Overview of E-Commerce and Digital Marketing: Evaluation of the Effects on Consumer and Customer

Ayşenur ERDİL[* 1]

[1] *Faculty of Political Sciences, İstanbul Medeniyet University, Türkiye*

[*] *runesyalidre@gmail.com*

Abstract – People now have more access to computers and the internet thanks to technological advancements. The use of computers and the internet is growing daily. Since its inception, the Internet has served as a medium for individuals to engage, acquire knowledge, and take appropriate action. Businesses must now better assess the demands and desires of their customers. Businesses offer a variety of products to customers online in order to generate revenue. No matter where they are or what time of day they choose to communicate with, marketing transactions are conducted with the impact of interactive marketing. As a result, digital marketing is a vital avenue for communicating with customers and businesses. The elements that are required for digital marketing, the advantages and disadvantages for the client and the business, the key elements of social media marketing transactions, communication with consumer groups on these platforms, the impact on marketing procedures, and other elements should all be taken into account and examined from the viewpoints of the client and the business. The use of marketing techniques in an electronic setting gave rise to the concepts of electronic marketing and e-commerce. E-commerce in digital marketing As a result of increased competition among businesses and technological advancements, businesses have advanced their marketing efforts by beginning to conduct them online. Researches and applications for these approaches have been examined in the literature and their effects on consumers and customers have been examined and evaluated.

Keywords –Consumer, Digital Marketing, E-Commerce, Internet

I. INTRODUCTION

Since its development, the Internet has been a channel through which people obtain information, interact and act accordingly. In the early days of this channel, it was used as an information-based channel to explain the queries that people were curious about and to provide access to information, but today it has emerged that people who want to obtain information on the internet provide information as well as obtaining information. With the fast advancement of technology, utilization of the internet and computers has grown substantially, resulting in a constant growth in their use. Since its conception, the internet has been a vital

resource for gathering information, fostering engagement, and driving decision-making. This progress has forced organizations to better evaluate and comprehend consumer desires and demands. In response, businesses have used digital platforms to offer and sell a variety of items directly to customers. Interactive marketing allows organizations to reach out to their target clients at any time and from any location, making digital marketing an important tool for improving communication between companies and their consumers (Taşdelen and Acar, 2018; Pitt et al., 2002).

With the development of technology, people's access to the internet and computers has increased. Computer and internet usage is increasing day by day. A structure called social media has emerged and people use these channels more and more every day. Thanks to social media, people can now share the visuals, videos, etc. They see with their environment more quickly. This situation has changed the marketing conditions of companies. Companies now need to analyze the wants and needs of consumers better. They can do this with the existence of the internet and social media. Social media channels have reached millions of people today. Thanks to social media, people can easily share what they do, their opinions and thoughts. They can also comment and like the posts of their social media friends. They want to increase efficiency with this opportunity by taking advantage of social media in companies (Torun, 2017; Topal and Temizkan, 2016; Pitt et al., 2002).

II. MATERIALS AND METHOD

Many empirical studies have been conducted on this topic. Looking at the common characteristics of these studies, it is seen that the aim is to analyze the reasons behind consumers' choice of internet shopping. If the results of the studies are generalized, it is concluded that in addition to demographic characteristics such as age, education, gender and income, the consumer's trustworthiness of the e-commerce site is one of the most important factors affecting internet shopping. It has been determined that online shoppers are still anxious. This is because they continue to be concerned about security and privacy. A survey was conducted on this issue.

A. *The Role and Importance of the Internet and Social Media on Consumer Purchasing Behaviour*

When researchers look at the results of the survey; the reasons affecting online shopping attitudes: The product is not as expected, Failure to deliver the product on time. When researchers look at the results of the survey, they can be anxious when purchasing products in online shopping. Since researchers cannot see the product live, consumers want to try it. Because the products may not come out as researchers see on the websites as they want. Therefore, some people prefer face-to-face shopping because they cannot trust it. If researchers look at other factors other than the survey result; If researchers look at other factors other than the survey result; researchers may hesitate to buy products due to the increase in prices, being worried about buying expensive products, not coming out as desired, when we pay the price of the products we order, we may hesitate to buy the products due to the concern that our information will fall into the hands of someone else. There are products that can deteriorate even if some time has passed. Therefore, researchers may not want to buy these products. When they look at the two shopping methods, there are some advantages and disadvantages in both. Online shopping has disadvantages as well as advantages. For this reason, researchers see that companies operating in the e-retailing sector should be careful and sensitive about such issues, that is, companies should make an effort to deal closely with consumers and to solve the problem immediately in case of complaints (Algür and Cengiz, 2011; Dennis et al., 2004; İçli, 2003).

The study of Wagner's et al. (2018) helps to improve consumer comprehension of online retailing across electronic channels (e-channels, such as mobile devices) and e-channel touchpoints (such as mobile shopping applications). Depending on the multichannel retailing strategy and theoretical aspects, the authors propose an improved view on the online retailing ecosystem and evaluate this multichannel e-commerce paradigm through a poll via the internet. The investigation enriches marketing research and practice through demonstrating how simultaneously technology-related quality and context-related contextual usefulness influence customers' use of e-channels. Additional results demonstrate that merchants may improve consumers' buying experiences through providing various e-channel endpoints (such as distinct digital shopping layouts) which contribute significantly to the consumer voyage. The aim shown in

the studies; such a study was conducted to determine whether there is a logical relationship between the demographic characteristics of those who prefer to shop online and whether there is a logical relationship between them. And those who do not prefer to shop online, that is, those who prefer traditional shopping rather than online, have been studied by determining the factors related to why they should shop online (Wagner et al., 2018; Dennis et al., 2004).

B. Online Behavioral Advertising Applications

Research is being conducted on this subject and since information will be collected about the internet environment in this research, the best and solution provider method that ensures the robustness of the obtained data is accepted as a survey. The environment where the survey is applied is limited and covers a university. Since it is applied to the specified faculty (communication) and students at the university, other conditions are considered constant. The aim of the research is to reveal the effect of behavioral targeting on purchasing patterns. In line with these goals, it is aimed to draw a general framework on issues such as the individuals to whom the survey is applied realizing that the ads are filtered, the effect of these filters on purchasing behaviours, positive-negative evaluations, etc. A Likert scale was used in the surveys used in the research. There are criteria from 1 to 7 in this scale and it has been revealed that the participants who said "I definitely agree" are more affected by online behavioral advertising, i.e. behavioral targeting, compared to the others. As a result of the research, it is possible to talk about the effect of online behavioral advertising on purchasing behaviour. However, it would not be right to talk about a very high effect, it is low. The study attempted to measure the participants' knowledge and awareness of what kind of activities online behavioral marketing is. As a result of the study, people are aware of what kind of activities are carried out and carried out within the scope of online behavioral targeting, but researcher can say that a large number of them approach online behavioral advertising with scepticism and fear, and are uncomfortable with the capture of personal data. It can also be seen as a threat to private life (Taşdelen and Acar, 2018; Dennis et al., 2004). Research is examined the general profiles of online shoppers. The people participated in the survey and hypothesis tests are used to analyse consumer behaviour. These hypotheses are based on the relationship between the frequency of online shopping and age, gender, income, education level, frequency of internet use and the relationship between the amount spent on online shopping and age, gender, education level, income level, frequency of internet use and the relationship between the reasons for preferring online shopping and age, gender, education level, frequency of internet use. In this study, the demographic characteristics of consumers according to their age, gender, education level and income are also shown in detail (Algür and Cengiz, 2011; Dennis et al, 2004; İçli, 2003).

C. Overview of Electronic Marketing

Today, with the development of technology, new trends have emerged in consumer and business behavior. Thus, innovations in marketing strategies have also emerged. In parallel with the continuous development of the Internet and technology, electronic marketing strategies are also developing. Thus, these strategies will increase with development. Electronic marketing is the activities carried out with the use of technology in electronic environment. It is unthinkable that electronic marketing objectives can be achieved without the use of technology. These objectives are listed as follows (Marangoz, 2014; Gerlevik, 2012; Elden and Çakır, 2010; Çakır, 2010; Cheffey, 2009; Elden et al., 2005; Kalakota and Whinston, 1999).

- Segmenting marketing strategies by considering customer value and changing the structure by differentiating between competitors according to Porter.
- To make the marketing mix in such a way that maximum efficiency is achieved.
- Analysing and making changes in order to satisfy the objectives of the internal and external customers of the business.

With electronic marketing, customers and businesses do not have to face each other, which is a great advantage for business owners. Customers can be reached online around the clock without any obstacles. Businesses can collect data on customers' internet habits, analyse them and understand the customer better. With this electronic marketing, they can establish a loyalty and value chain between the customer and the company and increase their sales. Electronic marketing helps customers and businesses achieve their goals

by collecting data online. It uses this online data for marketing mixes (Marangoz, 2014; Gerlevik, 2012; Elden and Çakır, 2010; Çakır, 2010; Cheffey, 2009; Elden et al., 2005; Kalakota and Whinston, 1999).

The use of the internet, which has spread globally, has advantages such as e-commerce that facilitate people's living conditions. While the commercial flows of developed countries and developing countries from business to customer (B2C) have high values, it is seen that Turkey is behind these values and cannot reach the desired levels. When the surveys conducted were evaluated, it was determined that customers attach importance to after-sales support and service quality and minimum delivery times after the products are sold in e-commerce. The biggest problem we encountered in e-commerce was 'security'. The reasons why people abstain from e-commerce are that people do not fully trust and abstain from such internet formations (Yılmaz and Karakadılar, 2019; Erbaşlar and Dokur, 2016).

D. *Competitive Environment and Online Behavioral Targeting*

Competition has made it a goal for every country and every company to come to the forefront in today's global world, neutralizing competitors and gaining power. Since advertisements interact in order to achieve this, they have emerged as an increasingly important promotion activity. In this direction, advertisements as a promotion activity have become sustainable from traditional and digital media. Traditional advertising, which is advertisements presented without separating the target audience, and digital advertising, which emerges by taking into account the privacy of individuals, do not differ in terms of purpose. Both aim to provide stimuli to increase purchase intention and behaviour on the consumer or customer group (audience). However, as it is understood, they differ in terms of the methods they use. The traditional method may be inadequate in terms of the feedback to be received, even though the cost of advertising per person is low with the advertisements placed in the general environment without any elimination. However, with online behavioral advertising using behavioral targeting from the digital environment, ads that will provide coordination in line with the profiles of the people revealed from their data and their interests and attitudes are presented, both increasing the rate of feedback from the ads and ensuring that the company's advertising expenditures are evaluated as a correct investment. In this direction, the coordination of the right advertisement and the person profile, which emerged on the basis of the target audience and the right advertisement and the person profile coordination, is more in the rematch today and its preference has made a big difference to the traditional when the data is taken into consideration. But how much of an impact does this data have on the users accessed? Behavioral targeting; targeting techniques in line with the clicks and interests of people on the internet, information is collected in bigdata and then the right ads are compared with the right target audience. This creates a stimulating effect on people's purchasing intention and behaviour. We can say that this data is obtained from the entire search history. In line with this, predictions are made by developing matchings using appropriate technical algorithms in order to match the right target audience with the right advertisement. These pairings have a greater advantage over traditional advertising (Taşdelen and Acar, 2018; Lemon and Verhoef, 2016).

(i) The impact of electronic marketing on consumer purchasing behaviour

Electronic marketing is a concept that emerged with the implementation of marketing practices in electronic environment. With the development of technology due to the increase in competition between companies, companies have taken their marketing activities one step further and started to do them electronically. Electronic marketing has reached the society through e-mail, viral marketing and social media. With these applications, they have entered into a race to gain superiority over each other. It provides companies with competitive advantage, long-term relationship with customers and the protection of customer loyalty. There are differences between the electronic marketing audience and the traditional marketing audience in terms of purchasing and usage behaviours. The main reason for this is the internet (Schulz et al., 2019; Marangoz, 2014; Gerlevik, 2012; Elden and Çakır, 2010; Çakır, 2010; Cheffey, 2009; Elden et al., 2005; Kalakota and Whinston, 1999).

After the data is collected, it can be shared with other advertisers, marketing firms, etc. With Online Behavioral Advertising, advertisements are tailored to the needs of individuals. A person can also have the opportunity to see a product they have researched at a more affordable price while browsing another page. Seeing ads that produce unnecessary pollution and are not included in the user's field of interest, within the

scope of their wishes and needs, supports minimizing pollution. Thus, it enables the change and destruction of these perspectives of people who see advertising as pollution. Behavioral targeting attaches importance to the perceptions and behaviours of individuals as well as demographic segmentation and includes demographic segmentation. Thus, it provides targeted product and price offers to individuals. With Online Behavioral Advertising, access to information about reaching the desired point for the right targeting and the right advertisement for the right person meeting can be in 2 categories. Of these, personal information includes information such as mail, name and surname, while the other, demographic information, is evaluated in a separate dimension by going beyond personal information. Behavioral targeting focuses on consumer interest rather than the type of web page. Based on the cookies in the web base on the person's computer, it makes predictions about the future based on past behaviour. It does not only reveal the bases of interest, but also supports us to understand the parts that are not of interest. Thus, it enables us to access detailed data about people. Behavioral targeting can sometimes be incomplete. What we mean by incomplete is that when we activate the stimulating advertisement, the person may be interested in the advertisement and if he/she examines it in detail, he/she may have abandoned his/her buying behaviour or action. The concept we will encounter in line with this is "Retargeting". Retargeting means that if the person interrupts the behaviour (for example, if he/she threw the product in the cart but the purchase did not take place), he/she can see the product he/she threw in the cart or similar forms when he/she enters other new, contracted sites. Thus, a stimulus is provided to complete the unfinished purchase. The person is tried to be guided in this direction. Whether it is personalized or unfiltered ads in the general framework, there is no escape from ads. While people benefit from applications and services for which they do not pay any price, they will continue to be the main product. This is always a valid rule. Companies accept people as a target point in this direction and want to benefit from these people at the maximum level as much as possible. It is important for the company to ensure appropriate resource utilization and make the right investments, and the level of acceptability of advertisements oriented towards people's wishes and needs is higher. In this direction, online behavioural advertising has a very widespread usage area today, both as the use of the internet is increasing and the developments it provides are increasing. With the data collected in online behavioural advertising, personalized behavioural profiles of individuals are created. Within the scope of these profiles, people are exposed to advertisements of various products/services that reflect their consumption behaviours, adapt to their consumption behaviours and create desire. The fact that this exposure is stimulating in terms of purchasing behaviour comes to the fore (Shaikh et al., 2020; Taşdelen and Acar, 2018; Manchanda et al., 2006).

Current developments in mobile computing technology have revolutionized both consumer lifestyles and the worldwide digital service ecosystem. This preliminary investigation highlights and explains important marketing variables influencing consumer satisfaction with transactions that are not financial offered through mobile banking applications. Semi-structured deep conversations were conducted with twelve participants in Finland between March and April 2019. The qualitative analysis of the conversation academic records demonstrated three emerging subjects: consumers' extent of understanding (consumer understanding), effectiveness, and ease of use of transactions that are not financial all have a significant impact on the mobile banking applications endures and sustained utilization. The work has important theoretical and managerial consequences; its limits and ideas for further research are also addressed (Shaikh et al., 2020; Hansen et al., 2018).

Everyone creates and define a methodology for digital marketing assessment that identifies points of contact in the marketing and advertising planning processes where digital technologies have and could have a substantial influence. Employing the framework, researchers integrate innovations and existing academic around the structure's features and interactions, as well as examine the research under the wide definition of digital marketing. Individuals present an overview of the emerging challenges at and around the touchpoints, as well as accompanying research concerns. Eventually, researchers combine these highlighted concerns and establish a study agenda for future digital marketing investigation that examines the challenges from the business's perspectives (Kannan and Li, 2017).

(ii) Consumer Concept and Consumer Behaviour in Electronic Markets

Seller and buyer relationships have become more important with the development of information technologies. In the society affected by the information age, businesses have gained new advantages among their competitors by using this technology. Before purchasing a product, customers want to and do have easy, fast and inexpensive access to the product's features and user experiences about the product. Customers want differentiation in the product and ask questions on the way to purchase and the answers have increased with this development. This has brought new qualities. With the elimination of the concept of space and time with the online environment, a customer segment that is individualized and oriented towards differentiated products and services has emerged. As a result of the researches, the concept of 'digital player' is used for customers in electronic shopping. The characteristics of digital players are stated; Their numbers are very high; they cannot be measured. They create internet traffic; They have a lot of power along with their unmeasurable numbers; They can be a measure of all demographic characteristics; They are masses with focusing problems. With the development of information technologies, the internet provides great help to customers in purchasing. They access all information about the product with a single click. Consumers prefer this side with options such as advantages provided in e-commerce, promotions, by-products, ease and form of payment. In electronic commerce, businesses should develop the right strategies in order to gain superiority over their competitors (Lemon and Verhoef, 2016; Manchanda et al., 2015; Lambrecht et al, 2014; Marangoz, 2014; Gerlevik, 2012; Elden and Çakır, 2010; Çakır, 2010; Cheffey, 2009; Elden et al., 2005; Kalakota and Whinston, 1999).

E. Consumer Behaviour in The Electronics Retail Sector and Internet Shopping

E-Retailing is the general name given to the purchase and sale of goods online. It is the realization of goods and services offered to customers through the internet. The most commonly used definition is "*Electronic retailing can be defined as the sale of goods and services through the Internet and other electronic channels for individuals or households*". This definition includes all electronic commerce activities from Business-to-Consumer (B2C) to Business-to-Business (B2B) commerce. E-retailing is an advantageous situation for companies or sectors because technology has developed rapidly recently and the internet has become very widespread today. In other words, with the increase in the use of the internet, it has become easier to do everything online in a short time, and companies have seen this as an opportunity and followed such a strategy. And in a short time, people started to do their shopping on the internet. Companies make sales by offering various products to consumers on the internet. The preferences of each consumer are different. While some consumers prefer to shop online, others prefer to shop with traditional methods, i.e. face-to-face shopping. This is because they have trust problems regarding the confidentiality of their personal information on the internet. No matter how much work is done on this issue and how much importance is given to it, there are also consumers who may prefer the traditional method (Yang et al., 2021; Manchanda et al., 2015; Algür and Cengiz, 2011; Latusek, 2010; Dennis et al., 2004; İçli, 2003).

In the tracking section; the person's online movements are monitored. These trackings consist of location tracking, browser cookies, super cookies, java script files and browser fingerprints. With this, it is possible to access personal data and demographic data. In the analysis section; the person's behavioral profile is created with the data collected as a result of tracking. It is selected from bigdata. In the targeting section; harmonizations are made in the profile created with bigdata and the types of ads compatible with the profile. In the advertising section; the ads compatible with the profile are compared with the people and the goal of creating purchase intention and behaviour is tried to be achieved. There are 4 factors in online behavioral advertising. These are advertisers, publishers, advertising networks and customers (users). Another distinction is First Party Behavioral Advertising, Third Party Behavioral Advertising and Internet Service Provider Based Behavioral Advertising. In first party behavioral advertising, the person's advertisements suitable for their navigation are presented to them on the website they enter. In third party behavioral advertising, when the person's data is received on the sites that are agreed upon with the advertising network and they enter the other sites they navigate, they are presented with advertisements according to their interests. In Internet service provider-based behavioral advertising, more detailed information is collected from people's computer networks and evaluated. As a result of these evaluations, more appropriate,

comprehensive and profile-compatible advertisements can be presented to people (Taşdelen and Acar, 2018; Taylor and Strutton, 2010).

F. Electronic Marketing Mix

The heading with the development of technology, it is an important issue to integrate marketing mixes with this system. It takes a lot of time to collect and examine customers' purchasing habits and purchasing behaviours and to rebuild this whole system with this data. With the removal of the criterion of location, businesses that have moved to the online environment with electronic marketing have emerged personalized needs with the electronic environment, not like traditional promotion activities. In parallel with the changing technology over time, marketing mixes are also changing. With the electronic revolution of marketing, the content features of products come to the fore and this feature data has become the product. Therefore, analysing and acting on important data in order not to come to the end of the product life curve is important for these definitions and causes change. In order to use this product data, the internet, one of the most important information technologies, provides an advantage to sellers. By using information-based applications with customer requests, it has been possible to obtain the know-how we need while designing the product. Customers' opinions are also important in the online environment. People in the role of buyers report their usage experiences and experiences about the product or service they have purchased. Thanks to this information, business owners change and improve the products they produce. Thus, they improve and satisfy the products they produce according to the requests with the opinions of the customers. Some product policies in electronic marketing are as follows (Kalakota and Whinston, 1999);

- On the e-commerce page, to present the products to be sold to consumers with the product image and the most appropriate information about the product in the highest quality and most effective way,
- Presenting products to customers with incentive tactics such as guarantees and coupons,
- Sharing an expert's opinion with customers about the product or service to be sold,
- To be able to respond to questions asked electronically about the service provided or the product sold at all hours of the day, morning and night, and to be able to answer calls to customer service,
- Sharing certificates, membership certificates and awards with customers in order to gain their trust.

Well-targeted ancillary products, coupons and incentives should be provided to easily individualize the price. Dynamicity is an important criterion for personalized pricing. Interaction with the customer offers businesses a huge market. With interaction comes flexibility in price, greater ease of dynamic pricing tactics, the ability to conduct comparative price analysis, to learn how satisfied customers are with their purchases and how willing the customer is to buy the product.

Targeting Techniques in online behavioral advertising applications, data can be accessed through browser cookies, location tracking, super cookies, java script and browser fingerprints. However, these accesses (tracking) are carried out in full compliance with the regulations. Location tracking indicates the location of the user. However, what is important here is that the user allows it. If they allow it, information about their location and even the Internet protocol address can be obtained. Browser cookies show how the user is connected and communicating with the website. The file is added to the computer with the user's interaction and starts with the Internet protocol record. The user will be able to eliminate them at any time without any obstacles. Super cookies are files that identify the user and store information on the user's computer and are inactive from the Internet. Therefore, even if the network changes, they can do their job without the change. JavaScript files have limited access to personal data, but access to their access, language preferences and attachments is possible with the Internet protocol. Browser fingerprints can contain information about the computer's technical and support methods (Taşdelen and Acar, 2018; Taylor and Strutton, 2010).

Today, there has been an increase in e-retailing as the current conditions have changed and the limited timeframe has now manifested itself. Sectors have also developed accordingly and have developed various shopping methods in line with the needs and desires of consumers. Compared to traditional retailing, e-retailing is advantageous in terms of competition. Because nowadays, people want to save time, at the same

time, since the trust in online shopping has increased, the number of people shopping online has increased. And retailers have taken this opportunity and developed themselves in this regard. When retailers gained experience in this field, e-retailing started to develop. E-retailing is a type of retailing that communicates with customers via the internet. It provides consumers with information and product variety. The number of internet shoppers is increasing day by day and there may be some who do not shop at all. On the other hand, while a certain segment of the world uses the internet, the other segment does not use it at all. If we look at the difference between online shopping and traditional shopping; online shopping is a type of shopping done without leaving home. Online shopping first consists of searching, data collection, comparison of any two products and ordering process. Shopping on the internet has now become easier. We can count the advantages such as getting information about a product quickly, making price comparisons with many options. It is not only limited to getting information about a product or comparing prices. E-commerce sites that allow us to shop online also offer coupon discounts to consumers. Shopping on the internet also provides convenience to companies. They are in an advantageous situation both in terms of cost and supply. These consumers who have the purchasing power and intention to fulfil their purchasing needs by connecting to online shopping sites through the Internet, which is the most important means of communication today, can be defined as electronic customers or briefly as e-customers. According to research, the most important factor in the high number of people who prefer to shop online is price. In addition, other factors can be listed as follows (Algür and Cengiz, 2011; Taylor and Strutton, 2010; Dennis et al., 2004; İçli, 2003):

-Consumers can easily shop without time constraints and use their time efficiently,
- Online shopping has become more popular due to factors such as the wide range of products available in online shopping. Due to the high variety of products, e-retailers may experience difficulties in terms of competition. Because the stakeholders in the sector also have an impact, it is necessary to go to a different product variety from them. Diversity always provides a competitive advantage in the sector.
- Consumers can get detailed information about the products without leaving any question marks in our minds.
- Since there is no physical effort required in the online environment, Consumers can easily visit websites and complete our shopping quickly without much time. After completing our shopping, we can receive our product within a short time after ordering.
- Another factor for the increase in those who prefer to shop online is the change in the appearance of the website, which is necessary for the marketing developed by retailers, and this is a factor that attracts customers to them. It is not only the image, but also the usefulness of the website and at the same time being reliable.

G. *Consumer Behaviour in The Electronics Retail Sector and Internet Shopping*

Business-to-Consumer (B2C) e-commerce has emerged as an innovation that greatly facilitates the traditional buyer-seller exchange with the development of the Internet. E-commerce makes the company's activities more efficient by accelerating the company's activities and eliminating unnecessary waste of time, reducing both costs and saving time. Since it provides a healthier bond between both the seller and the buyer, it allows it to reach a more effective quality. With e-commerce, the company can deliver products quickly with fewer errors in the process from product order to delivery. It is an inevitable fact that e-commerce will increase market share and efficiency in operations for companies compared to traditional commercial approaches. When researchers look at the e-commerce phenomenon from the customer perspective, it undoubtedly provides a high benefit for customers. In this way, customers can easily make their purchases by ignoring the products they do not need by dealing with the products they really need. Another convenience it provides is that it has made it easier for them to reach the products they want without the need for time losses and fatigue without leaving their homes. The most important factor that companies that attempt to do e-commerce should pay attention to is starting with a website where they can provide trust to their customers. With this web page they will create, they must have a possibility to prevent situations such as cyber-attacks and theft of customer information (Yılmaz and Karakadılar, 2019; Wagner et al., 2018; Pérez-González et al., 2017; Elden, M. and Çakır, 2010; Cheffey, 2009).

H. The New Face of Communication: Digital Marketing and Social Media Marketing

Advancing technology, online transactions enable companies to carry out marketing and promotion transactions in accordance with the developing technology in environments where potential consumers are offered online and new possibilities of technology. With the increase in customers' interest in online marketing and purchasing transactions, performing these transactions in the online environment creates an important factor for companies to keep up with the competitive environment and to carry out transactions on these issues. Companies are carried out marketing transactions with the effect of interactive marketing regardless of where they are at any time to the customer and consumer groups they want to communicate with. The positive effects of interactive marketing are progressing by increasing the transactions in this field. Digital marketing involves a number of issues that demand careful consideration, including the benefits and problems it provides to both customers and businesses. Key factors such as social media marketing strategies, connecting with consumer groups via these platforms, and the impact of digital channels on marketing processes must be examined from both a corporate and customer standpoint (Elena, 2016; Tiago and Veríssimo, 2014; Weinberg and Pehlivan, 2011; Smith, 2011).

Digital news delivery is causing significant disruptions in the news sector. As a result, publishers have updated their business strategies and implemented pay-per-article possibilities. To lessen pre-purchase uncertainty, customers might rely on information provided by firms (e.g., newsletters) or consumers (e.g., likes). These communication initiatives not only prevent purchases that are not a good match, but also raise client expectations. As a result, their impact on revenue, comes back and profitability remains unknown. These consequences are even less evident for digital items since product quality is difficult to assess before to purchase, and things may be returned for free, even after consumption. In this study, we look at how business and consumer-induced communication affects digital returns in the setting of news stories on a large online platform. In this investigation, the research looks at how firm- and consumer-induced communication affects digital returns in the context of news stories on a popular online platform. Researchers use a multi-equation model to assess the influence of firm and consumer-induced communication activities (such as newsletter advertisements sent through the social network and consumer likes from readers) on revenues and returns, as well as their financial influence. The results of this study indicate that newsletters reduce returns but have no meaningful effect on sales (Schulz et al., 2019).

Online systems have a very important place today. As in many different fields, the field of marketing, like many other fields, attracts a great deal of attention from the academic world and the business world. The masses that companies appeal to are interactive, online, willing to receive services. Examining the customer base and interpreting the wishes and movements of the customer base has brought companies and people who continue their research on these issues to face situations that are not easy. With the arrival of new systems, customer types that adapt to the digital environment can access this information through social media through advanced factors that companies want to convey to customers about service product features. Depending on all these, it is a very important step for companies to use interactive marketing effectively, to examine, to perceive, to perceive, to put effective methods into effect. Within the scope of a research conducted in the world and the resulting research report, there are more than three million people using the internet and more than two billion social network members in the world. In the light of the observed directions, the use of interactive marketing based on numerical data indicates how effective this situation is when looking at the levels of social network usage. Interactive marketing creates a strong communication environment for companies in terms of customer masses at the same time. However, it is an effective marketing factor in today's conditions. Interactive marketing has become an important situation for old methods, advertising creation processes, promotion activities and similar processes and has provided great benefit, all transactions in the interactive field, social networks are included in it. One of the factors that are effective in making online marketing an effective process is that it is easy to access social networks online and the cost is low. Thus, it is easy to interact with customers spread over large areas. All these situations create radical differences in marketing management. Interactive marketing, which has features that will show a significant difference against the methods used so far, is also more useful and profitable compared

to these methods. The factors necessary for digital marketing, the benefits and harms for the customer and the company, the important points of marketing transactions in social media, communication with consumer groups in these channels, the effects on marketing processes and such factors are factors that need to be considered and examined from the perspective of the company and the customer from the perspective of the company and the customer, and they are examined in this direction. Digital marketing serves as an important channel for customer and company communication (Elena, 2016; Tiago and Veríssimo, 2014; Smith, 2011).

i. Key Elements of Digital Marketing

Online marketing can be named in many different ways today. Interactive marketing consists of 4 stages and factors. These stages are stages that complement each other and are necessary and important stages for companies that want to use interactive marketing effectively. The acquisition stage reaches consumers and makes them visit the web page where the product is sold and oversees the transactions made to realize the sale. The main methods of acquisition are Search Engine Optimization (SEO), social media marketing, e-mail marketing, affiliate marketing, viral marketing and mobile marketing. There is important software in terms of easy finding of the searched data. this can also be called a search engine. Many different search engines can be found. Companies want the websites where they sell products to appear first when people search for products and they continue these studies in this direction. "Search engine optimization optimizes these criteria and ensures that it ranks first in popular search engines. Social media marketing is direct or non-direct marketing activities that are carried out through social web tools such as social networks, blogs, social bookmarking and content sharing, which help to promote a product or service, increase awareness and brand awareness, and take action for the company or product/service. Marketing transactions via e-mail are the processing of e-mail factors in the advertising and promotion processes necessary for sales by taking advantage of interactive situations. It is a situation that supports the progress of marketing, promotion processes in a useful, positive dimension. Thanks to this marketing process, it is beneficial in terms of obtaining criticism from consumers in terms of the progress, renewal and development of the product with different features. Company and consumer communication progresses strongly in this dimension (Saura et al., 2021; Tiago and Veríssimo, 2014; Smith, 2011).

Viral marketing is the use of customer communication channels to advertise products and services to be sold, to increase the prestige of the brand, to increase customer loyalty, to increase the rate of products and services sold, and to increase the rate of products and services sold. In order to advance this marketing process in the social environment, it is formed by expressing thoughts and opinions about the products and services of the enterprise and reading them in people. The marketing process using mobile methods is the delivery of product, service advertising and information to consumers using mobile methods. It is an important marketing method thanks to its ability to be transmitted directly to certain customer patterns in the required place and environment. In this way, it will be easier to reach the target audience directly and attract the customer's attention to the product and direct them to the purchase Process. The winning stage is an important stage in the acquisition of consumers who reach the website. It is important that the attracted consumer groups that have somehow reached the website become permanent consumers. Different functions are required for this. Activities such as website design, the interesting and functional formation of the page, the necessary procedures for the effective delivery of the desired messages belong to this function. Measure and optimizer are very effective sections in terms of internet marketing. It is a stage that helps the business to see itself and compare itself with other companies. A number of tests are carried out for these processes to take place. Grow ownership, attracting consumers' attention and bringing them to their desires is the biggest factor in increasing consumer satisfaction. Some factors are used in this stage. E-mail marketing, pricing strategies, personalization, loyalty programs, reference programs, community building (Saura et al., 2021; Tiago and Veríssimo, 2014; Smith, 2011).

(i) Advantages of Digital Marketing: Changes in the interactive field are a situation that adds importance to consumers by taking into account advanced technologies and affects the development of businesses in every field. Interactive marketing is a factor that is actively changing. People can easily access data and

information online with advanced technology. With the development of technology, people can benefit from many different resources in online shopping transactions and can easily handle their business thanks to the development of technology, phones, computers, different types of phone applications. Interactive marketing continues to operate in social environments open to online spaces, text messages on phones, online spaces without an online environment. The marketing operations done with old methods are no longer used with today's consumers keeping up with the times. Competition is an important and difficult area for companies. Because of this situation, companies are looking for ways to use online marketing more effectively in order to carry out competition effectively and to be noticed by customers and have allocated an important place in their budgets. Potential customers, target customer groups should be identified correctly. It is ensured that the work to be done is done in accordance with the customer group identified in the work to be done and more efficiency is obtained (Saura et al., 2021; Tiago and Veríssimo, 2014; Smith, 2011).

(ii) Disadvantages of Digital Marketing: Disadvantages, on the other hand, may arise different shortcomings such as internet outages that may occur in the online environment, as well as people not having enough information about the products they buy, lack of trust that may occur in payment situations and such situations are among the disadvantages (Saura et al., 2021; Tiago and Veríssimo, 2014; Smith, 2011).

J. Social Media Marketing- Internet Marketing

In addition to this, with the frequent use of social media and the determination of the audiences using these channels, companies in social media can easily respond to which products or which company should carry out advertising campaigns in which social media. And companies continue their work in this direction, social media provides convenience for these areas. The desired messages can be easily presented to the desired environments to the specified groups of people. Customers can easily access various and different information about the products they are looking for on social media, which can lead them to the purchasing process more quickly. Marketing transactions on social media take place in four stages. The advantages are social media tools offer opportunities for businesses to strengthen their relationships with consumers and increase the degree of intimacy. Thanks to this, businesses can influence their current and potential customers and increase their brand loyalty. One of the innovations of technology today is internet marketing. The growth of the business has become an effective tool used to increase efficiency. Just creating a website is not enough to achieve the goals of marketing. Internet marketing can also be called virtual marketing. The simplest meaning is to reach the target audience over the internet. The Internet can provide all kinds of information at a lower cost and faster. The more efficiently businesses can use the internet, the more they reduce their costs and make a profit. In recent years, there have been radical changes in business and social life thanks to the internet. Today, the internet is an important communication tool. The usage rate of the internet is increasing day by day. As such, the internet is now very important in terms of marketing (Rotovei, 2020; Berthon et al., 2012; Rodriguez and Peterson, 2012; Rodriguez and Peterson, 2012; Kondopoulos, 2011).

(i) Social Media and Social Media Marketing

As we mentioned in the headings above, the use of social media has also increased with the increase in internet usage. Millions of people have social media accounts. There is a platform where they can share their own thoughts and the time, they spend there is increasing day by day. When this is the case, something called social media marketing emerges. Businesses should reach their target audience by using social media well. A majority of consumers stated that they do not have time. In big cities, time scarcity increases and increases the preference for the internet. Because in a big city, people lose a lot of time in transportation and traffic rather than just going to the store and shopping. By nature, people prefer the services and products that come to them the easiest and fastest. The Internet offers this to people, i.e. consumers. The increase in competition day by day increases the desire of companies to reach customers. The internet is a useful tool for companies in this regard. Firms can reach customers more quickly and easily through the internet and social media and introduce their products or services to consumers. Thanks to the interactivity

of the Internet, they can obtain positive or negative opinions. As important as the internet is for companies, social media is just as important. Companies should turn to social media marketing. Because the target audience spends time here, and according to the survey, they first see most of the products they buy online on social media (Ehlinaz, 2017; Topal and Temizkan, 2016; Kondopoulos, 2011; Hoffman and Fodor, 2010; Kaplan and Haenlein, 2010).

It is important for consumers to be assured by the companies that sell online and to be ignored in case of product complaints after shopping. When a comparison is made, it is seen that what makes online shopping attractive for women is the variety of products and the ease of shopping from where they sit, while the important point for men is the ability to make product and price comparisons. In studies conducted in Europe, companies operating in the e-retailing sector are among the top 3 largest companies. This is also the case in Turkey. Unlike other studies in the literature, this study analysed the impact of consumers' demographic structure on online shopping without making use of behavioral theories and created a general profile in this regard. The aim of this study is to profile the customers in Turkey who choose to shop online rather than face-to-face and to reveal the reasons for choosing online shopping. Using segmentation factors, the reasons why people prefer online shopping were analysed. These segmentation factors were determined based on demographic characteristics. with this strategy, companies have an important basis for reaching new customers, increasing their revenues and creating a competitive advantage (Algür and Cengiz, 2011; Kaplan and Haenlein, 2010; Dennis et al., 2004; İçli, 2003).

(ii) Customer Relationship Management on Social Media

Social customer relationship management combines Web 2.0 features and social networks with existing CRM. Social CRM is aimed at establishing relationships with customers and continuously improving these relationships. Companies can constantly communicate with customers, and customers have the opportunity to communicate with companies. Businesses use social media in the most beneficial way to keep customer relationship management in the social media environment in order to keep communication with consumers stronger and to contribute to the increase of brand loyalty. E-Commerce offers many opportunities to consumers, offers benefits in terms of convenience and cost reduction in access to products. In addition to all these, with the application of CRM, consumers' satisfaction with companies and products increases, and customer loyalty increase (Itani et al., 2020; Rotovei, 2020; Rodriguez and Peterson, 2012; Hoffman and Fodor, 2010; Kaplan and Haenlein, 2010; Phan and Vogel, 2010; Rigby and Ledingham, 2004; Rigby et al., 2002).

III. CONCLUSION

There can be no world without advertising, whether on the internet or any other channel. In fact, even if people partially exhibit a negative attitude towards online behavioral advertising, the advertisements that will be presented in connection with their behaviours will facilitate their actions. In addition to supporting the acquisition of the product/service for them in order to be reached, compared and informed about the campaigns, it can also support the increase in the effectiveness level of the company's advertising activities. This situation also constitutes a more accurate investment for the companies that advertise. Because companies will of course advertise, but presenting the right message to the right audience will create interaction at the level of being affected by the advertisements and will reveal more realistic movements on purchase intention and behaviour. With these more realistic movements, the company's ability to see the future will be shaped more accurately and it will be able to channel the resources it has allocated for advertising in that direction regarding what kind of activities it should carry out. E-commerce and digital marketing are transforming how businesses operate and how consumers shop and interact with brands. While these innovations offer unparalleled opportunities for growth, they also introduce challenges that require careful management. By addressing issues such as privacy concerns, technological dependencies, and intense competition, businesses can harness the full potential of these tools to create meaningful and lasting relationships with their customers Interactive marketing and marketing in social media under this heading are the issues that the article aims and wants to conclude. The development and differentiation of technology changes marketing activities and consumer profile. Thanks to the developments in the internet,

which is the most important of information technologies, it has become widespread for consumers to move to the online environment. For this reason, it is necessary to follow the differences that occur in the online environment. Companies need to carry out activities that will adapt to the differentiations that occur. Interactive marketing creates a useful and effective environment for companies to communicate with consumers and potential customers. Advertising campaigns are fast, easy and cost-effective. The convenience it provides for both businesses and consumers is in front of the eye. Depending on all these, facilities can be provided in the interactive environment for customer loyalty. It creates an important dimension for both customers and consumers. In order to understand the realistic attitudes of users towards online behavioral advertising and behavioral targeting, we need to inform them about what they can do to ensure their data security, and as a result, the attitudes to be displayed towards online behavioral advertising activities will be healthier (for example; do they open and read cookies, examine what they can do? Do they look?). In this way, by reducing the denominator of thinking that online behavioral advertising violates private life, these advertising activities can be more prominent compared to others, and their adoption, support and acceptance can be ensured. Consumer behaviour has an important place in today's marketing understanding. The biggest reason for this is that the consumer is at the center of today's marketing approach. There is high competition in every consumer-oriented sector. In an area where competition is so high, businesses aim to reach their target audience quickly. For this, they make various advertisements on social media. Today, consumers prefer the easiest and fastest way to access information about the products and services they want to buy, namely the internet or social media. Accordingly, social media and the internet are influential in the behaviour of consumers. Today, the content on social media shapes the marketing field. Consumers can be influenced by the content created by brands and buy. The only resource that people cannot recover is time. Today's people have to get information in the fastest and easiest way because of this time resource. This lies at the heart of the reasons for using the internet and social media. Accordingly, the interactivity of social media and the internet and the fact that they are constantly changing increases the time people spend there. Indirectly, this increases their influence. Today, we cannot reject technology. If we want to exist as a business in a developing and changing world, we must use the internet and social media. In order to increase the importance given to e-commerce, the representatives in the sector have great duties. In order to increase e-commerce, it will be ensured to achieve efficient results as a result of a collective work instead of individual efforts. In order to increase trust in e-commerce, companies in the sector must strictly adhere to the 'protection of personal data' law. People who do not comply with this law should be subjected to harsh legal sanctions. Another measure that can be taken is that all e-commerce companies that enter the sector against companies that financially harm the consumer will be provided with a certain amount of assurance and guarantee to protect the consumer in case of such a situation.

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