



## Social Media Marketing Strategies and the Impact of Influencers on Consumer Behavior

Fahrettin Kayan |  0000-0002-8099-7271 |  kayan@akdeniz.edu.tr

Akdeniz University, Vocational School of Social Sciences, Public Relations and Publicity Program,  
Antalya, Türkiye

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### Abstract

This study examines the significant impact of social media on marketing strategies and consumer behavior, providing a comprehensive analysis of the impact of interactive digital channels on consumer habits and brand dynamics. With approximately 4.88 billion social media users worldwide, these platforms have significantly reshaped consumer behavior, underscoring the necessity for businesses to adapt their marketing strategies in a manner that aligns with these changes. The theoretical framework incorporates a variety of models, including Marshall's Economic Model, the Pavlovian Model, the Veblen Model, and the Nicosia Model. Each of these models elucidates a distinct facet of consumer behavior in the context of social media. The empirical research, with a focus on Turkey, sought to ascertain the impact of social media phenomena on consumer demographic characteristics, including gender, age, education, and income level. The findings indicated that the effects were significant but variable. The study employed a range of statistical techniques, including descriptive statistics, factor analysis, Cronbach Alpha analysis, the Kolmogorov-Smirnov test, t-tests, and one-way variance (ANOVA) to validate its hypotheses. The findings confirmed a significant influencer effect, particularly among women, younger individuals, and those with lower income and education levels. These results highlight the pivotal role of social media in modern marketing and suggest that businesses should strategically leverage these platforms to engage with consumers more effectively and make informed marketing decisions.

### Keywords

Marketing Communications, Digital Marketing, Consumer Behavior, Social Media Marketing, Consumption Culture

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