

**T.C.
IŞIK UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

**MASTER THESIS
DEPARTMENT OF BUSINESS ADMINISTRATION
EXECUTIVE MBA PROGRAM**

Nour Alhuda OBEIDO

**THE IMPACT OF SOCIAL MEDIA AND DIGITAL
MARKETING ON BRAND AWARENESS AND
PURCHASING BEHAVIOR OF MILLENNIALS IN
ISTANBUL**

**SUPERVISOR
Prof. Dr. Suat TEKER**

ISTANBUL, June 2025

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İSTANBUL”**

Date of Thesis Defense: 17.06.2025

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İSTANBUL, June 2025

ÖZET

SOSYAL MEDYA VE DİJİTAL PAZARLAMANIN İSTANBUL'DA YAŞAYAN MİLENYUM KUŞAĞININ MARKA BİLİNLİĞİ VE SATIN ALMA DAVRANIŞLARI ÜZERİNDEKİ ETKİSİ

Çalışma, markaların sosyal medya platformlarının kullanımı ve markaların kullandığı dijital pazarlama önlemlerinin marka bilinirliği düzeyini ve insanların satın alma davranışları üzerindeki etkisini belirlemeyi amaçlamıştır. Çalışma, İstanbul'daki Y kuşağı üzerindeki etkiyi değerlendirmek amacıyla planlandı. Veriler, İstanbul'da ikamet eden bireylerden 403 katılımcının doldurduğu çevrimiçi anket aracılığıyla toplanmıştır. Toplanan veriler SPSS versiyon 21 kullanılarak analiz edilmiştir. Araştırmanın sonuçlarına ulaşmak için tanımlayıcı istatistikler, güvenilirlik analizi, ortalama fark testi, korelasyon testi ve çoklu regresyon uygulanmıştır. Analiz yapıldıktan sonra, tüketicilerin satın alma davranışının algılanan ürün kalitesinden çok etkilendiği sonucuna varılmıştır. Seçilen marka, tüketicilere sunulan ürünlerin kalitesini korudu ve bunları kullanmayı ve satın almayı seviyorlar. Müşterilerin satın alma kararları üzerindeki etkiyi değerlendirmek için tanınmış bir marka olan Mavi kullanıldı. Bulgular, marka farkındalığı ölçümlerinin, yani "Algılanan ürün kalitesi, Ürün algısı, Marka hatırlanabilirliği ve Marka bilinirliği"nin Y kuşağının satın alma davranışları üzerinde etkisi olduğunu ortaya çıkardı. Ancak satın alma kararları katılımcıların demografik özelliklerine göre etkilenmemektedir.

Ayrıca araştırma, dijital pazarlama stratejilerinin İstanbul'daki milenyum kuşağı bireyleri tarafından nasıl algılandığını ve sosyal medya etkileşimlerinin satın alma sürecine nasıl yön verdiğini ortaya koymuştur. Bu da sosyal medya ve dijital kanalların, tüketici davranışlarında önemli bir rol oynadığını doğrulamaktadır. Araştırmanın bulgularından, markanın hatırlamasının tüketicilerin satın alma kararları üzerinde de etkisi olduğu sonucuna varılmıştır. Analiz yapıldıktan sonra, tüketicilerin satın alma davranışının algılanan ürün

kalitesinden çok etkilendiđi sonucuna varılmıřtır.

Bu, sosyal medya platformunun ve dijital kanalların tüketicilerde davranıřında önemli bir rol oynadıđını doğrular.

Anahtar Kelimeler: Sosyal Medya, Dijital Pazarlama, Marka Farkındalıđı, Satın Alma Davranıřı, Marka Hatırlanabilirliđi

ABSTRACT

THE IMPACT OF SOCIAL MEDIA AND DIGITAL MARKETING ON BRAND AWARENESS AND PURCHASING BEHAVIOR OF MILLENNIALS IN ISTANBUL

The current research aimed to define the level of brand awareness and the impact on the buying behavior of people due to the usage of social media platforms and digital marketing measures used by the brands. The research was planned to assess the impact on the millennials in Istanbul, Türkiye. The data was collected from the individuals residing in Istanbul with the help of an online questionnaire survey which was filled in by 403 participants. The collected data was analyzed by using SPSS version 21. Descriptive statistics, reliability analysis, mean difference test, correlation test, and regression were performed to get the outcomes of the research. Mavi, a renowned brand, was used to assess the impact on the buying decisions of customers. The findings revealed that the measures of brand awareness namely, “Perceived product quality, Product recognition, Brand recall, and Brand perception” influence the purchasing behavior of millennials. However, the purchasing decisions were not affected based on the demographics of the participants.

Thus, the millennials who stay in Istanbul and use social media are influenced by the strategies used by marketers to purchase their brands. The research also revealed how digital marketing strategies are perceived by millennials in Istanbul and how social media interactions shape the purchasing process. This confirms that social media and digital channels play an important role in consumer behavior.

Keywords: Social Media, Digital Marketing, Brand Awareness, Purchasing Behavior, Brand Recall

ACKNOWLEDGMENTS

Firstly, I want to thank my supervisor Prof. Dr. Suat TEKER who supported me throughout the journey of the dissertation. It was an honorable opportunity to work with him, and I have learned many great things. I want also to thank jury member Assoc. Prof. Evrim İLDEM DEVELİ and Assoc. Prof. Aslı TUNCAY ÇELİKEL for their direction and guidance, they helped me putting all my efforts in to making the best possible research. Also, my colleagues who always encouraged and supported me in completing my thesis. Finally, I am also thankful to the participants in the study who took some moments from their precious completion of my research.

Nour Alhuda OBEIDO

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LIST OF ABBREVIATIONS

SPSS: Statistical Package for the Social Sciences

PPQ: Product Perceived Quality

PP: Product Perception

BR: Brand Recall

BRG: Brand Recognition

PD: Purchase Decision

EKB: Engel Kollat Blackwell model

SEM: Structural Equation Modeling

ANOVA: Analysis of Variance

R²: R-squared

Cronbach's α : Cronbach's Alpha (reliability coefficient)

CHAPTER 1

1. INTRODUCTION

The ever-changing dynamics of social media and digital marketing make studying how digital platforms affect customer behavior vital. This study demonstrates that internet interactions affect millennial brand awareness and buying. Digital marketing strategies are more essential, therefore understanding how they affect online customer decisions is crucial (Al-Azzam & Al-Mizeed, 2021). Digital marketing affects tech-savvy, unique-buying millennials. Digital marketers target this group's unique qualities and behaviors. Research reveals that social media and online advertising affect client purchases (Iblasi et al., 2016). Social media marketing has altered brand-customer relationships. A social media study shows that this relationship greatly affects client purchases (Al-Azzam & Al-Mizeed, 2021). According to the survey, digital and social media influence millennial brand awareness and spending whereas, finding trends and insights helps marketers reach this crucial audience.

This thesis investigates how social media and digital marketing affect brand awareness and purchasing behavior, especially among Istanbul's millennials. It explores how digital platforms help in forming consumer perceptions, influence buying decisions, and raise brand loyalty in a digitally native generation. In the first chapter of thesis a comprehensive introduction and background covering different aspects of social media and Digital marketing have been discussed. In the second chapter of thesis the existing literature is reviewed highlighting key trends, gaps, and theoretical frameworks, followed by a chapter covering robust methodology involving surveys and data analysis. In the fourth part of the thesis analysis of data sheds light on the relationship between brand awareness measure such as professed product quality and brand recall, and consumer behavior. Finally, the research offers actionable intuitions for marketers to create more actual strategies tailored to the values and

preferences of millennials in a rapidly evolving digital landscape.

1.1 IMPORTANCE AND PREVALENCE OF SOCIAL MEDIA AND DIGITAL MARKETING

Social media and digital marketing have changed marketing as these influence consumer choices. Social media's unrivaled client interaction is vital to current marketing. Social media's breadth and interaction have changed how companies approach consumers (Kaplan & Haenlein, 2010). Digital marketing has exploded due to technology and customer digital savvy (Al-Azzam & Al-Mizeed, 2021). Traditional marketing is giving way to digital advertising, brand promotion, and customer engagement. Digital marketing greatly affects customer purchases. Internet advertising strongly influences customer buying behavior, highlighting the importance of digital channels in modern marketing (Dhore & Godbole, 2019). Digital marketing's tailored and engaging experiences influence consumer choice more than traditional channels. Social media and digital marketing are crucial to businesses (Iblasi et al., 2016). These platforms altered marketing and customer behavior through technology. Organizations must understand their impact on digitally engaged millennials to improve their marketing and audience engagement.

This study addresses digital millennials. Millennials, born in the 1980s, 1990s, and 2000s are big shoppers because first-generation internet kids are more connected and tech-savvy. Details of the population chosen for the study have been presented in the following table:

Table 1.1 Demographic Data

Demographic Category	Frequency (N)	Percentage (%)
Gender: Male	216	53.6%
Gender: Female	187	46.4%
Age: 26-35 years	255	63.27%
Age: 36-45 years	148	36.73%
Education: Undergraduate	76	18.9%
Education: Graduate	200	49.6%
Education: Postgraduate	120	29.8%
Education: Associate	120	29.8%

This link substantially impacts brand impression and engagement, especially on social media and digital marketing. Digital influence substantially affects millennials' purchases. Online data collecting, social interaction, and client behaviour are good digital marketing aims (Al-Azzam & Al-Mizeed, 2021). Social media marketing is crucial for the audience of this age group (Kaplan & Haenlein, 2010). Thus, this study explores how digital marketing and social media affect millennial brand awareness and purchasing behavior, providing essential data for digital marketers.

1.2 BACKGROUND AND CONTEXT

Digital marketing and social media have changed customer involvement, this is why understanding new dynamics is needed to change marketing. TV, print, and radio dominated marketing. The internet and digital innovations have changed everything. Early 2000s online platforms changed business-customer relationships (Malhotra, 2004). Facebook, Instagram, Twitter, and LinkedIn boost brand awareness, customer engagement, and marketing (Rafiq & Malik, 2018).

Two-way social media communication boosts brand loyalty (Garg et al., 2021), whereas data and analytics have helped marketers target and improve their strategies by revealing consumer behavior and preferences (Dhore & Godbole, 2019). Tracking digital customer behavior enhances marketing and predicts trends. This digital transformation is notably affecting millennials, who make up a big portion of the consumer market and have unique digital nativity-influenced habits and preferences (Quadir, 2012). Digital experiences shape millennials' brand expectations, impressions, and interactions as the first digital generation. This study explores how social media and digital marketing affect this key demographic's buying.

Digital and social media have transformed brands to reach and influence millennials in a positive manner. Technology and global internet penetration have changed marketing and client engagement. Early internet marketing used email and web ads but rapid search engines and platform growth like Google changed everything. SEO and PPC helped companies reach online customers (Al-Azzam & Al-Mizeed, 2021). Digital marketing ecology was complicated by early developments due to the revolution caused by social media which transformed everything (Kaplan & Haenlein, 2010). Digital marketing relies on influences, content, and social media marketing, which were born during this time of revolution (Iblasi et al., 2016). These transformations brought a lot of changes and altered consumer behavior, especially millennials. This digital generation uses social media and technology differently. They shop online, use UGC and peer reviews, and interact with brands on social media more than prior generations. Brand interactions and value assessment indicate a preference for experiences over material goods (Erlangga, 2021).

Many studies show millennials' social media addiction. Millennials' social media use affects brand impressions and buying decisions, a study finds. Social media and millennials' 'FOMO' have influenced their lifestyle and purchases (Iblasi et al., 2016). Social media and digital marketing have altered brand dynamics and consumer behavior. Digital advertising is becoming increasingly complex and focused. Millennials love brands for their values,

social responsibility, and quality (Al-Azzam & Al-Mizeed, 2021). Marketers must now offer their products to this audience with a narrative and brand identity. Data analytics is also utilized to study client behavior. Big data helps companies predict consumer behavior as digital marketing has improved by catering to consumers (Dhore & Godbole, 2019). For the current study, the researcher has selected a well-known brand of Turkey *Mavi*.

New social media and digital marketing technologies have impacted brand recognition and purchase behavior, especially among millennials. Istanbul is a busy metropolis where online platforms substantially influence consumer behavior. Turkish fashion brand Mavi, recognized for its social media marketing pioneers, has excelled. Different marketing approaches helped Mavi excel in digital marketing. The brand uses Instagram, Facebook, and Twitter. Mavi's millennial brand narrative is told through engaging content and targeted advertising. Cukul (2011) illustrates Mavi Jeans' social media fashion marketing success. He emphasizes compelling material for customer acquisition and retention. Mavi uses influencers and social media. Strategic partnerships with Mavi-aligned influencers have boosted brand awareness. The Mavi Company homepage is www.mavicompany.com/en. Younger, influencer-dependent demographics have benefited from this tactic. Another significant aspect of Mavi's digital marketing approach is visitor content. Allowing people to share their experiences on social media and build community and authenticity has helped Mavi increase brand loyalty. Mavi Jeans' global success was due to its imaginative marketing in response to changing market conditions, according to Tokatli and Kizilgun (2004). Online marketing by Mavi has changed brand recognition and purchase behavior. Mavi has grown brand recognition and customer acquisition with social media and influencer marketing. Its focus on user-generated material has also earned it loyal customers.

1.3 STATEMENT OF THE PROBLEM

This study examines how digital marketing influences millennials' unique buying behavior, a significant consumer group with distinct tastes and habits. People were raised with the internet, social media, and smartphones while regular internet usage has changed their communication and buying patterns. Brand authenticity, customization, and social responsibility attract millennials (Dhore & Godbole, 2019). Few studies have examined how to adjust digital marketing to these preferences. Marketers struggle to reach this crucial audience owing to research gaps. This study also examines millennial brand loyalty. Digital brand loyalty requires matching brand values, social presence, and customer meaning (Rafiq & Malik, 2018). Digital marketing must be researched to strengthen brand ties since millennials choose fantastic companies that reflect their beliefs and societal issues. UGC and social media influencers matter, however, social media shapes millennials the most (Garg et al., 2021). Internet marketing has transformed appeal from celebrity endorsements to peer-like characteristics. This research analyzes how new digital persuasion strategies affect millennial purchases.

Omnichannel marketing complicates millennial shopping. This generation enjoys online shopping and brick-and-mortar stores' immersive experience (Dhore & Godbole, 2019). Digital marketers must meet millennials' online and offline activities. Additionally, digital marketing requires data analytics. Big data provides marketers with vast consumer activity and choice data. This data is hard to use for millennial-friendly marketing. Data analytics should be used to investigate millennials' shopping habits. Digital media informs millennials about global brands. Global exposure alters brand perception and purchase behavior, challenging digital marketing (Quadir, 2012). Marketing in the digital age requires understanding how global influences affect millennial buying. In short, this study explores how digital marketing affects millennial brand awareness and purchase. The title of the study relates to marketing academically and professionally. This extensive study on how digital marketing affects

millennials aims to help marketers target this key audience more effectively and engagingly.

1.4 AIM AND OBJECTIVES OF THE STUDY

The aim of the study is to investigate the impact of social media and the digital market in enhancing brand awareness and purchase behaviors in millennials. This research has been designed to achieve several key objectives, each contributing to a comprehensive view of the modern digital marketing landscape and its influence on this important demographic.

1. To analyze the influence of digital marketing on millennials' purchasing behavior.
2. To examine the role of social media in shaping brand perceptions among millennials.
3. To investigate the role of digital marketing on brand loyalty among millennials.
4. To understand how digital marketing influences millennials' value and ethics-based purchasing decisions.
5. To explore the role of data analytics in tailoring digital marketing strategies for millennials.
6. To provide insights into marketers on effective digital marketing strategies for engaging millennials.

1.5 RESEARCH QUESTIONS

The current study tries to answer those questions:

1. How do different digital marketing strategies influence the purchasing decisions of millennials?
2. In what ways do social media platforms shape millennials' perception of and loyalty to brands?
3. What is the impact of digital marketing on cultivating and sustaining brand

loyalty among millennials?

4. How do millennials' values and ethical considerations influence their responsiveness to digital marketing campaigns?
5. To what extent can data analytics enhance the effectiveness of digital marketing strategies targeted at millennials?
6. What are the key elements of digital marketing strategies that effectively engage millennials and drive their purchasing decisions?

1.6 SIGNIFICANCE OF THE STUDY

1. This study could transform digital marketing, brand management, and customer behavior, especially for powerful millennials. This research is crucial because digital connections promote consumer-brand interactions.
2. Understanding digital marketing can boost millennial digital marketing. A modern study is needed to understand how digital marketing influences customer behavior. This research provides current, relevant insights to assist digital marketers in succeeding.
3. The study may help companies build, manage, and keep millennial reputations. A good brand plan must include how this population uses brands online. Millennials have distinct brand interactions and purchasing habits, therefore this research may help build brand loyalty and equity (Al-Azzam & Al-Mizeed, 2021).
4. This study examines millennials' digital marketing attitudes, adding to consumer behavior literature. Since millennials are a large consumer market, academics and practitioners can benefit from their buying habits. This may explain how millennials shop differently.
5. This study's findings could improve digital marketing strategies' targeting, efficiency, and effectiveness. Knowing millennial interests and activities helps marketers reach this vital group. Consumer involvement, marketing campaign success, and ROI may rise (Iblasi et al., 2016).
6. This research impacts digital advertising and ethical marketing policies.

Digital marketing affects millennials' values and ethics, which could improve digital advertising (Dhore & Godbole, 2019).

7. This study is significant as it may improve consumer behavior and digital marketing research. Millennials' digital marketing behaviors may be studied further, increasing marketing theory and practice.

1.7 SCOPE AND LIMITATIONS

This study examines how social media and digital marketing affect millennial brand awareness and purchase. The following key domain aspects will be examined in the study:

1. The study will examine how social media, content, email, and online advertising affect millennial brand views and purchases.
2. Instagram, Twitter, Facebook, and YouTube will be investigated for millennial brand engagement and information consumption.
3. Millennials have different digital habits, likes, and opinions, thus the survey will focus on them.
4. The study will examine how digital marketing affects millennials' brand awareness, loyalty, values, and ethics.
5. The study will examine how data-driven insights may improve millennial digital marketing.

The study covers digital marketing, social media, and millennials, but its limitations must be addressed. It has the following limitations:

1. This study may not apply to non-millennial populations or markets. Regional, economic, and cultural factors may affect partnerships.
2. Demographic restrictions may limit the study. Digital marketing and social media change regularly. The study's findings may become irrelevant if algorithms, user behaviors, and platform features change.
3. Despite surveys, interviews, and data analysis, sample biases, self-reporting biases, and measurement mistakes may lower results' accuracy and validity.

4. Time, money, data, and participants may limit the study scope. Therefore, digital marketing and social media can be examined.

Despite the above-mentioned limits, the study addresses the intricate relationship between digital marketing, social media, and millennials to help marketers, brand managers, and researchers engage this key consumer generation.

1.8 ORGANIZATION OF THESIS

The thesis analyzes how social media and digital marketing affect millennial brand awareness and buying. The study's context and importance are in Chapter 1. In the problem description, objectives and research questions follow the research gap. Study scope and bounds depend on meaning and restrictions. Chapter 2 covers digital marketing, social media, brand recognition, and consumer behavior literature. This literature evaluation establishes theory and identifies knowledge gaps, driving empirical study. Chapter 3 covers study design, data gathering, and analysis. Discussing technique, sample selection, and ethics. Chapter 4 analyses empirical study findings to answer Chapter 1 research questions. The results demonstrate the relationship between social media, digital marketing, brand recognition, and millennial buying behavior. Chapter 5 analyzes empirical findings using literature and theory. The research's implications for theory, practice, and future research help marketers and brand managers engage millennials. Chapter 6 summarizes the study's conclusions, critiques it, and offers future research. A clear organizational framework helps readers grasp the study issue and its effects on digital marketing and brand management.

CHAPTER 2

2. LITERATURE REVIEW

This chapter reviews the available related literature concentrating chiefly on millennials. This chapter lays the foundation for grasping the interaction among social media, digital marketing, and consumer behavior. This chapter aims to study literature on how consumer choices are affected by digital platforms, form brand loyalty, and promote brand awareness. In addition, it ascertains valid gaps in literature and theoretical frameworks such as the Engel Kollat Blackwell (EKB) model, forming the underpinning for the successive empirical investigation.

2.1 SOCIAL MEDIA AND DIGITAL MARKETING

Digital technology has significantly changed marketing and customer engagement. Reaching and influencing target consumers increasingly requires digital marketing strategies, notably involving various internet platforms. The rapid growth of social media has fundamentally altered brand-consumer relationships. This section examines the historical context and contemporary significance of digital marketing and social media marketing separately.

2.1.1 Digital Marketing

Digital marketing involves promoting goods and services, influencing buyer behavior, and facilitating customer interaction primarily through digital channels. This includes social networking platforms, email marketing, Search Engine Optimization (SEO), content marketing, and online advertising. The evolution of digital marketing coincided with businesses shifting their operations online. The significant expansion of internet usage in the late 20th century greatly accelerated digital marketing activities. Email marketing emerged

simultaneously with widespread internet adoption, becoming a staple digital marketing method. Additionally, the introduction and popularization of SEO after the rise of search engines like Google significantly increased organic web traffic and enhanced companies' online visibility (Nur, 2021).

2.1.2 Social Media Marketing

Social media marketing represents a distinct and transformative aspect of digital marketing, marked by unprecedented levels of connectivity and interaction between brands and consumers. Platforms such as Facebook, Twitter, Instagram, and LinkedIn have enabled brands not only to market their offerings but also to engage in two-way communication with their audience. Kaplan & Haenlein (2010) highlight that the interactive nature of social media has notably reshaped brand-consumer interactions, making communication more dynamic and personalized. The continued expansion of social media is driven by advancements in technology, shifts in consumer behavior, and increasing digital literacy among users. The massive user bases of social media platforms make them indispensable tools for marketers aiming to boost client engagement (Ford & Alwan, 2018). Furthermore, given that each social media site caters to distinct demographics and interests, marketers must carefully adapt their strategies accordingly. Consequently, social media marketing has become essential for effective brand promotion and meaningful client involvement in today's digital age.

2.2 IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

Customer behavior is affected by digital marketing whereas businesses can influence online purchases. Digital marketing platforms and tactics affect brand engagement and sales. Dhore & Godbole (2019) argue that sales are affected by email and targeted ads. Internet advertising boosts brand awareness, product benefits, and purchase intent. Digital marketing targets customized audiences to

satisfy consumers' needs and preferences, increasing conversion rates (Nur, 2021). Instagram and Facebook boost revenue and engagement. Visual content, influencer collaborations, and targeted marketing can immerse target customers in brands (Kaplan & Haenlein, 2010). Conversations on interactive social media can foster a sense of community and influence purchases (Bell et al., 2022). Digital marketing influences consumer tastes and purchases. Understanding customer psychology and motivations can help businesses optimize digital marketing for focused results and long-term growth.

2.2.1 Role of Digital Marketing in Shaping Brand Perceptions

Digital marketing affects brand interactions. eMarketing impacts brand, reputation, and engagement. Digital marketing raises brand awareness. Websites, social media, and digital advertising may transmit brands' values, personalities, and USPs (Azzam & Al-Mizeed, 2021). Creative content, graphics, and language in digital marketing efforts entice buyers. Digital marketing enables companies to actively manage their online image. Real-time social media listening and sentiment analysis let brands respond to negative remarks (Reimers et al., 2016). Answering consumer questions simply and efficiently increases brand reputation. Companies engage clients with digital marketing (Ford & Alwan, 2018). Brands may interact, collect feedback, and establish a community on social media. Material creation, user-generated material, and contests boost brand perceptions. Digital marketing targets individual consumers, ensuring relevance and resonance across consumer groupings (Bell et al., 2022). Audience-specific content and offers can boost brand loyalty using data analytics and segmentation.

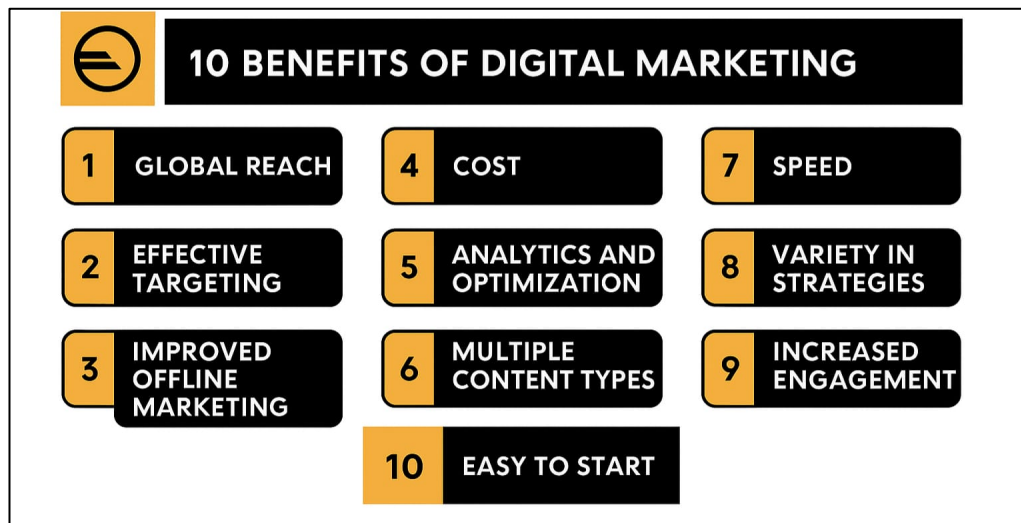


Figure 2.1 Benefits of Digital Marketing.

2.2.2 Digital Marketing Strategies for Millennials

Digital marketers must target millennials' behaviors. Authentic brand messaging promotes trust and credibility. Websites and content must be mobile-first for millennials' strong mobile use. Millennials use Instagram and TikTok daily, so contact is key. Peer referrals help marketers prioritize UGC and influencers. Data analytics personalize content and recommendations. Millennials value brands that are socially responsible. As millennials' preferences and expectations change, data-driven optimization keeps the initiatives up-to-date (Bell et al., 2022). Digital brands can engage millennials and build loyalty with these strategies.

Digital marketers must comprehend millennials' value. An enormous market of digitally raised youngsters from the early 1980s to the late 1990s has unique tastes. Tech-savvy, we use social media and the internet (Erlangga, 2021). They desire to see and shop from genuine, truthful, and personalized brands. Moreover, socially responsible products attract millennials the most. They follow social media and peer recommendations for immersive brand experiences (Ford & Alwan, 2018). These social media tactics help marketers connect with millennials and build long-term relationships.

Digital marketing demands understanding millennial interests, activities, and consumption. Youth value honest brand interactions, thus brands should be transparent (Aaker et al., 2007). Data lets marketers target millennials because using Instagram, TikTok, and Snapchat successfully has become a routine activity for millennials (Ariipek, 2023). Brands should develop community-building, shareable content; however, Influencer collaborations may help millennials trust peer recommendations and engage more with influential people they like (Krishna, 2018). Interactive content and storytelling should be developed and used to market to millennials (Lam et al., 2022). Digital marketing that suits millennials can keep them aware and up-to-date regarding new offers.

2.2.3 Digital Marketing Tools and Techniques

The digital marketing blind consists of 4 Ps namely “Product, Price, Place, and Promotion”. Marketers use this mix in order to present their offerings in front of consumers through digital platforms and attract their attention toward the product or service offered by them.

Product: The products and services in the digital market are comprised of physical and digital goods such as e-books, online courses software, and services as stated by Kim et al. (2021). Moreover, the products can be personalized or customized based on the preferences of the customers and provide a seamless online experience to the customers.

Price: The prices of the products and services in digital marketing are usually set with the help of demand, competition, and the comparison made by the customers (Cakranegara et al., 2022). Additionally, the consumers can compare the prices of the products and services offered on the digital platforms which is why the brands are forced to set competitive prices.

Place: Mishra (2020) evaluated that the distribution channels in digital marketing are websites, social media platforms, mobile applications, and marketplaces. The digital presence has enhanced and increased the global reach of the brands, and the geographical barriers have been removed.

Promotion: The presence of digital platforms has enhanced the promotion of the brand as marketers can promote with the help of online advertising, content marketing, and social media marketing (Li et al., 2022). Moreover, the traffic can be increased with the help of Search Engine Optimization (SEO). With the help of digital marketing, the brand can reach the national and international markets and attract the attention of customers worldwide.

Digital marketing uses several technologies to engage customers, convert leads, and achieve goals. These digital techniques target certain audiences. Email, content, SEO, social media, PPC, and influencer marketing are digital marketing methods. Digital marketing targets customers via email (Maha & Ranj, 2016). By creating and providing tailored content, material marketing makes the company an industry leader. Increased SERP rankings boost organic traffic and online presence (Omar & Atteya, 2020). Engaging content and community interactions on Facebook, Instagram, Twitter, and LinkedIn increase brand exposure and engagement (Rai, 2018). Using pay-per-click advertising, companies can target potential customers with targeted adverts on search engines and other digital platforms (Ford & Alwan, 2018). Credibility helps social media influencers promote businesses and increase sales (Rafiq & Malik, 2018). These simple digital marketing techniques help companies reach their consumers and achieve their goals.

Multiple types of digital marketing strategies promote businesses and services, engage audiences, and drive conversions. Email marketing is popular. Email subscribers receive personalized content, discounts, and product updates. Email marketing nurtures leads, keeps clients, and boosts repeat business. Digital marketing needs content. Content must be useful, relevant, and consistent to attract and maintain readers (Reimers et al., 2016). Content is blogs, articles, videos, infographics, podcasts, etc. Content marketing boosts credibility, engagement, and sales. SERP rankings improve with SEO. Text, meta tags, headers, backlinks, and social signals increase SEO. Quality content and keyword optimization increase brand traffic and online presence. Digital marketers use social media. Twitter, Facebook, LinkedIn, Instagram and TikTok

are utilized for brand promotion and interactivity. Social media marketing includes organic content, paid ads, influencers, community participation, and listening. Companies can increase website traffic, customer loyalty, and real-time communication (Rao & Ratnamadhuri, 2018). Digital brand promotion methods. Digital marketing tools and methods can help brands achieve their goals when applied effectively.

Multiple types of digital marketing promote businesses and services, engage audiences, and drive conversions. Email marketing is popular as email subscribers receive personalized content, discounts, and product updates. Email marketing nurtures leads, keeps clients, and boosts repeated business. For attracting and retaining customers digital marketing needs attractive content which should be helpful, relevant, and consistent content (Dhore & Godbole, (2019). Content is comprised of blogs, articles, videos, infographics, podcasts, etc. Content marketing boosts credibility, engagement, and sales by driving more buyers. SERP rankings improve with SEO. Text, meta tags, headers, backlinks, and social signals increase SEO. Quality content and keyword optimization increase brand traffic and the online presence of the customers/buyers. Digital marketers use social media which include Twitter, Facebook, LinkedIn, Instagram and TikTok for brand promotion and interaction (Nur, 2021). Social media marketing includes organic content, paid ads, influencers, community participation, and listening. Companies can increase website traffic, customer loyalty, and real-time communication. In this way, digital marketing can help brands achieve their goals when applied effectively (Kaplan & Haenlein, 2010).



Figure 2.2 Marketing Tools (Cmo)

2.2.4 Effectiveness of Different Digital Marketing Channels

Reviewing digital marketing channel efficiency in order to maximize approaches and ROI is vital. Research suggests that social media, SEO content, email, and content convert audiences into buyers. Each channel has benefits and drawbacks depending on the industry, audience demographics, and marketing goals. Email is the best marketing way of converting audiences into buyers and sustaining them because emails tailor information and promotions (Dhore & Godbole, 2019). Whereas email marketing performance is dependent on list quality, segmentation, and content relevance. Content marketing boosts brand authority, drives organic traffic, and helps in increasing potential customers (Ford & Alwan, 2018). Brand loyalty, intellectual leadership, and conversions increase with useful and engaging content. Content marketing includes blogs, videos, infographics, podcasts, and more. SEO content improves SERPs by optimizing website content, meta tags, and backlinks for organic traffic and conversions (Nur, 2021). SEO content takes time to grow a brand digitally. Social media marketing increases brand visibility, audience engagement,

website traffic, and conversions (Kaplan & Haenlein, 2010). Instagram, Twitter, LinkedIn, and Facebook offer sponsored ads, influencer partnerships, organic content, and community interaction. Social media marketing success depends on platform algorithms, content quality, audience targeting, and engagement statistics.

2.3 ROLE OF SOCIAL MEDIA IN BRAND AWARENESS AND LOYALTY

Clients develop digital brand loyalty using social media because social media boosts brand recognition, customer involvement, and partnerships. Personalized content and social media advertising can reach big audiences and raise brand awareness (Kaplan & Haenlein, 2010). Brands can engage consumers on social media through Facebook, Instagram, Twitter, and LinkedIn by boosting brand visibility and real-time communication (Erlangga, 2021). Noticing customers, responding to requests, and asking for feedback helps develop brand loyalty (Ford & Alwan, 2018). Rewards, incentives, and user-generated programs encourage repeat purchases. So, Social Media marketing is the best strategy for brands as it helps in promoting their stuff, beliefs, and culture (Kaplan & Haenlein, 2010). Staff stories, behind-the-scenes footage, and user-updated content can multiply brand loyalty and audience engagement on social media platforms.

2.3.1 Importance of Social Media in Modern Marketing

Social media marketing has changed brand promotion and customer involvement. Brand marketing success is affected by social media. Social media spreads brands (Ford & Alwan, 2018). Business ads can reach billions of social media users because social media allows customer participation and two-way contact (Kaplan & Haenlein, 2010). Social media allows companies to listen, connect, and interact with customers in real-time, humanizing their presence and building true relationships more than advertising. Companies can create brand

identities online by utilizing social media (Nur, 2021). Sharing engaging content that promotes messaging, values, and personality can enhance brand identification. Social media advertising and audience segmentation allow organizations to target certain demographics and interests. Ad campaigns can be optimized for performance and ROI by utilizing modern targeting and analytics tools to reach the right audience. Organizations optimize strategy using social media data on consumer behavior, preferences, and trends (Dhore & Godbole, 2019). Analytics and social media data can assist marketers in identifying audience preferences, sentiments, and purchases.

Social media improves brand-consumer engagement and brand-consumer relations. Social media lets consumers contact brands (Ford & Alwan, 2018). People may discuss brands and connect with them outside of advertising on social media, promoting transparency and authenticity. Social media allows brands to quickly address customer inquiries, concerns, and criticism (Dhore & Godbole, 2019). Monitoring social media and connecting with customers in real-time shows empathy, attention to detail, and customer-centricity, building trust and loyalty. Social media UGC and peer recommendations influence client purchases and boost brand revenues by improving sales (Nur, 2021). User-generated reviews, testimonials, and endorsements assist consumers create brand opinions by sharing peers' experiences. Genuine user-generated content helps brands connect with more and more customers and users form social media groups around common values and interests (Bell et al., 2022). Social media brand communities and belonging attract ardent supporters and ambassadors however, social media marketers can target preferences (Kaplan & Haenlein, 2010). Personalizing advertisements, recommendations, and content boosts brand-consumer engagement.

2.3.2 Social Media's Role in Building Brand Loyalty and Consumer Relationships

Social media plays an essential role in developing brand-consumer relationships and fostering loyalty. It provides consumers with direct

communication channels to brands, enhancing transparency and authenticity (Ford & Alwan, 2018). Real-time responses to customer inquiries, issues, and feedback on social media demonstrate empathy and customer-centric care, significantly building trust and loyalty (Dhore & Godbole, 2019). Furthermore, user-generated content and peer recommendations greatly influence consumer purchasing decisions and elevate brand revenues by promoting authentic customer experiences (Nur, 2021). Testimonials, reviews, and endorsements shared by users help shape brand perceptions among consumers. Genuine, user-created content not only extends brand reach but also cultivates communities around shared interests and values (Bell et al., 2022). By nurturing social media communities and fostering a sense of belonging, brands attract passionate supporters and ambassadors. Personalized advertisements, targeted content recommendations, and strategic engagement efforts on social media thus significantly enhance customer interaction, loyalty, and long-term brand-consumer relationships (Kaplan & Haenlein, 2010).

2.3.3 Brand Awareness

Frigenti (2024) stated that brand awareness has been determined as the term used in marketing in which the consumers recognize a product by its name. It has been referred to as the level of buyers to recognize, accept, and recall a brand as defined by Xu et al. (2022). Moreover, Erlangg (2021) assessed that brand awareness is the ability of the brand to retain in the memory of the consumers, and they can identify a brand in different conditions and situations. With the help of brand awareness, consumers spend less time searching for a product to buy and the risk associated with buying the wrong product is also reduced (Srivastava et al., 2021). In this regard, it is observed that the consumers seek and choose the brand with which they have enough information. According to Diktas & Akgün (2021), brand awareness has four levels called “brand recognition, brand recall, top of the mind brand, and dominant brand”. The organizations try to enhance brand awareness through the strategic marketing of the products to enhance the familiarity of the brand with the consumers (Toha &

Supriyanto, 2023). On the other hand, brand recall is the first thought that comes to the minds of consumers when they are introduced to different varieties of products (Nur, 2021). The brand that comes first in the mind of the consumers is the top-of-the-mind brand while when the product category has been replaced by the brand then it is known as the dominant brand (Bernarto et al., 2020).

Additionally, Frigenti (2024) highlighted that brand awareness can be created by identifying and understanding the target customers, creating the personality of the company with the help of brand and logo, packaging, advertising, and providing after-sales services. Brand awareness plays an important role in purchasing made by consumers because the more they are aware of the brand, the more probability they will buy it. It has been recognized by Srivastava et al. (2021) that true growth of brand awareness needs time and effort from the company. Brand awareness provides an essence to the brand and provides the impression that people like and follow a particular brand.

2.4 CONSUMER BEHAVIOR TOWARDS BRAND LOYALTY IN THE DIGITAL AGE

Consumer brand interactions and purchases have changed due to digital connections. Customer behavior is affected by digital interactions while digital platforms influence consumer sentiments via information, reviews, and product comparisons. Online shopping, customized recommendations, and interactive content have changed product discovery, appraisal, and purchase (Nur, 2021). Social media addiction affects brand perception and purchasing as social media consumers spend a lot of time perusing feeds, engaging, and contacting brands. Social media addiction can affect brand, product, and service purchasing (Dhore & Godbole, 2019). Brand loyalty and buyer intent may grow with strong social media and online reputation (Kaplan & Haenlein, 2010). However, social media addiction can also affect sales and brand image in a negative way. Social media usage can cause overwhelming information and may lead to a decrease in attention and internet marketing vulnerability. Bad social media reviews can

spoil a brand's reputation, and image and discourage purchasers (Bell et al., 2022).

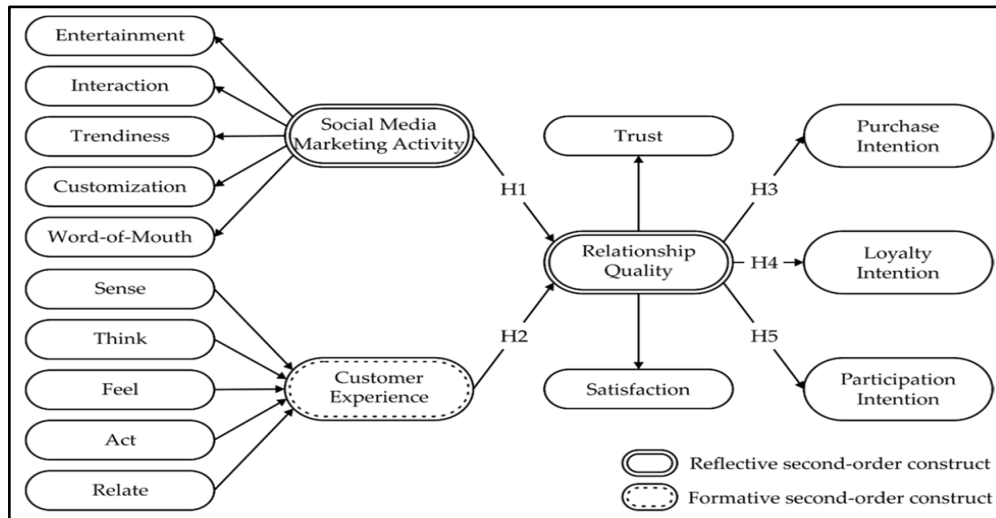


Figure 2.3 Consumer Behaviour towards Brand Loyalty in the Digital Age (Wibowo et al. 2020)

2.4.1 Brand Loyalty in the Digital Era

Digital-savvy, diverse millennials embrace brand loyalty. Digital marketing is essential for brand loyalty in competitive markets. Goods quality, brand reputation, customer services, and emotions influence millennial brand loyalty (Dhore & Godbole, 2019). Millennials want marketing that reflects their ideals and lifestyle (Nur, 2021). Brand contact, personalization, UGC, and peer recommendations increase brand loyalty. Millennial-targeted digital marketing can boost brand loyalty. Companies segment and modify services based on preferences and habits using data analytics (Bell et al., 2022). Social media interactive marketing and influencer relationships help brands build communities, self-promotion, and generate UGC (Kaplan & Haenlein, 2010). Omni-channel marketing improves customer experiences by integrating websites, mobile apps, social media, and retail (Reimers et al., 2016). To promote millennial brand loyalty, prioritize customer engagement, provide

value-added services, and maintain brand messages throughout digital media.

2.4.2 Effects of Social Media Addiction on Brand Loyalty

Social media addiction significantly influences consumer behavior toward brands, shaping both positive and negative outcomes. Users who extensively engage with social media platforms tend to develop stronger perceptions and heightened awareness of brands, influencing their purchasing decisions and potentially boosting brand loyalty (Dhore & Godbole, 2019). However, excessive social media consumption may also negatively affect brand interactions, contributing to consumer fatigue, diminished attention spans, and increased vulnerability to manipulative online marketing tactics. Moreover, negative experiences shared through social media can severely tarnish brand image and reduce consumer trust and loyalty (Bell et al., 2022). Thus, while active engagement on social media platforms can strengthen consumer-brand relationships and foster loyalty, it is critical for brands to manage their online presence carefully and proactively address potential negative influences arising from social media addiction.

2.4.3 Ethical Considerations in Digital Marketing

Companies must use digital marketing ethics to navigate online promotion and interaction. With so much data and smart targeting, marketers must follow ethical rules to assure transparency, fairness, and consumer privacy. Privacy is a major digital marketing ethical issue. Consumer behavior, preference, and demographic data help marketers target and personalize adverts. Data collection can violate privacy and misuse personal data. Ethical marketers need consumer consent before collecting and using data safely. (Mishra & Mahalik, 2017). Another digital marketing ethical issue is transparency. Explain how marketers collect and use customer data and their goals. Deceptive advertising, claims, and practices damage brand and consumer confidence (Van der Stede, 2014). Digital marketers must consider how their actions affect children and their mental health. Ford & Alwan (2018) argue that exploitative advertising harms

vulnerable populations and raises ethical questions regarding exploitation and social responsibility.

2.5 IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

2.5.1 Importance of Aligning Digital Marketing with Millennial Values and Ethics

Data analytics improves digital marketing and consumer preferences as companies collect, analyze, and interpret massive amounts of digital data in data-driven marketing (Reimers et al., 2016). Data analytics improves marketing, decision-making, and millennial engagement as consumer preferences and behavior are studied in digital marketing data analytics (Nur, 2021). Data analysis shows consumer brand involvement on websites, social media, and mobile apps (Erlangga, 2021). Surfing habits, purchasing history, and demographic data can help marketers find targeted marketing trends, patterns, and preferences. Marketing can analyze huge data on consumer preferences and behavior using data analytics (Bernarto et al., 2020). Standard methods cannot process large, complex datasets. With advanced analytics, marketers may use big data to understand consumer preferences, motives, and buy drivers at a larger scale. Big data analytics allows marketers to personalize communications, recommend products, and target adverts (Diktas & Akgün, 2021). Advertising can be more effective and convert better by evaluating past purchases and browsing behaviors to forecast future purchases and promote relevant items and services.

2.5.2 Challenges and Opportunities in Digital Marketing

Digital marketers must fix millennial engagement by utilizing social media tactics. Marketers must adapt to digital platforms and consumer behavior (Erlangga, 2021). Millennials' tech skills and content and ad overload make

marketing tough because millennials like honest brand communication. To build genuine relationships, marketers must provide authentic, relevant material that matches this demographic's values and interests' adverts (Diktas & Akgün, 2021). It highlights the significance of trust and credibility in millennial brand loyalty (Bernarto et al., 2020). Despite these constraints, digital marketing may engage millennials in various ways. Social media, email, and smartphone apps help marketers target millennials in a positive manner (Xu et al., 2022). Many platforms allow marketers to target and personalize millennials' interests and habits (Toha & Supriyanto, 2023). Marketers use data analytics and technology to understand millennials' preferences. This includes marketing campaigns, content updating, and evaluation to benefit from data.

2.6 PRACTICAL APPLICATIONS OF DIGITAL MARKETING: CASE OF ISTANBUL MILLENNIALS

This section highlights practical examples illustrating the impact and significance of digital marketing on brand awareness and consumer behavior among millennials, specifically within the context of Istanbul. The provided examples showcase how digital strategies have successfully been applied by Turkish brands.

2.6.1 The Impact of Digital Marketing on Brand Awareness and Consumer Behavior Among Millennials in Istanbul

Turkish brands' global expansion and success have been analyzed. Tek and Kurt studied Turkish companies' global growth to determine their success tactics. This report explains why Turkish companies have expanded globally and how they overcome market access barriers. Turkish Generation Y shoppers' opinions on US clothes specialty retailers were studied. Savaş (2010) analyzed Turkish Generation Y's experiences with US clothes specialty merchants. This study exposes Turkish consumers' global retail interactions. The nation-of-origin effect must be studied to understand how a product's origin affects Turkish

consumption. In 2017, Genç and Gül Bayraktaroğlu studied Turkish customers' opinions towards products based on their country of origin. This study found that Turkish customers' views and behaviors depend on their country of origin. Mavi Jeans' social media marketing demonstrates its stylish advertising skills. Cukul (2011) examined Mavi Jeans' social media fashion marketing and customer engagement. Mavi Jeans changed from a producer to a retailer with a well-known brand, influencing the clothing business worldwide. Tokatli and Kizilgun (2004) investigate Mavi Jeans' worldwide clothing sector influence following its restructuring. The company emphasizes creative manufacturing and sales tactics. Through this analysis, brands may adjust their strategy to compete globally and respond quickly to market changes.

O Phillip Capital released a report analyzing BIST 100 stocks to offer valuable insights into the Turkish stock market. The report covers the BIST 100 index and stock price developments. The analysis covers sector performance, stock value indicators, and market sentiment. This article explains the Turkish stock market and how digital marketing affects Istanbul's millennials' brand recognition and customer behavior.

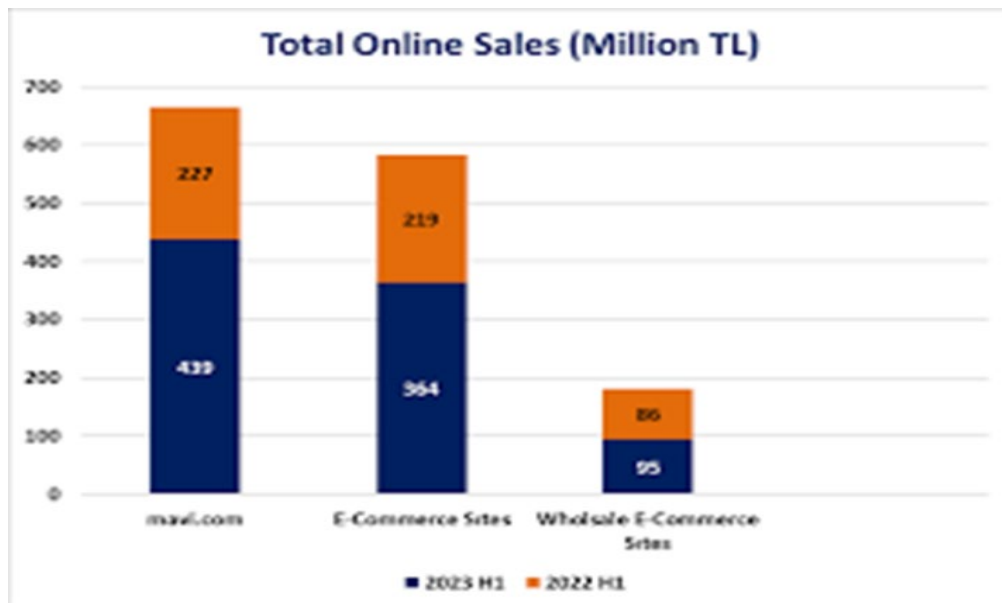


Figure 2.4 Mavi Online Sales (O Phillip Capital, n.d. 2023).

2.7 MEASURES OF BRAND AWARENESS

2.7.1 Perceived Product Quality

Srivastava et al. (2021) evaluated that the perceived quality is the quality of a particular products or services which are based on the perception of the consumers. It has been determined as a subjective criterion that is based on the features and offerings of that service or product. It is not only about the physical attributes of the brand but also about the attitudes and adaptation of the consumers which determines the ways through which they judge the originality of the products (Xu et al., 2022). The research by Bernarto et al. (2020) identified that perceived quality has a positive and direct effect on the purchasing behavior of consumers. In contrast, Frigenti (2024) evaluated that it has an indirect effect on the buying attitudes of the consumers, and it links through satisfaction. Hence, contradictory findings have been reported regarding the association of perceived quality with the purchase behavior of consumers. Furthermore, Toha & Supriyanto (2023) reported that the association between perceived quality and satisfaction has not been proved or agreed by the researcher to have an impact on buying behavior. The brand can control the perceived quality by transforming the perception of the brand in the minds of the consumers. Thus, product perceived quality impacts the emotional experience and opinions of the consumers regarding the value of the item in comparison to its price they are paying and the offering provided by the brand.

2.7.2 Product Perception

Toha & Supriyanto (2023) assessed that the way by which the consumers view and perceive the features, characteristics, value, and overall image of a product or services are product perception. The conception of the product is shaped by the influence of several things such as marketing, advertising, personal experiences, feedback, reviews, word-of-mouth, and the trends prevailing in society. Frigenti (2024) highlighted that it is necessary for the

brands to understand the perception of the product because it can impact consumer behavior which can have eventually an impact on brand loyalty, sales, and the revenue generated by the brand. Brand image has an influence on product perception as it builds logos, and slogans, and constitutes packaging along with the opinion of the people, customer service, and the ethical practices of the brand (Srivastava et al., 2021). Additionally, the features of the product, its coating, and its quality also shape the perception of the product. Moreover, Xu et al. (2022) evaluated that the value of money also has an impact on product perception because consumers look for justification regarding the benefits they are getting from the product by paying the price. Similarly, the price positioning of the product in comparison to the competitor also has an influence on creating the perception of the products as stated by Bernarto et al. (2020). Hence, the several dimensions of marketing can impact the perception of the product which is significant for the brand.

2.7.3 Brand Recall

Xu et al. (2022) stated that brand recall is one of the most critical and important aspects of marketing, especially in consumer behavior as it determines the ability of consumers to memorize and remember a brand when a product category comes in front of them. Brand awareness can be measured by this and the businesses that want to increase brand awareness are required to enhance brand recall in the minds of the customers. Additionally, Diktas & Akgün (2021) evaluated that brand recall impacts the buying behavior of the consumers, and it has been identified that the consumers buy a product that they remember. Other than this, brand recall provides competitiveness to the brand and reduces the hassle of marketers establishing marketing campaigns for the promotion of the brand (Bernarto et al., 2020). It has been evaluated that the organic growth of a brand is affected by brand recall, and it grows with the help of reviews and repeated buying behavior of the consumers.

2.7.4 Brand Recognition

One of the most important aspects of brand awareness is known as brand recognition which refers to the ability of buyers to distinguish a brand based on its logo, design, packaging, color, slogan other distinctive features (Diktas & Akgün, 2021). It is different from brand recall because it involves the identification of a brand with the help of different factors. Bernarto et al. (2020) highlighted that brand recognition builds trust in the customers and makes them loyal in the long run. Additionally, Xu et al. (2022) assessed that a brand can achieve competitiveness based on high brand recognition, and it makes the work easier for marketers to grab the attention of the consumers. Customers who recognize a particular brand are likely to purchase it and increase the equity of the brand.

2.8 LITERATURE REVIEW OVERVIEW

2.8.1 Comparative Literature Survey Table

The following table provides a comparative overview of previous studies relevant to the research topic. It highlights the data, methodologies used, findings, and conclusion of the previous studies. The purpose of this comparative survey is to identify research gaps, highlight prevailing trends, and establish a foundation for the current study. By systematically comparing the literature, this section facilitates a clearer understanding of how existing knowledge has evolved and how the present research differentiates itself within the broader academic discourse.

Table 2.1 Comparative Literature Survey Table

Author (s)	Publication Year	Data/Methodology Used	Findings	Conclusion
Kaplan & Haenlein	2010	Literature Review	Highlighted the role of social media in two-way communication and its impact on brand-consumer interactions.	Social media significantly enhances consumer engagement and loyalty.
Al-Azzam & Al-Mizeed	2021	Empirical study	Found that digital marketing strategies influence purchasing behavior among millennials, particularly through personalized and engaging experiences.	Digital marketing has become essential in shaping millennial purchasing habits.
Dhore & Godbole	2019	Quantitative analysis	Identified that targeted ads and email marketing directly influence customer purchase decisions.	Email marketing remains the most effective channel for engaging consumers.
Cukul	2011	Case study on Mavi Jeans	Showcased Mavi's effective use of social media for fashion marketing, including influencer collaborations and user-generated content.	Strategic social media campaigns can significantly boost brand awareness.
Ford & Alwan	2018	Analysis of digital marketing trends	Demonstrated the importance of data analytics in identifying consumer preferences and tailoring digital marketing strategies.	Data-driven strategies enhance marketing effectiveness and ROI.

Table 2.1 (The Continuation) Comparative Literature Survey Table

'Nur	2021	Review of digital marketing platforms	Emphasized the transformative role of social media platforms like Facebook and Instagram in promoting brand visibility and customer interaction.	Social media platforms are critical tools for modern digital marketing.
Bell et al.	2022	Mixed-methods research	Explored the effectiveness of interactive content and peer recommendations on social media in fostering a sense of community among consumers.	Interactive content builds consumer loyalty and drives engagement.
Toha & Supriyanto	2023	Survey-based research	Investigated how millennials' perception of product value and brand ethics influences their purchasing decisions.	Brand values and ethical practices are vital in influencing millennial loyalty.
Srivastava et al.	2021	Quantitative study	Analyzed the effect of perceived product quality and brand recall on consumer purchasing behavior.	Perceived quality and brand recall strongly correlate with purchase decisions.

2.8.2 Summary and Gaps in Literature

Digital and social media influence customer behavior, especially among millennials, according to research. Digital marketing greatly influences millennials' purchase decisions, while social media boosts brand exposure and

loyalty (Dhore & Godbole, 2019). Research is needed in many literature gaps. Digital marketing channel efficacy research is sparse. Few research has studied how well social media and email marketing reach and engage millennials (Nur, 2021). More research is needed on how digital experiences, including social media addiction, affect consumer behavior. Digital influences on millennial brand views and purchases are examined (Ford & Alwan, 2018). Research is needed regarding digital marketing ethics, especially for millennials because in the past they have been poorly investigated. Digital marketing must address ethics as millennial values change (Toha & Supriyanto, 2023). Digital marketing and social media influence millennial consumer behavior, but many areas need more research. To understand digital marketing and customer behavior, future studies should address these issues.

2.9 THEORETICAL FRAMEWORKS

Applying theories to explain how digital marketing affects millennial clients, it is necessary to synthesize existing theories that are related to the study. Attitudes, subjective standards, and perceived behavioral control affect behavioral intentions. One theory proposes that millennials' views on digital companies, social media, and purchasing control may influence their shopping habits. Millennial digital marketing adoption is explained by the Technology Acceptance Model. Technology's utility and usability determine its acceptability, says this paradigm. If digital marketing is useful and straightforward, millennials will use it. Social Identity Theory suggests that online networks and social groupings impact millennial brand preferences and purchase behavior (Toha & Supriyanto, 2023). This hypothesis states that people have positive social identities and community identification. Youth may favor social media-themed digital marketing. These claims indicate internet marketing influences millennials' purchases. These ideas assist researchers to develop hypotheses and models to study how digital marketing affects millennials' brand perceptions, attitudes, and purchases.

The Engel Kollat Blackwell (EKB) is the model of consumer behavior that highlights the cognitive process and helps the brand predict the purchasing attitude of the consumers (Srivastava et al., 2021). The EKB model has five distinct stages which comprise recognition of the problem, search for the right product, evaluation of alternatives, choosing the right product, and post-purchase evaluation. According to Toha & Supriyanto (2023), consumers first identify their needs and desires which force them to purchase something and afterwards, they seek information from different sources. Later on, consumers compare the prices and features of different products and brands to narrow down their choices and make purchase decisions. In the last stage, consumers use the product and evaluate their satisfaction level. In this regard, Frigenti (2024) assessed that the EKB model provides the whole journey of a consumer decision-making process, and the marketers can use the data to tailor strategies to attract the target customers. Thus, marketers can use social and digital media to attract consumers toward a brand and enhance their purchasing behavior.

2.9.1 EKB Model of Consumer Behavior

The Engel Kollat Blackwell (EKB) is a model of consumer behavior that highlights the cognitive process and helps brands predict purchasing attitude of consumers (Srivastava et al., 2021). The EKB model has five distinct stages which comprise recognition of problem, search for product, evaluation of alternatives, choosing the product, and post-purchase evaluation. According to Toha & Supriyanto (2023), consumers first identify needs and desires which force them to purchase something and afterwards seek information from sources. Later on, consumers compare prices and features of products and brands to narrow down choices and make purchase decisions. In the last stage, consumers use the product and evaluate satisfaction level. In this regard, Frigenti (2024) assessed that the EKB model provides the whole journey of a consumer decision-making process, and marketers can use data to tailor strategies in order to attract target customers. Thus, marketers can use social and digital media to attract consumers toward a brand and enhance their purchasing behavior.

CHAPTER 3

3. METHODOLOGY

In this chapter the research methodology has been discussed in detail employed to analyse the collected data for exploring the effect of social media and digital marketing on brand awareness and consumer behavior among millennials. Moreover, the research approach, design, data collection methods, and analytical techniques used in the study have also been explained. The chapter begins with an explanation of research approach, then the sampling techniques and data collection process have been discussed. Data analysis methods inclusion with statistical techniques employed to test hypothesis have also been discussed in successive sections. This chapter also covers ethical considerations. Validity as well as Reliability of research findings have been ensured by laying a precise methodological framework serving as the foundation for the empirical analysis.

3.1 RESEARCH APPROACH

During the data collection process, the research approach can be found as the significant and supportive element that identifies the process that can be selected to gather, analyze, and interpret the data related to the research topic. From the available approaches, the most suitable approach has been selected while observing the requirement of the study, and that was the "deductive research approach" because it seems to be the most viable and reliable as this could help to find the results through a broad-to-narrow strategy (Bohk-Ewald et al., 2018).

3.1.1 Quantitative Research

A quantitative method has been selected to determine the impact of social media and digital media on enhancing brand awareness and purchasing behavior of millennials. This study method aims to develop and execute models, theories, and hypotheses. Quantitative research necessitates observational tests to determine the hypothesis, and the strategy used during this research (Mohajan, 2020). The quantitative method has been selected because it provides robustness in the results of the research by collecting numeric data which provides concise outcomes.

3.1.2 Deductive Approach

It has been noted by List & Du (2021) that the deductive research approach can make it possible to identify the association between the variables and the different concepts. Also, it has been pointed out by Dawadi (2021) that the deductive research approach allows the author the identification of concepts and ideas quantitatively. Therefore, the deductive approach has been selected to evaluate the objectives of the study.

3.1.3 Explanatory Research

The research is designed to follow an explanatory approach that investigates research problems to have a good understanding of the existing research gap. It helps to identify the relationships between two or more variables and is objective.

3.1.4 Research Model and Hypotheses

The hypotheses of the research were created to examine the impact of measures of brand awareness namely perceived product quality, product perception, brand recall, and brand recognition on the purchasing behavior of the millennials in Istanbul. The following diagram clarifies the research model developed for this study. It illustrates the relationships between independent

variables (product perceived quality, product perception, brand recall, and brand recognition) and the dependent variable (purchasing behavior), along with the moderating effects of demographic factors on brand awareness.

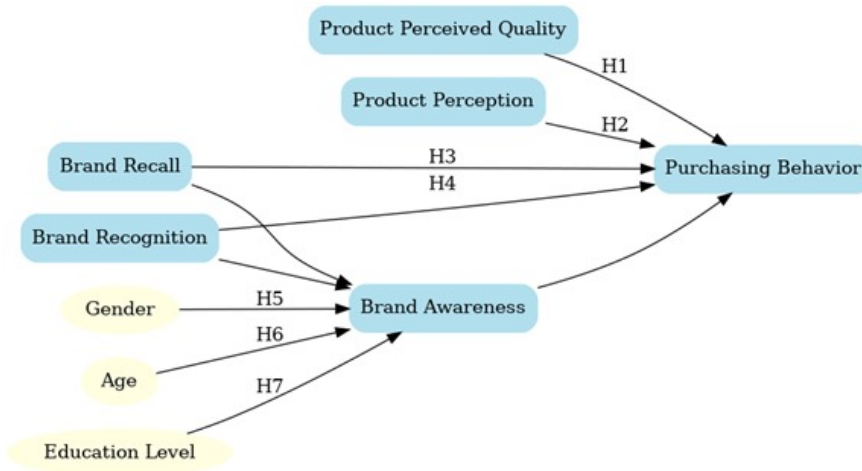


Figure 3.1 Conceptual Model of Research

3.2 RESEARCH DESIGN

A quantitative study has been used to examine how social media and digital marketing affect millennial brand awareness and buying in Istanbul. Cross-sectional surveys imply manipulations causation (Van der Stede, 2014). A quantitative study investigates millennials' social media, digital marketing, brand awareness, and purchase habits in Istanbul's Millennials. Millennial cross-sectional data has been collected through an online survey. The cross-sectional method analyses relationships and behaviours (Davicik, 2014). Moreover, cross-sectional studies illustrate a population's qualities and habits, making them perfect for social media and digital marketing analysis (Van der Stede, 2014). The data has been collected by employing the cross-sectional study of millennials from Istanbul demographics, places, and social media and digital marketing exposure. This method has completely evaluated social media and digital marketing's impact on millennial brand awareness and purchasing

behavior, improving the understanding of digital consumer behavior. For evaluating the hypothesis and exploring the connection between variables, this study uses a quantitative approach which includes collecting and scrutinizing numerical data.

The study's goals justify adopting the use of quantitative approaches. Many studies aim are achieved with quantitative methods. First, quantitative methods objectively assess perceived product quality, brand awareness, product perception, brand recall, brand recognition, and purchasing behavior whose items are taken from Khuong & Tram, (2015). Data collection becomes methodical and replicable, boosting study validity and dependability. Second, SEM, regression, and correlation analysis can investigate complex variable connections (Hair Jr et al., 2019). These methods allow researchers to test ideas, uncover trends, and make conclusions from data. Findings can be applied to more Istanbul millennials using quantitative methods. The survey uses a representative sample and advanced statistical analysis to determine public opinion on social media, digital marketing, and brand involvement. Quantitative research lets researchers compare demographic responses (age, gender, and education status). This shows how social media and digital marketing affect millennial brand awareness and purchasing behavior.

3.3 TYPES OF DATA

Data is of two types i.e. Secondary data and Primary data (Smith, 2008).

3.3.1 Secondary Data

Secondary data is defined as information that has been collected, analyzed, and disseminated by researchers or institutions other than the original source. This information can be found in documented studies, academic journal articles, government reports, statistics databases, and other forms of study. Researchers can optimize their time and financial resources by utilizing secondary data, enabling them to leverage pre-existing data. Boslaugh & Boslaugh (2007) define

secondary data analysis as using previously collected data to answer new research questions. This type of analysis sometimes provides access to large and diverse data sets that a single researcher or team could not gather. Secondary data sources like broad surveys or longitudinal studies can provide a wealth of insights that are too expensive and time-consuming to repeat. Church (2002) stresses the importance of secondary data in education, health, and the social sciences. His thesis proposes that secondary data can improve reliability by helping researchers identify, compare, and validate trends. Using current data, researchers can conduct meta-analyses and systematic reviews. These methods use several studies to reach more conclusive conclusions.

Johnston (2014) notes that secondary data analysis is becoming more popular in research. He says secondary data is useful when ethical, logistical, or monetary constraints make primary data difficult to get. Johnston also stresses the need to evaluate secondary data quality and utility. This evaluation should consider the data's origins and restrictions. Smith (2008) provides a detailed overview of secondary data in educational and social research. The author emphasizes the importance of secondary data in research difficulties that demand large or complex data sets that primary data collecting cannot handle. Secondary data lets them be examined. Smith also discusses secondary data ethics. These tasks include correct citations and data source confidentiality. Secondary data can greatly expand the breadth and depth of research. It allows researchers to build on previous knowledge, replicate findings, and apply them to other circumstances. However, secondary data must be thoroughly examined to assure its correctness, dependability, and application to new research questions.

3.3.2 Primary Data

Primary data comes from original sources for research. Primary data is directly acquired by the researcher and developed for their study, while secondary data is pre-existing information gathered and published by others as mentioned earlier. This type of data collection, which addresses study objectives, requires direct interaction with people or phenomena. Rabianski (2003) says

primary data is needed to get knowledge not available in secondary sources. Primary data comes from questionnaires, interviews, experiments, and observations. Each method has benefits, and the study goal and data determine the method. In his 2017 study, Ajayi priorities original data for current environmental knowledge. Surveys generate measurable data about trends, habits, and attitudes from many people. Interviews allow academics to study complex topics and understand participants' perspectives while collecting qualitative data. Emanuelson and Egenvall stressed the importance of primary data in 2014 to ensure study credibility. Researchers can reduce errors and biases by directly collecting data. This ensures that the statistics accurately and effectively portray the issue. For reliable study outcomes, data collecting must be tightly controlled. Primary data collection requires careful source selection, according to Kornegay and Segal (2013). Data quality and usefulness depend on data sources, such as surveys or unstructured observations. Researchers must analyse sample size, sampling process, and data-gathering technologies to ensure the validity and relevance of the main data to the study objectives.

Primary data collection takes time, energy, and money. Though it is rewarding, it is difficult. Researchers must create and test data collection equipment, recruit subjects, and follow ethics. Participants must give informed consent and keep secrets. Due to its originality and relevance, primary data can address research issues that secondary data cannot. Creating unique viewpoints and answering research questions requires primary data. It gives researchers current, accurate, and situation-specific data for dependable, high-quality findings. Researchers can verify data authenticity and relevance by carefully selecting data collection methods and sources.

3.4 PROCESS OF DATA COLLECTION

A comprehensive literature review was conducted to collect data for this study. This review offered a comprehensive comprehension of the effect of digital marketing and social media on customer behavior. The literature review

played a crucial role in identifying the lack of knowledge that forms the basis of the current investigation. Zhang et al. (2021) assert that secondary sources are indirect means of rapidly gathering data, resulting in energy and cost savings. Secondary sources are sources that provide information or data that is derived from primary sources, rather than being original or firsthand. Nevertheless, this study specifically concentrated on primary data. The researcher gathered firsthand information to investigate the impact of social media and digital marketing on brand awareness and purchasing choices among millennials. Mazhar et al. (2021) observed that primary sources are impartial and offer reliable, unaltered facts directly from the source. This approach guarantees precise and pertinent data. The study collected primary data from millennials to understand their social media and digital marketing habits. Data was collected using structured questionnaires and semi-structured interviews. Online surveys facilitated the inclusion of a varied sample and facilitated widespread contact. To facilitate more comprehensive discussions, interviews were held either face-to-face or by video conferencing. The questionnaires inquired about individuals' utilization of social media, their familiarity with various brands, and their choices when making purchases. The survey data was saved in a database for quantitative analysis. A smaller number of people were asked to gain a deeper insight. By asking open-ended questions, the interviews collected qualitative data about participants' experiences and perceptions. The researcher ensured that participants met demographic requirements throughout data collection. The study targeted social media-using millennials. The researcher collected relevant and reliable data that met research goals. Primary data came from surveys and interviews. A comprehensive approach revealed how social media and digital marketing affect millennials' purchase decisions, making the study legitimate.

3.4.1 Data Collection Timeline

The following table outlines the key stages and timeline of the data collection process for this research:

Table 3.1 Data Collection Timeline.

Stage	Activity	Dates
1	Survey design and piloting	12–23 November 2024
2	Survey distribution	23 Nov – 24 Dec 2024
3	Response collection.	30 Dec 2024 – 4 Jan 2025
4	Data cleaning and preparation	30 Dec 2024 – 4 Jan 2025
5	Data analysis	4–20 January 2025

3.4.2 Survey Questionnaire

Based on study objectives and questions, a structured survey questionnaire has been created. Based on proven studies conducted by Al-Azzam and Al-Mizeed (2021), Duffett (2017), and Srivastava et al., (2021) on millennial brand knowledge, social media influence, and purchasing behaviour, the questionnaire items were created. The questionnaire employed standard metrics to evaluate perceived product quality, brand awareness, product perception, brand recall, brand recognition, and buying behavior. The following scales have been included:

1. Brand Awareness: Aided and unaided brand awareness scales assess brand knowledge. Participants were given items related to the selected brand and asked to indicate how they felt about the brand and how they were familiar with the chosen brand.
2. Brand Recall: The likelihood of memorizing and remembering a brand is brand recalled as at what level the customers retain the brand in their memory.
3. Brand Recognition: The level at which the consumers recognize the brands

highlights the effective marketing level of the brand to make it retain in the memory of the target audience.

4. Purchasing Behavior: Buying intention evaluates respondents' likelihood of buying specific brands.
5. Perceived Product Quality: To evaluate brand value, the perceived quality scale has been employed. The perceived benefits of buying from

brands have been assessed by asking respondents about their value for money.

6. Product Perception: The list of items was given to the participants to understand their opinions regarding the chosen brand.

The survey questionnaire uses these standardized measures to collect key millennial beliefs and habits, helping the study fulfil its goals. To conduct this study, an instrument questionnaire was generated in which participants were requested to record their responses to the questions on a 5 points Likert scale, which is used to measure the constructs mentioned in the model starting with 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. The questionnaire has three sections. Section 1 is about demographics; section 2 has items related to independent variables and section 3 has questions regarding dependent variables. The questionnaire is attached in Appendix A.

3.5 SAMPLING TECHNIQUES

According to Mweshi & Sakyi (2020), sampling is a process to select the target audience from the whole population which can help in providing data for research. The current study has employed non-probability sampling in which each sample has no equal opportunity to be a part of the research which is a sub-type of non-probability sampling. Moreover, the convenience sampling method has been used to collect the responses from the target sample. Convenience sampling allows recruitment of the participants of the study from easily available people (Obilor, 2023). This study has targeted millennials who are more than 28

years old and have a maximum age of 44 years, social media, and digital media users who are residing in Istanbul. Millennials were raised on technology and social media, and the study has been conducted to understand digital-age consumer feelings and behavior. The participants have been recruited from social media platforms, and the online survey has been sent to them through messaging options for social media platforms. A total of 403 participants were recruited for the study. However, the first pilot testing was run by collecting data from 100 participants and assessing reliability with the help of Cronbach's alpha value.

3.6 DATA ANALYSIS

Maharana et al. (2022) assessed that the measuring of the data is done in the data analysis which can aid in making interpretations of the raw data to convert it into meaningful information. Data analysis is crucial for this study's insights and hypothesis testing. The key data analysis tool used was SPSS version 21. The quantitative method was used to explain the results of the data that collected by analyzing it with the help of statistical software. To examine the hypothetical model IBM SPSS Statistics software was used. To analyze the collected data descriptive analysis, regression, reliability, validity & correlation were tested.

3.7 ETHICAL CONSIDERATIONS

To protect participants, this study on how social media and digital marketing affect millennial brand awareness and purchasing behavior has addressed ethical concerns. The research has followed these ethics:

1. Participants have been informed regarding the study's goal, procedures, and rights before participation. Any participant can leave the study without punishment with informed consent.
2. Survey responses and personal data are confidential. Anonymous participation and data security prevent illegitimate access. No one has been

pushed into research. Volunteers are assured their participation is not violate their privacy.

3. The presentation of research findings is impartial. Conflicts of interest, biases, and study methods have been reported to protect findings.
4. Researchers must respect individuals' backgrounds, viewpoints, and experiences. Recruiting diverse demographic groupings has yielded inclusive results.

3.8 CHAPTER SUMMARY

The methodology explores how social media and digital marketing affect millennial brand awareness and purchasing. Millennials have been represented in quantitative, cross-sectional study. A comprehensive survey with standardized scales has measured perceived product quality, brand awareness, product perception, brand recall, brand recognition, and buying behavior. For the study, convenience sampling has been used to test the target sample. The researcher has carefully considered informed consent, confidentiality, and participant rights. The study uses rigorous methodology and ethics to help marketers, brand managers, and researchers communicate with key clientele.

CHAPTER 4

4. ANALYSIS AND RESULTS

4.1 INTRODUCTION

This chapter explains the analysis of the data collected from the sample of the study. Data analysis included descriptive statistics, reliability analysis, correlation testing, parametric testing, and multiple regression. Pilot tests assessed the questionnaire's reliability and validity. With 100 participants for the pilot study, this small-scale study examined research methods and questionnaire dependability. For the complete research, the data was collected from 403 participants from millennials which was required to test the hypothesis. The evidence of collected data is attached in Appendix B. Demographic data from participants was analyzed using descriptive statistics. Reliability analysis assessed research to measure consistency and stability. Product Perceived Quality (PPQ), Product Perception (PP), Brand Recall (BR), Brand Recognition (BRG), and Purchase Decision (PD) are the variables tested in the study. The normality test determined if the sample data came from a normally distributed population. The link between variables was analysed using correlation analysis. From various independent variables, multiple regression analysis predicted the dependent variable (purchase decision). Demographic characteristics' effects on buying decisions were tested using difference testing.

4.2 PILOT TESTING

First, to check the reliability and validity of the questionnaire, a pilot study was performed. According to Ullah et al. (2023), the pilot study is a small-scale study that is conducted before large-scale quantitative research to check the research protocols and reliability. The data was collected from 100 participants of the study and reliability testing was performed. Table 4.1 shows the reliability

analysis of the pilot study.

Table 4.1 Reliability Analysis of Pilot Study

Reliability Statistics	
Cronbach's Alpha	No. of Items
0.834	5

It is observed that the value of Cronbach's alpha is found to be 0.834 which is more than the acceptable value of 0.7. This implies that the questionnaire adopted for the study is valid and reliable. Thus, the study has proceeded further to get more responses and to test the data for making interpretations.

4.3 DESCRIPTIVE STATISTICS

Table 4.2 presents the descriptive statistics of the demographic data collected from the participants in the study. The frequency (N) and percentage (%) of the data have been evaluated.

Table 4.2 Descriptive Statistics (a)

Demographics	Frequency (N)	Percentage (%)
Gender		
Male	216	53.6
Female	187	46.4
Total	403	100

Table 4.2 (The continuation) Descriptive Statistics (a)

Age		
26-35 years	255	63.27
36-45 years	148	36.73
Total	403	100
Education Status		
Undergraduate	76	18.9
Graduate	200	49.6
Postgraduate	120	29.8
Associate	03	0.7
PhD	04	1.0
Total	403	100

It is observed that out of 403 participants, 216 (53.6%) are male and 187 (46.4%) are female. Hence, it depicts that the majority of the participants were male. Additionally, 255 (63.27%) were of age 26-35 years and 148 (36.73%) were of 36-45 years. Thus, the participants were millennials who took part in the survey. Along with this, 76 (18.9%) were undergraduate, 200 (49.6%) were graduates, 120 (29.8%) were postgraduate, 3 (0.7%) were associate and 4 (1%) were PhD. Henceforth, the participants of the study were qualified enough to understand the idiom of brand awareness and purchasing behavior.

Table 4.3 shows the maximum, minimum, mean and standard deviation of the demographics data and variables of the study.

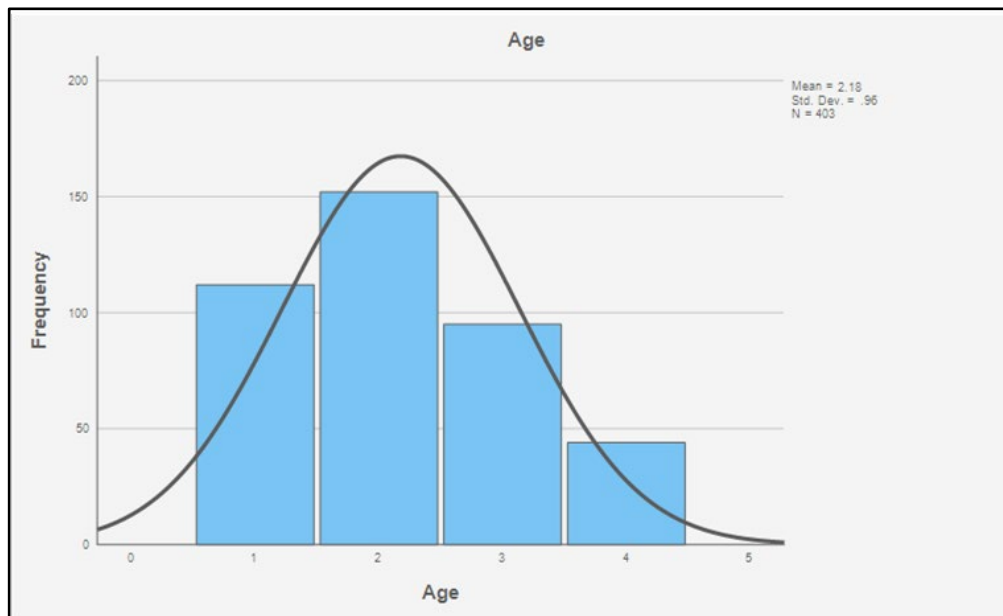


Figure 4.1 Frequency Histogram of Respondents' Age (N = 403)

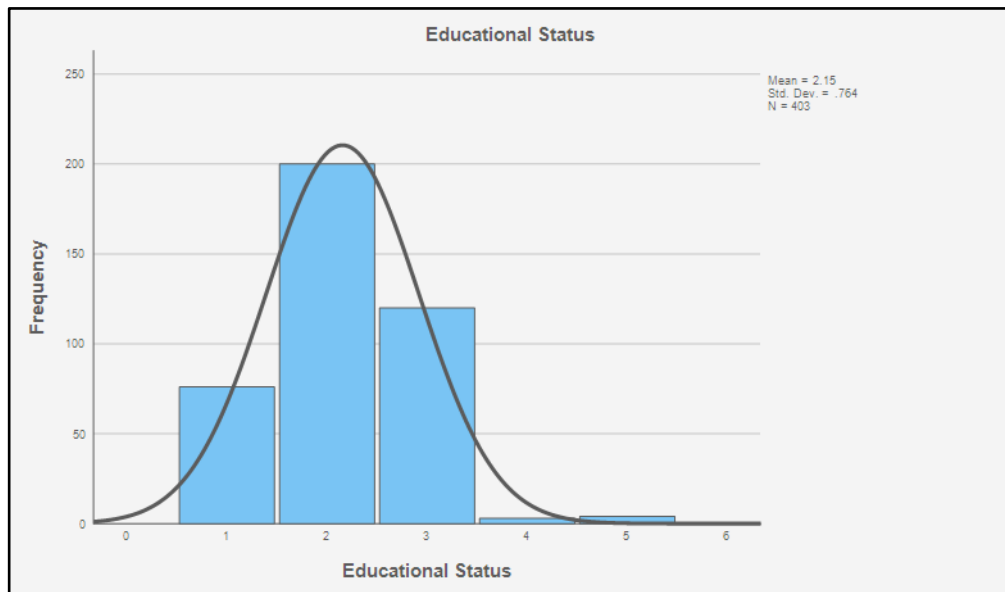


Figure 4.2 Histogram of Frequency Distribution of Respondents by Educational Level

Table 4.3 Descriptive Statistics (b)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	403	1	2	1.46	.499
Age	403	1	4	2.18	.960
Educational Status	403	1	5	2.15	.764
PPQ	403	1.00	5.00	2.9342	.65031
PP	403	1.00	5.00	3.0265	.72686
BR	403	1.00	5.00	3.0943	.70916
BRG	403	1.00	5.00	3.0788	.69859
PD	403	1.00	5.00	2.9448	.73401

The mean value of gender is 1.46 with a standard deviation of 0.499. Moreover, the mean of age is 2.18 having a standard deviation of 0.960 and educational status has a mean of 2.15 with a standard deviation of 0.764. Along with this, the mean of PPQ is 2.93 and the standard deviation is 0.650, the mean of PP is 3.02 and the standard deviation which is 0.726, the mean of BR is 3.09 and the standard deviation is 0.709, the mean of BRG is 3.07 and standard deviation is 0.698 and the mean of PD is 2.94 having a standard deviation of 0.734.

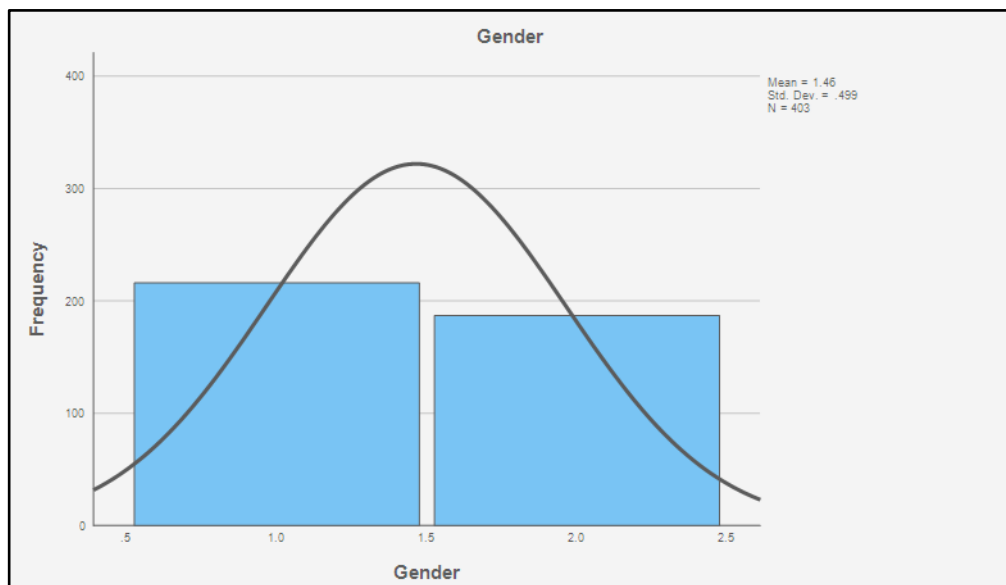


Figure 4.3 Respondents' Gender Frequencies with Normal Curve (N = 403).

4.4 RELIABILITY ANALYSIS

The reliability analysis is the measurement of the consistency and stability of the measures of the research (Clayson et al., 2021). The values obtained in Cronbach's alpha are required to evaluate the internal consistency and are attained when the value of reliability is more than 0.7, which is the cut-off value (Hair et al., 2016).

Table 4.4 Reliability Analysis

Variables	Cronbach's Alpha	No. of items
PPQ	0.816	4
PP	0.779	3
BR	0.829	4
BRG	0.886	4
PD	0.828	4

Product Perceived Quality (PPQ) has a 0.816 value, Product Perception (PP) shows 0.779, Brand Recall (BR) obtained 0.829, Brand Recognition (BRG) has 0.886, and Purchase Decision (PD) obtained value of Cronbach's alpha is 0.828. Results in Table 4.4 show that all the variables have a clearly relationship with questions as all the scores exhibit values exceeding 0.7, hence meeting the criteria.

4.5 NORMALITY TEST

In statistical analysis a normality test helps to find out if a dataset shape matches the standard normal distribution (Khatun, 2021). The test shows if data matches a normal curve shape to help researchers decide which statistics tests to use. The normality test is performed to assess that the chosen sample is drawn from a normally distributed population. In this regard, the following hypotheses have been formulated:

H₀: The data collected follows a normal distribution.

H₁: The data collected does not follow a normal distribution.

Table 4.5 Normality Test

Test of Normality			
	Kolmogorov-Smirnov		
	Statistic	df	Sig.
PPQ	.133	403	<.001
PP	.152	403	<.001
BR	.119	403	<.001
BRG	.131	403	<.001
PD	.142	403	<.001

The findings in Table 4.5 show that the significant value which is the p-value for all the variables of the study in the Kolmogorov-Smirnov test is found to be less than 0.05, which is the set significance value. Kolmogorov-Smirnov test has been considered because the sample size of the study is more than 50. This implies that the null hypothesis is rejected, and the alternate hypothesis is accepted which shows that the data does not follow a normal distribution.

4.6 CORRELATION ANALYSIS

According to Janse et al. (2021), correlation analysis provides insights into the relationship between two data sets or variables of the study. A correlation analysis has been carried out to analyze the relationship between two variables. The strength of the association between the variables can be assessed through correlation testing. Spearman's rho correlation testing is followed because the data is not normally distributed.

Table 4.6 Correlational Analysis

		Correlations					
		PPQ	PP	BR	BRG	PD	
Spearman's rho	PPQ	Correlation Coefficient	1.000				
		Sig. (2-tailed)	.				
		N	403				
	PP	Correlation Coefficient	.437	1.000			
		Sig. (2-tailed)	<.001	.			
		N	403	403			
	BR	Correlation Coefficient	.483	.416	1.000		
		Sig. (2-tailed)	<.001	<.001	.		
		N	403	403	403		
	BRG	Correlation Coefficient	.332	.392	.387	1.000	
		Sig. (2-tailed)	<.001	<.001	<.001	.	
		N	403	403	403	403	
	PD	Correlation Coefficient	.311	.298	.354	.364	1.000
		Sig. (2-tailed)	<.001	<.001	<.001	<.001	.
		N	403	403	403	403	403

The findings in Table 4.6 show that the association between PD and PPQ is moderately positive and significant ($r=0.311$, $p=0.000$). Additionally, the association between PD and PP is moderately positive and significant ($r=0.298$, $p=0.000$) and the association between PD and BR is moderately positive and significant ($r=0.354$, $p=0.000$). Similarly, the association between PD and BRG

is also moderately positive and significant ($r=0.364$, $p=0.000$). Therefore, it has been analyzed that the correlation of the independent variables with the dependent variable is positively and significantly strong.

Other than this, the association between PP and PPQ is moderately positive and significant ($r=0.437$, $p=0.000$), and the association between BR and PPQ is also moderately positive and significant ($r=0.483$, $p=0.000$). Similarly, the relationship between BR and PP is moderately positive and significant ($r=0.416$, $p=0.000$). Along with this, the relationship between BRG and PPQ is moderately positive and significant ($r=0.332$, $p=0.000$), the association between BRG and PP is moderately positive and significant ($r=0.392$, $p=0.000$) and the relationship between BRG and BR is moderately positive and significant ($r=0.387$, $p=0.000$). Thus, it implies that the relationship between the independent variables is also positive and significant.

4.7 REGRESSION ANALYSIS

Al-Azzam & Al-Mizeed (2021) stated that regression analysis let the researcher assess the relationship between two or more variables which are defined in the conceptual framework of the study. Multiple regression was performed to predict the dependent variables and their relationship with several independent variables. The general form for a simple linear regression is:

$$Y = a + bX$$

Table 4.7 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859	.813	.806	.61152

R-square is the percentage of the variance in the response variable that can be analyzed by the predictor variables (Hayes, 2021). Table 4.7 shows that R2 is 0.813 which indicates that the variation in the dependent variable which is PD explained by independent variables is 81.3% whereas the value of adjusted R2 0.806 indicates that the variation in the dependent variable (PD) explained by independent variables is 80.6%. The value of R2 and adjusted R2 is more than 0.7 which shows that the model is strongly fit.

Table 4.8 ANOVA

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	67.749	4	16.937	45.292	<.001
Residual	148.835	398	.374		
Total	216.584	402			

The Analysis of Variance (ANOVA) is performed to assess the significant difference between the mean values of the variables (Chen et al., 2022). In Table 4.8, the ANOVA test shows that the F-value is 45.292 and the sig. value is 0.000 which is less than the acceptable value (sig. value < 0.05). The results indicate that the model is valid, and the regression analysis is significant. Thus, it has been observed that PD can be predicted and explained with the help of independent variables as there is a significant difference between the mean values of the variables.

Table 4.9 Regression Analysis

Coefficients					
	B	Std. Error	t-value	Sig. value	
	(Constant)	.657	.176	3.736	<.001
	PPQ	.166	.058	2.858	.004
1	PP	.071	.052	1.367	.022
	BR	.179	.055	3.223	.001
	BRG	.336	.051	6.562	<.001

The regression equation is as follows:

$$PD = 0.657 + 0.166PPQ + 0.071PP + 0.179BR + 0.336BRG$$

The regression analysis has been conducted to test the proposed research hypotheses of the study. The results are presented in Table 4.9. The beta value of the PPQ is 0.166 which indicates that the 1-unit increase in PPQ will bring an increase in PD by 0.166 units. Along with this, the value of beta is positive which shows that the relationship between PPQ and PD is positive. The sig. value is found to be 0.004 which is less than the acceptable value (sig. value <0.05) which implies that the relationship is significant. Thus, the hypothesis (H1) is accepted.

Additionally, the beta value of PP is 0.071 which indicates that the 1-unit increase in PP will bring an increase in PD by 0.071 units. Along with this, the value of beta is positive which shows that the relationship between PP and PD is positive. The sig. value is found to be 0.022 which is less than the acceptable value (sig. value <0.05) which implies that the relationship is significant. Thus, the hypothesis (H2) is accepted.

Moreover, the beta value of the BR is 0.179 which indicates that the 1-unit increase in BR will bring an increase in PD by 0.179 units. Along with this, the value of beta is positive which shows that the relationship between BR and PD is positive. The sig. value is found to be 0.001 which is less than the acceptable

value (sig. value <0.05) which implies that the relationship is significant. Thus, the hypothesis (H3) is accepted.

Furthermore, the beta value of the BRG is 0.336 which indicates that the 1-unit increase in BRG will bring an increase in PD by 0.336 units. Along with this, the value of beta is positive which shows that the relationship between BRG and PD is positive. The sig. value is found to be 0.000 which is less than the acceptable value (sig. value <0.05) which implies that the relationship is significant. Thus, the hypothesis (H4) is accepted.

4.8 DIFFERENCE TEST

The difference test was performed to evaluate the impact of demographic variables on the purchase decisions of the participants. The difference tests were performed by taking the gender, age, and education status of the participants. When data does not follow a normal distribution Mann-Whitney U test is used to evaluate differences between two independent groups (Okoye & Hosseini, 2024). This test shows if values in one group stand higher or lower than values in another group.

Table 4.10 Mann-Whitney U Test

Test Statistics	
	PD
Mann-Whitney U	19493.000
Wilcoxon W	42929.000
Z	-.609
Asymp. Sig. (2-tailed)	.543

Table 4.10 shows the values of the difference test performed to test the

impact of gender on the PD which is a dependent variable in the study. As the data is not normally distributed which is why the Mann-Whitney U test has been performed to evaluate the difference between the gender for purchasing decisions. The p-value is found to be 0.543 which is above the significance value of 0.05. This show that there is no significant difference found in the purchasing decisions of males and females. Hence, the hypothesis (H5) is rejected.

Table 4.11 Kruskal Wallis Test

Test Statistics	
	PD
Kruskal-Wallis H	5.277
Df	3
Asymp. Sig.	0.153

Table 4.11 presents the values of the difference test performed to assess the impact of the age of participants on the PD. As the data is not normally distributed which is why the Kruskal Wallis test has been performed to evaluate the difference between the age of participants for purchasing decisions. The Kruskal-Wallis test functions as a non-parametric way to analyze differences between three or more separate groups (Okoye & Hosseini, 2024). It tests if data sets belong to the same statistical population without assuming the groups have a normal distribution. The p-value is found to be 0.153 which is more than the significance value of 0.05. This implies that there is an insignificant difference found in the purchasing decisions of the participants belonging to different age groups. Hence, the hypothesis (H6) is rejected.

Table 4.12 Kruskal Wallis Test

Test Statistics	
	PD
Kruskal-Wallis H	5.305
Df	4
Asymp. Sig.	0.257

Table 4.12 depicts the values of the difference test performed to assess the impact of the education status of participants on PD. As the data is not normally distributed which is why the Kruskal Wallis test has been performed to assess the difference between the education status of participants for purchasing decisions. The p-value is found to be 0.257 which is more than the significance value of 0.05. This shows that there is an insignificant difference found in the purchasing decisions of the participants based on their education status. Hence, the hypothesis (H7) is rejected.

The following hypotheses are tested in the current research to address the identified gap of the study. Table 4.13 shows the summary of the results of the hypotheses.

H1: There is a significant impact of the product perceived quality on purchasing behavior.

H2: There is a significant impact of product perception on purchasing behavior.

H3: There is a significant impact of the brand recall on purchasing behavior.

H4: There is a significant impact of brand recognition on purchasing behavior.

H5: Brand awareness differs according to gender.

H6: Brand awareness differs according to age.

H7: Brand awareness differs according to education level.

Table 4.13 Hypothesis Summary

S.No.	Hypothesis	P-value	Result
1.	There is a significant impact of the product perceived quality on purchasing behavior.	0.004	Accepted
2.	There is a significant impact of product perception on purchasing behavior.	0.022	Accepted
3.	There is a significant impact of the brand recall on purchasing behavior.	0.001	Accepted
4.	There is a significant impact of brand recognition on purchasing behavior.	0.000	Accepted
5.	Brand awareness differs according to gender.	0.543	Rejected
6.	Brand awareness differs according to age.	0.153	Rejected
7.	Brand awareness differs according to education level.	0.257	Rejected

4.9 CHAPTER SUMMARY

The chapter presented the analysis and the interpretations of the data collected from the participants regarding brand awareness and purchasing behavior towards Mavi. It is identified that Mavi is impacting the purchasing behavior and brand awareness of the customers by effectively using social media and digital marketing strategies.

CONCLUSION AND SUGGESTIONS

This chapter consists of a summary of the key findings of the study along with the recommendations made for future researchers.

In recent decades, businesses have started relying on social media and digital platforms to advertise their products and services to make customers aware of the offerings and features. The competition in this digital world is quite high which is why the brands use strategic marketing techniques to attract the attention of the customers and increase their sales. Consumer behavior has been set by following different innovative and unique techniques and tactics by marketers so that the consumers retain the brand in their memory. The current study aims to investigate the brand awareness and purchasing behavior of millennials in Istanbul by using social and digital media. Mavi, which is a fashion brand, was chosen to assess the opinions of the chosen sample for the study. Millennials have been chosen because they are the generation who have grown by purchasing products from physical stores and the brands then used to market the products through print media or broadcast media. The measures of brand awareness namely, “Perceived product quality, product perception, brand recall, and brand recognition” were chosen as the independent variables. Along with this, the purchasing behavior of consumers was selected as the dependent variable of the study.

After the analysis was conducted, it was concluded that the consumers’ purchasing behavior is highly influenced by the perceived product quality. The chosen brand has maintained the quality of the products offered to the consumers and they like to use and purchase them. In addition to this, the customers feel that their money has value, and they are getting quality products at affordable prices. The chosen brand also promotes the products on social media platforms and uses digital marketing tools to make the customers know about the quality, design, and pricing of the products which leads them to buy the products. Moreover, product perception also impacts the purchasing behavior of the

consumers because due to the effective marketing by the chosen brand on social media accounts and digital platforms, the brand is providing a platform for the consumers to share their opinions and views. The consumers share their experiences, and they tend to have a positive perception of the products they use and are likely to buy more products from the same brand again and again.

It is also concluded from the findings of the research that brand recall also has an impact on the purchasing decisions of consumers. The brands use social media and digital platforms to advertise the products and promote the products effectively on different marketing mediums to retain the brand in the minds of the consumers. Furthermore, consumers recognize their favorite brand by looking at similar products which is why they shop for their selected and chosen brand. Hence, brand recognition also impacts the buying behavior of consumers. It is observed that millennials are actively using social media and digital media and their brand awareness is high which impacts their buying behavior whenever they come across advertisements and posts of their favorite brand, they tend to buy the products.

In addition to this, the study has found that the gender roles, age factors, and education status of the consumers who are millennials of Istanbul do not impact brand awareness. The study has observed no difference in the brand awareness of consumers belonging to different demographics. Thus, millennials of any age, gender, and education status are equally impacted by social media usage and the digital marketing strategies used by the brand to make them aware of the brand and force them to purchase their chosen brand.

Recommendations

The following recommendations have been made for the current study in order to enhance the brand awareness and purchasing behavior of millennials through social media and digital marketing.

- The brands can develop a strong social media existence in order to grab the attention of the audience and upload relevant content according to the

preferences of the customers.

- The brands must upload creative and engaging content that is visually appealing and shareable for the public and it must be consistent as well.
- Brands can engage with influencers and endorse celebrities in their social media and digital marketing campaigns to engage more audiences.
- People like customized products which is why brands can use data analytics to analyse the preferences of the consumers and tailor the products and offerings according to their choices and desires.
- The brands can launch campaigns to encourage the customers to share their reviews, and their experiences related to the usage of the products to build trust and reliability in the target audience.
- To make the experience of the customers more satisfying, the brands can launch their own mobile applications to provide ease and comfort in shopping to the customers.
- The brands can offer loyalty bonuses and incentives to the customers who are engaged with them because of the millennials' discounts and sales.
- By following the recommendations, the brands can enhance brand awareness, and the customers will repeatedly buy the products of the same brand.

Limitations

The limitations of the current study are that it is based in Istanbul and has targeted only millennials. The researcher has used a primary quantitative method to conduct the study, and the sample size is restricted to 403. Moreover, it is a time-bound study as academic studies are required to be completed in a limited time. The study has provided specialized results because it was focused on a single brand and a single population.

Future Research

Future scholars can replicate the study by changing the data collection method as they can use qualitative primary, secondary, or mixed methods to gain more insights into the research objectives. Future scholars can conduct the study in a different region or can compare the studies in different regions. Moreover, the studies can be conducted by different generations or can be conducted study in the general public. Other than this, the sample size and sampling technique can be changed. Future scholars can take different variables in the model and analyse the impact on brand awareness and purchasing behaviour. Subsequently, the researchers can conduct the study by changing the brand or by comparing studies of different brands.

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APPENDIX

APPENDIX: QUESTIONNAIRE

The Impact of Social Media and Digital Marketing on Brand Awareness and Purchasing Behavior of Millennials in Istanbul

This survey regards as part of a master's thesis which I have at Işık University in Istanbul. This study is about figuring out brand awareness and enhancing purchasing behavior among the millennials in Istanbul who use social and digital media. Your contributions to this academic study are very valuable. The survey will take 5 minutes to answer. Your answers will not be shared by third parties.

Thank You

Master Student of Business Administration Program, Işık University

Section 1 – This Section consists of the Participant Demographics

1. Gender

Male

Female

2. Age

18 – 25 years

26 – 35 Years

36 – 45 years

Above 45 years

3. Education Status

Associate

Undergraduate

Graduate

Section 2 – Evaluate your agreement about factors related to brand awareness by circling one of the following scales:

1= Strongly Disagree 2= Disagree 3= Neutral 4=Agree 5= Strongly Agree

Perceived Product Quality					
1. Mavi has the necessary products suitable for my lifestyle.	1	2	3	4	5
2. Mavi products are reliable.	1	2	3	4	5
3. Mavi products are of standard quality.	1	2	3	4	5
4. The designs of the products are beautiful and eye-catching.	1	2	3	4	5
Product Perception					
1. Mavi is one of the famous brands.	1	2	3	4	5
2. The brand has a wide distribution system.	1	2	3	4	5
3. The brand has a reasonable and stable price.	1	2	3	4	5
Brand Recall					
1. I have a good ability to know about this brand.	1	2	3	4	5
2. It is a popular brand in the Turkish market.	1	2	3	4	5
3. When thinking about the quality of the goods, I first remember Mavi.	1	2	3	4	5
4. It is the popular brand of Türkiye.	1	2	3	4	5
Brand Recognition					
1. Mavi is a respected and reliable brand.	1	2	3	4	5
2. Mavi has branded products that consumers trust.	1	2	3	4	5
3. It is the best brand in the sector in Türkiye.	1	2	3	4	5
4. It has an effective and understandable slogan.	1	2	3	4	5

Section 3– Evaluate your agreement about factors related to purchase behavior by circling one of the following scales:

1= Strongly Disagree 2= Disagree 3= Neutral 4=Agree 5= Strongly Agree

Purchase Decision					
1. After watching the advertisement for the product on social media, I decided to buy it.	1	2	3	4	5
2. I will buy the product for trial purposes.	1	2	3	4	5
3. I will buy the product as it is better than its competitors.	1	2	3	4	5
4. I think buying Mavi's products is a good decision.	1	2	3	4	5

Thank you for your participation!

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