspects and customer communication have gained importance in recent years and traditional marketing has developed with the concept of integrated marketing communication, which includes the integration of all marketing communication elements with technology (Bulunmaz, 2016). Where traditional marketing and digital marketing meet on a common ground is the importance of good communication with customers and understanding their needs and demands. Companies that follow, use and adapt technology are easily in contact with their customers while providing products or services. While companies using digital marketing make a difference with bilateral communication, they aim to reach the target audience correctly by using social media and search engines. With digital marketing

privileges, the speed of customers' access to products and services has increased and accelerated. They can compare the products they want to buy, find similar ones, and as a result, their purchasing movements increase (Durmaz and Efendioğlu, 2016).

Digital marketing differs from traditional marketing in that it involves the use of online channels and methods that allow businesses and organizations to better understand whether their work is being productive or not, often tracking the success of marketing campaigns in real time. There are features that distinguish traditional marketing methods and habits from digital marketing. It is possible to compare these features with the general lines. Digital marketing applications are measurable, efficiency and effectiveness of activities can be analyzed. From a traditional marketing perspective, if the ads are placed well and appropriately to the target audience, they can give faster or more effective results, because digital marketing may also take time to make an impact. In the table 1 created below, the differences between digital marketing and traditional marketing are classified.

Table 1. Differences between Digital Marketing and Traditional Marketing

Source: Straker, Karla, Wrigley, Cara, Bucolo and Sam. (2013)

| Traditional Marketing | Digital Marketing |
|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| It is not possible to do this in areas where traditional marketing is applied. | The target audience of promotions and advertisements can be reached and a wider audience can be reached. When the advertisement is placed, any revision can be made instantly. |
| With the increase in inputs in traditional marketing, these calculations may differ. | The benefits of promotion or advertising in digital marketing can be analyzed; It is easy to systematically examine all costs with visible marginal effect. |
| Has a higher cost and lower efficiency against digital marketing. | Maximum efficiency can be achieved at minimum cost. |
| In order to get a good result in traditional marketing, studies should not be put at the same time. | The speed of digital marketing access to many platforms, studies for the same purpose can be targeted from different channels. |

Digital marketing is similar to traditional advertising, but the main difference is in the use of digital devices (Todor, 2016). The differences between the two types of marketing affect the orientation of the business or the brand. There are those who have to include both in their budget planning, but in today's conditions, digital platforms and the ease of access to those channels put digital marketing to the fore. When both types of marketing are compared, digital channels are the more economical

and faster portal to reach consumers directly. They are also necessary channels for companies to advertise in their countries or globally. As a result, both types of marketing work well for companies and marketers (Salehi et al., 2012).

2.2.3. Digital Marketing Strategy

Marketing strategies are developed to make the most of customer behavior. Thanks to the strategies created on digital marketing platforms, the behavior of customers can be observed and important analyzes such as how, where and when to interact with them can be made. The creation of extensive knowledge for new and potential customers, analysis and results play an important role in determining higher sales results. A successful digital marketing strategy should have the ability to use existing data effectively, and the basis for the results is accurate data analysis. All the advantages and disadvantages of marketing in digital environments should be known to the smallest detail. With digital marketing strategies, the company needs to recognize digital marketing in order to reach the targeted audience, increase its potential and meet the demands in the maximum way by increasing the capacity of the company. (Veleva and Tsvetanova, 2020).

Digital marketing tools and techniques (DMTT) are a range of ICT technology-related methods, tools, procedures, etc., which can be used to place and promote a product or a brand to the target audiences (Kumar, 2020). Analytics, e-mail marketing, social media, web software are tools used in digital marketing platforms. The Web Software system should be designed to be understandable, easy to use, secure in terms of money transfer and sales. Trust and loyalty to the brand is very important. Once there is distrust of the brand, it will be very difficult to reclaim that person.

It is possible to classify digital marketing strategies in several main categories.

2.2.3.1. Search Engine Optimization (SEO)

SEO is the process of improving websites so that they rank higher in search engine results for keywords related to companies. Search engine optimization (SEO) is one of the most effective digital marketing strategies in today's world.

SEO, which plays the main role in the digital promotion strategy, affects the positioning of digital channels that are important for a company such as websites, blogs, social network accounts (Baltes, 2016). To ensure top rankings, SEO marketers research the words, phrases, and phrases consumers use to search for information

online. They use the terms they determined with the results they found in their own content.

2.2.3.2. Pay-per-Click (PPC)

It has led to the development of online 'Pay-per-click', the best approach to marketing, and is the most widely used tool (Bhandari and Singh, 2017). One of the most powerful and cost-effective online marketing strategies is pay-per-click (PPC) advertising, with advertising opportunities based on users' search results. Thanks to AdWords ads, the visibility of companies increases within Google and the customer base grows. In this way, the firm becomes accessible from all over the world outside of its physical boundaries.

Using Google Analytics, it is possible to monitor and analyze the deficiencies in the websites and the routine of the consumers. It can be analyzed at what time of the day, how often, from which regions the visitors enter the site, and where the access of the website can be extended. The firm may have a wider customer portfolio for its products and services.

2.2.3.3. Social Media Marketing

Social media tools provide information sharing, creating new environments and providing informational integrity, researches and marketing communication to consumers (Kayaköy and Taş, 2014). Social media marketing focuses on building brand awareness and increasing conversions, and with a social media marketing campaign it is possible to include one or more social media platforms depending on the target audience and platforms. In addition to these, another purpose of social media marketing is to create, increase and maintain the position and awareness of companies. There is something to be told to marketing strategists, and it is as follows: Staying at the forefront of the field or industry in the customer-focused digital age requires less reliance on traditional marketing strategies. Social media has revealed that business people in offline environments need to promote their business online and this is an important need (Sahai et al., 2018). To use technology well and to understand its importance while taking part in the market, applications should be made in this context. It is a strategic necessity to use social media as a tool in marketing. (Constantinides, 2014).

It is possible to communicate with customers in real time with social media. Each client wants to know that the firm cares about themselves and their thoughts. This platform makes it easy to create it.

2.2.3.4. Content Marketing

Content marketing is about building a sustainable, trusting relationship with your customers that can potentially lead to many sales over time, not just making a single transaction (Bogle, 2020). The purpose of content marketing focuses on optimizing the content created in search engines to increase visibility in search results, and it creates conversions by reaching the target audience and increasing the customer. One way to incorporate SEO search terms into new website content is with content marketing, and they work together. The created content is shared in social media posts and email marketing posts and executed with other strategy methods.

2.2.3.5. Email Marketing

In email marketing, companies focus on not losing customers and gaining new ones. It is an effective technique to build and increase awareness of the company's brand, keep the brand memorable, and encourage repeat purchases from customers. This type of marketing is a way to complement traditional marketing activities by increasing customer engagement and reducing costs and is one of the most beneficial ways to reach potential customers (Budac, 2016). The purpose of email marketing is to grow the target audience, improve their campaigns and move them forward. In addition, it is to stay in mind for potential customers and keep existing customers coming back by providing advertisements and personalized content based on their interests.

Since the use of electronic mail is increasing day by day, it has a very advantageous potential in terms of marketing and has been turned into an e-marketing method by marketing managers (Ozen, 2015). With the e-mail marketing system, while promoting your products to customers electronically, there is not only financial gain but also time savings, and the services of the company are also introduced personally. E-mails can be accessed anywhere, at any time of the day, and mails can be tracked up to date.

2.2.3.6. Mobile Marketing

Mobile marketing makes multi-way communication of an offer between a company and its customers using an application or technological tools (Shankar and Balasubramanian, 2009). On the other hand, mobile marketing is a multi-directional marketing type, digital marketing procedure pointed towards arriving at an intended interest on smart phone, tablet and computer users in the importance of sites, emails, text messages mms, online media, and applications. As of late, clients have begun to move their regard for mobile usage. It is possible to categorize the interaction of companies with all these consumers according to their location, country, demographic characteristics, personal usage areas and more (Scharl et al., 2005). Along these lines, marketers are targeting these multi-directional types. As innovation turns out to be more divided, marketing does as well. Furthermore, to acquire and keep up with the consideration of likely purchasers, content should be strategically planed and exceptionally customized.

2.2.4. Digital Marketing and Social Media

Digital marketing is not only aimed at increasing sales, but also offers great advantages over traditional marketing in terms of increasing brand awareness and strengthening customer relationships (Saysel, 2018).

Through social media, companies can directly touch the customer. Durmaz and Efendioğlu (2016) said that after the whole process and purpose is determined, social media is observed and measured. Creating, planning and managing the relationship between social media and digital marketing is of great importance for every company and is among the marketing tools. Social media allows direct communication with the customer without the limitation of time and place. Awareness of consumer's motives is important because it provides a deeper understanding of what influences users to create content about a brand or store (Bala and Verma, 2020). The opportunities brought by the high amount of sharing of social media have enabled it to exist in the field of marketing over time.

2.2.4.1. Social Media and Marketing

Social media has become a marketing communication used to communicate with customers, increase brand awareness and value, and create customer loyalty (Barutçu and Toma, 2013). Compared to the past, companies have started to use and

manage social media to communicate with existing customers, to gain potential customers, to protect their brands and images. Social media is preferred by businesses with its lower cost and advantages of direct interaction compared to traditional tools. The purpose of these steps of businesses is to market their brands by applying different strategies with social media and reach the target audience easily.

Social media allows companies to create awareness about new marketing strategies, share ads, get to know their customers closely and collect data as well as their corporate assets (Paswan, 2018). It has been involved in the marketing process of social media a long time ago. Many consumers do research before purchasing a product. Thanks to the internet and social media, it is very easy for them to access detailed information about the product they will buy.

If the consumer is not satisfied with the product he bought, he can share his thoughts on social media and inform other consumers. Changes occur in the consumption behavior of consumers. Evaluating the positive or negative features of a product, trying to get information about the product and being influenced by friends, examining past experiences and complaints about a product show changing purchasing behaviors through social media.

2.2.4.2. Social Media Concept

Social media is a form of communication where a high degree of sharing takes place without time and space limitations. People and companies promote their institutions, products and services on social media, create advertisements, and take part in this channel by establishing friendship relations. The fact that internet users spend an important part of their daily lives on social media platforms made it inevitable for marketing managers to use these platforms in their marketing activities. The rapid dissemination of all kinds of positive and negative comments and information about businesses and their products poses a threat, although it brings many opportunities for businesses. The diffusion of social media platforms pushed customers to prefer this channel for quickly obtaining information and feedback about what they want to buy, as well as for asking help after the selling (Scepi and Spano, 2020). It is aimed to evaluate opportunities and prevent threats by predetermining them. They also learn the customer's ideas faster. It has become a necessity for businesses to take part in social media in the process of existence.

Studies have found relationships between the use of social media and individual behavior and values. Continuity dimension of social media use refers to the person being busy with social media activities, being constantly on social media; The competency dimension includes being sufficient to perform various daily life activities and activities that can be performed in the social media environment (Deniz and Ünal, 2019).

2.2.4.3. Social Media Marketing Strategies

By asking the question of why, the first step of creating a social media marketing strategy is taken. Social media marketing strategy encompasses everything you aim to achieve, plan and take action through social media. To develop a good social media strategy, it is important to realize that technologies are now allowing people to quickly connect, converse, create and collaborate with each other (Ang, 2011). Businesses have to pay attention to the steps they take in terms of advertising and marketing. Pre-established strategies guide the actions taken, and the processes to be followed in reaching the determined goals also guide. It is determined how a business or organization will plan, implement and analyze all social media marketing activities. If the plan or the strategy created is in a very wide scope, there may be problems about what you want to achieve and how to reach that point.

The more company-specific, clear and precise the plan prepared for a social media marketing strategy is, the more effective.

We would argue that social media marketing is part of a broader customer engagement strategy plus brand, acquisition, conversion and retention strategies, but many organizations are grappling with how they get value from this, so it may help to develop an overall social media marketing strategy (Chaffey and Bosomworth, 2013). One of the most important steps in the realization of the strategy is to proceed within a plan and be cautious to reach a goal.

2.2.4.4. Social Media and Its Effects on Digital Marketing

Many people in different parts of the world, of different ages, with different lives spend a significant amount of their time on social media platforms. In this case, social media has started to be used in many marketing activities because marketing has also undergone a change, development and renewal process. Social media marketing is an attraction strategy that allows consumers to access the brand, product or service

they are interested in (Alan and Erişke, 2018). With many marketing strategies carried out on social media, institutions or individuals aim to gain an advantage.

Social media has become one of the digital marketing channels thanks to its many advantages, its role on consumers' purchasing behavior and its measurability. The fact that companies attach importance to social media marketing is directly related to the fact that social media affects a large area and its costs are affordable (Susur, 2021). It is necessary to follow the shares of companies such as photos and videos and the attitudes that come with these shares. Thus, it will be determined which factors determine the demands and needs of consumers (Telli, 2020). The main expectations can be listed as increasing brand awareness, creating loyalty on behalf of the company, conducting consumer research and responding quickly, obtaining information about market competition, running digital advertising campaigns and staying at the forefront of the industry.

2.2.5. Consumer Behavior

Consumer behavior is the process of selecting, purchasing and consuming goods and services to satisfy their wants. Consumers have needs, problems, emotions, financial or social situations that directly affect the purchasing process (Gajjar, 2013). According to Solomon (2010) Consumer behavior is a dynamic interaction of emotion, cognition, behavior and environmental events in which people realize the changing aspects of their consumption habits.

E-commerce companies can effectively determine their marketing strategies by focusing on and analyzing consumer behavior. Consumers also behave differently according to their business models. According to the business model, consumer behavior can be observed and determined so that companies can better manage the marketing process. It is possible to classify the factors affecting consumer behavior as social, cultural, demographic, personal and psychological conditions. The influence of effect on consumers' psychological functioning and behavior is quite pervasive, though it is often undramatic and sometimes subtle enough to be unrecognized (Cohen and Areni, 1991).

Most people use digital marketing and social media intensively through their role as consumers of goods and services as they search for information and data on the products consumed in addition to communicating with others about their experiences (Salloum et al., 2018).

Social interaction is different and diverse in some societies. Cognitive and emotional attitudes of the individual are important in terms of maintaining social ties, but also direct their social behavior (Köle, 2019). The origin of the concept of interpersonal competence is based on concepts such as social competence, social skills, interpersonal skills, social learning, social intelligence, emotional intelligence (Buhrmester et al., 1989).

2.2.5.1. Consumer Buying Behavior Process

It is necessary to understand and evaluate the consumer decision-making process well. The main point of identifying the problems, obstacles and opportunities that occur during marketing is the decision-making process. In the steps taken in marketing, in the strategies applied, it is of great importance to help customers decide what to buy. If the advertisements and services of the companies for their customers do not reach their customers at the right time and place, the result will not be as desired.

As a decision-making point of view, it is thought that consumers go through several stages and the behavior they display during purchasing is aimed at solving a need or problem (Mowen, 1988). It is shown Figure 6, marketers examine consumers' decision-making process in five stages, starting with the identification of needs, that is, solving the problem, continuing with finding and evaluating alternatives, and ending with making a decision and evaluating this decision.

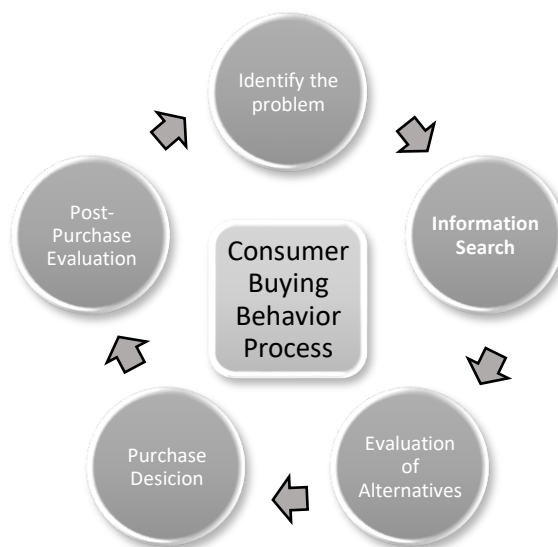


Figure 6. Consumer Buying Behavior Process

2.2.5.1.1. Identify the Problem

The first step in the purchasing process for consumers is to identify their needs. It is also known as "Problem Recognition" and "Need Recognition". During need recognition, companies can understand the consumer's needs and determine marketing strategies accordingly (Kotler and Keller, 2016). They do not consider purchasing a product or service without determining the needs or wants of the consumers. When a consumer decides to purchase a product, it becomes clear that he needs it.

Consumers are affected by external factors. Their wishes stem from either need or current popularity. Thanks to these effects, the purchasing process occurs. At this stage, marketers must offer services and products that will appeal to consumers.

2.2.5.1.2. Information search

At this stage, consumers have determined their needs and wants. Income, social environment, purchasing opportunities, perceptions and ideas about the brand, experiences and customer satisfaction, etc. all of these factors are influential in the consumer's decision-making process (Moorthy, 1997). There is a necessity to purchase a product to eliminate its deficiencies, needs or problems. Therefore, they need to learn about the required product. This information leads to the research, search and review phase. Consumers try to find all options and achieve the most effective result. A conscious consumer can be influenced by looking at the advertisements and promotions provided by the company online and making a decision. He can ask close people around him and guide his decisions with their advice and guidance.

At this stage, marketers offer a variety of information and content to influence the consumer. In order to bring the product to the fore, it should offer a lot of information about the product by posting videos, photos, comments.

2.2.5.1.3. Evaluation of Alternatives

After consumers complete their research to find the product that suits their needs and desires, they move on to the process of evaluating alternative products for the product that suits them. In the evaluation of alternatives, information obtained from different companies and sources is used.

There are some features those consumers take as criteria in evaluating products with alternatives. The customer takes into account various qualities of the product or service, such as quantity, quality, size of the product and prices, while making his

evaluations during the purchase (Kotler, 2005). Although these factors are different for each consumer, there are popularity, social media effects, online shopping platforms in today's developing world and the main ones that can be said. If we look at the traditional dimensions, appearance, quality values, price performance and service level are the main factors affecting consumers.

There are many equivalent products in the market for the wishes and needs of the consumers that can appeal to them. This situation makes it difficult for consumers to make a choice by evaluating. However, at the end of this stage, consumers will determine the most suitable product for them.

2.2.5.1.4. Purchase Decision

When it comes to the payment part, consumers have done enough research and are in a knowledgeable position. They also evaluated the possibilities in prices and payment plans. Consumers evaluate the products they want to buy, and then decide where and what to buy, thanks to the information they receive as a result of their research (Qazzafi, 2019). At this stage, consumers are still trying to decide whether or not to buy that product, sometimes their opinions may result in negative results. Bad reviews and experiences can change all positive reviews about the product and service.

At this stage, what the marketer really needs to understand is why the consumer stopped buying. There may be different reasons why the consumer does not buy; it is possible to give examples such as price and quality. Marketers need to quickly address this negative decision. They need to make the customers realize that there is no company that can provide a better-quality product that can meet their needs by re-marketing the product they will buy in the most effective way.

2.2.5.1.5. Post-Purchase Evaluation

This is the final stage of the consumer purchasing phase. After consumers complete their purchase, they compare the product with their expectations. Consumers are satisfied with the product they buy according to their expected needs. But if the consumer is not satisfied at this stage, it is possible for the company to lose this consumer even at the last stage.

In this case, it may not be possible for the company to regain this consumer because the consumer will regret his decision. His comments will reflect negatively on other consumers as well. Marketers should monitor whether their consumers are

satisfied with the product so that this experience can negatively affect other consumers. On behalf of their brands, companies need to be sure that they have a positive effect on the consumer after purchasing and take precautions accordingly. If the consumer has commitment and loyalty to the product, the chances of the satisfied consumer to retain the product are maximum. As a direct positive effect, the company gets the maximum effect from this situation (Qazzafi, 2019).

2.2.6. Online Grocery Shopping

Online Grocery Shopping is retailers ordering from online sites to buy groceries products with a click for required or needed products by consumers, and home delivery will be made by the retailer (Chien, 2003).

Increasing working hours, changing and differentiating family structures, improvement of the economic situation, increase in technology etc. As a result of social and behavioral changes, consumers seek suitable and reliable alternative solutions for repetitive but necessary tasks (Demir, 2014). Consumers may prefer a local grocery store or a large e-commerce firm to purchase online. Consumers can buy all kinds of products using the internet and grocery shopping is considered the most common buying behavior. Online grocery shopping offers an alternative for individuals to go out and meet their daily grocery needs. The growing market of online grocery shopping services allows distributors to control the final destination of products to consumers (Berg and Henriksson, 2020). It is on the way to become the first choice of consumers with the advantages and the popularity of online food and online grocery shopping. There are consumer convenience points required for online markets to capture the market and also be reused. These are points such as saving time, cost and being fast. These details have helped online markets to understand consumers' needs and preferences in online grocery shopping (Ghani and Rahmat, 2011).

Thanks to online shopping, consumers can access anywhere in the world. With the rapid development of marketing, the shopping behavior of consumers varies between countries. In online shopping, there is no restriction on brands, varieties and opening hours, and consumers can access a wide variety of stores and products online at any time (Hanus, 2016).

2.3. Contextual Framework

All the main elements that make up this research are examined and explained from the perspective of the literature. In our study, it is based on examining the purchasing attitudes and intentions of grocery shoppers in online grocery shopping, taking into account the sub-dimensions of social media use. It is aimed to measure the attitude towards online grocery shopping by considering the sub-dimensions of the effects of social media use. The research will be concluded by examining the effects of these dimensions on cognitive, emotional and behavioral sub-dimensions. The attitude towards online grocery shopping in different countries in the world is important.

Due to the lack of such studies in Turkey, it is aimed to contribute to the literature by measuring the purchasing attitude towards online grocery shopping. Since the participants i could reach live in these cities, it is aimed to determine the effects of social media in this attitude and intention in Aydın and İzmir regions.

CHAPTER 3: METHODOLOGY

The purpose and scope of the study, the multiple collection tools used in the research, the information and reliability structures of these tools, the research hypotheses and models, and the analysis methods used in the research were mentioned.

3.1. Purpose of the research

The purpose of this study is to compile the past literature and discuss the new generation communication tool, digital marketing in general, social media marketing in particular, and consumer behavior with a holistic perspective. The aim of the study is to determine how the use of social media and internet shopping, which takes place with digital marketing transfer operating in the grocery sector, is perceived by grocery shoppers and how it affects their purchase intention. It is aimed to reveal whether there is a relationship between social media usage competence and continuity and cognitive, emotional and behavioral attitudes while shopping online. It is a study that aims to measure the behavior, purchase intentions and attitudes of grocery shoppers shopping online by taking into account demographic, economic and educational conditions.

3.2. Research Model and Hypothesis

Basically, two main variables constitute the research model. These are determined as the behavior of the consumers towards social media marketing and the purchasing behavior of the consumers.

The subdimensions of consumers' behavior of social media marketing are; it consists of four sub-dimensions: interaction and communication, orientation, entertainment and originality. Accordingly, the model of the research is shown in the figure 7 below.

3.2.1. Research Model

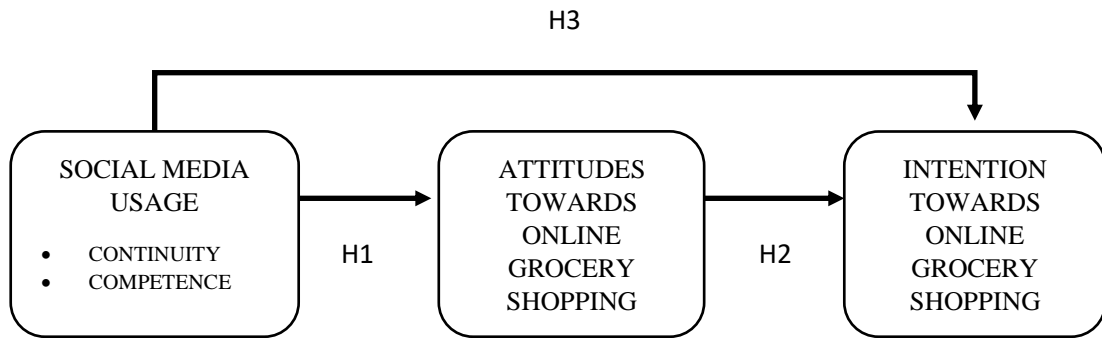


Figure 7. Research Model

As seen in the Figure 7, the dependent variable of the research is the purchase intention of grocery shoppers in online grocery shopping, the independent variables are the sub-dimensions of continuity and competence in the use of social media, and the attitude of grocery shoppers towards online grocery shopping. The direction of the causal relationships to be examined in the study is indicated by the arrows in the figure.

3.2.2. Research Hypotheses

The research model has basically two main variables. These are organized as consumers' attitudes towards social media and online grocery shopping. In Table 2, the hypotheses of the study are as follows:

Table 2. Research Hypotheses

| | |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|
| H1 | The continuity and competence of social media use has a significant positive effect on the online grocery shopping attitude of grocery shoppers. |
| H2 | Attitudes towards online grocery shopping have a significant positive effect on grocery shoppers' online grocery purchase intention. |
| H3 | The continuity and competence of social media use has a significant positive effect on grocery shoppers' online grocery purchase intention. |

The hypotheses to be measured are the impact of social media usage continuity and competence on purchase intentions and attitudes towards online grocery shopping. The effect of the attitude towards online grocery shopping on the purchase intention of grocery shoppers. It was determined as the effects of dependent and independent variables on each other.

In addition to, the effects of demographic characteristics of grocery shoppers and internet use on their attitudes towards social media and online shopping will be measured.

3.3. Data Collection Method

Questionnaire technique was used in the data collection process of the research. Five different demographic questions were asked. In additional two questions, questions were asked in order to measure the purpose of using the internet and the frequency of social media use.

The first of the scales constituting the survey is the 8-question scale, which was handled by Deniz, Tutgun-Ünal (2019) under the heading of consumers' social media use. It has two subscales, which are divided into continuity and competence.

The second scale was a 9-question survey prepared by Özgüven (2011) about online purchasing behaviors of consumers. In the attitude scale towards online grocery shopping, there are 3 questions in the cognitive component, which is the first factor, 3 questions in the emotional component, which is the second factor, and 3 questions in the behavioral component, which is the last factor.

The online purchasing behaviors (behavioral dimensions) of grocery shoppers who shop over the internet and the use of social media are based on. grocery shoppers were considered while answering the questionnaire.

3.4. Normality Analysis

In order to test whether the criterion of the data set is suitable for the analysis, the normality test of the spherical and the normal distribution of all classes suitable for the classes (Tanick and 2002, Fidell). The histogram graphs of the variables and the skewness-kurtosis coefficients were examined and it was decided whether the data set was normally distributed or not. Skewness related to the symmetry of the distribution; as for the beginning of education, the kurtosis gives information. It represents the data with values between -1.5 and +1.5 for kurtosis (Tanick and Fidell, 2012), and values between -2 and +2 for skewness (George and Mallery, 2016) in their normal appearance.

Table 3. Normality Analysis

| Scale total and sub-dimensions | Mean | Std. Deviation | Skewness | Kurtosis |
|------------------------------------------------------------|--------|----------------|----------|----------|
| Social Media Usage Scale Total Score | 2,4630 | 1,03945 | ,352 | -,895 |
| Continuity | 2,3850 | 1,10489 | ,589 | -,615 |
| Competence | 2,5410 | 1,15707 | ,280 | -,990 |
| Attitude Scale Towards Online Grocery Shopping Total Score | 2,6905 | ,95871 | ,635 | -,776 |
| Cognitive | 2,3681 | 1,27501 | ,841 | -,595 |
| Emotional | 2,4742 | 1,18492 | ,748 | -,505 |
| Behavioral | 3,2291 | ,68256 | ,078 | -,161 |

When the data in the table 3 is examined; It is seen that the kurtosis coefficients of the variables are between -1.5 and +1.5, the skewness coefficients are between -2 and +2, and the normal distribution curves of the variables are symmetrical and in the form of a bell curve. In the light of these analyzes, it can be said that the variables are normally distributed and the data are suitable for parametric analyses.

3.5. Reliability Analysis

In our study, the value found according to the result of the cronbach alpha test applied to a total of 8 questions in the "Social Media Use Scale" is ,897. According to this result (Table 4), it can be said that the reliability of the social media usage scale is high.

Table 4. Social Media Usage Scale Reliability Analysis

| | Cronbach's Alpha | N of Items |
|--------------------------|------------------|------------|
| Social Media Usage Total | ,897 | 8 |
| Continuity | ,842 | 4 |
| Competence | ,856 | 4 |

It was concluded that all of the 8 questions in the "Social Media Usage Scale" were higher than 0.50. For this reason, it was not necessary to remove any questions from the scale. Cronbach Alpha results of the 2 sub-dimensions of the scale were continuity (8,9,10,11) ,842; proficiency (12,13,14,15) was found to be ,856.

The value found according to the result of the cronbach alpha test applied to a total of 9 questions in the "Attitude Scale Towards Online Shopping" is ,897. According to this result, it can be said that the reliability of the attitude scale towards online grocery shopping is high.

Table 5. Attitude Scale Towards Online Grocery shopping Reliability Analysis

| | Cronbach's Alpha | N of Items |
|------------------------------------------------|------------------|------------|
| Attitude Towards Online Grocery Shopping Total | ,877 | 9 |
| Cognitive | ,910 | 3 |
| Emotional | ,896 | 3 |
| Behavioral | ,686 | 3 |

It was concluded that all of the 8 questions in the "Attitude Scale Towards Online grocery shopping" were higher than 0.50. For this reason, it was not necessary to remove any questions from the scale. Cronbach Alpha results of the 3 sub-dimensions of the scale were cognitive (16,17,18) ,910; emotional (19,20,21) ,896; behavioral (22,23,24) was found to be ,686.

3.6. Data Analytics

In line with the information obtained in the research, the results of the survey study were evaluated in the SPSS 21 program. After the questionnaires were collected, descriptive statistics of the variables were taken first and the frequencies were tabulated. In the analysis of each variable, whether the distribution was normal or not and the reliability of the scale total and sub-dimensions were investigated.

Various procedures were performed to check whether the data were suitable for analysis and whether the regression assumptions were met. First of all, negatively expressed items were scored inversely and mean values were assigned to missing data. As a result of the normality distribution of the obtained data, 2-comparisons were tested with the t-test, and more than 2 comparisons were tested with the Anova test. Results that were significant in the Anova test were analyzed with the Tukey test.

3.7. Demographic features

Demographic characteristics obtained from the participants of the study are presented in the table 6.

Table 6. Demographic Characteristics of Participants

| Demographic features | | n | % |
|----------------------|---------------------------------|-----|------|
| Gender | Woman | 288 | 53,6 |
| | Male | 249 | 46,4 |
| Age | 18-27 years | 143 | 26,6 |
| | 28-37 years | 264 | 49,2 |
| | 38-47 years | 68 | 12,7 |
| | 48 years and above | 62 | 11,5 |
| Educational status | Primary and secondary education | 53 | 9,8 |
| | Undergraduate | 331 | 61,6 |
| | Postgraduate | 153 | 28,5 |
| Working status | Working | 235 | 43,8 |
| | Unemployed | 302 | 56,2 |
| Job | Private sector | 207 | 38,5 |
| | Public sector employee | 39 | 7,3 |
| | Student | 251 | 46,7 |
| | Other | 40 | 7,4 |
| Total | | 537 | 100% |

3.8. Internet Usage

The internet usage obtained from the participants of the study is presented in the table 7.

Table 7. Internet Usage of Participants

| Internet Usage | | n | % |
|--------------------------------------|-------------------------------------------------------|-----|------|
| Frequent activity on the Internet | Web page visits for information purposes | 125 | 23,3 |
| | Newspaper and magazine news follow-up | 38 | 7,1 |
| | work-related mail and other communication channels | 31 | 5,8 |
| | Games and similar entertainment usage of applications | 42 | 7,8 |
| | Social media monitoring | 301 | 56,1 |
| Use of Daily social media usage time | 0- 30 min. | 84 | 15,6 |
| | 31-60 min. | 100 | 18,6 |
| | 61- 90 min. | 177 | 33 |
| | 91-120 min. | 115 | 21,4 |
| | 121 min and over | 61 | 11,4 |
| Total | | 537 | 100% |

CHAPTER 4: RESULTS

T-test, Anova, correlation and regression analyze were performed on the basis of the total and sub-dimensions of the survey scales whose answers were received within the scope of the study. The tables obtained as a result of the analysis are presented below.

4.1. Demographical Findings

In this section participants demographical features on social media attitudes are analyzed and presented.

4.1.1. Gender

When the table 8. is examined, according to the results of T-test analysis, it was seen that social media attitudes did not show a significant difference according to Gender ($t(537) = ,460; ,05 < p$).

Table 8. Social Media Attitudes and Gender Variable T-Test Analysis

| | Gender | n | SD | t | p |
|-----------------------------------------------------|--------|------|--------|---------|------------|
| Social Using Media Scale Total Score | Woman | 288, | 2.4822 | 1.06202 | 460 ,645 |
| | Male | 249 | 2.4408 | 1.01439 | |
| Social Media Use of Continuity Sub- dimension | Woman | 288 | 2.4505 | 1.03549 | 1,466 ,14 |
| | Male | 249 | 2.3092 | 1.17765 | |
| Social Media Use of Competency Sub- Dimension | Woman | 288 | 2,5139 | 1,22804 | -,589 ,556 |
| | Male | 249 | 2.5723 | 1.07073 | |

In the table 9, considering the significance of gender in terms of cognitive dimension, a positive effect was found on women's attitudes towards online grocery shopping.

Table 9. Gender Variable T-Test Analysis with Attitudes Towards Online grocery shopping

| | Gender | n | | sd | t | P |
|-------------------------------------------------------------------|--------|------|--------|--------|----------|------------|
| Attitudes Towards Online Grocery Shopping Scale Total Score | Woman | 288 | | 2,7569 | 1,00974 | |
| | Male | 249 | | 2,6136 | ,89191 | 1,747 ,081 |
| Attitudes Towards Online Grocery Shopping Cognitive Sub-dimension | Woman | 288 | | 2,4942 | 1,33216 | |
| | Male | 249 | | 2.2222 | 1.19162 | 2,497 ,013 |
| Attitudes Toward Online Grocery Shopping Emotional Sub-Dimension | Woman | 288 | | 2.5336 | 1.23271 | |
| | Male | 249 | | 2.4056 | 1.12568 | 1.257 209 |
| Attitudes Toward Online Grocery Shopping Behavioral Sub-Dimension | Woman | 288, | 3.2431 | 70 | | |
| | Male | 249 | 3,2129 | ,65973 | 254,513, | 608 |

When the table is examined, according to the results of the T-test analysis, it has been seen that there is no significant difference according to gender in the total attitude towards online grocery shopping, the emotional sub-dimension of the attitude towards online grocery shopping, and the behavioral sub-dimension of the attitude towards online grocery shopping ($.05 < p$). In the cognitive sub-dimension of attitude towards online grocery shopping, a significant difference was found in favor of women ($\bar{x} = 2,4942$) ($t(537) = 2,497$; $.05 < p$).

4.1.2. Age

As seen in the Anova results in the table 10; a significant difference was determined in the total score and 2 sub-dimensions of the social media use scale according to the age variable ($p < .000$).

Table 10. Social Media Attitudes and Age Variable Anova Analysis

| | as | Age | N | X | SS | F | P | Difference |
|-------------------------------------------|----|-------------------|-----|-------------|---------|--------|------|---------------------------------|
| Social Media Usage Scale Total Score | 1 | 18-27 | 143 | 2.3881 | ,97 670 | 37.342 | ,000 | 1-3 1-4 2-3 2-4 |
| | 2 | 28-37 years | 264 | 2.1439 | ,97235 | | | |
| | 3 | Age 38-47 | 68 | 3.0349 | .93811 | | | |
| | 4 | Age 48 and over | 62 | 3.3669 | .76249 | | | |
| Social Media Use Continuity Sub-dimension | 1 | 18-27 years | 143 | 2.4178 | 1.03834 | 19.682 | ,000 | 1-2 1-3 1-4 2-3 2-4 |
| | 2 | 28-37 age | 264 | 2.0881 | 1.10373 | | | |
| | 3 | 38-47 age | 68 | 2.9338 | 1.01814 | | | |
| | 4 | 48 age and above | 62 | 2.9718 | ,86969 | | | |
| Social Media Use Competency Sub-dimension | 1 | 18-27 years | 143 | 2,3584 | 1,01510 | 47,756 | ,000 | 1-3 1-4 2-3 2-4 3-4 |
| | 2 | 28-37 years | 264 | 2.1998 | 1,02608 | | | |
| | 3 | 38-47 years | 68 | 3,1360 | 1,17374 | | | |
| | 4 | 48 years and over | 62 | 3,762190584 | , | | | |

Social media use scale total score ($F(537) = 37,342$, $p < .000$) was between 18-27 ($\bar{x}=2.3881$) years, 38-47 years and 48 years and above, 38-47 years ($\bar{x}= 3 ,0349$) and 48 years and older ($\bar{x}= 3.3669$).

In the continuity sub-dimension of social media use ($F(537) = 19.682$, $p < .000$) between the ages of 18-27 and other age ranges, 28-37 years ($\bar{x}=2.0881$), 18-27 years ($\bar{x}=2, 4178$), in favor of 38-47 years ($\bar{x}=2.9338$) and 48 years and above ($\bar{x}=2.9718$), and in the comparison of 28-37 years ($\bar{x}=2.0881$), 38-47 years ($\bar{x}=2 ,9338$) and 48 years and older ($\bar{x}=2.9718$), there was a significant difference in favor of 48 years and older ($\bar{x}=2.9718$).

In the competence sub-dimension of social media use ($F(537) = 47,756$, $p < .000$), 18-27 ($\bar{x}=2.3881$), 38-47 years ($\bar{x}=2.9338$) and 48 years and over (\bar{x})

=2.9718), 28-37 years (\bar{x} =2.1988) in favor of 38-47 years (\bar{x} =3,1360) and 48 years and older (\bar{x} =3.7621), 38-47 years (\bar{x}) =3,1360), there was a significant difference in favor of 48 years and older (\bar{x} =3,7621).

As seen in the Anova results in the table 11; a significant difference was determined in the total score and 3 sub-dimensions of the attitude scale towards online grocery shopping according to the age variable ($p < .000$).

Table 11. Age Variable Anova Analysis with Attitudes Towards Online Grocery Shopping

| | rank | Age | N | \bar{x} | ss | F | P | Difference |
|-------------------------------------------------------------------|------|-------------------|-----|-----------|--------|--------|------|-------------------|
| Scale of Attitudes Towards Online Grocery Shopping Total Score | 1 | 18-27 years | 143 | 2,7366 | ,94756 | 30.506 | ,000 | |
| | 2 | 28-37 years | 264 | 2.3889 | .81833 | | | 1-2 |
| | 3 | 38-47 years | 68 | 3.0327 | .97869 | | | 1-4 |
| | 4 | 48 years and over | 62 | 3.4928 | ,92910 | | | 2-3 2-4 3-4 |
| Attitudes Towards Online Grocery Shopping Cognitive Sub-Dimension | 1 | 18-27 years | 143 | 2.4172 | 1.2562 | 27.887 | ,000 | |
| | 2 | 28-37 years | 264 | 1.9861 | 1.0693 | | | 1-2 |
| | 3 | 38-47 years | 68 | 2.8039 | 1.3594 | | | 1-4 |
| | 4 | 48 years and over | 62 | 3.4032 | 1.3087 | | | 2-3 2-4 3-4 |
| Attitude Towards Online Grocery Shopping Emotional Sub-Dimension | 1 | 18-27 years | 143 | 2.5524 | 1.1615 | 34.175 | ,000 | |
| | 2 | 28-37 years | 264 | 2.0821 | .99364 | | | 1-2 |
| | 3 | 38-47 years | 68 | 2.8676 | 1.2632 | | | 1-4 |
| | 4 | 48 years and over | 62 | 3,5323 | 1,0938 | | | 2-3 2-4 3-4 |
| Attitude Towards Online Grocery Shopping Behavioral Sub-Dimension | 1 | 18-27 years | 143 | 3,2401 | ,74892 | 9,979 | ,000 | |
| | 2 | 28-37 years | 264 | 3.0985 | .63050 | | | 1-4 |
| | 3 | 38-47 years | 68 | 3.4265 | ,62253 | | | 2-3 |
| | 4 | 48 years and over | 62 | 3,5430 | ,65630 | | | 2-4 |

In the total score of the attitude scale towards online grocery shopping ($F(537) = 30.506, p < .000$), between the ages of 18-27 (\bar{x} =2.7366) and 28-37 years (\bar{x} = 2.3889),

in favor of 18-27 years old , between 18-27 years ($\bar{x}=2.7366$) and 48 years and above ($\bar{x}=3.5323$) in favor of 48 years old and above; between 28-37 years ($\bar{x}= 2.3889$) and 38-47 years ($\bar{x}= 3.0327$) and 48 years and above ($\bar{x}= 3.4928$) in favor of 38-47 years and 48 years and above. There is a significant difference was found between the ages of 38-47 ($\bar{x}= 3.0327$) and those aged 48 years and above ($\bar{x}= 3.4928$) in favor of 48 years and older.

In the cognitive sub-dimension of attitude towards online grocery shopping ($F(537) = 27,887, p<.000$), between 18-27 years ($\bar{x}=2,4172$) and 28-37 years ($\bar{x}= 1.9861$), in favor of 18-27 years old ; Between 28-37 years ($\bar{x}= 1.9861$) and 38-47 years ($\bar{x}= 2.8039$) and 48 years and above ($\bar{x}= 3.4032$) in favor of 38-47 years and 48 years and above. There is a significant difference was found between the ages of 38-47 ($\bar{x}= 2.8039$) and those aged 48 years and above ($\bar{x}= 3.4032$) in favor of 48 years and older.

In the emotional sub-dimension of attitude towards online grocery shopping ($F(537) = 34,175, p<.000$), between the ages of 18-27 ($\bar{x}=2.5524$) and 28-37 years ($\bar{x}= 2.0821$), in favor of 18-27 years. ; Between 28-37 years ($\bar{x}= 2.0821$) and 38-47 years ($\bar{x}= 2.8676$) and 48 years and above ($\bar{x}= 3.5323$) in favor of 38-47 years and 48 years and above. There is a significant difference was found between the ages of 38-47 ($\bar{x}= 2.8676$) and those aged 48 years and above ($\bar{x}= 3.5323$) in favor of those aged 48 and above.

In the behavioral sub-dimension of attitude towards online grocery shopping ($F(537) = 34,175, p<.000$), between the ages of 18-27 ($\bar{x}=3,2401$) and 48 years and above ($\bar{x}=3.5430$) in favor of 48 years and older. There was a significant difference between the ages of 28-37 ($\bar{x}= 3.0985$) and 38-47 years ($\bar{x}= 3.4265$) and 48 years and older ($\bar{x}= 3.5430$) in favor of 38-47 years and 48 years and older.

4.1.3. Educational Status

As seen in the Anova results in the table 12; a significant difference was determined in the total score and 2 sub-dimensions of the social media use scale according to the educational status variable ($p<.000$).

Table 12. Anova Analysis of Social Media Attitudes and Educational Status Variable

| | a | Education | N | X | SS | F | P | Through |
|---------------------------------------------------------|---|---------------------------------------|-----|-----------------|---------|--------|--------------|-------------------|
| Social Media Usage Scale Total Score | 1 | primary and secondary | 53 | 3.1156 | 1.04722 | 15,662 | ,0 0 0 | 1-2 1-3 2-3 |
| | 2 | undergraduate | 331 | 2.4736 | 1.09547 | | | |
| | 3 | postgraduate | 153 | 2.2141 | ,78635 | | | |
| Social Media Continuity Sub- dimension | 1 | primary and secondary education | 53 | 2.9387 | 1.12008 | 15,934 | ,0 0 0 | 1-2 1-3 2-3 |
| | 2 | undergraduate | 331 | 2.4585 | 1.12965 | | | |
| | 3 | postgraduate | 153 | 2.03439 2882 | , | | | |
| Social Media Use Competenc y Sub- Dimension | 1 | primary and secondary school | 53 | 3.2925 | 1.15373 | 13,341 | ,0 0 0 | 1-2 1-3 |
| | 2 | undergraduate | 331 | 2.4887 | 1,20905 | | | |
| | 3 | postgraduate degrees | 153 | 2,3938 | ,93131 | | | |

Social media use scale total score ($F(537) = 15,662, p < .000$) in favor of primary and secondary education between primary and secondary (3,1156) and undergraduate ($\bar{x} = 2,4736$) and graduate ($\bar{x} = 2.2141$) a significant relationship in favor of undergraduate was determined between undergraduate and graduate students.

In the continuity sub-dimension of social media use ($F(537) = 15,934, p < .000$) primary and secondary education (2,9387) and undergraduate ($\bar{x} = 2,4736$) and graduate ($\bar{x} = 2.0343$) primary and secondary education in favor of undergraduate and graduate, a significant relationship was determined in favor of undergraduate.

In the sub-dimension of competence in using social media ($F(537) = 13,341$, $p < .000$), there was a significant difference between primary and secondary education (3.2925), undergraduate ($\bar{x} = 2.4887$) and graduate ($\bar{x} = 2.3938$) relationship was found.

As seen in the Anova results in the table 13; a significant difference was determined in the total score and 3 sub-dimensions of the attitude scale towards online grocery shopping according to the educational status variable ($p < .000$).

Table 13. Anova Analysis of Educational status Variable with Attitudes Towards Online Grocery Shopping

| | rank | Education | N | X | SS | F | P | Through |
|-------------------------------------------------------------------|------|------------------------------|------|--------|------------------|--------|------|-------------------|
| Online Grocery Shopping Attitudes Against Total Score | 1 | primary and secondary | 53 | 3.4885 | ,99 461 | 31.805 | .000 | 1-2 1-3 2-3 |
| | 2 | undergraduate | 331 | 2.7227 | .97850 | | | |
| | 3 | postgraduate | 153 | 2.3442 | .69210 | | | |
| Attitude Towards Online Grocery Shopping Cognitive Sub-Dimension | 1 | primary and secondary school | 53 | 3.4465 | 1.34441 | 37.388 | .000 | 1-2 1-3 2-3 |
| | 2 | undergraduate | 331 | 2,4421 | 1,28115 | | | |
| | 3 | postgraduate | 153 | 1,8344 | ,92015 | | | |
| Attitude Towards Online Grocery Shopping Emotional Sub-Dimension | 1 | primary and secondary school | 53 | 3,3962 | 1,21433 | 27,771 | ,000 | 1-2 1-3 2-3 |
| | 2 | undergraduate | 331 | 2,5146 | 1,22490 | | | |
| | 3 | postgraduate | 153, | 2.0675 | 85015 | | | |
| Online Grocery Shopping Attitudes Toward Behavioral Sub-Dimension | 1 | primary and secondary | 53 | 3.6226 | ,67 317 | 10.897 | .000 | 1-2 1-3 |
| | 2 | undergraduate | 331 | | 3.2115,69 939 | | | |
| | 3 | graduate | 153 | 3.1307 | .60121 | | | |

In the total score of the attitude scale towards online grocery shopping ($F(537) = 31,805$, $p < .000$) primary and secondary education (3,1156) and undergraduate ($\bar{x} = 2,4736$) and graduate ($\bar{x} = 2,2141$) primary and secondary education in favor of

undergraduate and graduate, a significant relationship was determined in favor of undergraduate.

In the cognitive sub-dimension of attitude towards shopping ($F(537) = 37.388$, $p < .000$) primary and secondary education ($\bar{x} = 3.4465$) and undergraduate ($\bar{x} = 2.4421$) and graduate ($\bar{x} = 1.8344$) primary and secondary education in favor of undergraduate and graduate, a significant relationship was determined in favor of undergraduate. In the emotional sub-dimension of attitude towards online grocery shopping ($F(537) = 27,771$, $p < .000$), primary and secondary education ($\bar{x} = 3.3962$), undergraduate ($\bar{x} = 2,5146$) and graduate ($\bar{x} = 2.0675$) There was a significant relationship between primary and secondary education in favor of undergraduate and postgraduate education in favor of undergraduate education.

In the behavioral sub-dimension of attitude towards online grocery shopping ($F(537) = 10,897$, $p < .000$), there was a difference between primary and secondary education ($\bar{x} = 3.6226$) and undergraduate ($\bar{x} = 3.2115$) and graduate ($\bar{x} = 3.1307$) a significant relationship was found in favor of primary and secondary education.

4.1.4. Working Status

The table 14 shows that there is a significant relationship between working status and social media use dimensions.

Table 14. T-Test Analysis of Working status Variable with Social Media Attitudes

| | Working status | N | | SD | t | p |
|-------------------------------------------------------|----------------|------|---------|---------|--------|------|
| ocial Using Media Scale Total Score | Working | 235, | 2.7521 | 94 874 | 5.937 | 000 |
| | Not Working | 302 | 2.2380 | 1.05271 | | |
| Social Using Media continuity Sub-Dimension | Working | 235 | 2.7862 | 1.04020 | 7.840 | 000 |
| | Not working | 302 | 2, 0728 | 1.05323 | | |
| Social Using Media Competency Sub- Dimension | Working | 235 | 1.05031 | 3.155 | 2.7181 | ,002 |
| | Not working | 302 | 2.4031 | 1.21775 | | |

When the table is examined, according to the T-test analysis results, the total score of the social media use scale of social media attitudes ($t(537) = 5,937$; $,000 < p$),

the continuity of social media use sub-dimension ($t(537)= 7,840; ,000<p$) and social media use competence sub-dimension ($t(537)= 3.155; ,000<p$) when the averages were evaluated according to the working status variable, a significant difference was found in favor of those who were “working”.

Table 15. T-Test Analysis of Working with Attitudes Towards Online grocery shopping Status Variable T-Test Analysis

| | Working status | n | sd | t | P | |
|------------------------------------------------------------------|----------------|-----|--------|---------|-------|------|
| Attitude Scale Towards Online Grocery Shopping Total Score | Working | 235 | 2.9475 | .95063 | 5.611 | ,000 |
| | Not Working | 302 | 2.4904 | .91784 | | |
| Attitude Towards Online Grocery Shopping Cognitive Sub-Dimension | Working | 235 | 2.6738 | 1.27711 | 5.010 | .000 |
| | Not Working | 302 | 2.1302 | 1.22360 | | |
| Attitudes Toward Online Grocery Shopping Emotional Sub-Dimension | Working | 235 | 2.7206 | 1.23840 | 4.319 | 000 |
| | Not Working | 302 | 2.2826 | 1.10621 | | |
| Attitude to Online Grocery Shopping Behavioral Sub-Dimension | Work | 235 | 3.4482 | 65556, | 6.838 | 000 |
| | Not Working | 302 | 3.0585 | .65485 | | |

When the table 15. is examined, according to the t-test analysis results, the total score of the scale of attitudes towards online grocery shopping ($t(537)= 5,937; ,000<p$), the cognitive sub-dimension of the attitude towards online grocery shopping ($t(537)= 5.010; ,000 <p$), emotional sub-dimension of attitude towards online grocery

shopping ($t(537)= 4.319; .000<p$), behavioral sub-dimension of attitude towards online grocery shopping ($t(537)= 6.838; .000<p$), according to working status variable when the averages were evaluated, a significant difference was found in favor of "employed" ones.

4.1.5. Job

As seen in the Anova results in the table 16.; a significant difference was determined in the total score and 2 sub-dimensions of the social media use scale according to the job variable ($p<.000$).

Table 16. Job Variable Anova Analysis with Social Media Attitudes

| | rank | Job | N | \bar{x} | ss | F | P | Difference |
|-------------------------------------------|------|-------------------------|-----|-----------|---------|--------|------|----------------------------------|
| Social Media Usage Scale Total Score | 1 | Private Sector | 207 | 2,8080 | ,96020 | 58,037 | ,000 | 1-3 1-4 2-3 2-4 3-4 |
| | 2 | Public Sector Employees | 39 | 2.9135 | 0.85655 | | | |
| | 3 | Students | 251 | 1.9442 | .88360 | | | |
| | 4 | Other | 40 | 3.4938 | .77674 | | | |
| Social Media Continuity Sub-dimension | 1 | Private Sector | 207 | 2.8720 | 1.07257 | 56,622 | ,000 | 1-3 2- 3 3-4 |
| | 2 | Public Sector Employees | 39 | 2,7308 | ,81995 | | | |
| | 3 | Students | 251 | 1,8118 | ,90231 | | | |
| | 4 | Other | 40 | 3,1250 | ,87888 | | | |
| Social Media Use Competency Sub-dimension | 1 | Private Sector | 207 | 2,7440 | 1,04552 | 44.801 | ,000 | 1-3 1- 4 2-3 2-4 3-4 |
| | 2 | Public Sector Employees | 39 | 3.0962 | 1.04915 | | | |
| | 3 | Students | 251 | 2.0767 | 1.04921 | | | |
| | 4 | Other | 40 | 3.8625 | .88967 | | | |

In the total score of the social media use scale ($F(537) = 58,037, p<.000$) between private sector employees ($\bar{x}= 2.8080$) and students ($\bar{x}= 1.9442$) in favor of private sector, private sector and other ($\bar{x}= 1.9442$) 3.4938) in favor of the other; between public sector employee ($\bar{x}= 2.9135$) and student ($\bar{x}= 1.9442$) in favor of, between public sector employee public sector employee ($\bar{x}= 2.9135$) and other ($\bar{x}=$

3.4938) in favor of other; a significant difference in favor of the other was determined between the student (\bar{x} = 1.9442) and the other (\bar{x} = 3.4938).

In the continuity sub-dimension of social media use ($F(537) = 56,622$ there, $p < .000$) was a significant difference between private sector employees (\bar{x} = 2.8720) and students (\bar{x} = 1.8118) in favor of the public sector employees (\bar{x} = 2 ,7308) and student (\bar{x} = 1.8118) in favor of public sector employee, student (\bar{x} = 1.8118) and other (\bar{x} = 3.1250) a significant difference was determined between) in favor of other.

In the competency sub-dimension of social media use ($F(537) = 44,801$, $p < .000$), between private sector employees (\bar{x} = 2.7440) and students (\bar{x} = 2.0767) in favor of the private sector; between public sector employee (\bar{x} = 3.0962) and student (\bar{x} = 2.0767) in favor of, between public sector employee, public sector employee (\bar{x} = 3.0962) and other (\bar{x} = 3.8625) in favor of other; student (\bar{x} = 2.0767) and the other (\bar{x} = 3.8625) a significant difference in favor of the between the other was determined.

On the Table 17, participants demographical features on attitudes towards online grocery shopping are analyzed and presented.

Table 17. Job Variable Anova Analysis with Attitudes Towards Online grocery shopping

| | row | Job | N | \bar{x} | ss | F | P | Difference |
|--------------------------------------------------------------------|-----|-------------------------|-----|-----------|---------|--------|------|---------------------------------|
| Scale of Attitude Towards Online Grocery Shopping Total Score | 1 | Private Sector | 207 | 2.8900 | ,92380 | 60,662 | ,000 | 1-2 1-3 1-4 2-3 3-4 |
| | 2 | Public Sector Employees | 39 | 3.4387 | ,84194 | | | |
| | 3 | Students | 251 | 2.2413 | ,73581 | | | |
| | 4 | Other | 40 | 3.7472 | ,86469 | | | |
| Attitude Towards Online Grocery Shopping Cognitive Sub-Dimension | 1 | Private Sector | 207 | 2.6248 | 1.23303 | 59.433 | ,000 | 1-2 1-3 1-4 2-3 3-4 |
| | 2 | Public Sector Employees | 39 | 3.2564 | 1.23180 | | | |
| | 3 | Students | 251 | 1.7822 | ,95145 | | | |
| | 4 | Other | 40 | 3.8500 | 1.19579 | | | |
| Attitude Towards Online Grocery Shopping Emotional Sub-Dimension | 1 | Private Sector | 207 | 2.6280 | 1.17443 | 42.287 | ,000 | 1-2 1-3 1-4 2-3 3-4 |
| | 2 | Public Sector Employee | 39 | 3.2991 | 1.23259 | | | |
| | 3 | Student | 251 | 2.0212 | ,93642 | | | |
| | 4 | Other | 40 | 3.7167 | 1.09532 | | | |
| Attitude Towards Online Grocery Shopping Behavioral Sub- Dimension | 1 | Private Sector | 207 | 3,4171 | ,68696 | 44,724 | ,000 | 1-2 1-3 2-3 3-4 |
| | 2 | Public Sector Employees | 39 | 3,7607 | ,43896 | | | |
| | 3 | Students | 251 | 2,9203 | ,56712 | | | |
| | 4 | Other | 40 | 3,6750 | ,61086 | | | |

As seen in the Anova results in the table; A significant difference was determined in the total score and 3 sub-dimensions of the attitude scale towards online grocery shopping according to the job variable ($p < .000$). Total score attitude scale towards online grocery shopping of ($F(537) = 58,037$, $p < .000$) was between private sector employee ($\bar{x} = 2.8900$) and public sector ($\bar{x} = 3.4387$) in favor of public sector employee. Between private sector employee ($\bar{x} = 2.8900$) and students ($\bar{x} = 2.2413$) in favor of the private sector employee, between private sector employees ($\bar{x} = 2.8900$) and the other ($\bar{x} = 3.7472$) in favor of the other; between the public sector ($\bar{x} = 3.4387$) and the student ($\bar{x} = 2.2413$) in favor of the public sector. There is a significant

difference in favor of the other was determined between the student (\bar{x} = 2.2413) and the other (\bar{x} = 3.7472).

In the cognitive sub-dimension attitude towards online grocery shopping score of ($F(537) = 59,433, p < .000$) there was a significant difference between private sector employees (\bar{x} = 2.6248) and public sector employees (\bar{x} = 3.2564). Between private sector employees (\bar{x} = 2.6248) and students (\bar{x} = 1.7822) in favor of the private sector employees. Between private sector employees (\bar{x} = 2.6248) and the other (\bar{x} = 3.8500) in favor of the other; between the public sector (\bar{x} = 3.4387) and the student (\bar{x} = 1.7822) in favor of the public sector. There is a significant difference in favor of the other was determined student (\bar{x} = 1.7822) and the other (\bar{x} = 3.8500).

In the emotional sub-dimension attitude towards online grocery shopping score of ($F(537) = 42,287, p < .000$) There is a significant difference between private sector employees (\bar{x} = 2.6280) and (\bar{x} = 3.2991) public sector employees. between private sector (\bar{x} = 2.6280) and students (\bar{x} = 2.0212) in favor of the private sector, between private sector employees (\bar{x} = 2.6280) and the other (\bar{x} = 3.7167) in favor of the other; between the public sector (\bar{x} = 3.2991) and the student (\bar{x} = 2.0212) in favor of the public sector. There is a significant difference in favor of the other was determined between student (\bar{x} = 2.0212) and the other (\bar{x} = 3.7167).

In the behavioral sub-dimension attitude towards online grocery shopping score of ($F(537) = 44,724, p < .000$) there was a difference between private sector employees (\bar{x} = 3.4171) and (\bar{x} = 3.7607) public sector employees. Between private sector employees (\bar{x} = 3.4171) and students (\bar{x} = 2.9203) in favor of the private sector; between the public sector (\bar{x} = 3.7607) and the student (\bar{x} = 2.9203) in favor of the public sector. The student (\bar{x} = 2.9203) and the other (\bar{x} = 3.6750) there was a significant difference between the in favor of the other.

The findings we found above will be explained practically in the implications section. Therefore, in this section, we have presented our findings in detail. In our study, we determined that it has an effect on demographic characteristics.

4.2. Internet Usage Findings

In this section participants internet usage, social media attitudes and attitudes towards online grocery shopping are analyzed and presented.

4.2.1. Frequent Internet Activity

In the Table 18, the attitude of the activities on the internet to the use of social media has been examined.

Table 18. Social Media Attitudes and Frequent activity on the Internet Variable Anova Analysis

| | rank | Frequent activity on the Internet | N | \bar{x} | ss | F | P | Difference |
|----------------------------------------------|------|-----------------------------------------------------------------|------|-----------|--------|--------|------|-------------------|
| Social Media Usage Scale Total Score | 1 | Visits to informational websites | 125 | 2,9820 | 1,0345 | | | |
| | 2 | Newspaper, magazine news follow-up | 38 | 3,2072 | ,83437 | | | 1-5 |
| | 3 | Use of work-related mail and other communication channels | 31 | 3,1129 | ,91706 | 39,866 | ,000 | 2-5 3-5 4-5 |
| | 4 | Use of games and similar entertainment applications | 42 | 2,9018 | ,90415 | | | |
| | 5 | Social media monitoring | 301, | 2.0253 | 87 246 | | | |
| Social Media Use of Continuity Sub-dimension | 1 | Visits to informational web pages | 125 | 2,8140 | 1,0648 | | | |
| | 2 | Newspaper and magazine news follow-up | 38 | 3,2829 | ,92665 | | | 1-5 |
| | 3 | Use of work-related mail and other communication channels | 31 | 3,2097 | ,95546 | 38,449 | ,000 | 2-5 3-5 4-5 |
| | 4 | Use of games and similar entertainment applications | 42 | 2, 9048 | 1.0105 | | | |
| | 5 | Social media follow-up | 301 | 1,9360 | ,94155 | | | |
| Social Media Use Competency Sub-Dimension | 1 | Web page visits for information purposes | 125 | 3,1500 | 1,1833 | | | |
| | 2 | Newspaper and magazine news follow-up | 38 | 3,1316 | 1.1100 | | | 1-5 |
| | 3 | Work the use of related e-mail and other communication channels | 31 | 3.0161 | 1.0346 | 28.521 | ,000 | 2-5 3-5 4-5 |
| | 4 | entertainment applications like games and use | 42 | 2.8988 | 1.0046 | | | |
| | 5 | Social media follow-up | 301 | 2,1146 | ,99695 | | | |

As seen in the Anova results in the table; a significant difference was determined in the total score and 2 sub-dimensions of the social media use scale according to the frequent activity on the internet variable ($p < .000$). In the total score of the social media use scale ($F(537) = 39,866$, $p < .000$) there was a difference between informational web page visits ($\bar{x} = 2.8140$) and social media follow-up ($\bar{x} = 1.9360$), in favor of informational web page visits ; newspaper, magazine news follow-up ($\bar{x} = 3.2829$) and social media follow-up ($\bar{x} = 1.9360$) in favor of newspaper, magazine news follow-up; In favor of the use of work-related mail and other communication channels between the use of work-related mail and other communication channels ($\bar{x} = 3.2097$) and social media monitoring ($\bar{x} = 1.9360$); a significant difference was determined between the use of games and similar entertainment applications ($\bar{x} = 2,9048$) and social media follow-up ($\bar{x} = 1,9360$) in favor of the use of games and similar entertainment applications.

In the sub-dimension of continuity of social media use ($F(537) = 38,449$, $p < .000$), there was a difference between visits to informational web pages ($\bar{x} = 2.8140$) and social media follow-ups ($\bar{x} = 1.9360$) in favor of; newspaper, magazine news follow-up ($\bar{x} = 3.2829$) and social media follow-up ($\bar{x} = 1.9360$) in favor of newspaper, magazine news follow-up; In favor of the use of work-related mail and other communication channels between the use of work-related mail and other communication channels ($\bar{x} = 3.2097$) and social media monitoring ($\bar{x} = 1.9360$); There was a significant difference between the use of games and similar entertainment applications ($\bar{x} = 2,9048$) and following social media ($\bar{x} = 1,9360$) in favor of the use of games and similar entertainment applications.

In the competence sub-dimension of social media use ($F(537) = 28.521$, $p < .000$), there was a difference between visits to informational web pages ($\bar{x} = 3,1500$) and social media follow-ups ($\bar{x} = 2,1146$), in favor of their visit; newspaper, magazine news follow-up ($\bar{x} = 3.1316$) and social media follow-up ($\bar{x} = 2.1146$) in favor of newspaper, magazine news follow-up; in favor of the use of work-related mail and other communication channels between the use of work-related mail and other communication channels ($\bar{x} = 3.0161$) and social media follow-up ($\bar{x} = 2.1146$); A significant difference was determined between the use of games and similar entertainment applications ($\bar{x} = 2.8988$) and social media following ($\bar{x} = 2.1146$) in favor of using games and similar entertainment applications.

As seen in the Anova results in the table 19; a significant difference was determined in the total score and 3 sub-dimensions of the attitude scale towards online grocery shopping according to the frequent activity on the internet variable ($p < .000$).

Table 19. Anova Analysis of Attitudes Towards Online Grocery Shopping and the Variable of Frequent Internet Activity

| | rank | Frequent activity on the Internet | N | \bar{x} | ss | F | P | Difference |
|-------------------------------------------------------------------|------|-----------------------------------------------------------|------|-----------|---------|--------|------|--------------------------|
| Attitudes Towards Online Grocery Shopping Scale Total Score | 1 | Visits to informational websites | 125 | 2,9298 | ,89664 | | | |
| | 2 | Newspaper, magazine news follow-up | 38 | 3,2193 | 1,05614 | | | |
| | 3 | Use of work-related mail and other communication channels | 31 | 3,0394 | ,88543 | 14,162 | ,000 | 1-5 2-5 3-5 4-5 |
| | 4 | Use of games and similar entertainment applications | 42 | 3,0741 | 1,04683 | | | |
| | 5 | Social media monitoring | 301, | 2,4348 | 88 661 | | | |
| Attitudes Towards Online Grocery Shopping Cognitive Sub-Dimension | 1 | Web page visits for information purposes | 125 | 2,6960 | 1,24075 | | | |
| | 2 | Newspaper and magazine news follow-up | 38 | 3,0439 | 1,50509 | | | |
| | 3 | Use of work-related mail and other communication channels | 31 | 2,7312 | 1,21539 | 13,757 | ,000 | 1-5 2-5 3-5 4-5 |
| | 4 | Use of games and similar entertainment applications | 42 | 2,9206 | 1,35912 | | | |
| | 5 | Social media monitoring | 301 | 2,0321 | 1,14733 | | | |

Table 19 (continued). Anova Analysis of Attitudes Towards Online Grocery Shopping and the Variable of Frequent Internet Activity

| | rank | Frequent activity on the Internet | N | \bar{x} | ss | F | P | Difference |
|-------------------------------------------------------------------|------|-----------------------------------------------------------|------|-----------|---------|--------|------|--------------------------|
| Attitude Towards Online Grocery Shopping Emotional Sub-Dimension | 1 | Web page visits for information purposes | 125 | 2,8507 | 1,11318 | 15,214 | ,000 | 1-5 2-5 3-5 4-5 |
| | 2 | Newspaper, magazine news follow-up | 38 | 3.0789 | 1.37641 | | | |
| | 3 | Use of work-related mail and other communication channels | 31 | 2,8817 | 1,09053 | | | |
| | 4 | Use of games and similar entertainment applications | 42 | 2,8889 | 1,36282 | | | |
| | 5 | Social media monitoring | 301 | 2,1417 | 1,06416 | | | |
| Online Grocery Shopping Attitudes Toward Behavioral Sub-Dimension | 1 | for the web page to obtain information visit | 125, | 3.2427 | 68 310 | 5,710 | 000 | 2-5 3-5 |
| | 2 | newspapers, news magazines followed by | 38, | 3.5351 | 51 137 | | | |
| | 3 | work related e-mail and other communication channels use | 31 | 3,5054 | ,76918 | | | |
| | 4 | Use of games and similar entertainment applications | 42 | 3,4127 | ,78884 | | | |
| | 5 | Social media follow-up | 301 | 3,1307 | ,65482 | | | |

In the total score of the attitude scale towards online grocery shopping ($F(537) = 14,162, p < .000$), there was a difference between visits to informational websites ($\bar{x} = 2.9298$) and social media follow-ups ($\bar{x} = 2.4348$), in favor of page visits; between newspaper and magazine news follow-up ($\bar{x} = 3.2193$) and social media follow-up ($\bar{x} = 2.4348$) in favor of newspaper, magazine news follow-up; in favor of the use of work-related mail and other communication channels between the use of work-related mail

and other communication channels ($\bar{x}= 3.0394$) and social media follow-up ($\bar{x}= 2.4348$); a significant difference was determined between the use of games and similar entertainment applications ($\bar{x}= 3.0741$) and social media following ($\bar{x}= 2.4348$) in favor of using games and similar entertainment applications.

In the cognitive sub-dimension score of the attitude scale towards online grocery shopping ($F(537) = 13,757, p<.000$), there was a difference between visiting information websites ($\bar{x}= 2.6960$) and social media following ($\bar{x}= 2.0321$). Newspaper, magazine news follow-up ($\bar{x}= 3.0439$) and social media follow-up ($\bar{x}= 2.0321$) in favor of newspaper, magazine news follow-up; in favor of the use of work-related mail and other communication channels between the use of work-related mail and other communication channels ($\bar{x}= 2.7312$) and social media follow-up ($\bar{x}= 2.0321$); games and similar entertainment applications ($\bar{x}= 2.9206$) and social media following ($\bar{x}= 2.0321$) a significant difference was determined between the use of in favor of the use of games and similar entertainment applications.

In the emotional sub-dimension score of the attitude scale towards online grocery shopping ($F(537) = 15,214, p<.000$), there was a difference between visiting information websites ($\bar{x}= 2.8507$) and social media following ($\bar{x}= 2.1417$), in favor of purposeful web page visits; newspaper, magazine news follow-up ($\bar{x}= 3.0789$) and social media follow-up ($\bar{x}= 2.1417$) in favor of newspaper, magazine news follow-up; in favor of the use of work-related mail and other communication channels between the use of work-related mail and other communication channels ($\bar{x}= 2.8817$) and social media monitoring ($\bar{x}= 2.1417$); games and similar entertainment applications ($\bar{x}= 2.8889$) and social media following ($\bar{x}= 2.1417$) a significant difference was determined between the use of in favor of the use of games and similar entertainment applications.

In the emotional sub-dimension score of the attitude scale towards online grocery shopping ($F(537) = 5,710, p<.000$), there was a difference between following newspaper and magazine news ($\bar{x}= 3,5351$) and social media following ($\bar{x}= 3.1307$), in favor of news tracking; work-related mail and other communication channels ($\bar{x}=3,5054$) and social media follow-up ($\bar{x}= 3.1307$) a significant difference was found between the use of in favor of the use of business-related mail and other communication channels.

4.2.2. Daily Usage Time

As seen in the Anova results in the table 20.; social media use scale total score and 2 sub-dimensions a significant difference was determined according to the variable of daily use of social media ($p < .000$).

Table 20. Anova Analysis of Social Media Attitudes and Daily Social Media Usage Time Variable

| | rank | Using Social Media Daytime | N | \bar{X} | SS | F | P | Difference |
|---------------------------------------------|------|----------------------------|-----|-----------|---------|--------|------|-------------------|
| Social Using Media Scale Total Score | 1 | 0- 30 min. | 84 | 2,6503 | ,87377 | 31,528 | ,000 | |
| | 2 | 31-60 min. | 100 | 3,2613 | ,87041 | | | 1-2 1-4 |
| | 3 | 61- 90 min. | 177 | 2,4061 | 1,00031 | | | 1-5 2-3 2-4 |
| | 4 | 91-120 min. | 115 | 1,8957 | ,97473 | | | 2-5 3-4 |
| | 5 | 121 min and above | 61 | 2,1311 | ,86945 | | | |
| Social Media Usage Continuity Sub-dimension | 1 | 0-30 min. | 84 | 2,2470 | 1,23362 | 25,280 | ,000 | |
| | 2 | 31-60 min. | 100 | 3,2300 | ,96706 | | | 1-2 2-3 |
| | 3 | 61- 90 min. | 177 | 2,3814 | 1,01448 | | | 2-4 2-5 3-4 |
| | 4 | 91-120 min. | 115 | 1,9000 | ,95272 | | | |
| | 5 | 121 min and over | 61 | 2,1148 | ,87865 | | | |
| Social Media Use Competency Sub-Dimension | 1 | 0-30 min. | 84 | 3,0536 | ,81502 | 31,860 | ,000 | |
| | 2 | 31-60 min. | 100 | 3,2925 | ,95680 | | | 1-3 1-4 |
| | 3 | 61- 90 min. | 177 | 2,4308 | 1,14556 | | | 1-5 2-3 2-4 |
| | 4 | 91-120 min. | 115 | 1,8913 | 1,12201 | | | 2-5 3-4 |
| | 5 | 121 min and over | 61 | 2,1475 | ,98887 | | | |

Social media use scale total score ($F(537) = 31.5280-30$, $p < .000$) between 0-30 min. ($\bar{x} = 2.650$) with 31-60 min. ($\bar{x} = 3.2613$) in favor of 31-60 min., between 0-30 min. ($\bar{x} = 2.650$) with 91-120 min. ($\bar{x} = 1.8957$) and 121 min and above ($\bar{x} = 2.11480-30$) min. in favor of 0-30 min. Between 31-60 min. ($\bar{x} = 3.2613$) with 61- 90 min. ($\bar{x} = 2.4061$), 91-120 min. ($\bar{x} = 1.8957$) and 121 min and over ($\bar{x} = 2.1148$) in favor of 31-60 min. There is a significant difference was found between 61- 90 min. ($\bar{x} = 2.4061$) with 91-120 min. ($\bar{x} = 1.8957$) in favor of 61- 90 minutes.

In the continuity sub-dimension of social media use ($F(537) = 25,2800-30$, $p < .000$) min. ($\bar{x} = 2.2470$) with 31-60 min. ($\bar{x} = 3.2300$) between 31-60 min. in favor of; 31-60 min. ($\bar{x} = 3.2300$) with 61- 90 min. ($\bar{x} = 2.3814$), 91-120 min. ($\bar{x} = 1.9000$) and 121 min and over ($\bar{x} = 2.1148$) 31-60 min. in favor of; 61- 90 min. There was a significant difference between 61- 90 minutes ($\bar{x} = 2.3814$) with 91-120 min. ($\bar{x} = 1.9000$).

In the competence sub-dimension of social media use ($F(537) = 31,860$, $p < .000$) 0-30 min. ($\bar{x} = 3.0536$) with 61- 90 min. ($\bar{x} = 2.4308$), 91-120 min. 0-30 min between ($\bar{x} = 1.8913$) and 121 min and above ($\bar{x} = 2.1475$). in favor of; 31-60 min. ($\bar{x} = 3.2925$) with 61- 90 min. ($\bar{x} = 2.4308$), 91-120 min. 31-60 min between ($\bar{x} = 1.8913$) and 121 min and above ($\bar{x} = 2.1475$). There is a significant difference between 61- 90 min. ($\bar{x} = 2,4308$) with 91-120 min. ($\bar{x} = 1.8913$).

As seen in the Anova results in the table 21; a significant difference was determined in the total score and 3 sub-dimensions of the attitude scale towards online grocery shopping according to the variable of daily use of social media ($p < .000$).

Table 21. Anova Analysis of Attitudes Towards Online grocery shopping and Daily Social Media Usage Time Variable

| | rank | Using Social Media Daytime | N | \bar{x} | SS | F | P | Difference |
|-------------------------------------------------------------------|------|----------------------------|-----|-----------|---------|--------|------|------------|
| Online Grocery Shopping Attitudes Toward Scale Total Score | 1 | 0- 30 min. | 84 | 2,5119 | ,87540 | 12,184 | ,000 | 1-2 |
| | 2 | 31-60 min. | 100 | 3.1844 | .93474 | | | 2-3 |
| | 3 | 61- 90 min. | 177 | 2.6987 | .95237 | | | 2-4 |
| | 4 | 91-120 min. | 115 | 2,3420 | ,86969 | | | 2-5 |
| | 5 | 121 minutes and over | 61 | 2.7596 | .96036 | | | 3-4 |
| Attitude Towards Online Grocery Shopping Cognitive Sub-Dimension | 1 | 0-30 min. | 84 | 2.0635 | 1.17706 | 13,217 | 000 | 1-2 |
| | 2 | 31-60 min. | 100 | 3.0700 | 1,34030 | | | 2-3 |
| | 3 | 61- 90 min. | 177 | 2.3748 | 1.21316 | | | 2-4 |
| | 4 | 91-120 min. | 115 | 1.9362 | 1.14699 | | | 2-5 |
| | 5 | 121 min and over | 61 | 2.4317 | 1.22979 | | | 3-4 |
| Attitude Towards Online Grocery Shopping Emotional Sub-Dimension | 1 | 0-30 min. | 84 | 2.2817 | 1.10674 | 7.522 | 000 | 1-2 |
| | 2 | 31-60 min. | 100 | 2.9200 | 1.21635 | | | 2-3 |
| | 3 | 61- 90 min. | 177 | 2.5217 | 1.17193 | | | 2-4 |
| | 4 | 91-120 min. | 115 | 2.0986 | 1.07694 | | | 3-4 |
| | 5 | 121 min and over | 61 | 2.5792 | 1,22611 | | | |
| Attitude Towards Online Grocery Shopping Behavioral Sub-Dimension | 1 | 0-30 min. | 84 | 3,1905 | , | 44896 | ,000 | 1-2 |
| | 2 | 31-60 min. | 100 | 3,5633 | ,58545 | 10,359 | | 2-3 |
| | 3 | 61- 90 min. | 177 | 3,1996 | ,76066 | | | 2-4 |
| | 4 | 91-120 min. | 115 | 2.9913 | .62667 | | | 2-5 |
| | 5 | 121 min and over | 61 | 3.2678 | ,75724 | | | |

In the total score of the attitude scale towards online grocery shopping (F(537) = 12,1840-30, p<.000) 0-30 min. (\bar{x} = 2,5119) with 31-60 min. (\bar{x} = 3.1844) between 31-60 min. in favor of; 31-60 min. (\bar{x} = 3.1844) with 61- 90 min. (\bar{x} = 2.6987), 91-120 min. (\bar{x} = 2.3420) and 121 min and over (\bar{x} = 2.7596) 31-60 min. in favor of; 61- 90

min. (\bar{x} = 2.6987) with 91-120 min. (\bar{x} = 2.3420) between 61- 90 minutes. in favor of; 91-120 min. There (\bar{x} = 2.3420) between and 121 minutes and above in was a significant difference favor of 121 minutes and above.

In the attitude towards online grocery shopping cognitive sub-dimension score of($F(537) = 13,2170-30, p<.000$),min. (\bar{x} = 2.0635) with 31-60 min. (\bar{x} = 3.0700) between 31-60 min. in favor of; 31-60 min. (\bar{x} = 3.0700) with 61- 90 min. (\bar{x} = 2.3748) and 91-120 min. (\bar{x} = 1.9362) and 121 min and over (\bar{x} = 2.4317) 31-60 min. between in favor of; 61- 90 min. (\bar{x} = 2.3748) with 91-120 min. (\bar{x} = 1.9362) between 61- 90 minutes was favor of a significant difference found.

In the attitude towards online grocery shopping emotional sub-dimension score of($F(537) = 7,5220-30, p<.000$),min. (\bar{x} = 2.2817) with 31-60 min. (\bar{x} = 2.9200) between 31-60 min. in favor of; 31-60 min. (\bar{x} = 2.9200) with 61- 90 min. (\bar{x} = 2.5217) and 91-120 min. (\bar{x} =2.0986) between 31-60 min. in favor of; 61- 90 min. (\bar{x} = 2.5217) with 91-120 min. (\bar{x} = 2.0986) between 61- 90 min. was favor of a significant difference found.

In the attitude towards online grocery shopping behavioral sub-dimension score of($F(537) = 10,3590-30, p<.000$),min. (\bar{x} = 3.1905) with 31-60 min. (\bar{x} = 3,5633) between 31-60 min. in favor of; 31-60 min. (\bar{x} = 3,5633) with 61- 90 min. (\bar{x} = 3.1996) and 91-120 min. (\bar{x} =2,9913) between 31-60 min. there was a significant difference in favor of others.

When we look at the comparisons and the results we get, it has been determined that the daily internet and social media usage interval is between 31-60 minutes.

4.3. Relationship With Attitude Towards Online Grocery Shopping And Usage Of Social Media

When the results of the correlation test conducted in line with the answers of the participants are examined within the scope of the survey evaluation, it is possible to talk about the existence of a positive relationship between all the scales. The correlation analysis was analyzed to be significant at the 0.001 level and the meaningful values are indicated with an asterisk in the table 22.

Table 22. Inter-Scale Correlation Results

| | O. Total | O. Cognitive Sum | O. Emotional Sum | O. Behavior Total |
|------------------------------------------------------|----------|------------------|------------------|-------------------|
| Q. Total | , 728** | 711** | 687** | 549** |
| S. Continuity Total | ,634** | ,622** | ,579** | ,504** |
| S. Competency Total | .703** | .683** | .681** | .505** |
| ** The correlation is significant at the 0.01 level. | | | | |

Pearson correlation test with the use of social media within the scope of attitudes towards online shopping scale with the overall average for the subscales were correlated with each other and in this context the results are given in the following substances:

- The total score of the social media use scale and the total score of the attitude towards online grocery shopping ($r=.703$) and its sub-dimensions in cognitive ($r=.711$), emotional ($r=.687$), behavioral ($r=.549$) attitudes ($p < .01$) a high and positive relationship was found.
- Continuity sub-dimension total score of social media use scale and total score of attitude towards online grocery shopping ($r=.634$) and sub-dimensions in cognitive ($r=.622$), emotional ($r=.579$), behavioral ($r=.504$) attitudes ($p < .01$) a high and positive relationship was determined.
- Social media use scale competence sub-dimension total score and attitude towards online grocery shopping ($r=.634$) and sub-dimensions in cognitive ($r=.683$), emotional ($r=.681$), behavioral ($r=.505$) attitudes ($p < .01$) a high and positive relationship was determined.

4.4. Findings on H1 Hypothesis

The findings of the analyzes made to test the H1 hypothesis of the study, “The continuity and competence of social media use has a significant positive effect on the online grocery shopping attitude of grocery shoppers.” are given below.

A simple linear regression analysis was conducted to determine whether social media use predicted attitude towards online grocery shopping. The simple linear regression analysis table 23 based on the total scores of social media usage and online grocery shopping attitude is given below.

Table 23. The Results of Social Media Usage Predicting Attitudes Towards Online grocery shopping

| Independent Variable | Dependent Variable | B | Std. Error | (β) | t | p | R | R ² | F | p |
|----------------------|------------------------------------------|-------|------------|-------------|--------|------|------|----------------|---------|------|
| | Still | 1,036 | ,073 | ,728 | 14,186 | ,000 | ,728 | ,530 | 603,688 | .000 |
| Using social media | Attitude Towards Online Grocery Shopping | ,672 | ,027 | | 24,570 | ,000 | | | | |

When the correlation coefficient between the predicted variable, the attitude towards online grocery shopping, and the use of social media, which is the predictive variable, is examined, it is seen that there is a high level of positive relationship ($R=.728$) between the use of social media and the attitude towards online grocery shopping. When the findings given in the table are examined, it is seen that the use of social media by the participants significantly predicts the attitude towards online grocery shopping ($p<.000$). Expressed as a description of the model R^2 value was calculated as 530 ($R =, 728$; $R^2= 530$; $p <.000$). This value shows that 53% of the attitude towards online grocery shopping is explained by the use of social media. The β value of the independent variable included in the regression model is .72. Based on the model, it can be said that the level of social media use positively affects the attitude towards online grocery shopping.

The results of multiple linear regression analysis regarding the prediction of the attitude towards online grocery shopping by the sub-dimensions of social media use are presented in the table 24.

Table 24. Multiple Linear Regression Analysis Results Regarding the Prediction of Social Media Usage Sub-Dimensions Attitude Towards Online grocery shopping Predictive

| variables | B | Std. Error | (β) | t | P |
|-------------|----------|-------------------|-----------------------------|----------|----------|
| Continuity, | ,247 | ,035 | ,285 | 7,003 | ,000 |
| Competence, | ,420 | ,034 | ,507 | 12,462 | ,000 |

R= .733 R²= .535,
 F (2) =309.185, p = .000

When the model in the table is examined; it is seen that all of the sub-dimensions of social media use are predictors of the attitude towards online grocery shopping ($R=.733$, $R^2=0.535$, $p<.000$). When the R^2 value is examined, it is seen that 53.5% of the participants' attitudes towards online grocery shopping are explained by the sub-dimensions of social media use, continuity and competence. In the model, the effects of explaining the attitude towards online grocery shopping of the social media use sub-dimensions are $\beta=.285$ in the continuity sub-dimension and $\beta=.507$ in the competence sub-dimension. Based on the model, it can be said that the sub-dimensions of the level of social media use positively affect the attitude towards online grocery shopping.

4.5. Findings on H2 Hypothesis

The findings of the analyzes made to test "Attitude towards online grocery shopping has a significant positive effect on grocery shoppers' online grocery purchase intention" are given below. As seen in the Anova results in the table 25; a significant difference was determined between attitude towards online shopping and intention to purchase online grocery shopping ($p<.000$).

Table 25. Attitude Towards Online Grocery Shopping to Purchase Intention Anova Analysis

| | rank | Online Grocery Purchasing Intention | N | \bar{x} | ss | F | P | Difference |
|-----------------------------------------------------------|------|-------------------------------------|-----|-----------|--------|---------|------|--------------------|
| Attitude Towards Online Shopping Cognitive Sub-Dimension | 1 | I Strongly Disagree | 139 | 1,2206 | ,24917 | 670,581 | ,000 | Between all groups |
| | 2 | I Disagree | 167 | 1,6886 | ,42217 | | | |
| | 3 | Neither disagree nor agree | 80 | 2,5917 | ,62073 | | | |
| | 4 | I Agree | 51 | 3,4118 | ,63452 | | | |
| | 5 | I Strongly Agree | 100 | 4,3867 | ,74869 | | | |
| Attitude Towards Online Shopping Emotional Sub-Dimension | 1 | I Strongly Disagree | 139 | 1,4652 | ,42205 | 214,352 | ,000 | Between all groups |
| | 2 | I Disagree | 167 | 2,0379 | ,74842 | | | |
| | 3 | Neither disagree nor agree | 80 | 2,6167 | ,78863 | | | |
| | 4 | I Agree | 51 | 3,3007 | ,87497 | | | |
| | 5 | I Strongly Agree | 100 | 4,0700 | ,91661 | | | |
| Attitude Towards Online Shopping Behavioral Sub-Dimension | 1 | I Strongly Disagree | 139 | 2,6619 | ,53536 | 111,726 | ,000 | Between all groups |
| | 2 | I Disagree | 167 | 3,0080 | ,44804 | | | |
| | 3 | I'm Undecided | 80 | 3,6042 | ,49496 | | | |
| | 4 | I Agree | 51 | 3,6732 | ,56761 | | | |
| | 5 | I Strongly Agree | 100 | 3,8600 | ,52583 | | | |

When all the responses of the cognitive, emotional and behavioral sub-dimensions of online shopping use were compared, a significance was determined in favor of the strongly agree answer in the cognitive ($\bar{x}= 4.3867$), emotional ($\bar{x}= 4.0700$) and behavioral ($\bar{x}= 3.8600$) sub-dimensions. It was seen that the highest averages among the answers given by the participants were "strongly agree".

4.6. Findings on H3 Hypothesis

The findings of the analyzes made to test the H1 hypothesis of the study, “The continuity and competence of social media use has a significant positive effect on grocery shoppers' online grocery purchase intention.”.

Table 26. Table Online Grocery Purchase Intention Anova Analysis

| | | Online Grocery Purchasing Intention | N | \bar{x} | ss | F | P | Fark |
|------------|---|-------------------------------------------|-----|-----------|---------|---------|------|------|
| Continuity | 1 | I Strongly Disagree | 139 | 1,6727 | ,71845 | 84,600 | ,000 | 1-2 |
| | 2 | I Disagree | 167 | 1,9521 | ,87379 | | | 2-3 |
| | 3 | Neither disagree nor agree | 80 | 2,9219 | ,86382 | | | 2-4 |
| | 4 | I Agree | 51 | 2,7206 | 1,10640 | | | 2-5 |
| | 5 | I Strongly Agree | 100 | 3,4975 | ,90906 | | | 4-5 |
| Competence | 1 | I Strongly Disagree | 139 | 1,4532 | ,65771 | 123,274 | ,000 | 1-2 |
| | 2 | I Disagree | 167 | 2,4326 | ,95943 | | | 2-3 |
| | 3 | Neither disagree nor agree | 80 | 2,8219 | ,80071 | | | 2-4 |
| | 4 | I Agree | 51 | 2,8922 | ,99279 | | | 2-5 |
| | 5 | I Strongly Agree | 100 | 3,8300 | ,77840 | | | 4-5 |

As seen in the Anova results in the table; a significant difference was determined between social media usage and online grocery shopping purchase intention ($p < .000$). When all the answers in the continuity sub-dimension of social media use were compared, a significance was determined in favor of the strongly agree answer in the continuity ($\bar{x} = 3.4975$) sub-dimension and in the competence ($\bar{x} = 3.8300$) sub-dimension. It was seen that the highest averages among the answers given by the participants were "strongly agree".

4.7. Discussion

Table 27. Discussion From Our Findings

| | | Continuity | Competence | Cognitive | Emotional | Behavioral |
|----------------------------------|----------------------------|----------------------------------------------------|----------------------------------------------------|----------------------------------------------------|----------------------------------------------------|---------------------------------------|
| Social media usage attitude | Gender | x | x | | | |
| | Age | 48 and over | 48 and over | | | |
| | Education | primary and secondary | primary and secondary | | | |
| | Working Status | Working | Working | | | |
| | Job | Other (without private and public sector, student) | Other (without private and public sector, student) | | | |
| | Frequent Internet activity | Newspaper and magazine news follow-up | Web page visits for information purposes | | | |
| | Daily Usage | 31-60 min. | 31-60 min. | | | |
| Online Grocery Shopping Attitude | Gender | | | woman | | |
| | Age | | | 48 over | 48 over | 48 over |
| | Education | | | primary and secondary | primary and secondary | primary and secondary |
| | Working Status | | | Working | Working | Working |
| | Job | | | Other (without private and public sector, student) | Other (without private and public sector, student) | Public sector |
| | Frequent Internet activity | | | Newspaper and magazine news follow-up | Newspaper and magazine news follow-up | Newspaper and magazine news follow-up |
| | Daily Usage | | | 31-60 min. | 31-60 min. | 31-60 min. |

In the table 27. created above, according to the results of the analysis, the demographic characteristics and the answers to the social media continuity and competence sub-dimensions in internet use, and the cognitive, emotional and behavioral sub-dimensions against online grocery shopping are shown. When we look

at as a pairwise comparison, in the case of education, undergraduate and graduate degrees were found, but when considered as a whole, primary and secondary education were determined.

H1: The continuity and competence of social media use has a significant positive effect on the online grocery shopping attitude of grocery shoppers.

ACCEPTED

H2: Attitudes towards online grocery shopping have a significant positive effect on grocery shoppers' online grocery purchase intention.

ACCEPTED

H3: The continuity and competence of social media use has a significant positive effect on grocery shoppers' online grocery purchase intention.

ACCEPTED

All of our hypotheses were accepted. It has been determined that the continuity and competence dimensions of social media use have a high and positive relationship with online grocery shopping. In addition, our participants showed that social media and their attitudes towards online grocery shopping directly affect their purchase intentions.

CHAPTER 5: CONCLUSION

As a result of the research, it was seen that the hypotheses formed in each finding were significantly affected. Demographic characteristics, frequency of internet use and interactions between social media use and attitude towards online grocery shopping were examined. According to the t-test analysis results that we have seen from our survey results, there was no significant difference in social media attitudes according to gender ($t(537) = ,460; ,05 < p$). When the age, education level, working status and occupation, which are among the personal factors in consumer behavior, are examined, it has been determined that there is a significant relationship between the social media usage scales. For example, when a working and non-working food consumer uses social media, it has been determined that the working food consumer is more affected. There are psychological factors that affect consumers working in the working environment.

It has been determined that the use of social media and attitudes towards online grocery shopping are extremely positive and have an important role in reaching the consumer. It has been concluded that the continuity and competence in the dimensions brought by the use of social media have a direct effect on the purchase intention.

When we look at our Anova results, it is seen that there is a significant difference in the total score of the social media usage scale and its 2 sub-dimensions according to the variable of daily use of social media ($p < .000$). In these days when the use of social media is more, it reaches grocery shoppers with advertisements on a high scale and with different lifestyles. Grocery shoppers, who see online shopping as a smart way, aim to continue these activities. The speed of reaching consumers in digital marketing portals and keeping them in the minds of companies is facilitated by social media.

Today, grocery shoppers spend most of their time in the digital environment. Excessive use of social media plays an important role. The time individuals spend on social media and the internet significantly affects their daily activities. The continuity and competencies of consumers in the use of social media affect their preferences. There are significant differences in the sub-dimensions of competence and continuity in our study. Companies have developed their goals and plans, their social media strategies, to establish a fast connection with the consumer and to strengthen their communication.

When the working status of the consumers and the references given by another consumer were examined, significant differences were found. Considering all the sectors examined, it has been determined that social factors are effective on consumer behavior. Considering the scale of social media use, there is an important relationship between cultural factors, demands, behaviors, needs and more.

In our thesis, when the behavioral, cognitive and emotional dimensions of online grocery shopping attitude were examined, results that showed significant differences in age, educational status, working status and occupation variables were obtained. Among demographic factors, income and age are important factors, and the results show that understanding the relevant consumption behavior dimension of education or employment can also help online marketers develop a positive disposition towards online grocery shopping (Solan and Pardesh, 2017). These results from grocery shoppers show the positive effects of the attitude towards online grocery shopping. It is possible to say that food shopping has increased in digital environments. Thanks to digital marketing methods, consumers' online shopping advantages have been positively affected in this process.

In our research, it is possible to say that digital marketing directs consumers to online grocery shopping and social media use has important relationships with factors such as age, status, education level, working status, and internet use. It is possible to say in line with our research that companies should use the social media channel to reach consumers, establish strong relationships, strengthen communication, increase brand awareness and increase company value.

5.1. Limitations of the Research

The sample of the research, the effect of social media on the online grocery shopping intentions of grocery shoppers living in Aydın and İzmir provinces and their attitudes towards online grocery shopping were examined. This sample is non-probabilistic convenience sampling because we asked the questions our contacted people. It is possible that the findings obtained will differ according to the region and different sectors. The sample could have been expanded to include other cities to achieve more geographical representation. In addition to the increasing online shopping attitude in pandemic conditions, online food shopping has also increased. Although it was desired to observe the effect of this in every region in Turkey, it was not possible due to the unfavorable conditions. If questions were asked to consumers

living in different cities of the country, different findings could be obtained from our research. For example, if this study were classified as the clothing industry and selected dairy products or legumes in food, the results might have changed.

5.2. Managerial Implications

Manufacturers try different ways to reach the consumer while selling their products. Most companies today have a website. They make their sales on their websites, using the social media channel or through their own applications. Manufacturers should create marketing strategies that will prioritize their own products without any intermediaries and take place in the sector without losing the interest of the customer. The advertisements and promotions they make take them one step ahead and they become more preferable compared to their competitors. It is necessary to tell the consumer how healthy and reliable the product is, especially when selling in the food field. The way the product is shipped, its compliance with the shipping conditions greatly affects the consumer and increases the credibility of the brand. The more consumers the advertisements and shares on social media appeal to, the more advantageous they become for the company.

Manufacturer companies that advertise their products by connecting with people who are competent in the use of the internet and social media can provide transportation to other consumers in this way. Good advice and interactions will build a bond with the consumer, albeit indirectly. Especially in the field of food, the comments of people who share about healthy life will be important.

Although they make their direct sales through their own channels, they continue their sales by joining different companies. No matter what the customer buys, when they come to the payment part, when they see a product as a promotion or campaign, they want to buy it. At this stage, the manufacturer should present its product to the customer in order to stand out or be remembered.

The greater the variety of products retailers have, the more they can meet the needs of the consumer. Even in the same product, they should have diversity, that is, they should offer a local product option alongside a global brand. If he is selling online, he should guide and help his customers with the support line. It should connect its customers with visuals and reliable sales portals. It should notify its customers through television advertisements or brochures for its customers that it cannot reach on the internet. Today, especially social media ads are one of the fastest ways to reach

individuals of all ages. It is an important selection criterion for the consumer to use the product that someone his or her peer or follower will buy.

Retailers should keep up with and follow the constantly changing and renewed social media channel and create their strategies knowing that the speed of reaching their customers is high. The usage patterns and recipes written on food products and their visual contact with the consumer play an important role in the purchasing phase of the product. Retailers, who are aware of these effects, come to the fore in the sector. While selling the product, it should make the consumer feel that it is a special product. Both the presentation of the product, the comments of the product, its location in the store or its images on the internet will be very effective for the consumer.

5.3. Suggestions for Future Research

This study, conducted with grocery shoppers living in Aydın and İzmir, prevents comparisons with grocery shoppers in other regions of Turkey. The theoretical framework is based on previous studies on the effects of social media and digital marketing on decision making for grocery shoppers. Many factors that are accepted in the literature that affect the attitude towards online grocery shopping and purchase intention can be added to the research model. Similar studies in the future will help generalize the findings regarding grocery shoppers living in Aydın and İzmir region. The fact that only grocery shoppers living in this region are selected is a limitation. Relationships between grocery shoppers living in different regions may have different attitudes and purchase intentions. In future studies, repeating a similar model in different regions or examining its effects on a different platform may provide a better understanding of the relationships between the variables. Concentrating on a specific food product, comparing a local food brand with a global food brand can give a new direction to the literature in this context.

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APPENDICES

Appendix A: Survey 1

| |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PART 1 DEMOGRAPHIC QUESTIONS |
| <ul style="list-style-type: none"> - GENDER () FEMALE () MALE - AGE () 18-25 () 26-35 () 36-45 () 46+ - EDUCATION STATUS () Primary education () secondary education () Degree () Graduate - Working Status () Worker () Non-Worker - Status () high level manager () public sector employee () private sector employee () Housewife () self-employee () Student () Retired |

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FREQUENCY OF INTERNET USAGE |
| <ul style="list-style-type: none"> - What is your most frequent activity on internet? <ul style="list-style-type: none"> a.) Visiting webpages for informational purposes b.) Journal research c.) Mail and environment usage d.) Games and similar entertainment usage e.) Social media monitoring - Time you spend on social media daily <ul style="list-style-type: none"> () 0-30min () 31-60min () 61-90min () 91-120min () 121min+ |

The second part consists of the social media usage scale developed by Levent Deniz and Aylin Tutgun Ünal (2019) in order to measure the social media attitudes of the participants.

(1) Disagree (2) Not Agree (3) Undecided (4) Agree (5) Agree

| | | 1 | 2 | 3 | 4 | 5 |
|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---|---|---|---|---|
| Continuity: It refers to the continuity of social media use. | When I am away from my smartphone, I feel incomplete and restless. | | | | | |
| | I always check my social media accounts before I go to sleep and right after I wake up. | | | | | |
| | I am always online/active with my mobile devices (tablet, phone, etc.) | | | | | |
| | I can not disconnect from social media while reading something. | | | | | |
| Competence: It refers to the skill level during the use of social media. | I can manage all my daily activities (talking, gaming, shopping, etc.) via social media. | | | | | |
| | I can do my grocery shopping by using social media and internet. | | | | | |
| | Tablet, smartphone, etc. I can use at the same time during the time when I'm making my daily work. | | | | | |
| | I use social media actively in every aspect of my life. | | | | | |

(1) Disagree (2) Not Agree (3) Undecided (4) Agree (5) Agree

The third part consists of the Attitude Scale towards Online grocery shopping developed by Nihan Özgüven (2011) in order to determine the participants' attitudes towards online grocery shopping.

Attitude Scale Towards Online grocery shopping

| | | 1 | 2 | 3 | 4 | 5 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|---|---|---|---|---|
| Cognitive element is the rational element of attitudes consisting of ideas, knowledge and beliefs. | I plan to shop from the website where I shop for grocery in the future. | | | | | |
| | Online Grocery shopping is a smart way to shop. | | | | | |
| | I think I will make all my future grocery purchases from the same website. | | | | | |
| The emotional element is positive (happiness, joy, appreciation, and appreciation) rather than neutral information. satisfaction) and a negative feeling and emotion (regret, anger, boredom, fear, etc.) includes | Online Grocery shopping makes me happy. | | | | | |
| | It is very convenient for consumers online grocery shopping. | | | | | |
| | Online grocery shopping for food is an efficient way to shop. | | | | | |
| The behavioral element expresses the tendency of an attitude to turn into a behavior. | I don't like do online grocery shopping. | | | | | |
| | I intend to shop for food in the future from the same website. | | | | | |
| | When i do online grocery shopping, I get very excited | | | | | |

Appendix B: Survey 2

Sosyal Medyanın Gıda Tüketicileri Üzerine Etkileri

Değerli Katılımcı,

Bu çalışma İzmir Ekonomi Üniversitesi Sosyal Bilimler Enstitüsü İşletme bölümü yüksek lisans programında gerçekleştirdiğim bir bilimsel çalışmada veri olarak kullanılmak üzere tasarlanmıştır. Bu çalışmanın amacı, internet üzerinden alışveriş gıda alışverişi yapan tüketicilerin sosyal medya kullanımının yarattığı algıları ve tutumlarını demografik, ekonomik ve eğitimsel koşulları dikkate alarak ölçmeyi amaçlayan bir çalışmadır.

| |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.Cinsiyet: o Kadın o Erkek |
| 2. Yaş: o 18-25 o 26-35 o 36-45 o 46 ve üzeri |
| 3: Eğitim Durumu: o İlköğretim o Ortaöğretim o Lisans o Lisanüstü |
| 4: Çalışma Durumu: o Çalışıyorum o Çalışmıyorum |
| 5.Mesleğiniz: o Yüksek düzey yönetici o Kamu sektörü çalışanı o Özel Sektör çalışanı o Ev hanımı o Serbest Meslek o Öğrenci o Emekli |
| 6.İnternette en sık yaptığınız aktivite nedir? oBilgi edinme amaçlı web sayfası ziyaretleri o Gazete, dergi haber takibi oİş ile ilgili mail ve diğer iletişim kanallarının kullanımı o Oyun ve benzeri eğlence uygulamaları kullanımı o Sosyal medya takibi |
| 7.Günlük sosyal medyada geçirdiğiniz süre ne kadardır? o 0-30 dk o 31-60 dk o 61-90 dk o 91-120 dk o 121 dk ve üzeri |

| 1: Kesinlikle Katılmıyorum 2: Katılmıyorum 3: Kararsızım 4: Katılıyorum 5: Kesinlikle katılıyorum | 1 | 2 | 3 | 4 | 5 |
|----------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 8.Akıllı telefonumdan uzak kaldığımda kendimi eksik, huzursuz hissederim. | 0 | 0 | 0 | 0 | 0 |
| 9.Uyumadan önce ve uyandıktan hemen sonra mutlaka sosyal medya hesaplarımı kontrol ederim. | 0 | 0 | 0 | 0 | 0 |
| 10.Mobil cihazlarımla (tablet, telefon vs.) devamlı çevrimiçi/aktif bulunurum. | 0 | 0 | 0 | 0 | 0 |
| 11.Bir şey okuyup çalışırken sosyal medya bağlantımı da kesmem. | 0 | 0 | 0 | 0 | 0 |
| 12.Günlük tüm etkinliklerimi (konuşma, oyun, alışveriş vb.) sosyal medya üzerinden yönetebilirim. | 0 | 0 | 0 | 0 | 0 |
| 13.Sosyal medya ve internet kullanarak gıda alışverişlerimi yapabilirim. | 0 | 0 | 0 | 0 | 0 |
| 14.Aynı anda hem tablet, akıllı telefon vb. kullanıp hem de diğer işlerimi yapabilirim. | 0 | 0 | 0 | 0 | 0 |
| 15.Yaşamımın her alanında sosyal medyayı aktif kullanırım. | 0 | 0 | 0 | 0 | 0 |
| 16.Gıda alışverişi yaptığım web sitesinden gelecekte de alışveriş yapmayı planlıyorum. | 0 | 0 | 0 | 0 | 0 |
| 17.İnternette gıda alışverişlerini yapmak alışveriş için akıllı bir yoldur. | 0 | 0 | 0 | 0 | 0 |
| 18.Gelecekteki bütün gıda satın almalarımı alışverişi yaptığım web sitesinden yapacağımı düşünüyorum. | 0 | 0 | 0 | 0 | 0 |
| 19.İnternette gıda alışverişi yapmak beni mutlu eder. | 0 | 0 | 0 | 0 | 0 |
| 20.Tüketiciler için internette gıda alışverişi yapmak çok kullanışlıdır. | 0 | 0 | 0 | 0 | 0 |
| 21.İnternette gıda alışverişi, alışveriş için etkin bir yoldur. | 0 | 0 | 0 | 0 | 0 |
| 22.İnternette gıda alışverişi yapmayı hiç sevmem. | 0 | 0 | 0 | 0 | 0 |
| 23.Gıda alışverişi yaptığım web sitesinden gelecekte de gıda alışveriş yapmayı amaçlarım. | 0 | 0 | 0 | 0 | 0 |
| 24.İnternette gıda için alışveriş yaptığım zaman çok heyecanlanırım. | 0 | 0 | 0 | 0 | 0 |

Anketimiz burada bitmiştir, katılımınızdan dolayı teşekkür ederim.