



AN EXAMINATION OF SOCIAL MEDIA MARKETING EFFORTS IN TERMS OF DEMOGRAPHIC CHARACTERISTICS: A CASE STUDY ON THE BEYMEN CLUB¹

TARHAN, Mervener (PhD.), Erciyes University, Institute of Social Sciences, Kayseri, Türkiye.

E-mail: mervenerkok@gmail.com ORCID: 0000-0002-4336-6948

DURSUN, Yunus (Prof. Dr.), Erciyes University, Faculty of Economics and Administrative Sciences, Kayseri, Türkiye.

E-mail: ydursun@erciyes.edu.tr ORCID: 0000-0002-1553-9047

Abstract

With the advancement of technology, social media marketing efforts have become increasingly important for businesses. This study aimed to determine whether social media marketing efforts vary according to the demographic characteristics of consumers. Given the limited research in the luxury brand sector in recent years, this study focused on the luxury brand Beymen Club. Data was collected through a survey from followers of Beymen's official Instagram account. The survey was administered to 532 Beymen Club customers. The collected data was analyzed using SPSS. The findings revealed significant differences in the overall perception of social media marketing efforts based on gender, age, occupation, and income level. Furthermore, the dimensions of interaction, informativeness, personalization, innovativeness, and word-of-mouth communication showed significant differences based on various demographic variables. Specifically, the interaction dimension varied by gender, age, marital status, and income level; the informativeness dimension varied by gender, age, occupation, and income level; the personalization dimension varied by gender, age, occupation, and income level; the innovativeness dimension varied by gender, marital status, education, and income level; and the word-of-mouth communication dimension varied by age, occupation, and income level.

Keywords: Digital Marketing, Social Media, Social Media Marketing Efforts

JEL Classification: M30, M31, M39.

Highlights

- It aimed to determine whether social media marketing efforts vary according to the demographic characteristics of consumers.
- The data was collected through a survey from followers of Beymen's official Instagram account. The survey was administered to 532 Beymen Club customers
- The findings revealed significant differences in the overall perception of social media marketing efforts based on gender, age, occupation, and income level.

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SOSYAL MEDYA PAZARLAMA ÇABALARININ DEMOGRAFİK ÖZELLİKLER BAKIMINDAN İNCELENMESİ: BEYMEN CLUB MARKASI ÜZERİNDE BİR UYGULAMA²

TARHAN, Mervenur (Dr.), Erciyes Üniversitesi, Sosyal Bilimler Enstitüsü, Kayseri, Türkiye.

E-posta: mervenurkok@gmail.com ORCID: 0000-0002-4336-6948

DURSUN, Yunus (Prof. Dr.), Erciyes Üniversitesi, İktisadi ve İdari Bilimler Fakültesi, Kayseri, Türkiye.

E-posta: ydursun@erciyes.edu.tr ORCID: 0000-0002-1553-9047

Öz

Gelişen teknolojiyle birlikte sosyal medya pazarlama çabaları işletmeler için daha fazla önem kazanmaya başlamıştır. Bu çalışmada sosyal medya pazarlama çabalarının tüketicilerin demografik özelliklerine göre farklılık gösterip göstermediğini belirlemek amaçlanmıştır. Araştırmada son yıllarda çok fazla üzerinde çalışma olmaması nedeniyle sektör olarak lüks marka sektörü incelenmiştir. Lüks marka kavramı çerçevesinde Beymen Club markasını kullanan kişiler üzerinde inceleme yapılmıştır. Beymen markası sosyal medya platformlarından Instagram hesabında çok aktif olduğu için, Beymen markasının resmi Instagram sosyal medya hesabının takipçilerinden anket yoluyla veriler toplanmıştır. Beymen Club markasını kullanan 532 tüketici üzerinde gerçekleştirilen anket sonucunda elde edilen veriler SPSS programı aracılığı ile analiz edilmiştir. Yapılan analizler sonucunda etkileşim boyutunun cinsiyet, yaş, medeni durum ve gelir durumuna göre; bilgisellik boyutunun cinsiyet, yaş, meslek, gelir durumuna göre; kişiselleştirme boyutunun cinsiyet, yaş, meslek ve gelir durumuna göre; yeniliğe uygunluk boyutunun cinsiyet, medeni durum, eğitim ve gelir durumuna göre; ağızdan ağıza iletişim boyutunun ise yaş, meslek ve gelir durumuna göre farklılık gösterdiği sonucuna ulaşılmıştır.

Anahtar Kelimeler: Dijital Pazarlama, Sosyal Medya, Sosyal Medya Pazarlama Çabaları

JEL Sınıflandırması: M30, M31, M39.

Öne Çıkanlar

- Sosyal medya pazarlama çabalarının tüketicilerin demografik özelliklerine göre değişip değişmediğinin belirlenmesi amaçlanmıştır.
- Veriler, Beymen'in resmi Instagram hesabının takipçileri arasında yapılan bir anket yoluyla toplanmıştır. Anket, 532 Beymen Club müşterisine uygulanmıştır.
- Bulgular, cinsiyet, yaş, meslek ve gelir düzeyine göre sosyal medya pazarlama çabalarının genel algısında önemli farklılıklar olduğunu ortaya koymuştur.

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INTRODUCTION

Technological advancements and the widespread adoption of the internet have brought about profound transformations in both social and economic structures. As a result of these changes, new concepts such as social media (SM) have emerged. Social media provides individuals with interactive platforms that enable them to create, share, and consume content in the digital realm. Through SM, individuals can expand their social networks, exchange ideas, access information, and engage in social interactions (Bulunmaz, 2011; Cvijikj and Michahelles, 2011; Talih Akkaya, 2013). SM has profoundly transformed the ways in which individuals socialize, impacting both personal and societal life.

The proliferation of SM and the platform's structural features, coupled with users' inclination to share their experiences, have presented new opportunities for businesses. The sharing of user experiences about businesses on SM platforms and their subsequent influence on other users have captured the attention of businesses. This has led businesses to utilize SM as a communication, marketing, and sales channel, given the advantages it offers, such as reaching wider audiences, low-cost communication, the ability to update marketing messages, and receiving instant customer feedback. These developments have given rise to a new marketing approach known as "SM marketing" (Cvijikj and Michahelles, 2011).

Businesses that have adapted to SM marketing have been able to monitor customer comments and feedback in real-time and adjust their strategies accordingly. This has enabled them to enhance customer satisfaction and gain a competitive advantage. Conversely, businesses that have failed to effectively utilize SM have been slow to respond to customer needs and expectations, negatively impacting their competitive position. Consequently, the dynamic nature of the SM environment has compelled businesses to adopt "SM marketing practices" (Yanar, 2017).

In contemporary business landscapes, SM platforms like Instagram have become integral to brand building and marketing endeavors. Yet, the escalating competitive landscape necessitates differentiation and capturing the target audience's

attention to successfully establish a brand and cultivate brand loyalty. Within this context, comprehending the nuanced effects of specific marketing initiatives on brand value empowers marketing managers to formulate effective strategies (Yoo et al., 2000). Notably, the proliferation of brand narratives on SM has profoundly transformed the dynamics of brand management, challenging traditional paradigms (Neudecker et al., 2015).

SM has become an indispensable platform for individuals to fulfill their fundamental needs such as socialization, information acquisition, and communication. With the rapid increase in social media usage, its impact on consumer behavior has become increasingly significant.

Consumers' interactions on SM vary according to their demographic characteristics (age, gender, education level, income, etc.). Therefore, for companies to develop successful marketing strategies, it is essential to conduct in-depth analyses of the demographic characteristics of social media users. The impact of SM on consumer behavior is undeniable. By understanding the importance of demographic factors in social media marketing, companies can better meet the needs and expectations of consumers and gain a competitive advantage. Consequently, detailed analysis of SM data and the development of strategies based on the findings are key to success in today's digital marketing landscape.

Distinct demographic cohorts exhibit divergent patterns of SM utilization and demonstrate varied preferences for content. For instance, younger generations tend to gravitate towards visual content and short-form video, whereas older generations may exhibit a stronger predilection for text-based content and news. Consequently, it is imperative for brands to tailor their SM marketing strategies in accordance with the demographic attributes of their target audience.

This study aims to determine whether SM marketing activities differ according to demographic characteristics following the emergence of social media in our lives.

This study aims to provide insight into the SM marketing activities of luxury brands by investigating whether the marketing activities of

Beymen Club conducted on SM differ based on demographic variables. This research can be evaluated as an endeavor that seeks to offer significant information regarding how luxury brands utilize SM and the impact of this usage on diverse consumer groups. Furthermore, this study is highly significant as it assists in evaluating the social media performance of the Beymen Club brand, provides empirical evidence concerning the effect of demographic variables on SM marketing, and offers practical recommendations for luxury brand managers and marketing professionals.

This study represents a significant step towards understanding the SM strategies of luxury brands. Luxury brands utilize SM not merely for product display, but also to reinforce brand image, cultivate customer relationships, and engage with their target audience. This research, conducted through the case of Beymen Club, aims to assist brands in better reaching their target demographics by examining the impact of demographic variables (such as age, gender, income level, and education level) on the effectiveness of SM marketing activities

The literature includes various studies on concepts associated with SM efforts. Some of these concepts are; purchasing behavior (Ardahanlıoğlu and Deniz, 2021; Sehar et al., 2019); social identity and perceived value (Atıgan, 2020); customer loyalty (Bilgin et al., 2023); brand value (Tüfekci et al., 2020; Seo and Park, 2018; Khodadad et al., 2018); brand awareness (Kim and Ko, 2012). However, there are limited studies examining SM marketing activities in terms of demographic characteristics (Akyüz, 2013; Onurlubaş et al., 2016; Abuca and Ekici 2022). In the literature, there is no study that links all dimensions of SM marketing activities to demographic variables. In this context, this study aims to fill this gap in the literature and guide future studies by examining SM marketing activities in terms of demographic characteristics. In this study, Beymen Club, a luxury brand that effectively and accurately uses SM marketing efforts, was selected. The individuals mentioned in this study were examined through this brand.

This research will initially address social media marketing activities, followed by an explanation of SM marketing operations and their sub-topics

within the framework of existing literature. Subsequently, the analysis and findings of the research, which evaluates the SM marketing activities of the Beymen Club brand from the perspective of consumers' demographic characteristics, will be presented.

1. CONCEPTUAL FRAMEWORK

1.1. SOCIAL MEDIA MARKETING ACTIVITIES

SM platforms have emerged as indispensable conduits for businesses to promote and market their offerings. Amidst the accelerating pace of digital transformation, enterprises are compelled to harness SM effectively to align with the ever-evolving expectations of consumers and maintain a competitive edge (Alan and Kabadayı, 2018). In this context, SM platforms provide businesses with a plethora of advantages, including direct consumer engagement, content dissemination, and brand visibility enhancement.

The extant word literature encompasses a diverse array of studies investigating the multifaceted dimensions of SM marketing. Kim and Ko (2012), in their exploration of the luxury fashion sector, categorized SM marketing activities into five primary dimensions: entertainment, interaction, trendsetting, personalization, and word-of-mouth. Similarly, Yadav and Rahman (2017) evaluated SM marketing activities across five dimensions: interaction, informativeness, personalization, trendsetting, and word-of-mouth. Seo and Park (2018), focusing on the airline industry, classified SM marketing activities into five distinct dimensions: entertainment, interaction, trend, customization, and perceived risk. Zahoor and Qureshi (2017) examined the influence of SM marketing on brand equity dimensions such as brand awareness, brand loyalty, brand trust, brand image, perceived quality, and brand partnership. Khan, Yang, and Shafi (2019), in their Indian context, dichotomized SM marketing activities into basic and advanced categories, with the latter encompassing interaction, sharing, and trendsetting.

Given the distinct characteristics of the luxury brand sector, this study employs a five-dimensional model proposed by Yadav and Rahman (2017) to categorize SM marketing activities, a framework that is less prevalent in the existing literature.

- **Interaction:** SM marketing constitutes a strategic communication approach that facilitates the establishment of a seamless, interactive network between brands and consumers, transcending temporal and spatial boundaries (Şahin et al., 2017). This interactive paradigm empowers consumers to engage in direct dialogue with businesses, providing valuable feedback and fostering idea exchange (Çifci and Sözen, 2017). Brand pages on SM platforms serve as pivotal channels for businesses to aggregate consumer feedback. Furthermore, businesses leverage these platforms to disseminate visual, textual, and other forms of content pertaining to their products and services (Vries et al., 2012). This reciprocal content exchange fortifies brand-consumer relationships, thereby stimulating purchase intent and cultivating customer loyalty (Choi et al., 2016). Consumer-brand interactions on SM platforms provide businesses with a valuable data source for developing marketing strategies. The vast datasets generated by SM users, replete with interactions such as comments, likes, and shares, constitute a rich repository of information that can be analyzed in depth to inform marketing strategies (He et al., 2015). By analyzing consumer feedback on social media, businesses can guide product and service development processes, generate new product ideas, and develop strategies to enhance customer satisfaction (Cuiqing et al., 2017). SM interactions enable businesses to adopt a customer-centric approach and make data-driven marketing decisions.
- **Informativeness:** SM platforms have evolved into highly interactive marketplaces that significantly influence consumer purchasing decisions. Consumers actively seek information and engage in knowledge sharing with other users, relying on their peers' experiences, opinions, and recommendations to inform their purchase choices. This reliance on social proof underscores the critical importance of

information accuracy and credibility. The dissemination of accurate and up-to-date information is foundational to establishing strong trust between consumers and brands. Consumers are more likely to make informed purchase decisions when they have confidence in the information they receive. Social media serves as a valuable resource, providing consumers with readily accessible, high-value information on demand. As Kim and Park (2013) assert, SM empowers consumers by facilitating easy access to information while simultaneously reducing costs and enhancing satisfaction.

In this context, the accuracy, transparency, and timeliness of information provided by businesses on social media platforms are paramount for safeguarding brand reputation and fostering enduring customer relationships. The dissemination of false or misleading information can erode consumer trust and damage brand equity

- **Personalization:** Godey et al. (2016) define personalization as the delivery of customized search results and services to consumers via SM platforms. This definition underscores the fundamental goal of personalization: to better cater to the individual needs and preferences of consumers. Killian and McManus (2015) expand on this concept, suggesting that personalization involves delivering content tailored to consumers' interests and behaviors, thereby strengthening the bond between the brand and the customer. This perspective highlights the social aspect of personalization, emphasizing its role in fostering relationships. Seo and Park (2018) view personalization as a process of creating customer satisfaction through interactions with individual users. This definition highlights the customer-centric nature of personalization, emphasizing the importance of tailoring experiences to meet individual needs.

Personalization has become indispensable in modern SM marketing due to several reasons:

Enhanced Customer Satisfaction: Personalized experiences make customers feel valued, increasing satisfaction and loyalty.

Stronger Brand Loyalty: Tailored interactions strengthen the bond between consumers and brands, fostering long-term relationships.

Competitive Advantage: Personalization allows businesses to differentiate themselves from competitors and gain a stronger market position.

Increased Efficiency: By precisely targeting specific customer segments, personalized marketing efforts become more efficient

- **Innovativeness:** Innovation responsiveness, a dimension of SM marketing, is defined as providing consumers with up-to-date information about goods or services (Godey et al., 2016; as cited in Seo and Park, 2018). With the increasing popularity of SM among larger audiences, consumers rely on the information shared on social media when making purchase decisions (Seo and Park, 2018). Thus, consumers have been utilizing various social network platforms as a more reliable source of information for obtaining knowledge, rather than traditional marketing communication activities (Godey et al., 2016).
- **Word-of-mouth communication:** As defined by Çetin and Zengin (2022), word-of-mouth communication involves individuals sharing their experiences with products or brands within their social circles. The proliferation of SM has given

rise to a new dimension of this phenomenon, known as electronic word-of-mouth marketing (Destici, 2020). SM platforms offer individuals unrestricted platforms to share their thoughts and reach a wide audience. Consumers place greater trust in information obtained from social media compared to that provided by brands themselves. This highlights the powerful influence of SM on brand perception. Positive or negative user reviews can rapidly spread, significantly impacting a brand's reputation (Abuca and Ekici, 2022). SM has facilitated and accelerated word-of-mouth communication. Users can share information about products and services through SM platforms without being constrained by time or location. This increased interaction expands the reach of word-of-mouth communication, allowing brands to connect with a broader audience.

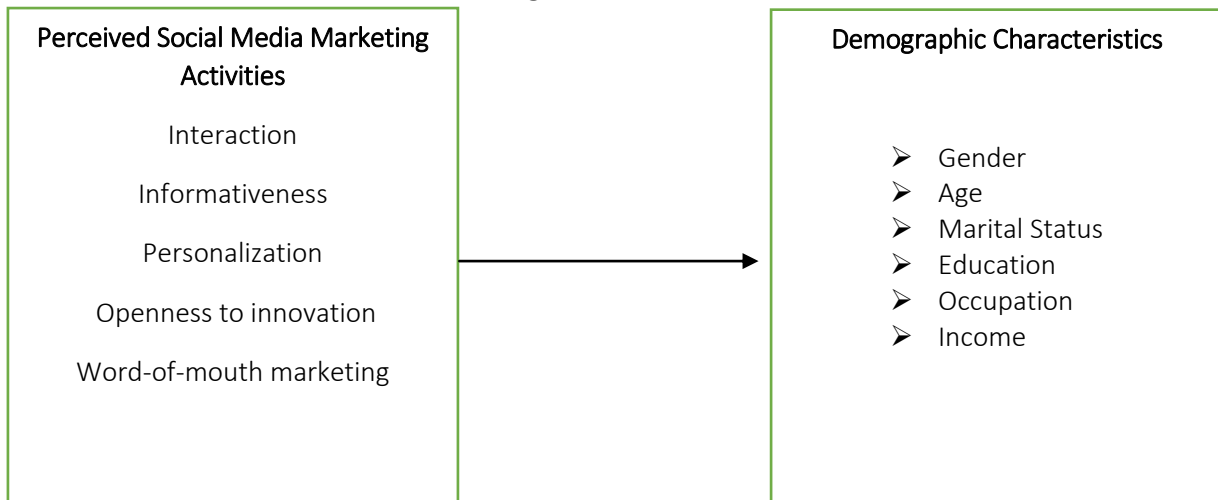
Godey (2016) argues that SM provides an ideal environment for word-of-mouth communication. Users can easily connect and interact with others within SM communities. This fosters the development of strong social bonds, leading to increased trust and loyalty towards brands.

2. METHODOLOGY

2.1. RESEARCH MODEL AND HYPOTHESES DEVELOPMENT

In the light of the literature review in the previous title, the following models and hypotheses were developed and tested in this study.

Figure 1. Research model



H₁: The interaction dimension of SM marketing activities differs significantly between males and females.

H₂: The informativeness dimension of SM marketing activities differs significantly between males and females.

H₃: The personalization dimension of SM marketing activities differs significantly between males and females.

H₄: The innovativeness dimension of SM marketing activities differs significantly between males and females.

H₅: The word-of-mouth dimension of SM marketing activities differs significantly between males and females.

H₆: The interaction dimension of SM marketing activities varies significantly across different age groups.

H₇: The informativeness dimension of SM marketing activities varies significantly across different age groups.

H₈: The personalization dimension of SM marketing activities varies significantly across different age groups.

H₉: The innovativeness dimension of SM marketing activities varies significantly across different age groups.

H₁₀: The word-of-mouth dimension of SM marketing activities varies significantly across different age groups.

H₁₁: The interaction dimension of SM marketing activities differs significantly based on marital status.

H₁₂: The informativeness dimension of SM marketing activities differs significantly based on marital status.

H₁₃: The personalization dimension of SM marketing activities varies significantly based on marital status.

H₁₄: The innovativeness dimension of SM marketing activities varies significantly based on marital status.

H₁₅: The word-of-mouth dimension of SM marketing activities varies significantly based on marital status.

H₁₆: The interaction dimension of SM marketing activities differs significantly based on education level.

H₁₇: The informativeness dimension of SM marketing activities differs significantly based on education level.

H₁₈: The personalization dimension of SM marketing activities differs significantly based on education level.

H₁₉: The innovativeness dimension of SM marketing activities varies significantly based on education level.

H₂₀: The word-of-mouth dimension of SM marketing activities varies significantly based on education level.

H₂₁: The interaction dimension of SM marketing activities differs significantly based on occupation.

H₂₂: The informativeness dimension of SM marketing activities differs significantly based on occupation.

H₂₃: The personalization dimension of SM marketing activities differs significantly based on occupation.

H₂₄: The innovativeness dimension of SM marketing activities varies significantly based on occupation.

H₂₅: The word-of-mouth dimension of SM marketing activities varies significantly based on occupation.

H₂₆: The interaction dimension of SM marketing activities differs significantly based on income level.

H₂₇: The informativeness dimension of SM marketing activities differs significantly based on income level.

H₂₈: The personalization dimension of SM marketing activities differs significantly based on income level.

H₂₉: The innovativeness dimension of SM marketing activities varies significantly based on income level.

H₃₀: The word-of-mouth dimension of SM marketing activities varies significantly based on income level.

2.2. SELECTED INDUSTRY AND BRAND FOR THE STUDY

With the rapid advancement of SM, the way brands communicate with consumers has undergone a significant transformation. Particularly in the luxury fashion industry, reaching target audiences and strengthening brand image through SM platforms has become paramount. This study evaluates the use of SM by Beymen Club, a prominent player in the luxury fashion sector, in light of existing literature. The rationale behind the research topic and the selection of this particular brand is explained using academic language.

Literature review indicates that studies on SM marketing often focus on specific sectors such as aviation, automotive, and e-commerce (Yadav and

Rahman, 2017; Seo and Park, 2018; Karayalçın, 2019). Research on luxury brands is more limited, and there is a gap in recent studies. This highlights the need for further research into the impact of SM on the luxury brand sector. The selection of Beymen Club is justified by its active presence on SM platforms, especially Instagram, which provides a rich source of data for analysis. The awards received by Beymen Club in the industry demonstrate the brand's success and its strong reputation among consumers (Anadolu Ajansı, 2023). The limited number of in-depth studies on the SM usage of such an established brand as Beymen Club within the luxury brand category highlights the academic gap that this research aims to fill.

2.3. DATA AND MEASURES

This study focused on individuals aged 18 and above who actively follow the Beymen brand on Instagram. The population for this study consisted of the 1.2 million followers of Beymen's Instagram account.

In this research, the Instagram application was selected from SM platforms to reach individuals who use the Beymen Club brand. According to data from January 2023, Instagram has been identified as the most widely used and popular platform in Turkey (Güvenliweb, 2024). Furthermore, upon examining the social media platforms of the Beymen brand, it was observed that the brand is most active on Instagram. According to the sample size table, for a population consisting of over 1 million participants, the sample size should be at least 400 (Krejcie & Morgan, 1970). To collect data, a convenience sample of 532 followers was selected. An online survey was distributed to these individuals via direct messages on Instagram between October 20, 2023, and November 21, 2023. To ensure that only active Beymen Club members participated, the survey invitation specifically targeted those who used Beymen Club products. The survey was created using Google Forms and distributed to participants through direct messages. Prior to data collection, ethical approval (No. 385, dated September 26, 2023) was obtained from the Erciyes University Social and Human Sciences Ethics Committee.

To develop the survey questions, a comprehensive literature review was conducted, and various scales were adapted. Detailed information about these scales is provided in the appendices. This approach ensured the reliability and validity of the collected data.

SM Marketing Activities Scale: SM marketing activities refer to the marketing activities that businesses undertake through social media platforms. The items in this scale are adapted from Yadav and Rahman's (2017) study. The original social media marketing efforts scale developed by Yadav and Rahman (2017) has a five-factor

structure, namely interaction, informativeness, personalization, trendiness, and word-of-mouth. This scale consists of a total of fifteen items across five dimensions. To measure social media marketing efforts, a 5-point Likert scale was used (1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree, 5=Strongly agree).

The items included in this scale are presented in the table below.

Table1. Social media marketing activities scale

Interaction
<ul style="list-style-type: none"> 1- The brand’s social SM platforms afford opportunity to disseminate and update existing content. 2- This e-commerce brand engages in periodic interactions with its followers and enthusiasts. 3- The brand’s social media platforms facilitate reciprocal interaction among family members and friends.
Informativeness
<ul style="list-style-type: none"> 4- The brand's SM platforms provide definitive information regarding products 5- The brand's SM platforms offer beneficial information. 6- The information provided via the brand’s social media platforms is comprehensive.
Personalization
<ul style="list-style-type: none"> 7- The brand’s SM platforms provide purchase recommendations tailored to individual needs. 8- I perceive that my needs are met through the utilization of the brand’s social media platforms. 9- The brand's SM platforms facilitate personalized data retrieval.The brand's social media platforms effectively fulfill my needs.
Innovativeness
<ul style="list-style-type: none"> 10- The content observed on the brand's SM platforms comprised current trends. 11- The utilization of the brand’s social media platforms is indeed a trend. 12- The brand’s social media account includes anything pertaining to fashion.
Word-of-mouth
<ul style="list-style-type: none"> 13- I recommend that my acquaintances visit the brand's SM platforms. 14- I encourage my friends and acquaintances to use the brand's SM pages. 15- I would prefer to share my purchasing experiences with acquaintances and peers via the brand’s SM platforms.

Kaynak: (Yadav & Rahman, 2017)

2.4 ANALYSIS AND EVALUATION OF RESEARCH RESULTS

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including frequencies and percentages, were used to summarize the sociodemographic characteristics of the participants. Mean scores were calculated for scale and factor scores.

Independent samples t-tests were employed to compare scale scores between two groups, such as

gender. For comparisons involving three or more groups, one-way analysis of variance (ANOVA) was conducted. When significant differences were found among groups, post hoc tests, such as the Least Significant Difference (LSD) test or Duncan's test, were used to determine which specific groups differed from each other.

The frequency distributions of the participants' demographic characteristics are presented in Table2.

Table 2. Findings on the socio- demographic characteristics of participants

Socio-demographic characteristics		<i>f</i>	%
Gender	Female	339	63,7
	Male	193	36,3
Marital status	Married	337	63,3
	Single	195	36,7
Age	18-24 age	39	7,3
	25-34 age	254	47,7
	35-44 age	152	28,6
	45-54 age	87	16,4
Education Level	Up to high school	71	13,3
	Associate degree	31	5,8
	Bachelor's degree	287	53,9
	Graduate studies	143	26,9
Occupation	Unemployed	7	1,3
	Housewife	42	7,9
	Student	39	7,3
	Lecturer	34	6,4
	Lawyer	26	4,9
	Doctor/Dentist	36	6,8
	Engineer	88	16,5
	Private sector	44	8,3
	Freelancer	29	5,5
	Teacher	31	5,8
	Medical professional	34	6,4
	Civil servant	62	11,7
	Other	60	11,3
Family income	0-49999 tl	311	58,5
	50000-79999 tl	155	29,1
	80000-109999 tl	47	8,8
	110000 tl ve üzeri	19	3,6
Total		532	100

Table 2 presents a sociodemographic profile of the 532 study participants. The sample was predominantly female (63.7%) and married (63.3%). Most participants were aged 25-34 (47.7%) and held a bachelor's degree (53.9%). The occupational distribution was diverse, with engineers being the most common (16.5%). The majority of participants

reported a monthly family income between 0-49,999 TL (58.5%). These findings establish a baseline for understanding the characteristics of the sample and interpreting the study results.

The reliability analysis results for the perceived SM marketing efforts scale and its dimensions are presented in the table below.

Table 3. Reliability analyzes

Factors	Cronbach's alpha	n
Perceived Social Media Marketing Efforts	0,929	15
• Interaction	0,798	3
• Informativeness	0,805	3
• Personalization	0,823	3
• Innovativeness	0,718	3
• Word of Mouth Communication	0,849	3

According to Karagöz (2021), reliability coefficients ranging from 0.00 to 0.40 indicate unacceptable reliability, 0.40 to 0.60 suggest questionable reliability, 0.60 to 0.80 indicate satisfactory reliability, and 0.80 to 1.00 indicate excellent reliability. In the current study, Cronbach's alpha coefficients for the overall perceived SM marketing efforts scale and its subscales (i.e., interaction, informativeness, personalization, innovativeness, word-of-mouth communication,

brand awareness, brand loyalty, and purchase behavior) were found to be satisfactory, ranging from 0.718 to 0.931. These results suggest that the scales used in this study exhibit adequate internal consistency reliability.

2.4.1. HYPOTHESIS TESTING

Table 4 displays the results of the analysis comparing the perceived SM marketing efforts and their sub-dimensions between male and female participants.

Table 4. Comparison of scale scores based on participants' gender

Scales and Factors	Gender	n	Ort.	S.S	t	p
Social Media Marketing Efforts	Female	339	4,11	0,68	-3,676	0,000**
	Male	193	4,30	0,54		
Interaction	Female	339	3,91	0,94	-3,638	0,000**
	Male	193	4,16	0,65		
Informativeness	Female	339	4,20	0,73	-3,399	0,001**
	Male	193	4,39	0,59		
Personalization	Female	339	4,01	0,88	-3,738	0,000**
	Male	193	4,26	0,64		
Innovativeness	Female	339	4,34	0,65	-3,214	0,001**
	Male	193	4,50	0,47		
Word-of-mouth	Female	339	4,08	0,84	-1,659	0,098
	Male	193	4,21	0,85		

* $p < 0,05$, ** $p < 0,01$, Independent samples t-test

Significant differences were found in the perceived SM marketing efforts scale and its sub-dimensions (interaction, informativeness, personalization, and innovativeness) between male and female participants ($p < .05$). Therefore, hypotheses H_1 , H_2 , H_3 , and H_4 were supported. Male participants reported higher scores on the sub-

dimensions compared to female participants. However, no significant differences were found in the word-of-mouth communication sub-dimension ($p > .05$), leading to the rejection of hypothesis H_5 .

A comparison of scale scores based on participants' ages is presented in Table 5.

Table 5. Comparison of scale scores across different age groups

Scales and Factors	Age	<i>n</i>	<i>Ort.</i>	<i>S.S</i>	<i>F</i>	<i>p</i>	Difference
Social Media Marketing Activities	18-24 age	39	4,23	0,39	5,175	0,002**	B<C,D
	25-34 age	254	4,07	0,73			
	35-44 age	152	4,28	0,51			
	Aged 45 and over	87	4,31	0,57			
Interaction	18-24 age	39	4,22	0,36	5,821	0,001**	B<C,D
	25-34 age	254	3,85	0,95			
	35-44 age	152	4,07	0,84			
	Aged 45 and over	87	4,21	0,64			
Informativeness	18-24 age	39	4,18	0,47	8,042	0,000**	B<C,D
	25-34 age	254	4,14	0,80			
	35-44 age	152	4,38	0,56			
	Aged 45 and over	87	4,50	0,55			
Personalization	18-24 age	39	4,05	0,69	3,637	0,013*	B<C,D
	25-34 age	254	3,99	0,91			
	35-44 age	152	4,22	0,63			
	Aged 45 and over	87	4,23	0,79			
Innovativeness	18-24 age	39	4,32	0,44	0,48	0,696	-
	25-34 age	254	4,38	0,65			
	35-44 age	152	4,43	0,57			
	Aged 45 and over	87	4,41	0,50			
Word-of-mouth	18-24 age	39	4,38	0,44	5,489	0,001**	B<A,C
	25-34 age	254	3,98	0,98			
	35-44 age	152	4,28	0,55			
	Aged 45 and over	87	4,18	0,90			

Analysis of variance revealed significant differences in participants' perceptions of SM marketing efforts across various age groups ($p < 0.05$). Specifically, individuals aged 25-34 consistently reported lower levels of perceived interactive, informational, and personalized SM marketing efforts compared to older cohorts (aged 35-44 and 45+). Moreover, the 18-24 age group demonstrated significantly lower perceptions of word-of-mouth communication efforts relative to

the 25-34 and 35-44 groups. These findings provide empirical support for hypotheses H_6 , H_7 , H_8 , and H_{10} .

No significant difference was found in the scores of the perceived SM marketing efforts scale's innovation responsiveness sub-dimension across different age groups ($p > 0.05$). Therefore, hypothesis H_9 was rejected.

Table 5 provides a comparative analysis of scale scores across different marital status groups.

Table 5. Comparative analysis of scale scores by marital status

Scales and Factors	Marital status	n	Ort.	S.S	t	p
Social Media Marketing Activities	Married	337	4,21	0,63	1,405	0,161
	Single	195	4,13	0,65		
Interaction	Married	337	4,08	0,80	2,645	0,009*
	Single	195	3,87	0,92		
Informativeness	Married	337	4,30	0,71	1,388	0,166
	Single	195	4,21	0,66		
Personalization	Married	337	4,10	0,81	0,215	0,830
	Single	195	4,09	0,81		
Innovativeness	Married	337	4,45	0,53	2,596	0,01**
	Single	195	4,30	0,69		
Word-of-mouth communication	Married	337	4,11	0,90	-0,775	0,438
	Single	195	4,17	0,74		

Analysis of variance revealed a significant difference in the scores of the interaction and innovation responsiveness sub-dimensions based on marital status ($p < 0.05$). Specifically, married participants demonstrated higher levels of interaction and innovation responsiveness compared to single individuals, thus supporting hypotheses H₁₁ and H₁₄.

Analysis of variance revealed no significant differences in participants' perceptions of SM marketing efforts, specifically in the informativeness, personalization, and word-of-mouth communication sub-dimensions, based on marital status ($p > 0.05$). Thus, hypotheses H₁₂, H₁₃, and H₁₅ were not supported.

Comparative analysis of scale scores by educational attainment is presented in Table 6.

Table 6. Comparative analysis of scale scores by educational attainment is presented

Scales and Factors	Educational Background	n	Ort.	S.S	F	p	Fark
Social Media Marketing Activities	High school and below	71	4,23	0,44	0,937	0,422	-
	Associate degree	31	4,31	0,52			
	Bachelor's degree	287	4,14	0,73			
	Graduate studies	143	4,20	0,52			
Interaction	High school and below	71	4,08	0,64	0,718	0,542	-
	Associate degree	31	4,03	1,03			
	Bachelor's degree	287	3,95	0,93			
	Graduate studies	143	4,06	0,73			
Informativeness	High school and below	71	4,41	0,49	2,364	0,07	-
	Associate degree	31	4,44	0,43			
	Bachelor's degree	287	4,21	0,78			
	Graduate studies	143	4,27	0,62			
Personalization	High school and below	71	4,23	0,46	1,165	0,322	-
	Associate degree	31	4,23	0,74			
	Bachelor's degree	287	4,05	0,95			

	Graduate studies	143	4,10	0,64			
Innovativeness	High school and below	71	4,26	0,55	2,75	0,042*	B>A
	Associate degree	31	4,61	0,43			
	Bachelor's degree	287	4,40	0,65			
	Graduate studies	143	4,42	0,51			
Word-of-mouth communication	High school and below	71	4,15	0,63	0,354	0,787	-
	Associate degree	31	4,26	0,51			
	Bachelor's degree	287	4,10	0,95			
	Graduate studies	143	4,14	0,76			

Analysis of variance revealed a significant difference in the scores of the innovation responsiveness sub-dimension across different education levels ($p < 0.05$). Specifically, participants with an associate's degree demonstrated higher levels of innovation responsiveness compared to those with a high school diploma or less, thus supporting hypothesis H₁₉.

Analysis of variance revealed no significant differences in participants' perceptions of SM marketing efforts, specifically in the informativeness, personalization, and word-of-mouth communication sub-dimensions, based on education level ($p > 0.05$). Thus, hypotheses H₁₆, H₁₇, H₁₈, and H₂₀ were not supported.

Comparative analysis of scale scores by occupation is presented in Table 7.

Table 7. Comparative analysis of scale scores by occupation is presented

Scales and Factors	Job	n	Ort.	S.S	F	p	Group.
Social Media Marketing Activities	Unemployed	7	3,99	0,99	1,775	0,049*	AB
	Homemaker	42	4,32	0,38			
	Student	39	4,10	0,55			
	Lecturer	34	4,33	0,42			
	Lawyer	26	3,93	0,99			
	Doctor/Dentist	36	4,21	0,69			
	Engineer	88	4,28	0,61			
	Private sector	44	4,00	0,80			
	Freelancer	29	4,26	0,53			
	Teacher	31	4,08	0,68			
	Healthcare professional	34	4,13	0,68			
	Civil servant	62	4,05	0,57			
	Other	60	4,31	0,57			
	Interaction	Unemployed	7	4,14			
Homemaker		42	4,05	0,71			
Student		39	4,12	0,47			
Lecturer		34	4,14	0,81			
Lawyer		26	3,67	1,05			
Doctor/Dentist		36	4,00	1,09			
Engineer		88	4,09	0,79			
Private sector		44	3,95	0,93			
Freelancer		29	4,02	0,88			
Teacher		31	3,86	0,82			
Healthcare professional		34	3,84	0,78			
Civil servant		62	3,81	0,93			

	Other	60	4,18	0,84					
Informativeness	Unemployed	7	4,05	0,93	2,67	0,002**	AB		
	Homemaker	42	4,49	0,42			ABC		
	Student	39	4,08	0,70			ABC		
	Lecturer	34	4,38	0,44			ABC		
	Lawyer	26	4,24	1,11			ABC		
	Doctor/Dentist	36	4,32	0,56			ABC		
	Engineer	88	4,42	0,61			BC		
Scales and Factors	Job	n	Ort.	S.S	F	p	Group.		
	Private sector	44	3,99	0,89			A		
	Freelancer	29	4,40	0,52			ABC		
	Teacher	31	4,06	0,60			AB		
	Healthcare professional	34	4,16	0,77			ABC		
	Private sector	62	4,12	0,76			ABC		
	Freelancer	60	4,42	0,56			BC		
Personalization	Unemployed	7	4,05	0,93	2,107	0,015*	AB		
	Homemaker	42	4,31	0,48			B		
	Student	39	4,03	0,71			AB		
	Lecturer	34	4,27	0,50			AB		
	Lawyer	26	3,95	1,14			AB		
	Doctor/Dentist	36	4,06	0,86			AB		
	Engineer	88	4,32	0,75			B		
	Private sector	44	3,80	0,88			A		
	Freelancer	29	4,17	0,78			AB		
	Teacher	31	3,90	0,98			AB		
	Healthcare professional	34	4,00	0,97			AB		
	Civil servant	62	3,91	0,82			AB		
	Other	60	4,18	0,72			AB		
	Innovativeness	Unemployed	7	4,14			0,81	1,391	0,166
Homemaker		42	4,43	0,39					
Student		39	4,21	0,53					
Lecturer		34	4,53	0,34					
Lawyer		26	4,18	1,10					
Doctor/Dentist		36	4,36	0,60					
Engineer		88	4,44	0,48					
Private sector		44	4,48	0,71					
Freelancer		29	4,55	0,36					
Teacher		31	4,37	0,67					
Healthcare professional		34	4,53	0,38					
Civil servant		62	4,34	0,56					
Other		60	4,36	0,72					
Word-of-mouth communication	Unemployed	7	3,57	1,40	2,752	0,001**	A		
	Homemaker	42	4,31	0,70			C		

Student	39	4,09	0,63	BC
Lecturer	34	4,33	0,38	C
Lawyer	26	3,62	0,93	A
Doctor/Dentist	36	4,28	0,81	BC
Engineer	88	4,12	1,03	BC
Private sector	44	3,79	1,21	AB
Freelancer	29	4,15	0,64	BC
Teacher	31	4,22	0,76	BC
Healthcare professional	34	4,12	0,98	BC
Civil servant	62	4,07	0,71	BC
Other	60	4,40	0,47	C

A significant difference was found in perceived SM marketing efforts across various professions ($p < 0.05$). This finding supports hypotheses H_{22} , H_{23} , H_{25} . Regarding the informativeness dimension, participants in the private sector reported the lowest scores, while engineers and other professionals reported the highest. Personalization scores were lowest among private sector employees and highest among housewives. Word-of-mouth communication scores were lowest among unemployed individuals and lawyers, while

housewives, academic staff, and other professionals reported the highest scores.

A significant difference was not found in the interaction and adaptability subscale scores based on participants' professions ($p > 0.05$). Hypotheses H_{21} and H_{24} were rejected.

A comparison of scale scores based on participants' income levels is presented in Table 8.

Table 8. A comparison of scale scores based on participants' income levels

Scales and Factors	Income Status	n	Ort.	S.S	F	p	Group
Social Media Marketing Activities	0-19999 TL ^A	4	2,82	0,50	25,088	0,000**	A
	20000-49999 TL ^B	307	4,34	0,44			D
	50000-79999 TL ^C	155	4,07	0,80			CD
	80000-109999 TL ^D	47	3,90	0,55			C
	110000 TL and above	19	3,34	0,70			B
Interaction	0-19999 TL ^A	4	2,33	0,00	17,88	0,000**	A
	20000-49999 TL ^B	307	4,21	0,60			D
	50000-79999 TL ^C	155	3,79	1,09			CD
	80000-109999 TL ^D	47	3,79	0,87			CD
	110000 TL and above	19	3,19	0,82			B
Informativeness	0-19999 TL ^A	4	2,83	1,00	21,785	0,000**	A
	20000-49999 TL ^B	307	4,40	0,50			C
	50000-79999 TL ^C	155	4,29	0,81			C
	80000-109999 TL ^D	47	3,82	0,81			B
	110000 TL and above	19	3,44	0,59			B
Personalization	0-19999 TL ^A	4	1,75	0,50	29,834	0,000**	A
	20000-49999 TL ^B	307	4,29	0,54			D
	50000-79999 TL ^C	155	4,04	1,00			CD
	80000-109999 TL ^D	47	3,67	0,68			C
	110000 TL and above	19	3,02	1,02			B

Openness to innovation	0-19999 TL ^A	4	3,83	0,33	3,511	0,008**	A
	20000-49999 TL ^B	307	4,45	0,52			B
	50000-79999 TL ^C	155	4,33	0,70			B
	80000-109999 TL ^D	47	4,43	0,60			B
	110000 TL and above	19	4,09	0,55			AB
Word-of-mouth	0-19999 TL ^A	4	3,33	1,33	23,496	0,000**	AB
	20000-49999 TL ^B	307	4,37	0,59			C
	50000-79999 TL ^C	155	3,93	0,99			C
	80000-109999 TL ^D	47	3,79	0,77			BC
	110000 TL and above	19	2,96	1,30			A

CONCLUSION

When the results obtained regarding the differences in perceptions of SM marketing activities among businesses, based on individuals' demographic characteristics, were examined, it was found that contrary to other studies in the literature (Onurlubaş et al., 2016; Erken, 2019; Deveci, 2019), consumers' perceptions of SM marketing activities differed by gender. A significant difference was found in the scores of male and female participants on the perceived SM marketing efforts scale, specifically in the interaction, informativeness, personalization, and innovativeness dimensions ($p < 0.05$). Based on this, hypotheses H₁, H₂, H₃, and H₄ were accepted. Male participants had higher scores on the interaction, informativeness, personalization, and innovativeness dimensions of the perceived SM marketing scale compared to female participants. This indicates that, in general, males evaluate SM marketing efforts more positively than females. This situation suggests that there are differences between men and women in terms of SM usage, expectations, and responses to marketing messages.

The observation that scores in specific sub-dimensions, including interaction, informativeness, personalization, and innovativeness, are also higher among males, indicates that gender exerts a diverse influence on the perception of social media marketing.

However, no significant difference was found in the scores of male and female participants on the word-of-mouth communication sub-dimension of the perceived SM marketing efforts scale ($p > 0.05$). Hypothesis H₆ was rejected.

When the analysis results based on age were examined, it was found that contrary to Deveci (2019), perceptions of SM marketing activities did not differ according to age. However, some studies in the literature (Onurlubaş et al., 2016; Gümüş, 2018; Erken, 2019) have shown that age is a significant factor in this regard. The results obtained in this study can be explained by the fact that the sample did not have a very wide age range. A significant difference was found in the scores of participants on the perceived SM marketing efforts scale, specifically in the interaction, informativeness, and personalization dimensions, based on their age groups ($p < 0.05$). Based on this, hypotheses H₆, H₇, H₈, and H₁₀ were accepted. Participants aged 25-34 had lower scores on the overall, interaction, informativeness, and personalization dimensions of the perceived SM marketing scale compared to those aged 35-44 and 45 and over. Participants aged 18-24 had lower scores on the word-of-mouth communication dimension compared to those aged 25-34 and 35-44. The results show that different age groups perceive SM marketing efforts differently. This suggests that younger generations (18-24) and slightly older generations (25-34) use SM differently and respond to marketing messages differently. H₉ The observed variations in specific sub-dimensions, including interaction, informativeness, personalization and word-of-mouth communication, in addition to general perception, demonstrate that age exerts a multifaceted influence on the perception of SM marketing. However, no significant difference was found in the scores of participants on the innovativeness dimension of the perceived SM marketing efforts scale ($p > 0.05$). Hypothesis H₉ was rejected.

A significant difference was found in the scores of married and single participants on the interaction and innovativeness sub-dimensions ($p < 0.05$).

Hypotheses H_{11} and H_{14} were accepted. Married participants had higher scores on both interaction and innovativeness sub-dimensions compared to single participants. Marriage involves individuals in a broader social circle and increases their social interactions. This allows married individuals to interact more in their professional lives and meet new people. Married individuals may be more inclined to lead a more planned and organized life due to their family responsibilities. However, at the same time, they may be more willing to generate new ideas and be open to change in order to meet the needs of their families and provide them with a better life. This analysis result shows how the marital status factor can affect individuals' behaviors and attitudes. No significant difference was found in the scores of married and single participants on the informativeness, personalization, and word-of-mouth communication sub-dimensions of the perceived SM marketing scale ($p > 0.05$). Hypotheses H_{12} , H_{13} , and H_{15} were rejected.

When the analysis results based on education level were examined, it was found that contrary to other studies (Turan Arzitaş, 2019; Deveci, 2019), perceptions of SM marketing activities differed according to education level. A significant difference was found in the scores of participants on the innovativeness sub-dimension based on their education levels ($p < 0.05$). Participants with an associate's degree had higher scores on the innovativeness sub-dimension compared to those with a high school diploma or less. H_{23} was accepted. No significant difference was found in the scores of participants on the interaction, informativeness, personalization, and word-of-mouth communication sub-dimensions of the perceived SM marketing efforts scale, based on their education levels ($p > 0.05$). Hypotheses H_{16} , H_{17} , H_{18} , and H_{20} were rejected.

A significant difference was found in the scores of participants on the informativeness, personalization, and word-of-mouth communication sub-dimensions of the perceived SM marketing efforts scale based on their

professions ($p < 0.05$). Hypotheses H_{22} , H_{23} and H_{25} were accepted. The highest overall scores on the perceived SM marketing efforts scale were found among university lecturers, while the lowest scores were found among lawyers. The lowest informativeness scores were found among participants in the private sector, while the highest scores were found among participants in engineering and other professions. The lowest personalization scores were found among participants in the private sector, while the highest scores were found among housewives. The lowest word-of-mouth communication scores were found among unemployed individuals and lawyers, while the highest scores were found among housewives, university lecturers, and those in other professions.

The highest overall scores on the perceived SM marketing efforts scale were obtained by academic staff, suggesting that this group follows SM more closely and perceives marketing efforts of brands better. The opposite is true for lawyers, implying that they use SM less or pay less attention to marketing messages. The low informativeness scores of private sector employees suggest that this group consumes less information-based content on SM or attaches less importance to such content. The high scores of engineers and other professionals in this dimension, on the other hand, suggest that these groups use SM more for acquiring information. The low personalization scores of private sector employees indicate that this group is exposed to less personalized content on SM or values such content less. Conversely, the high scores of housewives in this dimension suggest that housewives are more interested in personalized content on SM and that such content appeals to them more. The low word-of-mouth communication scores of unemployed individuals and lawyers indicate that these groups interact less with other users on SM or consume SM in a more passive manner. The high scores of housewives, academic staff, and other professionals in this dimension suggest that these groups use SM actively and share information with other users.

A significant difference was found in the scores of participants on the interaction, informativeness, personalization, innovativeness, and word-of-mouth communication sub-dimensions of the

perceived SM marketing efforts scale based on their income levels ($p < 0.05$). Hypotheses H₂₆, H₂₇, H₂₈, H₂₉, and H₃₀ were accepted. Participants with an income between 20,000 TL and 49,999 TL had higher scores on all sub-dimensions compared to participants in other income groups. Individuals with higher income levels generally consume more media and use SM more actively. This may lead to higher exposure to SM marketing efforts and a better understanding of these efforts. High-income individuals typically interact with a larger number of brands and may therefore be more sensitive to brands' marketing efforts. Additionally, high-income individuals often have higher expectations and may therefore pay closer attention to the experiences offered by brands.

This research is expected to make a substantial contribution to the literature and serve as a foundation for future studies in the field of SM marketing.

Although the study's results align with previous research, there are certain limitations. The use of a convenience sample and the focus on a single brand are noteworthy constraints. Consequently, generalizing the findings should be done with caution. The cross-sectional design of the data limits causal inferences. The restricted sample and stimuli restrict the generalizability of the results. Future studies could benefit from selecting diverse sample populations, different sectors, geographical regions, and brands. Moreover, researchers might consider incorporating concepts such as brand image, brand love, and perceived value into their research.

In today's digital landscape, businesses across all sectors are compelled to work with large datasets in their marketing endeavors. To effectively analyze and process these vast amounts of data, artificial intelligence (AI) has become indispensable. AI technologies have enabled significant advancements in SM, facilitating the dissemination of desired information to the most relevant audience in the most effective manner. The prospect of delivering targeted messages directly to specific recipients, tailoring the message style and tone to maximize impact on each individual, is rapidly becoming a reality. Therefore, to gain a competitive edge in SM marketing and

ensure comprehensive execution of marketing initiatives, businesses are advised to adopt AI applications.

Furthermore, it is advisable for SM content managers of the Beymen Club brand to enhance their SM marketing activities by:

Improving the interaction dimension; facilitating two-way interaction with family and friends on SM pages, enabling followers to share and update existing content; *enhancing the Informative Dimension*; providing consumers with accurate, comprehensive, and useful information about products/services and the brand on SM pages; *developing the Personalization dimension*:

creating personalized content with special services, utilizing data obtained through cookies to prepare content tailored to individuals' priorities, directing content that facilitates personalized data search,

offering personalized daily rewards through activities such as gift wheels and competitions; *Cultivating the innovativeness dimension*; making the use of SM pages a trend among consumers through rich, up-to-date, and fashionable content; *strengthening the word-of-mouth communication dimension*; enriching diverse purchasing experiences and SM content with elements that capture people's attention, enabling individuals to share them with others,

enabling the transfer of new products/services and discounts to other people via the share button.

The findings obtained from this research can serve as a significant source of feedback for luxury brands. The results revealed within the scope of this study can provide guidance for managers of luxury brands in developing customer-centric SM strategies to achieve their anticipated objectives.

The literature indicates that SM marketing activities exhibit multiple dimensions. This research focused on the dimensions of interaction, information provision, personalization, innovativeness, and word-of-mouth communication within SM marketing. Researchers can explore different dimensions in various sectors depending on the specific goals and importance of their studies. This study, however, fell short of addressing the negative aspects and limitations of SM

activities. Given the substantial negative impact of misinformation and fake news on brands, it is recommended that future research highlight the potential negative consequences of SM marketing for brands and businesses.

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