EVALUATING THE SOCIAL MEDIA'S EFFECT ON ONLINE SHOPPING BEHAVIOR OF TURKISH CONSUMERS DURING THE COVID -19 PANDEMIC

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Abstract: This study explores the changing field of e-commerce, focusing on how important social media aspects affect consumers' online buying habits. We evaluated four hypotheses on live streaming, celebrity endorsement, promotional tools, and online reviews using regression analysis. The results show that these characteristics have a strong and favorable impact on people's intentions to purchase online, convincingly supporting all of the predictions.

Live Streaming emerged as a potent marketing tool, with those participating in live streaming activities expressing heightened intentions to shop online. Celebrity Endorsement proved to be a powerful influencer, positively affecting online shopping behavior. The effective use of Promotional Tools was found to substantially boost online shopping intentions. Positive Online Reviews were identified as a crucial factor shaping behavior, emphasizing the importance of managing online reputation.

The implications of these findings extend beyond academia, offering practical insights for businesses. Incorporating Live Streaming, Celebrity Endorsements, and effective Promotional Tools into online marketing strategies can captivate and engage audiences, ultimately increasing shopping intentions. Managing online reputation and fostering positive customer reviews are integral for enhancing brand credibility and trustworthiness in the digital landscape.

As e-commerce continues to shape the future of retail, businesses that recognize and integrate these factors into their strategies can effectively navigate the evolving online retail landscape, fostering stronger connections with consumers. This research contributes valuable insights, providing a roadmap for businesses seeking success in the digital age by staying attuned to the ever-changing dynamics of social media's impact on online shopping.

Keywords: Social Media, Covid-19, Online Shopping, Motivation, E Commerce.

I. INTRODUCTION

Computerised media is the best option for information appropriation. Advanced data may be supplied directly, modestly, and rapidly. The aim may be reached via computerised data without being constrained by time or place (Greenberg & Kates, 2014). Through computerised media, information on goods or services, whether it originates from advertising or customers, may be exchanged. Advertisers may promote their products quickly and affordably. Because sharing sophisticated data is so simple, consumers may easily exchange information about their shopping experiences. There are four different ways that buyers behave in the omnichannel age, depending on the different types and demands of customers. The four buyer behaviours that were observed include pure online shopping, showrooming, webrooming, and pure disconnected buying (Manss, Kurze, & Bornschein, 2020). A customer that uses traditional media for their whole purchasing process is expected to make unconnected purchases.

The global coronavirus epidemic impacts economies, society, and a variety of financial domains. The daily activities of clients are impacted by this unique situation, which has also had a substantial impact on how businesses operate and how customers behave (Yuen, Wang, & et al., 2020). The situation that has arisen since the first wave and the beginning of the second wave of the coronavirus pandemic in Europe has forced many customers to reassess their long-standing purchasing and shopping habits or perhaps develop new ones (Sheth, 2020). Online shopping behavior is an example of using the internet to purchase goods and services. After obtaining item details, the buyer selects an item based on their needs and the item's exchange requirements. At that point, they evaluate the item in light of the options available and obtain post-press information (Kotler, 2004). According to (Li & Zhang, 2002), an online shopper's psychological condition is connected to their online purchasing behaviour. In this era of instantaneous communication, people use informal communication venues extensively for both personal and professional purposes.

Following are the four hypothesis:

H1: Live streaming has a significant impact on online shopping behavior.

H2: Celebrity endorsement has a positive influence on online shopping behavior.

H3: Promotional tools have a positive influence on online shopping behavior.

H4: Online reviews have a significant impact on online shopping behavior.

The primary hypothesis sees what live communicating meant for individuals' web purchasing propensities during the Coronavirus episode. With the capacity to give in-the-second discussions and item demos, live streaming has filled in significance as a showcasing device. As indicated by this hypothesis, live communicating hugely affects what individuals choose to purchase on the web. It empowers clients to cooperate with organizations and items straightforwardly, reassuring rash buys. Furthermore, live streaming can address consumer queries and concerns in real-time, enhancing trust and transparency. The research aims to quantify this impact through empirical data collection and statistical analysis, contributing insights into the role of live streaming in shaping online shopping behavior.

The impact of superstar supports on internet purchasing conduct is the subject of the subsequent speculation. Superstars, forces to be reckoned with, and public characters essentially affect buyer decisions in the advanced age. As per this hypothesis, clients are bound to trust and put stock in superstars' supports, which thusly impacts their web based buying choices. Through virtual entertainment and intelligent stages, the computerized age extends the range of these supports, making them particularly relevant during the Coronavirus pandemic. The research seeks to empirically validate this influence, shedding light on the significance of celebrity endorsements in shaping online shopping behavior.

The third hypothesis investigates the impact of promotional materials on consumers' online buying decisions during the pandemic. Limits, special agreements, and innovations are essential elements of the online purchasing process. According to this theory, some devices incentivize customers to view products as important, which in turn encourages them to make purchases online. Common problems and limited-time sales are other factors that encourage online buying habits. In order to provide light on the feasibility of these tactics in relation to coronavirus, the review attempts to quantitatively evaluate the influence of time-limited devices on online shopping behavior.

The fourth hypothesis delves into the impact of online reviews on online shopping behavior. In the digital era, online reviews, ratings, and feedback are critical sources of guidance for consumers. This hypothesis suggests that online reviews significantly influence consumer online shopping choices. Positive reviews and high ratings build trust and confidence, mitigating perceived risks. The social proofing effect of online reviews fosters conformity and validation, encouraging online shopping. The research seeks to empirically validate the role of online reviews in shaping online shopping behavior during the COVID-19 pandemic.

These four hypothesis, live streaming, elite support, unique equipment, and online reviews are integrated into the review's central examination model and examined in light of online shopping behavior. It provides a methodical framework for examining the complex relationships among these concepts. With realistic research and precise data collection, the model aims to validate each developer's conjectures. By elucidating these connections, the model provides important insights into the complex aspects of the consumer dynamic surrounding online purchases during the coronavirus pandemic . In summary, these conjectures provide the central idea of the analysis and offer a coherent framework for understanding the intricate relationships between real-time online content, VIP services, promotional materials, online polls, and online purchasing

behavior during the coronavirus pandemic. This study aims to shed light on the variables influencing consumers' online purchasing decisions in a fast evolving digital environment by providing extensive observational analysis and insights into the domains of buyer behavior and web-based commerce.

The review's main goal is to broaden our understanding of the factors that influence consumers' intentions to purchase products through online entertainment advertising platforms during coronavirus. The investigation will probably examine and discuss the astute strategies and trends that are affecting consumers' purchasing decisions throughout the coronavirus period.

The study will examine how Turkish consumers utilize social media and adhere to local purchasing practices based on household groups living in Turkey. It will be particularly insightful into Turkish consumers' purchasing habits and have a connection to the technology industry. The goal of this research is to produce a new set of behavioral strategies and practices that will contribute to the theoretical understanding of consumer purchasing behavior during and after the worst pandemic to ever occur in history.

II. LITERATURE REVIEW

A review of the literature on the effects of pandemics on human behaviour conducted by (Laato, Najmul Lslam, Farooq, & Dhir, 2020) revealed that no studies have specifically examined how a pandemic affects consumer behaviour. All things considered, the effects of pandemics on behaviour for preventive health have received the majority of rational attention. When customers are unsure of how to respond, like during the Coronavirus pandemic, there is a fantastic opportunity to discover important tidbits of information about consumer behaviour. In this way, the continuing examination clarifies how the epidemic has altered how customers behave when engaging in virtual entertainment (Abbas, Akram, & Khan, 2022). With the use of Nicosia's Shopper Dynamic Model, the effects of the Coronavirus pandemic on a few different sorts of societal changes are examined. When buyers participate in buyer dynamic cycles, they operationalize behaviours even more clearly. The five stages, or ways of acting, that Nicosia proposes to use to analyze and comprehend the cycles associated with shopper autonomous direction are related to the observable evidence of item demands, item data look, elective item assessments, buy decisions, and post-buy ways of behaving (Erdogan, 1999).

Even while computerized advertising is very small, it has a huge economic impact. An essential component of digital marketing is the use of inbound showcasing, as it fosters customer trust and trustworthiness (Tabuena, Hilario, & Buenaflor, 2021). This study looked into the computerised advertising tactics used by internet merchants during the Coronavirus crisis in order to more fully understand them. The following topics were chosen by the experts based on the writing survey , using the subjective in-depth research strategy (Tabuena, Hilario, & Buenaflor, 2021), and they are: digitalization and computerised showcasing, computerised and traditional methods of promoting, online entertainment as an advanced showcasing procedure.

It is essential to use "electronic diversion" to promote projects and products. A showcasing method is a carefully considered plan for accomplishing at least one relevant promotional goal. Modern life is fully modernized, with progress encroaching on every facet of it in ways that may be overwhelming (Bersin, 2016). Nowadays, digitization has an influence on marketing for both buyers and businesses. Researchers and current exhibiting specialists need to dig out an answer for this. According to (Herhausen, Miočević, Morgan, & Kleijnen, 2020), Understanding its continuing capabilities necessitates a more significant turn of events. Under these circumstances, online endeavors may be able to reach a larger audience through the use of updated displays. The relevance of virtual entertainment and automated advertising is rapidly surpassing that of some other modern appearance techniques. These days, electronic advertising is acknowledged as a necessary component of promotion in certain situations (Mandal & Joshi, 2017).

(Lim & Dubinsky, 2004) defines SIT (Social Impact Hypothesis) is the study of how an individual's beliefs, mindsets, and consequent actions may influence other people via the three systems of assimilation, identity, and consistency (Susmitha, 2021). If someone could persuade others to denigrate nearby companies for their labor and goods, they may have a significant impact on the region (Tripathy, 2022). Information that starts with one person, moves to the next, and affects clients along the way is referred to as verbal interchange. A well-known brand helps increase brand awareness among consumers, which might affect sales (Hysa, Karasek, & Zdonek, 2021).

People feel blissful, joyful, and euphoric after witnessing a business (Zhou & Bao, 2002). Online entertainment platforms offer a better way to have fun, be happy, and be involved. According to several studies (Wamba, Bhattacharya, Trinchera,

& Ngai, 2017), consumers pay close attention to the advertisements because of the creative and alluring components of online entertainment. Past research has shown a relationship between distraction and disposition towards commercials in a variety of structures, including traditional promotions, web advertisements, portable advertisements, and virtual entertainment promotions (Alalwan, 2018).
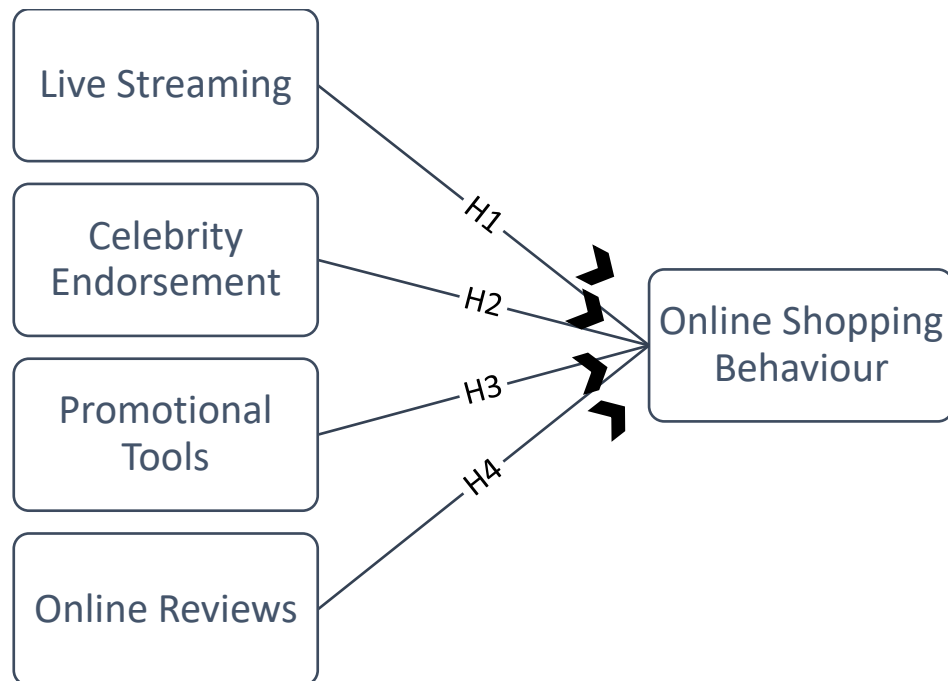
A. Framework

Figure 1:Framework

The framework is followed from the research of (Miah, Hossain, Shikder, Saha, & Neger, 2022)

III.   SOCIAL MEDIA'S EFFECT ON ONLINE SHOPPING BEHAVIOR OF TURKISH CONSUMERS DURING THE COVID -19 PANDEMIC

A. Methodology

This study will employ a quantiative research design to gain an in-depth understanding of the Turkısh Consumers' Perspectıve On Socıal Medıa's Effect On Onlıne Shoppıng Durıng The Covıd-19 Pandemıc. The research model integrates these four constructs to form a cohesive framework that captures the complexity of consumer behavior during the COVID-19 pandemic. Through empirical data collection and statistical analysis, the study aims to validate the hypotheses associated with each construct. By elucidating the relationships between these constructs, the model offers valuable insights into the factors that collectively shape online shopping behavior in the contemporary digital landscape. It seeks to provide a holistic view of consumer decision-making, helping both businesses and consumers navigate the evolving world of online shopping.

Questionnaires will be used to communicate with them and collect data. Participants in the research will be given closed-ended questionnaires to fill out in order to collect data. A five-point Likert scale that rates Strongly Agree, Agree, Not Sure, Disagree, and Strongly Disagree will be used to design the questionnaire. There are two portions to the questionnaire: one asks about the biographical information of the respondents, and the other questions about the study constructs. The instrument will be specifically chosen since it allows respondents to provide a range of information by drawing on their expertise and asking for their subjective opinions.

B. Result Analysis

The survey was meticulously crafted to cater to a diverse demographic of respondents, all of whom were residents of Istanbul, Turkey, as well as other major cities scattered across the nation. The overarching objective was to glean insights into the manifold facets of consumer behavior, with a profound emphasis on the alterations and adaptations brought about by the pandemic in the realm of online shopping.

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As the dataset emerged from this crucible, purified and refined, it stood as a bastion of accuracy and reliability, an exemplar of the standards of excellence that underpin empirical research. In summation, the data harnessed for this research project transcends the realm of mere information; it represents a veritable compass guiding the exploration of the intricate landscape of consumer behavior during the unprecedented backdrop of the COVID-19 pandemic. Its origins in a structured survey, its embodiment in a web-based methodology, its composition in a diverse and representative sample, and its refinement through meticulous preprocessing procedures collectively render it a formidable foundation upon which to construct and delineate the compelling narrative that will follow.

C. Result Summary

In this analysis, we evaluated four hypotheses to understand the impact of key factors on online shopping behavior. Here are the findings for each hypothesis:

Hypothesis	Research Construct	P-value	Decision
H1	Live streaming	0.008	Accepted
H2	Celebrity endorsement	0.001	Accepted
H3	Promotional tools	0.000	Accepted
H4	Online reviews	0.006	Accepted

Table 1:Result Summary

Live streaming has a positive and statistically significant influence on individuals' intentions to shop online. Those who engage in live streaming activities are more likely to express stronger intentions to shop online.

Celebrity endorsement has a positive and statistically significant impact on online shopping behavior. Individuals influenced by celebrity endorsements are more likely to express stronger intentions to shop online.

Promotional tools have a positive and statistically significant influence on online shopping behavior. Effective use of promotional tools enhances individuals' intentions to shop online.

Online reviews have a positive and statistically significant impact on online shopping behavior. Positive online reviews are associated with stronger intentions to shop online.

In summary, the regression analysis provides robust support for all four hypotheses, indicating that Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews are important factors that positively influence individuals' intentions to engage in online shopping. These findings have implications for businesses and marketers looking to enhance their online marketing strategies and improve consumer engagement and purchase intentions in the online marketplace.

IV. CONCLUSION, FUTURE WORK & LIMITATIONS

A. Conclusion

In the ever-evolving landscape of e-commerce, understanding the determinants of online shopping behavior is paramount for businesses and marketers seeking to thrive in the digital marketplace. This research has undertaken a comprehensive analysis of key factors that influence individuals' intentions to shop online. The study employed regression analysis to assess the impact of Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews on online shopping intentions. The analysis yielded noteworthy findings, providing insights into the significance of these factors:

Firstly, Live Streaming was found to have a substantial positive impact on online shopping intentions. Those who engaged in live streaming activities expressed stronger intentions to shop online. This underscores the potential of live streaming as a valuable marketing tool to enhance e-commerce engagement. Secondaly, Celebrity endorsements emerged as a powerful influencer of online shopping behavior. Individuals positively influenced by celebrity endorsements exhibited heightened intentions to shop online. This emphasizes the effectiveness of leveraging celebrities in e-commerce marketing strategies. Thirdly, The use of Promotional Tools was revealed to significantly boost online shopping intentions. Effective promotional campaigns and tools enhance individuals' intentions to engage in online shopping, highlighting their pivotal role in driving e-commerce success. Lastly, Positive Online Reviews were identified as a crucial factor in shaping online shopping behavior. Individuals swayed by favorable online reviews demonstrated stronger intentions to shop online. The management of online reputation and customer reviews can be pivotal for businesses in influencing consumer behavior.

In conclusion, this research contributes valuable insights into the factors driving online shopping behavior. Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews were identified as key influencers. By recognizing the significance of these factors and integrating them into their strategies, businesses can effectively navigate the dynamic online retail landscape and foster stronger connections with consumers. As e-commerce continues to shape the future of retail, staying attuned to these factors will be essential for success in the digital age.

B. Limitations

Firstly, One of the primary limitations of this study is the sample size. The analysis was based on a sample of 311 respondents. While this sample size can provide valuable insights, it may not fully capture the diversity of online shoppers and their behaviors. Secondly, The data collected for this research likely relied on self-reported responses from participants. Self-reporting can introduce response bias, as individuals may provide answers that they perceive as socially desirable or in alignment with their intentions rather than their actual behavior. Thirdly, While the study focused on specific factors, there may be other unexamined variables that also influence online shopping behavior. These omitted variables could lead to incomplete explanations of the observed behavior. Fourthly, The regression analysis provides associations but does not establish causality. While the study identified relationships between variables, it cannot definitively conclude that one variable directly causes changes in another and he analysis focuses on the impact of factors on online shopping intentions. However, it does not explore potential reverse causality. For example, individuals with strong online shopping intentions may be more inclined to engage with Live Streaming or read online reviews. Lastly, There may be extraneous variables or confounding factors that were not controlled for in the analysis. These variables could influence the results and limit the ability to attribute the observed effects solely to the examined factors.

C. Future Work

Firslty, Future research could benefit from longitudinal studies that track individuals' online shopping behavior over an extended period. This approach would allow researchers to observe changes in behavior and factors influencing it over time, providing insights into trends and causality. Secondly, Expanding the sample size and ensuring diversity in demographic characteristics would enhance the external validity of findings. Researchers can aim to collect data from a broader range of online shoppers, including different age groups, income levels, and cultural backgrounds. Thirdly, Conducting controlled experiments can help establish causal relationships between factors and online shopping behavior. For instance, experiments could manipulate the presence or absence of celebrity endorsements or promotional tools to assess their direct impact on shopping intentions. Lastly, Given the global impact of the COVID-19 pandemic on e-commerce, future research can explore the lasting effects of the pandemic on online shopping behavior and the strategies that emerged in response.

By addressing these avenues for future research, scholars can continue to advance our understanding of online shopping behavior in a rapidly evolving digital landscape, providing valuable insights for businesses and policymakers alike.

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