Exploring the Indications of Rising Social Media Usage in Turkish Public Relations: A Survey of Turkish Internet Users

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Abstract

Through a non-probability quota sampling survey method, this paper explores the reasons of why Turkish Public Relations (PR) professionals need to allocate a respectable amount of their communication budget to social media along with traditional media. It analyses the perception of PR communication activities in social media for consumer and media relations. Survey results show that almost half of the respondents believe that social media, which enables PR with 100 % interactive communication, provides an easy and a fast target group determination. More than one third of the respondents believe that social media provides consumers to forward their opinions directly to the brands, provides brands to listen to consumer opinions in all social media platforms and provides a clear measurement of brand and consumer communication. One can conclude that there is a positive relationship between social media engagement and buying intention as well as education and social media engagement.

Keywords: Social media, public relations, Facebook, online video, Turkish social media, online communication, e commerce, media statistics

1. Introduction

The social networking landscape is continuously evolving in Turkey. If we consider the hospitality and the sociability nature of Turkish people it is perhaps no surprise to expect more average digital communication time spent than other European countries. All virtual characters are very welcome to their lives. This high level of engagement means that there is room for many companies to succeed in the market (Fosk, 2012). In fact, statistics suggest that a relatively low percentage of the population is online in Turkey – less than 50 per cent. However, it seems that those who are online are very active, particularly on social media, and especially amongst the younger generation. Various reports suggest that Turkey has the seventh largest number of Facebook users in the world with 32 million users (Alexander, 2013). 'Top 10 Global Markets By Average Social Networking Hours Per Visitor Report' reveals that an average Turkish social networking visitor has spent 8.6 hours as opposed to 5.2 hours European average (Sit, 2012).

The widespread use of social media has fundamentally changed how people communicate and share information. This has made an impact in virtually every industry as companies seek to create strategies to engage on the social web. Public Relations (PR) is certainly no exception, tries to communicate with people, gets feedback from consumers and uses social channels to share information with key audiences. A direct two-way communication with consumers is a tremendous opportunity for businesses to gain real-time feedback on messaging coming from the company. The live interaction allows for ongoing refinement and improvement to make a deeper connection with the target audience. According to Dave Folkens, the speed of information sharing is faster than ever before and PR professionals have access to a wealth of content that can be shared with consumers seeking solutions to a problem. Creating a simple keyword based search on Twitter can connect companies with people at exactly the right time to serve as a helpful resource. By engaging proactively, PR teams can create new opportunities to introduce a favorable brand impression that can lead to the beginning of a social media relationship and a potential business relationship (Folkens, 2011). There are a number of ways that the field of PR must continue to adapt, as the social media tools of today will change tomorrow. Rather than focus on the channels, focus on the expectations of the audiences and how to serve as a valued resource for them.

PR activities conducted in Social Media include the usage of online tools and methods for managing and improving a brand, a company, a project or any online platform.

The importance of social media in Turkey has increased considerably in recent years, which in turn has led to a mounting interest in the phenomenon and its overall impact on the Turkish society. The open and free communication form offered is very appealing to the young Turkish population. Moreover, people increasingly access their social networks from mobile phones. Thus PR practitioners are forced to consider and use social media.

In this survey, it has been conducted 716 questionnaires using face-to face interview method with well-educated 51% male and 49% female respondents having 27 years of age mean (standard deviation is +- 6,7). Social media tools like social networks, blogs, forums, search engines like ask.com, video sharing, photo sharing, slide sharing, game applications and virtual worlds have been researched in this study. Through a non-probability quota sampling survey method, this paper explores the reasons of why Turkish PR professionals need to allocate a respectable amount of their communication budget to social media along with traditional media. It analyses the perception of PR communication activities in social media for consumer and media relations. The correlation between social media engagement and buying intention, correlation between Facebook 'like' indication and buying decision are other issues in this survey. This study measures social media practices of the respondents with mostly shared content and the daily average number of online hours spent in social media. The degree of social media engagement is examined in four different social media tools; blogs, Facebook, corporate websites and online forums

2. Literature Review

2.1 Social Media and PR

Social media has become a powerful communication tool for PR agencies whose aim is to get the right message, to the right people, at the right time. Social media allows companies to get their message across immediately but it also allows their customers to react and comment on their product or services in a very public domain. People are heavily influenced by what they read online (Malcolm, 2012). It has dramatically changed the way information is shared among individuals, groups and organizations. As a result, PR professionals must master these communication platforms not only to advise their clients, but also to build trust and maintain relationships with key stakeholders (Markus & Robey, 1998). It has become the new arena for PR. And the characteristics of social media, which continue to evolve as users shape it, are changing the way ones are doing PR. One can expect the PR landscape to shift and change quickly. If they don't keep up, they'll get lost. Social media is changing the way ones are doing it with journalists, as well as the prospects and customers. It's placing new demands on companies and PR professionals, which will require new skills and expertise. In some ways, PR is getting easier because of social media (Verlee, 2012).

PR people are well equipped for social interacting because they know how to tell a story. They know how to create dialogue and they think beyond campaigns to relationships. All of which is essential for effective engagement on social media. (Lewis, 2012) Social media lets us reach people more directly, through Twitter and Facebook and an ever-growing array of new platforms. It is used to be Business-to-Business (B2B) and Business-to-Consumer (B2C) but now it's Business-to-People (B2P). Social media cuts across channels and is all about engaging with individuals, holding conversations not relying on press releases and launches (Ferrier, 2012).

2.2. Turkish Online Media Statistics

According to 'Internet and Facebook Usage in Europe' report of Internet World Statistics in the year-end 2013, there were 37,748,969 Internet users in Turkey that represents 46.3 % of the whole population. This makes Turkey the **5th** biggest Internet population in Europe (after Russia, Germany, UK and France) and number 18th in the world. Turkish Internet users have the third highest engagement in Europe with 23,1 million unique visitors spending an average of 32.7 hours online and 3,706 pages per month and are ranked as the highest consumption amongst all countries reported according to Comscore 2011 report. Email marketing tips data from Turkey suggest that people skim through more pages than in any other European country. While, Turkey leads in page impressions per visit having the most page views per visit (3.7), British public spends most online hours.

Turkish people are highly engaged in social media. Social networking site Facebook is not only among the leading web destination in Turkey, but it is also ranked as the most popular destination for online video with 17 million viewers in February 2011. Turkey is the 7th biggest Facebook country with 32.260.920 Facebook users in world, which makes Turkey number **2** in Europe after United Kingdom with 32.597.460 users according to Facebook statistics in February 2013 (Nierhoff, 2013). These statistics indicates that Turkey is one of the greatest social media markets in the world. Half of the population in Turkey is almost under the age of 29 and this age group mainly constitutes the users of Facebook (Demirtas, 2012:116-125). According to the study conducted by GlobalWebIndex in the first quarter of 2013, Twitter is the second most popular social network, with around 33.7% of Internet users accessing the site (Winkels, 2013). Similarly, Ipsos KMG and Gemius SA, "Internet Audience Measurement "March 4, 2013 report indicates that there are 8.9 million unique users in Turkey.

Mike Read draws attention to another important fact that PR professionals have to take into account not just pages of fans, but also friends of fans in social media. Friends of fans who saw the issues shared in this area increase the power of marketing further. Online video engagement showed significant differences by age and gender. Males between the ages of 15-24 viewed 200 videos each, accounting for an average of 20.8 hours of online video viewing during the month, while females in this age group viewed just 12 hours and watched 122.5 videos on average. Online video appealed least to females over 55 years of age, who only spent 8.4 hours watching 91.1 videos per viewer during the month.

2.3. Turkish Electronic-Commerce Penetration

The rate of electronic-commerce (e-commerce) penetration is 25% over all Turkish Internet users. Sina Afra indicates that 6-9 million users in e-commerce leave a great potential for the future if you compare 60% penetration rate in some European countries like Germany or UK. The significant amount of online money spent, the large credit card penetration (the second biggest credit card penetration rate around 60% in comparison with 50% European average) and very well developed logistics network provide a great infrastructure for the further development of e-commerce. Turkish e-commerce had a volume of $16.3 billion in 2010 according to the Internet Card Center. The growth from 2006 to 2010 was **325%** and the first half-year of 2011 generated a volume of $10.6 billion. European E-commerce Online Payment 2012 Report declares that Eastern Europe is an emerging market, which includes Turkey. The growth potential for e-commerce is high despite the relatively smaller size of the e-commerce turnover and lower consumer spending.

3. Methodology

Through a non-probability quota sampling survey method, this paper explores the reasons of why Turkish PR professionals need to allocate a respectable amount of their budget to social media along with traditional media.

3.1. Survey Questionnaire

The survey with both closed-ended and open-ended 40 questions has the following four major sections:

The first part of the questionnaire measures the degree of social media engagement in four different social media tools: blogs, Facebook, corporate websites and online forums. For blogs, corporate websites and online forums, the degree of engagement is analyzed by asking the frequency of visits and comments posting of the respondents. The names of the mostly visited blogs, corporate websites and online forums are also obtained in this part. The degree of Facebook engagement is analyzed by asking 'Do respondents indicate their likes for any specific products or services or do they both indicate their likes and also make comments?' question. The research question of 'How effective is 'like' indication on buying decision?' is analyzed by asking 'Did the respondents buy a product or a service for which they have indicated their 'likes' and consider buying it again?' question.

The second part of the questionnaire measures the perception of PR communication activities in social media. It is analyzed by asking three different questions;

Q1. Which of the following sentence correctly summarizes the importance of social media in PR?
Q2. Which of the following has been provided to brand and consumer relations by social media?
Q3. Why do brands prefer to allocate a portion of their communication budgets to social media in order to reach their target groups in addition to traditional media?

The third part of the questionnaire measures social media practices of the respondents by asking the mostly shared content in social media, the daily average number of hours spent on the Internet, the daily average number of photos and videos viewed. 15 questions are based on a 5-point Likert Scale from completely disagree to completely agree options. Social media tools which have been investigated in this study are: social networks, virtual worlds, slides sharing, video sharing, photo sharing, music and audio files sharing, search engines, game applications. Other questions measuring online the practices about online shopping, reading e books, listening to online music, also commenting on online products, visiting own brand's website and the effectiveness of product promotions on purchase decision.

The fourth part of the questionnaire is about the socio-demographic profile of the respondents; respondent's age, gender, level of education and profession.

3.2. Sample

In this survey, it has been conducted 716 face-to-face interviews basing on non-probability quota sampling survey method for gender and age categories. This method defines samples based on the known proportions within the population and nonrandom sampling is completed in each group. After deciding on the sample size to be drawn, a 'quota' for each category is identified (Reinard, 1997). The main reason why researchers choose quota samples is that it allows the researchers to sample a subgroup that is of great interest to the study. If a study aims to investigate a trait or a characteristic of a certain subgroup, this type of sampling is the ideal technique. Quota sampling also allows the researchers to observe relationships between subgroups. (Castillo, 2009)

The quota of this survey is based on both genders as 50% shares for each sexes and age groups. The quota is 90% for 17-35 age category including young people and young adults. More than half of this quota belongs to young people. The quota for adults and mature people is 10%. Table 1, shows the data of 716 respondents' age categories having 27 years of age mean with +- 6,7 standard deviation.

The respondents are both young and well educated in this survey. 65% of the respondents are either graduated from a university or still receiving the university education. 5% of them have a postgraduate degree and 24% of them are graduated from a high school. 50% of the respondents are students, 10 % of them are self-employed, 8,5% are employees, 8% are managers, 5,5% are housewives, 4% are officers and 4% are employers.

3.3. Need for Conducting a Survey with Young Population

Although, only 54 percent of the global online population is under 34, Turkish Internet audience profile skews younger: nearly 40% of the Internet audience is under the age of 24, and nearly 70 percent are under the age of 34. For example, in UK only 39% of all Internet users are younger than 34 years (Afra, 2011). Young males are typically the earliest adopters in emerging Internet markets and digital platforms. The strong presence of these early adopters in Turkey is that the young online audience profile including 71% of 15-34-age category with 58% males implies that there is still room for further advancement. Demographic composition shows that Turkey's online development is incomplete (Flanagan, 2009).

4. Findings

4.1. RQ1: how Social Media Users Perceive Online PR Activities for Consumer and Media Relations?

This is analyzed by examining the importance of social media concept in PR, the contributions of social media to brand and consumer relations and the reasons of allocating the communication budget to social media with traditional media. As shown in Table.2 almost half of the respondents believe that social media, which enables PR with 100 % interactive communication, provides an easy and a fast target group determination.
In Table 3, 36,4 % of the respondents believe that social media provides consumers the opportunity to forward their opinions directly to the brands, it provides brands to listen to consumer opinions in all social media platforms and it provides a clear measurement of brand and consumer communication.
In Table.4, the largest share of the responses indicates that the communication budget must be allocated to social media mostly to reach more people.

4.2. RQ2: what is the Degree of Engagement in Social Web Destinations in Turkey?

To test the reliability of scaled questions Alpha Coefficient measurement is used. Reliability indicates how consistently an indicator measures a concept. As a rule, an Alpha score of 0,70 or higher on an index of four or more indicators indicates good reliability.

(Sweet&Grace-Martin, 2003) In this survey, Cronbach's Alpha is 0,811, which indicates good scale reliability. Among 716 respondents, 65,6% of them loves to engage (either completely agrees or agrees on engagement) in social media as shown in Table.5. Almost one fifth of them; 18,8% respondents do not like engagement in social media.

According to the survey, 4 different social web destinations are questioned in terms of engagement; blogs, Facebook, corporate websites and online forums. 40% of the respondents only visit and read blogs, 20% them both visit and make comments in blogs. Blogs about football, sports, news, travel, fashion, women clubs, photograph, food and personal web diaries are mostly visited ones. While 34,5% of the respondents indicate only 'likes' about a product or a service in Facebook, 21% of them both indicate their 'likes' and make comments about this specific product or service. This makes more than half of the respondents actively engaged on Facebook. Mostly 'like' indicated product categories are clothing, shoes, accessories, online tickets, sports items, food recipe sites, online restaurants. While 37% of the respondents declare that they visit corporate websites, 24% of them make comments for the product or service for the websites that they have visited. Mostly visited corporate website categories are telecommunication, clothing, fashion, banking, sport clubs and products, newspapers, automotive, TV channels and airlines. 28% of the respondents engage chatting in online forums, Mynet, forums on Facebook, tweeter and you tube, sims forum, women forums, news forums and forums about cars, newspapers and news are mostly preferred forums.

4.3. RQ3: which contents do Turkish online audience mostly engage?

Tom Malcolm indicates that the rise of social media has also an effect on media organizations, which are now in search of unique and engaging content that will drive traffic to their websites. This in turn has transformed the role of PR. To feed the media's growing appetite for engaging content, successful PR campaigns are now increasingly reliant on their ability to create engaging content that people want to share and talk about online. A brand's story is best framed online with photos and videos.

In a study of the top 10 brands on Facebook, indicates that users share videos 12 times more than photo & text posts combined. And increasingly, that shareable content is originating from brands (Buck, 2012). Comscore Video Metrix April 2011 report indicates that Turkey is the second biggest video online market in Europe after Germany and the number one video property is Facebook.com (Zain, 2011). According to Paperandink PR advices, it is important to remember that your content should not only interest people but also inspire them to take action. This survey reveals that mostly shareable contents are photographs, text, and video files as in Table 6.

4.4. RQ4: does Social Media Engagement Affect Buying Intention?

In this survey, 30% of the respondents have bought a product or a service for which they have indicated their 'likes' in Facebook and 36% of them stated that they didn't buy any product or a service but they would consider buying it. We can conclude that 66% of the respondents have a positive intention for buying decision related with 'like' indication in Facebook. Here, awareness is created with 'like' indications in social media.

4.4.1. Buying Intention Index

Assuming that the online audience who have a positive buying intention would visit the brand's Internet site, ultimately be affected by online product promotions and consequently would make online purchases, an index has been developed. This index calculates the averages of those three variables mentioned above and it is called as 'Buying Intention Index'. Later, Index has been analyzed with social media engagement, social media online music, audio files, and video and photo consumption variables. Here, Pearson's correlation coefficient analysis is used to measure the strength of the linear relationship between two variables.

4.4.2. Buying Intention Index and Social Media Engagement

Pearson's correlation coefficient indicates that there is a positive and statistically significant relationship between these two variables at 0,452-correlation rate. The moderate positive relationship between social media engagement and buying intention indicates that more socially engaged people tend to have more buying intention of a product or a service, which is promoted on social media. This relationship is unlikely to be due to chance with 0,000 significance level.

R-Square statistic in linear Regression analysis indicates the degree of variation in dependent variable (buying intention index) with independent variable (social media engagement).

R-Square of 0,204 indicates that 20% of the variation in buying intention index can be explained by variations in social media engagement. The remaining 80% can be explained by other factors. The relationship is statistically significant at 0,000 in our analysis.

Buying intention index and social media online music and audio files consumption are correlated at 0,352 with 0,000 significance level. Buying intention index and social media online video consumption are correlated at 0,346 with 0,000 significance level. Buying intention index and social media online photo consumption are correlated at 0,340 with 0,000 significance level. This positive relationship indicates that people who share more online music and audio files tend to have more buying intention of a product or a service for which is promoted in social media. We can conclude that the buying intention of a product or a service, which is promoted in social media, increases with social media engagement.

4.5. RQ5: does Education Affect Social Media Engagement?

Cross Tabulations analysis is applied to Education and Social Media Engagement variables to find all the possible combinations in this study. As shown in Table.7 there is a statistically significant (at 0,000 significant level) relationship between education and social media engagement. Social media engagement scale increases with the level of education. While 30,0% of postgraduates completely agree on social media engagement only 6,7% of elementary school graduates completely agree on engagement.

4.6. RQ6: does Average Online Time Spent (AOTS) Affect Online Purchase Decision?

As it is seen in Table 8, One-Way ANOVA analysis shows that purchase decision is related with daily AOTS with 0,000 significance level. Respondents who spent daily 5,76 hours in Internet completely agree that online product promotions are effective on their purchase decision. On the other hand, respondents who have spent daily 2,54 hours in Internet completely disagree on purchase decision variable indicating that their decision is not affected by online product promotions at all. As a result, 51% of the respondents who spent more online times declare that their purchase decision is affected by online product promotions whereas 28% of them do not agree on this decision.

5. Limitations

In this survey, it has been conducted 716 face-to-face interviews basing on non-probability quota sampling survey method for gender and age categories. This method defines samples based on the known proportions within the population and nonrandom sampling is completed in each group. The quota of this survey is based on both genders as 50% shares for each sexes and age groups. The quota for age groups is 90% for 17-35-age category including young people and young adults and 10% for adults and mature people. The respondents' age mean is 27 years, which is in line with the average Turkish population age (Aksam, 2013). Although Turkish Internet audience profile skews young, if one would like to observe social media motives and behaviors of adults and mature, this quota may change.

The respondents are both young and also well educated in this survey. 65% of the respondents are either graduated from a university or still receiving the university education. In order to make comparisons social media motives and behaviors of lesser-educated people, this quota may change.

If a study aims to investigate characteristics of a certain subgroup, this type of sampling is the ideal technique, which is the case in this research. Quota sampling also allows the researchers to observe relationships between subgroups. (Castillo, 2009) But also it carries the disadvantages of all non-probability samplings. For example, if random sampling is not employed, it is no longer theoretically possible to evaluate the sampling error in terms of probability.

6. Directions for Future Research

In the near future, it would be possible to conduct a survey with more professional people rather than students (in this survey 50% of the respondents are students), more adult and mature people to explore the reasons of why Turkish PR professionals need to allocate a respectable amount of their budget to social media along with traditional media and social media usage habits.

7. Conclusion

Social media has become a powerful communication tool for Public Relations (PR) agencies whose aim is to get the right message, to the right people, at the right time. As Denise Sutmann offered, PR is what you get others to say about you. Social media allows companies to get their message across immediately but it also allows their customers to react and comment on their product or services in a very public domain. People are heavily influenced by what they read online (Malcolm, 2012). Social media offers a wealth of opportunity for consumer engagement and building brand awareness, it is critical what you are doing (Ryan&Jones, 2009). It has dramatically changed the way information is shared between individuals, groups and organizations.

As a result, PR professionals must master these communication platforms not only to advise their clients, but also to build trust and maintain relationships with key stakeholders (Markus & Robey, 1998). In maintaining this relationship it is extremely important to understand the public and their expectations. One of the most important findings in this study measures the perception of the importance of social media concepts in PR for consumer and media relations. Almost half of the respondents believe that social media, which enables PR with 100 % interactive communication, provides an easy and a fast target group determination. 36,4 % of the respondents believe that social media provides consumers to forward their opinions directly to the brands, provides brands to listen consumer opinions in all social media platforms and provides a clear measurement of brand and consumer communication.

A large share of respondents agrees on the advantages of social media in target group communication. The advantages provided by social media are to reach more and different types of people, to communicate with target groups effectively, to reach young people and to reach target group easier. The other shares of the responses belong to the advantages brought into communication mix, advantages of social media itself and superior features in comparison with traditional media like its interactivity, viral spread and universality.

The other important observation in this study is about the degree of engagement in social web destinations in Turkey. These findings give precious clues to PR professionals to provide high social engagement to their contents. More than half of the respondents are actively engaged in Facebook meaning that either they indicate their 'likes' about a product or service or they make comments about this specific product or service for which they have indicated their likes. In this study, 66% of the respondents have a positive intention for buying decision related with 'like' indication in Facebook. Mostly 'like' indicated product categories are; clothing, shoes, accessories, online tickets, sports items, food recipe sites. While 37% of the respondents declare that they visit corporate websites, 24% of the respondents make comments for the product or service for the websites that they have visited. Mostly visited corporate website categories; Telecommunication, clothing, fashion, banking, sport clubs and products, newspapers, automotive, TV channels and airlines. 40% of the respondents only visit and read blogs, 20% them both visit and make comments in blogs. 28% of the respondents engage chatting in online forums.

Tom Malcolm indicates that the rise of social media has also an effect on media organizations, which are now in search of unique and engaging content that will drive traffic to their websites. Finding about the mostly engaged content by Turkish online audience in this study include photo, video, text and audio files. We have to keep in mind that shareable content is originating from brands (Buck, 2012).

In this survey, there is a positive relationship between social media engagement and buying intention. This correlation exists also for social media music and audio files consumption, online video and photo consumption. It indicates that more socially engaged people tend to have more buying intention of a product or a service for which is promoted in social media. For this reason, PR professionals must cultivate the sequential stages of online visibility, online believability, and then online longevity for creating online awareness for recognition purposes (Reedy&Schullo&Zimmerman, 2000).

Other remarkable observation is about the correlation between education and social media engagement. The engagement level increases with education level. The final observation is related with average online time spent (AOTS). Respondents who have spent more AOTS are affected by online product promotions in their purchase decision.

The rise of social media has also had an effect on media organizations, which are now in search of unique and engaging content, which will drive traffic to their websites.

This in turn has transformed the role of PR. To feed the media's growing appetite for engaging content, successful PR campaigns are now increasingly reliant on their ability to create engaging content that people want to share and talk about online. This has also forced PR agencies to work alongside and focus a lot more like creative and ad agencies. Social media is not only forcing PR agencies to become much more integrated. A thread on a consumer forum can quickly become headline news and as such PR professionals need to have an understanding of how a brand's reputation online and offline are intrinsically linked. Because of this shift, only those who understand the new digital world will be able to communicate effectively. A continually evolving Turkish networking landscape and incomplete online development forces us to make more research regarding the expectations of the audiences and how to serve as a valued resource for them.

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Table.1: Age Categories of the Survey

	Respondent Frequency	Respondent %
17-25 years	404	56
26-35 years	235	33
36-45 years	66	9,5
46 + years	11	1,5
Total	716	100

Table.2: Responses to the Question of 'Which of the Following Sentence Correctly Summarizes the Importance of Social Media Concept in PR?'

	Respondent Frequency	Respondent %
Social media, which enables PR with 100 % interactive communication, provides an easy and a fast target group determination.	319	45,0
It causes PR mediums to shift completely to Internet.	168	23,7
It enables media to meet with internet	126	17,8
It enables PR agencies to promote themselves in social media.	96	13,5
Total	709	100

Table.3: Responses to the Question of 'Which of the Following has been provided to Brand and Consumer Relations by Social Media?'

	Respondent Frequency	Respondent %
It provides consumers the opportunity to forward the opinions directly to the brands.	145	20,3
It provides brands to listen to consumer opinions in all social media platforms.	161	22,5
It provides a clear measurement of brand and consumer communication.	148	20,7
All of the above	260	36,4
Total	714	100

Table.4: Responses to the Question of 'Why Brands do Prefer to Allocate a Portion of their Communication Budgets to Social Media in Order to Reach their Target Groups in Addition to Traditional Media?

	Respondent Frequency	Respondent %
To reach more people	52	7,3
Because there is a tendency to spend more time in social media	31	4,3
To reach different types of people	30	4,2
Because it is cheaper than traditional media	28	3,9
To communicate with target group effectively	21	2,9
Because it is a contemporary communication method	20	2,8
To reach young people	16	2,2
Because it provides a faster communication	16	2,2
Because it is interactive	15	2,1
Because it has become a part of social life	14	2,0
To establish a bond with consumers	13	1,8
Because it is easier to reach target group	12	1,7
Because all the brands are in social media	12	1,7
Because it gives the opportunity to have viral spread	7	1,0
To increase awareness	7	1,0
To make communication entertaining	7	1,0
To provide integrated communication	6	0,8
Because it has to be included into communication mix	4	0,6
Because there is a necessity to adapt to the technology	4	0,6
Because it is an universal media	3	0,4
Total	319	44,4

Table.5: Responses to the Statement of 'I Love to Engage in Social Media like Facebook and Twitter.'

	Respondent Frequency	Respondent %
Completely Disagree	66	9,2
Disagree	69	9,6
Neither Agree Nor Disagree	111	15,5
Agree	276	38,5
Completely Agree	194	27,1
Total	716	100

Table.6: Responses to the Question of 'What Kinds of Content do you Share Mostly in Social Media?'

	Respondent Frequency	Respondent %
Photograph	259	37
Text	230	32
Video	155	22
Audio files	38	5
Other	29	4
Total	711	100

Table.7: Cross Tabulation Analysis Result between 'I Love to Engage in Social Media like Facebook and Twitter' statement and Education

	Completely Disagree	Disagree	Neither Agree Nor Disagree	Agree	Completely Agree	Total %
Elementary	13,3%	46,7%	13,3%	20,0%	6,7%	100
Secondary	14,8%	18,5%	22,2%	29,6%	14,8%	100
High school	9,4%	10,5%	15,8%	38,0%	26,3%	100
University	9,2%	7,9%	15,2%	39,2%	28,5%	100
Post Graduate	2,8%	5,6%	13,9%	47,2%	30,6%	100

Table.8: One-Way ANOVA Result between 'Online Product Promotions Affect my Purchase Decision' and (AOTS) Variables

	AOTS Mean	Frequency	%
Completely Disagree	2,54	76	11
Disagree	3,60	124	17
Neither Agree nor Disagree	3,87	148	21
Agree	4.06	235	33
Completely Agree	5,76	128	18
Total		711	100