



**T.C.**  
**BURSA ULUDAĞ ÜNİVERSİTESİ**  
**SOSYAL BİLİMLER ENSTİTÜSÜ**  
**İŞLETME ANABİLİM DALI**  
**İŞLETME BİLİM DALI**

**THE EFFECT OF SOCIAL MEDIA ON PURCHASE INTENTION: A  
COMPARISON OF TURKISH AND AFGHAN SOCIAL MEDIA USERS**

**YÜKSEK LİSANS TEZİ**

**Rahima PAIMAN**

**BURSA - 2021**



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**Danışman:**

**Prof. Dr. Çağatan TAŞKIN**

**BURSA - 2021**

## Yemin Metni

Yüksek Lisans / Doktora Tezi/Sanatta Yeterlik Tezi/ Çalışması olarak sunduğum “Effect of Social Media on Purchase Intention, A comparison of Turkey and Afghanistan Social Media Users” başlıklı çalışmanın bilimsel araştırma, yazma ve etik kurallarına uygun olarak tarafımdan yazıldığına ve tezde yapılan bütün alıntıların kaynaklarının usulüne uygun olarak gösterildiğine, tezimde intihal ürünü cümle veya paragraflar bulunmadığına şerefim üzerine yemin ederim.

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Adı Soyadı: RAHIMA PAIMAN

Öğrenci No: 701614029

Anabilim Dalı: İŞLETME

Programı: İŞLETME TEZLİ YÜKSEK LİSANS

Statüsü: Yüksek Lisans  Doktora

: Sanatta Yeterlik

## **ÖZET**

**Yazar Adı ve Soyadı** : RAHIMA PAIMAN  
**Üniversite** : Bursa Uludağ Üniversitesi  
**Enstitüsü** : Sosyal Bilimler Enstitüsü  
**Anabilim/Anasanat Dalı** : İŞLETME  
**Bilim/Sanat Dalı** : İŞLETME  
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### **Sosyal Medyanın Satın Alma Niyetine Etkisi: Türkiye ve Afganistan Sosyal Medya Kullanıcılarının Karşılaştırılması**

İnternetin ve özellikle sosyal medyanın ortaya çıkışı, tüketicilerin ve pazarlamacıların iletişimini değiştirmiştir. Sosyal medya web siteleri, birçoğu siteleri günlük yaşamlarına ve iş uygulamalarına dahil eden milyonlarca kullanıcıyı cezbetmektedir. Ayrıca sosyal medya, operatörlerin özellikle akran grupları arasında iletişimi sağlayan iletişim ağı üyeliğine ekleyerek akranlarla bağlantı kurmalarına olanak sağlar.

Son yıllarda medyada çok büyük değişimler yaşanıyor. Dünya çapında internet sosyal medya kullanıcılarının sayısı arttıkça, iletişim yöneticisi, tüketiciler için yapılan çevrimiçi uygulamalarını anlamak zorundadır.

Pazarlama, reklam ve promosyonda, küresel gelişmeye ve yüksek maliyetli teknoloji kullanımına giderek artan ilgi, firmaların tüketicilere odaklanma biçimleri değiştirdi.Şimdi bu sorular ortaya çıkıyor: Sosyal medyanın tüketici satın alma niyeti üzerindeki etkileri nelerdir? Afganistan ve Türkiye arasındaki farklar ve karşılaştırmalar nelerdir? Bu saha çalışması, bu soruya ve ilgili sorulara uygun bir cevap sağlayacaktır.

Bu çalışma, Sosyal Medyada Akran İletişiminin Satın Alma niyeti üzerindeki Rolünü incelemeyi amaçlamaktadır. Özellikle, bu çalışmada hedefler, cinsiyetin, eğitim düzeyinin ve mesleğin sosyal medya kullanımı üzerindeki etkilerini anlamak ve Afganistan ve Türkiye bağlamında analizini yapmaktır.

Bulgular, Afganistan'a kıyasla Türkiye'de sosyal medya kullanımına daha az zaman harcadığını göstermektedir. Ayrıca Türkiye'de Instagram erkekler ve kadınlar arasında daha popülerken, Afgan erkek ve kadınları daha çok Facebook'u tercih ediyor. Her iki ülkede de sosyal medya iletişim ve eğlence amaçlı kullanılmaktadır. Ayrıca, Facebook Türkiye'de sadece lise öğrencileri arasında popülerken, Afganistan'da yüksek kalibreli bireyler Facebook'a düşkündür. Her iki kategori de sosyal medyayı eğlence ve iletişim için kullanır. Her iki ülkede de çalışanlar, iş arayanlar ve profesyoneller için bir platform olan LinkedIn ile daha az ilgileniyor. Öte yandan, her iki ülkede de çalışanlar Facebook ve Twitter ile daha fazla ilgileniyor. Bu konudaki en büyük fark, Türk çalışanların sosyal medyada Afgan çalışanlara göre daha az vakit geçirmesidir. Ancak her iki ülkedeki öğrenciler de Facebook kullanıyor.

Bulgulara göre, sosyal medya kullanımı Türkiye'de önemli ölçüde satın alma niyetine yol açmaktadır. Akran grubunun özelliği, ürün tutumu ve ürün ilgilenimi satın alma niyetine önemli derecede katkıda bulunur. Afganistan örneğinde bulgular, sosyal medya kullanımı ile satın alma niyeti arasında kayda değer ve önemli olmayan bir pozitif ilişki olduğunu göstermektedir. Olumlu ilişkiye katkıda bulunan değişkenler, akran iletişimi, ürün tutumu, ürün ilgilenimi ve benzersiz olma ihtiyacıdır. Oysa akran bağı bağlantısı ve akran kimliği arasında pozitif bir ilişki vardır ancak etkisi önemsizdir. Oysa akran bağı ile akran kimliği arasında pozitif bir ilişki vardır ancak etkisi önemsizdir.

**Anahtar Sözcükler: Akran iletişimi, Sosyal medya, Satın alma niyeti,  
Pazarlama, Ürün tutumu, Ürün ilgilenimi**

## **ABSTRACT**

**Name and Surname** : RAHIMA PAIMAN  
**University** : Bursa Uludag University  
**Institution** : Social Science Institution  
**Field** : Business Administration  
**Branch** : Business Administration  
**Degree Awarded** : Master Thesis  
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**Supervisor/s** : Prof. Dr. Çağatan TAŞKIN

### **The Effect Of Social Media On Purchase Intention: A Comparison Of Turkish And Afghan Social Media Users**

Emergence of internet and especially social media the communication of consumers and marketers have changed. Social media websites attract millions of users, many of whom incorporated the sites into their daily lives and business practices. Besides, social media provide possibilities to the operators to connect with peers by adding them to communication network membership, which enables communication, particularly among peer groups.

In the recent years media had enormous changes. As the number of internet social media users are increasing worldwide, the communication manager has to understand the online practices of consumers.

Growth of intentions on global development and high-cost use of technology in marketing, advertising and promotion, the way in which firms focus on consumers had changed. Now the question arises: what are the effects of social media on consumer intention to purchase? And what are the differences and comparisons between Afghanistan and Turkey? This field study will provide an appropriate answer to this question and related questions.

This study aims at examining Role of Social Media Peer Communication Impacts on Purchase intention. Specifically, the objectives are understanding implication of gender, level of education and occupation on usage of social media as well as analysis of above in context of Afghanistan and Turkey.

Findings suggest that less time is spent on use of social media in Turkey as compared to Afghanistan. Furthermore, Instagram is more popular amongst male and female in Turkey whereas Afghans male and female mostly prefer Facebook. In both countries social media is used for communication and entertainment purposes. Furthermore, Facebook is only popular amongst high schoolers in Turkey whereas, in Afghanistan individual in with higher caliber are fond of Facebook. Both categories use social media for entertainment and communication. In both countries employees are less interested in LinkedIn which is platform for jobseekers and professionals. On the other hand, in both countries employees are more interested in Facebook and Twitter. A major difference in this regard is that Turkish employees spend less time in social media as compared to Afghan employees. However, students in both countries use Facebook.

According to findings use of social media leads to purchase intention at a significant extend in Turkey. Identification of peer group, product attitude, and product involvement highly contribute to this significant effect. In the case of Afghanistan findings suggests a significant and insignificant positive relationship between use of social media and purchase intention. Variables contributing to positive relationship are peer communication, product attitude, product involvement and need for uniqueness. Whereas peer Tie connection and peer identification have positive relationship but insignificant effect.

**Key Words: Peer communication, Social media, Purchase intention, Marketing, Product attitude, Product involvement**



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# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

By emerging internet and especially social media the communication of consumers and marketers have changed. Social media websites attract millions of users, many of whom incorporated the sites into their daily lives and business practices. Besides, social media provide possibilities to the operators to connect with peers by adding them to communication network membership, which enables communication, particularly among peer groups (Wang & Yu & Wei, 2012: 198).

The figure below shows the use of social media among fortune five hundred companies in 2018. The figure shows finding of a research which indicated that 7 social media platforms are used by 496 companies. Amongst these companies only four did not have any account in social media. 98% of these companies now have an official account on LinkedIn which is the most used one. 91% companies have Twitter account, 89% have corporate Facebook pages. In addition, respectively 77%, 53%, 45%, 32% of the companies have YouTube, Blog, Instagram and Pinterest corporate level accounts. Considering the three years reported in research integration of companies to the social media have significantly increase.

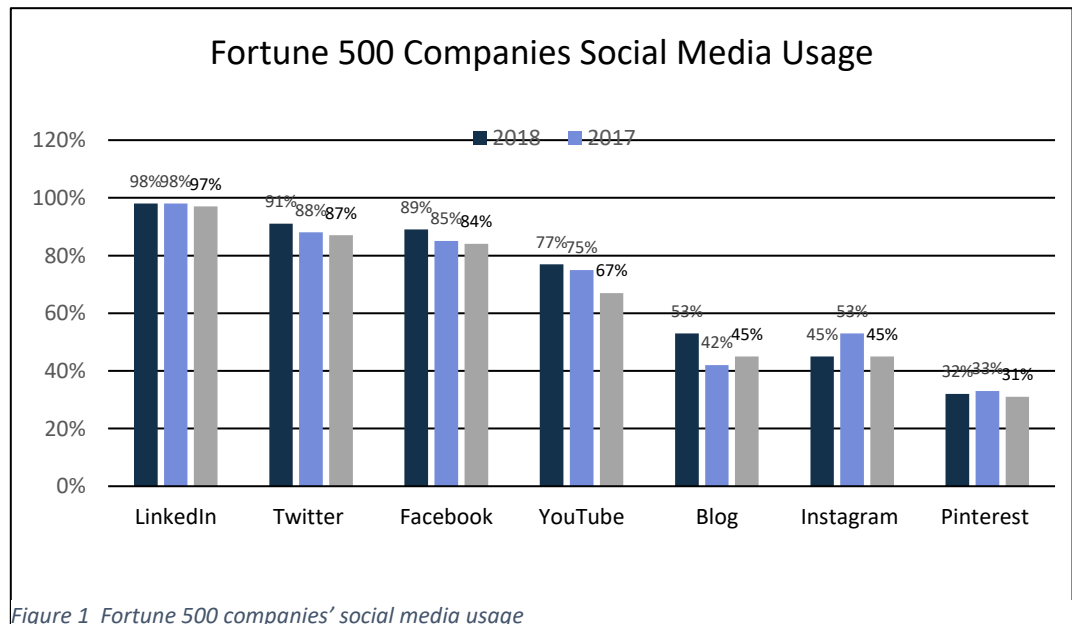


Figure 1 Fortune 500 companies' social media usage



This increase is indicative of a long-term trend toward social media use among the corporation (as well as individual brands). In this term social media defined as a series of technological innovations in term of both hardware & software that provide reasonable content creation, interaction, and interoperability by online users. (<https://heidicohen.com/fortune-500-social-media-research>).

Social media has greater accessibility comparing to conventional a switch in position of worthiness production from the company to the consumer. A typical classification of social media includes collaborative projects (e.g. Wikipedia), blogs, user generated content communities (e.g. Flickr; YouTube; Youku/Toduo), social networking sites (e.g. Facebook; Cyworld), virtual game worlds (e.g. EverQuest), & virtual social media worlds (e.g. Second Life) (Abzari,Ghassemi & Vosta, 2014: 823).

This study addresses the Social Media Peer Communication Impact on Purchase Intention: A Comparison Analysis of Afghan and Turkish Consumers. The result of this study will identify three points. First, the role of social media on consumer behavior and marketing. Second, the theory of socialization through online setting. Third, the impact of consumer's personal characteristics on peer communication impact on purchase intention.

## **1.2. Problem Statement**

During the past years media had enormous changes. According to the latest data, the number of people have access to the internet are more than 2 billion and 4 hundred thousand which is thirty four percent population in the world. Likewise, in every 7 people in the world one has a Facebook profile and approximately four in five internet users' visit social media. As the number of internet social media users are increasing worldwide, the communication manager have to understand the online practices of consumers (Schivinskia 2018); ( Dabrowskia, 2019).

By growing intentions on global development and high cost use of technology in marketing, advertising and promotion, the way in which firms focus on consumers had changed. Studies have recognized that technology have a huge

role in expanding the markets. Concurrently, advertising and promotion often concentrates on psychological, emotional and social factors impelling consumer behavior. These aspects must be integrated in to technology-based marketing (Pütter, 2017: 7).

Now the question arises: what are the effects of social media on consumer intention to purchase? And what are the differences and comparisons between Afghanistan and Turkey? This field study will provide an appropriate answer to this question and related questions.

### **1.3. Significance of the Study**

Extant literature indicates that consumers are influenced by mass media, familial communication and peer communication. In recent years, the effect of the Internet has become even more pronounced. (Sridhar and Srinivasan 2012) found that user-generated customer reviews on the Internet are considered to be trustworthy sources of product information. Communication with one's peers and family members also serve as an influence, as human interactions and acceptance are actively sought (Jennifer & Rita 2018).

This research can develop theoretical foundations. Comparing statistics between the Turkish and Afghan people adds to the importance of this study. This research can provide future researchers with at least some basic array information. We will try to get accurate statistics of social media users in Turkey and Afghanistan to what extent social media affects their purchase intention.

### **1.4. Research Question**

#### **1-4-1. Main Question**

1. What are the effects of social media on purchase intentions in Turkey and Afghanistan?

#### **1-4-2. Sub Questions**

1. What are the factors that influencing Consumers purchase?

2. What are the common points of distinction between Afghan and Turkish consumers?

## **1-5. Objectives of the Study**

### **1-5-1. Main Objective**

1. To investigate Social Media Peer Communication Impact on Purchase intention

### **1-5-2. Sub Objectives**

1. Understanding implication of Gender, Level of Education and Occupation on usage of social media.

2. Analysis of above in context of Afghanistan and Turkey.

## **1.6. Research Hypothesis(s)**

H<sub>1</sub>: Need for uniqueness amongst social media users significantly influence their purchase intention

H<sub>2</sub>: Product involvement amongst social media users significantly affect their purchase intention

H<sub>3</sub>: Product attitude amongst social media users significantly influence their purchase intention

H<sub>4</sub>: Tie strength amongst social media users significantly influence their purchase intention

H<sub>5</sub>: Social group identification amongst social media users significantly affect their purchase intention

H<sub>6</sub>: Peer communication amongst social media users significantly affect their purchase intention

## **1.5. Scope of the Study**

This study contained of three sections. First is the introduction of the topic. Second is the theoretical background of the research topic and the third section is the research and analyzing the questionnaires

This study is contained of three main sections and five chapters. First part is the introduction of the topic. The second part is belongs to the theoretical

background and methodology of the research topic and the third section cover data analysis, conclusion and recommendation.

The target population in this study is the consumers in Afghanistan and Turkey

## **1.6. Scheme of the Study**

### **Chapter One:**

This chapter contains sections such as introduction, background of the study, problem statement, significance of the study, research questions, objectives, hypothesis, scope and scheme of the study.

Introduction presents overall picture of the thesis. Background of study highlights some fact and figure about problem under study. Problem statement lays a foundation for the current research and discusses factors that motivate author to research on the topic of social media and purchase intention. Significance of study discusses the importance of the research for academics and future venue for research. Objective of study serves a road map and narrows down the problem stated. Hypothesis provide a ground for data analysis and is formulated based on problem under study. Scope of study discusses the boundaries in with the entire study is limited and finally scheme of study outline the entire study organization and content.

### **Chapter Two:**

In this chapter theoretical framework of the topic will be investigate detailing views of various experts regarding the topic are explaining at this chapter literature review of Social Media Peer Communication Impact on Purchase Intention is the main point.

The chapter provides with findings of forty research article summary. The said articles are retrieved from reputable journals on business, management social studies and psychology. This chapter also contains an underpinning theory based

on which the design of this study, hypothesis and theoretical framework is developed.

Furthermore, the chapter presents dominant researches in this topic and the ones highly cited. Besides it presents the work of author for each variable and or dimension of study included in theoretical framework.

### **Chapter Three:**

Chapter Three includes data collection, primary data, secondary data, designing of the questionnaire, research field work, sample size, sampling design and limitation of the study. It also discusses a conceptual framework based on which the study will be conducted.

Data collection discusses the manner author intends to collect the required data. The said manner is referred as primary data. Secondary data includes data in review of literature facts and figure included in background of study. Design of questionnaire outline how the questionnaire has been constructed. Sample size and sampling mechanism shows how a sample was taken from the defined population.

### **Chapter Four:**

This chapter includes analysis of the data gathered through questionnaire, and see the effectiveness of Social Media Peer Communication Impact on Purchase Intention: A Comparison Analysis of Afghan and Turkish Consumers.

### **Chapter Five:**

Conclusion and various suggestions are given about performance of Social Media\Peer Communication Impact on Purchase Intension: A Comparison Analysis of Afghan and Turkish Consumers in Afghanistan.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1. Introduction

The subsequent sections and subsection in this chapter outline the concept of purchase intention in the sense of how this concept is explained across extant literature. The author has attempted to document the linkage between usage of social media and purchase intention highlighting relevant literature. Furthermore, the author explains social media and its role in the growth of business and purchase intention. The author further discusses a different aspect of social media can lead to the selection of peer, which intervening effect of social media on an individual purchase intention. The table below depicts the top highest cited sources.

Table 1 Most cited literature on the topic

No	Author	Journal	Number of citations <sup>a</sup>
1	Wang, X., Yu, C., & Wei, Y. (2012)	Journal of interactive marketing	845
2	Anderson, M., & Jiang, J. (2018)	Pew Research Center	713
3	Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013)	Journal of Product & Brand Management	625
4	Dhar, V., & Chang, E. A. (2009)	Journal of Interactive Marketing,	573
5	Kim, A. J., & Ko, E. (2010)	Journal of Global Fashion Marketing	465

*Table 1. Most cited literature on the topic*

Source: Author compilation

Note: <sup>a</sup> the number of citation is recorded as of September 14, 2020

Purchase intention, consumers, social media, and social networking are the keywords throughout the literature on the topic.

## **2.1. Purchase Intention**

Literally, when we use the term intention, we mean the goal or purpose behind a set of actions or specific actions. However, the extant literature on marketing and management studies defines the term in various ways. For instance, Shah et al. (2012) define Purchase intention as a type of consumer decision-making process that examines the motive to purchase a particular brand. Similarly, Chow, Garretson, and Kurtz (1995) refer to buy intention as a complex process of decision making. Authors have further defined purchase intention as the probability of a customer purchasing the same product repeatedly based on their buying decision in the past. Morinez et al. (2007) call buying intention as a situation in which consumers have a tendency to purchase a product under a certain condition. It also refers to the driving force, which motivates customers toward purchase when the need for products arises. Equivalent terms such as behavioral intention, buying decision, and buying patterns also appear in relevant literature to discuss consumers' purchase intention. The behavioral choice, for instance, explains a situation in which motivational factors were influencing a specific behavior where the more robust the intention to act, the highly probable the action will be performed. Tung et al. (1994) assert this as subjective norms, which is the belief about whether individuals agree or disagree with the behavior. The author concludes that this is the higher perceived value leads to higher intention to purchase. Likewise, purchase pattern refers to the customer's buying pattern which defines it as "the characteristic way in which consumers purchase products or services in terms of quantity, frequency, timing, etc." next section explains how feeling and attitude can have an impact on purchase intention.

### **2.1.1. Feeling and Attitude Defines Purchase Intention**

Another widely used definition for purchase intention is the feeling and attitude that an individual develops toward a product. According to Wu and Shwu-Ing (2006) contend that there is an interconnected effect between judgment, belief,

and feeling when it comes to consumer decision to buy a product form an online platform. Chang (2017) argues that feeling leads to believing. In his paper, he discusses aspects such as feeling for uniqueness, trustworthiness feeling for a favorable price, and feeling for comprehensiveness influence purchase intention.

Similarly, feeling and emotions too affects the purpose of buying. Tuu and Olsen (2012) assert that individual attitude toward a service or a product can influence his/her confidence toward the purchase of a product or service. Likewise, attitude toward a specific product or service may illuminate individual decisiveness to purchase a product or a service. The next section discusses the relationship between circumstances and purchase intention.

### **2.1.2. Circumstantial Purchase Intention**

Circumstances and situations can have different influence over purchase intention. According to Cho, Hiltz, and Fjermestad (2002), the action is taken online or offline by consumers before purchasing a service or product affects their buying intention. The online process maybe consists of consulting search engines, engaging with social media posts, or a variety of other actions. The focus of this study, as well as how social media peer communication impacts purchase intention. This is a question that the exiting research attempts to answer. However, first, we need to understand what peer review communication and how it takes place through social media, in which the next sections discuss it in greater detail. Whereas social medial peer communication serves an explanatory variable in this study, the following section discusses it further.

### **2.2.Social Media Peer Communication**

In the previous section, we discussed and defined purchase intention form the perspective of different scholars. Meanwhile, it is crucial to understand the nature of social media peer communication to understand its impact on purchase intention. Social media is a digital platform that makes content sharing with the public possible. It includes a wide range of websites and applications. These platforms have had a tremendous impact on the growth of businesses over the world. Users for most of these platforms are youngsters in which they found



themselves comfortable to express ideas and attract peers in the same range of age for communication. Such an interaction refers to social media peer communication (Dhar and Chang 2009); (Kozinets 1999). This interaction differs from many aspects such as age group, gender, level of education, length of use of the social media, social media type, and the purpose users utilize social media for (Voorveld, Noort, Muntinga & Bronner, 2018); (Anderson & Jiang, 2018); (McGregor, Lawrence, & Cardona 2017); (Sampasa-Kanyinga, Hamilton & Chaput 2018); (Kim, Spiller,& Hettche, 2015).

As discussed earlier, social media development has a significant effect on the growth of businesses and purchase intention, in which there is much evidence in this regard. For instance, Kim and Ko (2010) found social media an appropriate tool and strategy for attracting cross-shoppers and retention of an old customer. Similarly, Alalwan (2018) refers to social media as an excellent platform for the effective implementation of the advertising strategy to influence purchase intention. Many other types of research such as (Hutter, Hautz, Dennhardt & Füller, 2013); (Balakrishnan, Dahnil & Yi, 2014); (Sin, Nor & Al-Agaga, 2012) and (Lim, Radzol, Cheah, & Wong, 2017). The next section discusses how connection strength with peers through social media influence purchase intention.

### **2.3.Tie Strength with Peers and Purchase Intention**

Wang et al. (2012) define tie strength with peers as to the extent to which an individual has a willingness to preserve some relationship with peers through social media. According to De Bryun and Lilien (2008) and Brown et al. (2007), connection power presents substantial explanatory strength concerning the effect of word of mouth communications. Levin and cross (2004) assert that powerful connections are highly probable to transfer helpful knowledge and hence can have more impact on recipients as compared to a weak link. Consequently, Wang et al. (2012) suggest that in the context of social media, a powerful connection between peer is more likely to lead to communication about a product.

Connection strength with a peer through social media can affect the purchase intention of an individual. According to several scholar's connection

strength includes culture and personal qualities such as confidence, free time socialization, an extension of favor on a mutual basis. Wang, Yu, and Wei (2012) examined deferent aspect of social media influence over purchase intention. These aspects, which is consist of sharing personal confidences with the peer, sacrificing free time to socialize with peers, and extension of favor to peer, are regarded as unique qualities. Whereas cross-cultural dimensions such as sharing photos, sharing an opinion about product or services, criticizing companies and sharing it with other alike consumers, and feeling responsible for consumers refer as cultural aspects (Pookulangara, & Koesler, K. 2011) that can strengthen the peer relation to social media and hence lead to purchase intention. The next section highlights how identifying in a social media community takes place, and it will affect purchase intention.

#### **2.4. Identification with Friends Group and Purchase Intention**

The feature in social networking, specifically in social media that makes the creation, post, and read of contents within a community, refers to a group (Wikipedia). In a social media interaction, comprehension of the self in the sense of “the defining features of a self-inclusive social category that renders self stereotypically interchangeable with other group members “ (Hogg 1992, p 90) refers to Identification with the peer group. According to Dholakia, Bagozzi, and Pearo (2004), the group is an essential element of virtual community sharing in a way that when Identification establishes with a group, members develop intentions and want to maintain a positive, self-defining relationship with the group. This establishment put tremendous value on members' relationships within the group (Nambisan and Baron 2007), in which Agaesheimer et al. (2005) asserts that individuals develop a willingness to engage in community activities.

Extant literature discusses the effect of such actions on the purchase intention of social media users. According to Wang et al. (2012), the essential characteristic of such activities is: (1) feeling attached to the social media group, (2) sharing the same objectives within the group, (3) the importance of group members to each other (4) planning activities, being an active part of the group (5)

sharing information about the product as members come to know it. The next section discusses peer communication and purchase intention.

## **2.5. Peer Communication and Purchase Intention**

Peer communication and purchase intention refers to relationship in which the degree that communication between peers affect their purchase intention. Extant literature considers factors such as characteristics, attitude toward social media, electronic word of mouth, the viral effect of social media, user interaction, and person to person network. For instance, Hu Huang, Zhong, Davison, and Zhao (2016) indicate that characteristics such as expertise, generosity, and resemblance in peer members in the in a social media group or a website's support for recommendations positively influence buyers perception about the utility of social shopping website's value. Furthermore, subscribers' perception of member's connection and kindness can positively impact their sense of the social importance of while utilizing social media. Besides, the authors assert that both perceived practical and social value foresee users' purchase intentions. On the other hand, Pandey, Sahu, and Dash (2018) find out factors such as electronic word of mouth and attitude toward social media advertising define peer communication, which may influence purchase intention. Gunawan and Huarng (2015) investigate the viral effect of social media use, referred to as peer communication, on customers' purchase intention. The term viral interestingly emphasizes on impact of peer communication through social media on users' purchase intention. Hutter, Hautz, Dennhardt, and Füller (2013) refer to peer communication as to interaction.

Aspect such as (1) talking with my peers about the product on social media and its purchase online, (2) seeking peers' advice about the purchase of the product and getting information from him/her on the same, and; (3) finally how a peer urges another one to buy or not to buy a product or service through social media also refers to peer communication (Wang et al. 2012) . next section discusses the attitude that peers develop about a product while using social medial and how it affects their purchase intention.

## **2.6.Product Attitude and Purchase Intention**

Product attitude is defined as a tendency to respond favorably or otherwise to a product or service in a traditional way. Peers' discussion with a peer about a specific product or service influences his/her decision to like or dislike a product. Furthermore, the authors argue that discussion about produce effect peers feeling toward a product. Finally, literature asserts that talking about a product may change peers' desirability toward a specific product or service (Wang et al. 2012). Further, with regards to the creation of a convincing online virtual experience, advertisers can potentially upgrade the perceived value of the product and involve consumers in an active user-controlled manner (Li, Daugherty and Biocca, 2002). Ying and Chung (2007) in a study sought to analyze how engagement level and order presentation of positive and negative word of mouth information, when presented in a single- message single source context, can influence product attitude towards and purchase intention. The findings of the study show that it was found that social user media tend to locate their assessment more on later information than earlier, irrespective of engagement level. We can conclude that attitude developed for a product as a result of the use of social media can affect the purchase intention of users.

## **2.7.Product Involvement Purchase Intention**

Business Dictionary defines production involvement as the degree of a customers' concern in buying a specific product type and how they extend committed toward buying a given brand. According to the same source, consumers' Product involvement is likely to be higher for goods that have a higher cost and are purchased after considerable research and thought, such as cars and computers.

Many features of the product, such as country of origin of product, rating, and website reciprocal engagement, can significantly impact product involvement. For example, Prendergast, Tsang, and Chan (2010) in their study sought to expand the study of Gurhan-Canli and Maheswaran and Lee et al. by analyzing the interactive effect of the country of origin of product and individuals' engagement with a product on purchase intention. The study finds that country of origin can

influence purchase intentions among consumers with a low level of personal attention with computers, but not among consumers with a high level of emotional engagement. Bian and Moutinho's (2011) study, while analyzing buyers' ratings, suggests that the prompt related to information about a region of origin was essential for consumers who were highly engaged in product involvement as compared to consumers with low levels of involvement. Similarly, Hollebeek, Jaeger Brodie, and Balemi (2007) explored evidence which indicates that consumers who are highly engaged in product involvement locate minor importance on price as compared to consumers who are not highly involved in purchase involvement. The last place greater significance on price discounts. Results demonstrate that sites with a significant level of dynamic control lead to intellectual contribution and, in particular, examples, emotional inclusion. Sites with equal correspondence lead to full of feeling contribution for useful items, however not expressive items. Reactions from the members additionally uncover that an expansion in site contribution prompts a higher buy goal. Suggestions for examination and practice are talked about.

Product involvement through social medial can influence purchase intention in specific ways. These manners, according to Wang et al. 2012 refer to the followings: information about a product from peer shapes individual concern to search about the product. Furthermore, the importance of the involvement of a peer for specific product involvement forms a peer perspective is essential to another peer. Similarly, when a peer talks about a particular product, the peer develops an interest in the same product and stimulate the peer to search for product features and quality.

## **2.8.Need for Uniqueness and Purchase Intention**

Buyers' requirement for uniqueness is characterized as a person's quest for distinction comparative with others that are accomplished through the securing, usage, and manner of buyer merchandise to create and to upgrade one's social status and identity.

The need for uniqueness and its effect on purchase intention is analyzed in many studies. Wu, Lu, Wu, and Fu (2012) in their study attempts to fill the literature gap on the simultaneous relevant integrated construct that define scarcity purchasing phenomena. The finding of the study indicated that the influence of scarcity on purchase intention through perceived uniqueness, perceived sacrifice, and perceived value are more substantial than the scarcity effects through assumed expensiveness, perceived quality, perceived sacrifice, and perceived value. Similarly, Knight and Kim (2007), in their study, analyzed the causal relationships among consumers' need for uniqueness preference and perception of the brand, and purchase intention of a US apparel brand among Japanese buyers. According to a study, the Japanese demand for uniqueness included similarity avoidance as well as creative and unconventional choice. The study further asserted that The individual's need for identity was adversely affected the perceived quality. In contrast, the creative choice was positively related to the emotional value in perceptions of the US apparel brand. The perceived quality decreased purchase intention, while the emotional value increased purchase intention.

Like the studies discussed above, Wang et al. (2012) examination of the need for uniqueness amongst social media users included individual decisions to develop their individuality by buying special products or brands actively. The author further describes the need for the essence that the user liked the best and express his/her identity. Besides, the need for uniqueness is explained as a breach of common principles in a social media group concerning the purchase of a product.

## **2.9.Social Media and Purchase Intention in Turkey**

In an online search for recent and relevant literature on social media and purchase intention in Turkey context, in particular, using google scholar, the author found out that it includes topics such as social media and attitude toward brand trust, online transaction, and new concepts such as e-loyalty and e-trust and e-satisfaction, social media on the decision-making process and online buying trends, online advertising and their behavioral response and Social media and consumer's decision-making process in tourism.

For instance, Tümer, Aghaei, and Eddine (2019) in a study analyze the impact of consumers' attitudes towards social media marketing as well as traditional marketing on brand trust and purchase intention. The result of the study explores that recently digital marketing and online advertising campaigns have been more effective as compared to traditional marketing for expanding brand trust and purchase intention of the airline passengers.

Akturan and Bozbay (2018), in their research, attempt to examine what influences the customers' perceptions and behaviors toward global brands. The findings indicate that bandwagon consumption, visible value, and social value positively affect buying intention, desire to pay, and brand attractiveness. On the other hand, Bulut (2015) introduces the concept of e-satisfaction, e-trust, and e-loyalty in a study that aims at identifying Turkish consumers' online repurchase intentions. The study asserts that e-satisfaction, e-trust, and e-loyalty have a positive effect on intentions to repurchase in online stores. Additionally, the study suggests that trust in an online store is the key determinant of online repurchase intention preceding e-satisfied with digital customers and their e-loyalty.

Similarly, Armagan and Oymak's (2013) study aims to indicate the effect of social media on Turkish students' attitudes toward online advertising and their behavioral response. The finding of the study asserts a positive belief about social media advertising leads to an affirmative attitude toward social media advertising, which significantly influences consumers' purchase intention.

In a research article Icoz, Kutuk and Icoz, (2018) examined the influence of social media over the decision-making process and online purchasing choice of tourism consumers and the possible relationships between applicant demographics and some of the factors such as the action of purchasing, utilization of social media for tourism services, information acquired from social media and influence and intention to share travel experiences. Findings indicate relationships between the variables of understanding about tourism services in the media, and experiences of utilizing it, the effect on consumers, purpose to share perspectives, and the act of buying tourism and hospitality services.

An investigation conducted by Sternberg, Pedersen, Yelund, Mukkamala, and Vatrapu (2018) study aimed to analyze the extent to which Turkish Airlines can utilize their Facebook page to improve performance metric provides enlightenments to consumers behavior. It indicates in the Turkish airline industry; users are very likely to buy tickets.

Based on Zengin and Aladag (2018), analysis both the influence of quality such as social media-driven brand affection precursor and social media-driven brand love key components such as passion-driven behaviors, self-brand integration, positive emotional connection, long-term relationship, anticipated separation distress, overall attitude valence and attitude strength on social media-driven brand love outcome. Findings showed that foreseen separation distress, passion-driven behaviors, and positive emotional connection have a strong effect on social media-driven brand lovers. Besides, the result shows that quality has an insignificant effect on brand love outcome.

In a study, Babac, R. (2011) examines the impact of social media utilization on the magazine's equity brand. The study analyzed one of the magazines to encompass social media in its marketing strategy. The finding of the study indicated that social media utilization effects brand equity of magazine (1) social media unlocks a new straight communication network between the magazine brand and its readership (2) second social media enhances the magazine brand's existence and ultimately the effect in the daily lives of its readership (3) third social media enables magazine subscribers to get engaged in promoting the brand indirectly with its various content sharing activities naturally (4) forth social media assist the magazine brand in creating and maintaining solid relationships with its subscribers.

In research, Koseoglu and Koker (2015) concentrate on how consumers perceived privacy and deliberative treated during the online purchasing process; and to what degree consumers had information on the risk of personal data presentation, particularly through social media, and its outcome. The study discovers topics about online purchasing and personal information protection and



the influence of social media on the perception of privacy that ultimately affect the decision on purchase intention.

#### **2.10. Social Media and Purchase Intention in Afghanistan**

Using keywords such as social media and purchase intention while search for Afghanistan specific literature in Google Scholar did not lead to any research/topic about the effect of social media on the purchase of Afghans. However, the author found a couple of researches on relations between social media and politics, which were found irrelevant to the current study.

#### **2.11. Summary of Literature**

The literature reviewed and documented in preceding sections reveals that it is mainly evolved in countries where the utilization of the online platform for purchase intention is widespread—one of the countries that most related studies were conducted in China. Several comprehensive studies in this regard also exist in the Turkey context, whereas the author did not find any Afghanistan specific literature. The table below summarizes key studies.

Table 2 Summary of Literature

No	Author (s)	Topic	context
1	Shah et al. (2012); Chow, Garretson, and Kurtz (1995); Morinez et al. (2007); Tung et al. (1994); Wu and Shwu-Ing (2006); Chang (2017); Tuu and Olsen (2012)	Purchase intention	China, US
2	Cho, Hiltz, and Fjermestad (2002); Dhar and Chang (2009); Kozinets (1999); Anderson, and Jiang (2018); McGregor, Lawrence, and Cardona (2017); Selwyn, (2012), (Gao, Tang & Liu (2012); Kim, Spiller, and Hettche, (2015), Voorveld, Noort, Muntinga and Bronner, (2018).	Internet and Purchase Intention Peer Communication in Social Media	China, EU China, EU, US, UK
3	Kim and Ko, (2010); Alalwan, (2018); Dennhardt & Füller, (2013); Balakrishnan, Dahnil and Yi, (2014); Sin, Nor and Al-Agaga, (2012); and Lim, Radzol, Cheah and Wong, (2017)	Social Media and Growth of Businesses	China, EU, US
4	Wang et al. (2012)	Tie Strength with Peers in social media	China
5	Wang et al. (2012)	Identification with Friends Group	China
6	Table 2.2 continued		
7	Wang et al. (2012)	Product Attitude	China

8	Prendergast, Tsang and Chan, (2010); Gurhan-Canli and Maheswaran and Lee et al; Bian, X., & Moutinho, L. (2011); Hollebeek, Jaeger Brodie and Balemi (2007)	Product Involvement	China, EU, US
9	Knight and Kim,(2007); Wu, Lu, Wu, and Fu (2012)	Need for Uniqueness	China, Japan
10	Tümer, Aghaei, and Eddine, (2019)	Digital Marketing and Purchase Intention	Turkey
11	Armagan and Oymak ‘s (2013)	Social Media and Purchase Intention amongst Students	Turkey
12	Icoz, Kutuk and Icoz, (2018)	Social Media and Tourism	Turkey
13	Sternberg, Pedersen, yelund, Mukkamala, and Vatrappu, (2018)	Social Media and Demand for Airline Services	Turkey
14	Shim, D., & Stengel, F. A. (2017); Ibrahimi, N., Omer, M., Irfani, M., & Kabul, A. (2015)	Social Media and Politics	Afghanistan

*Table 2 Summary of literature*

### **2.12. Gap in Literature**

As highlighted in section and table 2.2, many aspects of social media and purchase intention are covered in Wang et al. (2012) study. However, unlike the current researches, the author tested as a set of a hypothesis(s) on the association between product attitude with purchase intention, peer communication product involvement, and another number of a hypothesis (s) on the association between tie strength and peer communication and group identification to formulate consumer socialization framework concerning purchase intention and social media. The extant literature does not examine the direct simultaneous effect of tie strength, social group identification, product attitude, product involvement, and need for uniqueness on purchase intention. Besides, the literature lacks the topic of social media and purchase intention about Afghanistan. Furthermore, the comparison of the effect of social media on purchase intention in Turkey and Afghanistan is very novel.

### **2.13. Conceptual Framework and Research Hypothesis**

The study gets inspiration from Wang et al. (2012) socialization framework. It revisits the said framework to examine the simultaneous and individual effect of tie strength, social group identification, product attitude, product involvement, and need for uniqueness on purchase intention amongst social media users in Turkey and Afghanistan. The following schematic diagram depicts the re-formulation of the framework:

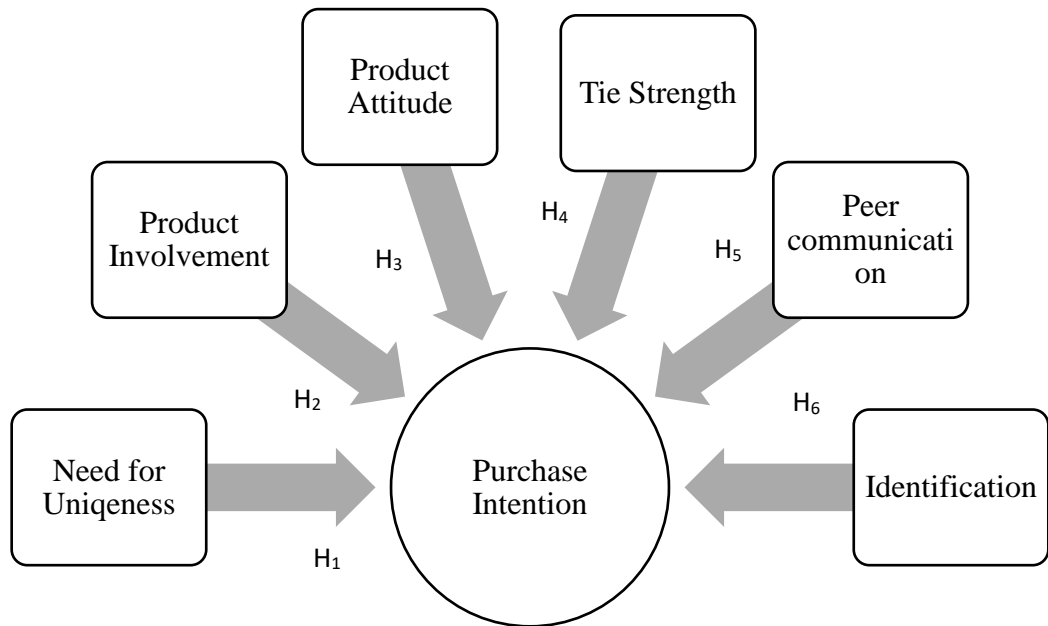


Figure 2 Conceptual Framework

The above frame remains a premise for the current study and leads to the following hypothesis(s):

H<sub>1</sub>: Need for uniqueness amongst social media users significantly influence their purchase intention

H<sub>2</sub>: Product involvement amongst social media users significantly affect their purchase intention

H<sub>3</sub>: Product attitude amongst social media users significantly influence their purchase intention

H<sub>4</sub>: Tie strength amongst social media users significantly influence their purchase intention

H<sub>5</sub>: Social group identification amongst social media users significantly affect their purchase intention

H<sub>6</sub>: Peer communication amongst social media users significantly affect their purchase intention.



**CHAPTER THREE**  
**RESEARCH METHODOLOGY**

**3.1. Introduction**

Research methodology the description of method applied to achieve research objective(s) and or research question(s). it includes many aspects first the way that researcher see the landscape or belief which data he/she needs and why- research philosophy. Second if the researcher intends to deduce i.e. apply deductive reasoning or induce introduce a theory based on observation i.e. research approach. Further it includes discretion of actions such as structure of data collection instrument and its validity and reliability, data collection method through questionnaire, interview or focus group discussion and method applied to analyse collected data. Following sections explain each in greater detail.

There are many approaches to conduct a research. The following table depicts a summary of these approaches from a scientific and nonscientific prospect.

Table 3 Taxonomy of research

Scientific/Positivist	Interpretivist/anti-positivist
Laboratory experiment	Subjective/Argumentative
Field experiment	Reviews
Surveys	Action research
Case studies	Case studies
Theorem proof	Descriptive /interpretative
Forecasting	Future research
Simulation	Game/Role playing

*Table 3 Taxonomy of research methodology*

Source (Liven 1988)

Ontology	Epistemology	Axiology	Typical method
nature of reality or being	what constitutes acceptable knowledge	Role of Values	
positivism			
real external independent one true reality universalism granular things ordered	scientific method observable and measurable facts law like generalisations numbers casual explanation and prediction as contribution	value free research researcher is detached neutral and independent of what is researched researcher maintains objective stance	typically deductive highly structured large samples measurement typically quantitative methods analysis but a range of data can be analysed
critical realism			
stratified layered the empirical the actual and the real external independent intransient objective structure casual mechanisms	epistemological relativism knowledge historically situated and transient facts are social constructions historical casual explanation as contribution	value laden research researcher acknowledges bias by world news cultural experience and outbringing researcher tries to	retroductive in depth historically situated analysis of pre existing structured and emerging agency range of methods



		minimise bias and errors researcher is as objective as possible	and data types to fit subject matter
Interpretation			
complex rich socially constructed through culture and language multiple meanings interpretations realities flux of processes experiences practices	theories and concepts too simplistic focus on narratives stories perceptions and interpretations new understandings and worldviews as contrarotation	value bound research researchers are part of what is researched subjective researcher interpretations key to contribution researcher reflexive	typically inductive small samples in depth investing's qualitative methods of analysis nut a range of data can be interpreted

*Table 4 Comparison of five research philosophies in business and management research*

### 3.2. Research

#### Philosophy

Research philosophy refers to researcher believe on what data is needed and why as mentioned earlier. Adopted from NK Saunders (2020) the below table summarized the concept of research philosophy.

Table 3 Comparison of five research philosophies in business and management research

Source: NK Saunders (2020)

According to table and based on ontology and epistemology the research philosophy includes styles such as interpretivism (Hirschheim, 1985). positivism i.e. a believe in which reality is balanced and once can describe and observe from an objective prospect without the phenomenal under study being interfered (Levin, 1988). Levin (1988) and Galliers, (1991) further contend that the approach mostly is objective. On the other hand subjective approach includes observation with the phenomenal being interfered (Alavi and Carlson 1992).

The current study is positive because the author intends to maintain balance, remain objective and do not assert any interference in collected the data in the sense that author will report the pure findings the data analysis suggests. For the same reason the research philosophy is also objective and interpretivism in a sense the later is approach to use data for making conclusions.

### **3.3. Research Approach**

A strategy and process that includes of the steps of detailed assumptions to broad methods of data collection, analysis, and interpretation is referred as to research approach (Grove, S. K., Burns, N., and Gray, J. 2012); (Hannes, K. 2011); (Fowkes, F. G., & Fulton, P. M. (991). It is divided in two main approaches deductive reasoning J(ohnson-Laird, P. N. 1999); (Goel, V. 2007) and inductive approach (Arthur, W. B. 1994); (Klauer, K. J., & Phye, G. D. 2008). The said division is mainly based on the nature of research and the method for data collection being quantitative or qualitative. The below figure illustrates the research approach (Grove, S. K., Burns, N., and Gray, J. 2012); (Hannes, K. 2011); (Fowkes, F. G., & Fulton, P. M. (991).

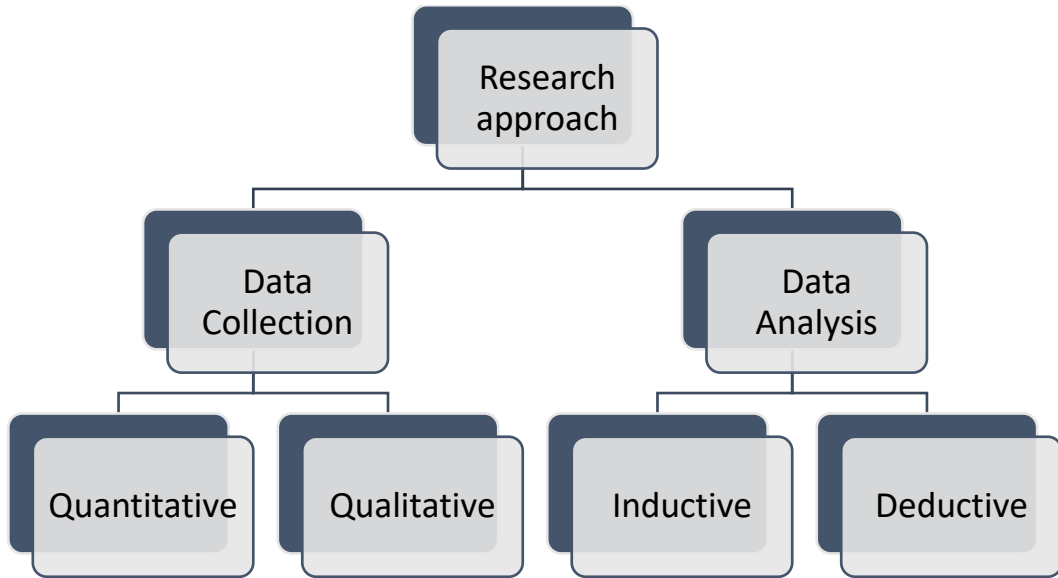


Figure 3 Component of research approach

Source: (Hannes, K. 2011)

The research approach in current study is deductive as the author moves from a general theory (i.e. she adopted from Wang et al (2012) ) toward test of hypothesis in specific context(s). The selection of approach is based on its advantages over inductive approach such as possibility to explain causal relationship, possibility to measure a concept qualitatively and finally generalize the result to a greater detail. Figure 3.2. illustrate the summary of approach adopted in this study.

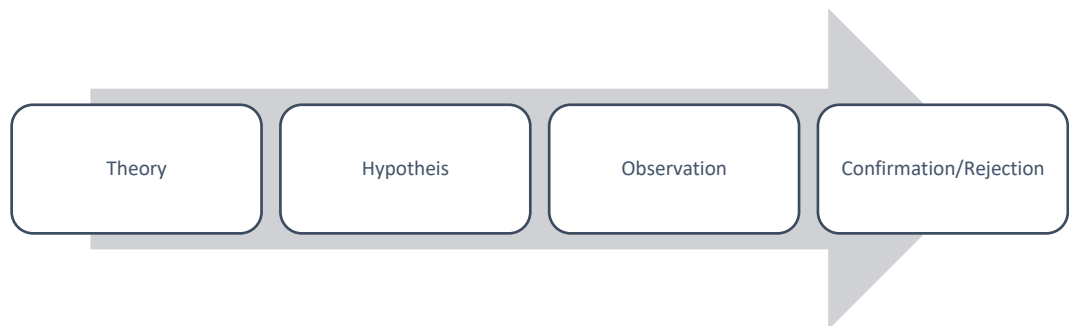


Figure 4 Research approach process

### 3.4. Unit of Analysis

Unit of analysis for the sake of this study refer to individuals i.e. those who participated in the survey through filling the online form. These include a variety of individuals in different age categories and different level of education which includes male, female, students, employees, and businesspersons.

### 3.5. Population

The population for this study refers to users of social media (including Facebook, Twitter, LinkedIn, Wechat, Vibar, Telegram, and Whatsapp) in Afghanistan and Turkey. The size of population is not known to author. Further detail of population of study was discussed above.

### 3.6. Sampling Procedure

The sample also known as target population refers to a portion of population based on which the findings can be generalized. For the sake of this study the sample includes all individuals who were known to author and their email addresses were available to here. Author initially targeted a number of 385 individuals in Afghanistan and same size was targeted in Turkey. Author made this decision based on krejcie dan morgan (1970) approach. In this approach, a minimum size of 385 is recommended for an unknown or infinite population refer to table 4.

Table 5 Determination of Sample Size

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313

40	36	280	162	1800	317
45	4	290	165	1900	320
50	44	300	169	2000	322
55	48	340	175	2200	327
60	52	360	181	2400	331
65	56	380	186	2600	335
70	59	400	191	2800	338
75	63	420	196	3000	341
80	70	440	201	3500	346
85	73	460	205	4000	35
90	76	480	210	4500	354
95	80	500	214	5000	357
100	86	550	217	6000	364
110	92	600	226	7000	367
120	97	650	234	8000	368
130	100	700	242	9000	360
140	102	750	248	10000	375
150	108	800	254	15000	377
160	113	850	260	20000	379
170	118	900	265	30000	380
180	123	950	269	40000	381
190	127	1000	274	50000	382
200	132	1050	278	75000	384
210	136	1100	282	1000000	385

*Table 5 Determination of sample size*

Source: Krejcie and Morgan (1970)

### **3.7. Data Collection Instrument**

The author structured a questionnaire based on Wang et al (2012) Consumers Socialization Framework. This framework is consisting of dimensions such as Tie/connection strength with peers, Identification with the peers, Peer

communication, product attitude, product involvement, need for uniqueness and purchase intention. Each dimension was measured by several statements on scale of 1-5 i.e. Likert scale were one denoted strong disagreement and very unlikely and 5 denoted strong agreement or very likely. Furthermore, variables such as age, marital status, job, male, female, education, type of social media, time spent using social media and the purpose social media was used for added in questionnaire. The reason for addition of said variable was to examine the implication of them on over mentioned dimensions and overall concept building. Table 5 explain a detailed description of the said instrument.

Table 6 Measurement instrument

Variable	Dimension	Statement	Scale
IV	Tie connection with peers	How likely would you share personal confidences with your peers/friends?  How likely would you spend some free time socializing with your peers/friends?  How likely would you perform a large favor for your peers/friends?  How likely would your peers perform a large favor for you/friends?	1-5 where 1= very unlikely  5= very likely
IV	Identification group	I am very attached to the peer/friend with the peers or group on social media  My peer/friend on social media and I share the same objectives.  The friendships I have with my peers/friends mean a lot to me.	

If my peers planned something, I'd think of it as something "we" would do rather than "they" would do.

I see myself as a part of the peer /friend group on social media.

We share the product in the group for purchasing

IV Peer communication I talked with my peers about the product on social media.

I talked with my peers about buying the product on the Internet.

I asked my peers for advice about the product.

I obtained the product information from my peers.

My peers encouraged me to buy the product.

IV Product\_ Attitude Talking with my peer about a specific product makes me like or dislike a product

Discussing about a product affect my feeling toward the product.

After talking with my peer, my desirability toward a product is changing

DV	Purchase intention	<p>My feeling toward a product have effect 1-5 where 1= on my purchase intention.</p> <p>My attitude toward a product changes my certainty to purchase a product</p> <p>My attitude toward a specific product clarifies my decision to purchase the product</p>	<p>Strongly Disagree 5= Strongly Agree</p>
IV	Product Involvement	<p>The information about a product from my peer makes me concern to search about the product</p> <p>Product involvement of my peer to a specific product is important to me.</p> <p>My peer are talking about the relevant products he/she is interested on.</p>	
IV	Need for Uniqueness	<p>I actively seek to develop my personal uniqueness by buying special products or brands.</p> <p>The products and brands that I like best are the ones that express my individuality.</p> <p>I have often violated the understood rules of my social group regarding what to buy or own.</p>	

---

*Table 6 Measurement instrument*



### **3.8. Summary of Methodology**

The method for this research is quantitative applying regression analysis and descriptive statistics. It is furthermore explanatory research in which the causal relationship between variables are described. The philosophy is interpretivism, positivism and objectivity and approach is deductive reasoning. Data was collected through and adopted questionnaire. Author applied multiple regression analysis and descriptive statistic to analyze data using IBM SPSS latest version. Each dimension was constructed using the compute command in same technology.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND FINDINGS**

#### **4.1. Introduction**

This chapter presents data analysis and findings. It includes section and subsection on different statistical analysis (i.e., descriptive and parametric) to achieve and or address research objective and research questions. The first section reports respondent profile analysis, subsequently it reports analysis on gender, education, and occupation with regards to use of social media. Parametric analysis include correlation between the later and finally multiple regression analysis to test the model and hypothesis. The organization of this chapter is in a manner that first reports findings from data analysis collected in Turkey which proceeds reports of finding of data analysis collected in Afghanistan. The next section discusses respondents' profile.

#### **4.1. Respondents Profile**

Turkish participants to survey questionnaire are consist of male, female, students at different academic career such as high school, graduate, postgraduate and doctorate. They are married as well as unmarried in various age bracket. According table below 20.5 percent of participants were high school students, 77.9 percent graduate students and 1.7 percent of them were doctorate. Similarly, 43.2 percent of social media users were students, 34 percent were business-people and the rest were other. Amongst participants- who happened to be social media users, 19.1 were married and the rest were unmarried. Almost 93.1 percent of participants are below 34 and above 18 whereas the rest of participants were above 54. Majority of i.e., more than 36 percent and 31 percent of participants were Instagram and WhatsApp users respectively.

Table 7 Turkish respondents' profile

Variable	Respondent Profile	%	Variable	Respondent Profile	%
Education	High School Graduate	20.5	Type of Social Media	Facebook	24.1
	Ph.D	1.7		Twitter	36.6
Occupation	Student	43.2		LinkedIn	1.0
	Employee	-		Telegram	4.0
	Business-person	34.0		WeChat	0.3
	Other	22.8		Viber	2.3
Marital Status	Married	19.1	Time Spent on Use of Social Media	WhatsApp	31.7
	Unmarried	80.9		less than one hour	13.5
Age Bracket	18-34	93.1		one to two hours	-
	35-50	-		two to three hours	72.3
	50-65	6.9	Gender	More than three hours	14.2
				Male	54.5
				Female	45.5

*Table 7 Turkish respondents' profile*

Afghan participants to survey questionnaire also comprised of male, female, students at different academic career such as high school, graduate, postgraduate and doctorate. They are married as well as unmarried in various age bracket. According table 6. 6.32 percent of participants were high school students, 61.46 percent graduate student's 28.9 percent held master degree and 3.32 percent of them were doctorate. Similarly, 27.24 percent of social media were students, 28.24 percent were employees in different organizations, 4.31 percent were business-people and the rest were other. Amongst participants- who happened to be social media users- 46.17 were married and the rest were unmarried. Almost 80 percent of participants are below 34 and above 18 whereas almost 20 percent were between

35 and 54 and a tiny percentage of participants were above 54. Majority of i.e. more than 48% of participants were Facebook users. The second major percentage i.e. 32.89 percent used WhatsApp followed by 10.29 percent using Instagram the rest used social media such as Twitter, LinkedIn, Telegram, WeChat and Viber. Majority of respondents i.e. almost 40% spent one to two hour to use social media. Almost 28% spent two to three hours and similarly 14.28 and 27.57 percent of participants spent less than one hour and more than three hours using social media, respectively.

Table 8 Afghan Respondents Profile

Variable	Respondent Profile	%	Variable	Respondent Profile	%
Education			Type of Social Media		48.8
	High School	6.32		Facebook	3
		61.4		Twitter	1.99
	Graduate	6		Instagram	10.2
		28.9		LinkedIn	9
	Postgraduate	0		Telegram	2.65
	Ph.D	3.32		WeChat	0.66
Occupation		27.2		Viber	0.99
	Student	4		WhatsApp	1.66
		28.5			32.8
	Employee	7	Time Spent on Use of	less than one hour	14.2
	Business-person	4.31			8
		39.8			
	Other	6			
Marital Status		46.1			
	Married	7			

		53.8	Social		39.8
	Unmarried	2	Media	one to two hours	6
				two to three	27.5
				hours	7
Age		79.4		More than three	18.2
Bracket	18-34	0		hours	7
		19.9	Gender		67.4
	35-49	3		Male	4
					32.5
	50-65	0.66		Female	5

Table 8 Afghan respondents' profile

In next section, we discuss gender and use of social media.

#### 4.2. Gender and Social Media

Based on table 4.2. majority of Turkish male participants used Instagram and WhatsApp (i.e., 32.7% and 3.7% respectively). None of same participants used Twitter whereas 26% used Facebook 18% used LinkedIn, two percent Viber and none percent used WeChat. However, this statistic is not quite different as far as female participants were concerned. 41.3 of them used Instagram, 30.4% used WhatsApp, none used LinkedIn and only 2.5% of female used Facebook.

Table 9 Gender and social media use cross-tab analysis-Turkish participants

	Facebook	Twitter	Instagram	LinkedIn
Male	26.6%	-	32.7%	18%
Female	21%	-	41.3%	-
	Telegram	Wechat	Vibar	WhatsApp
Male	3.6%	-	2.4%	32.7%
Female	2.5%	.7%	2.1%	30.4%
	< 1 hour	1-2 hour	2-3 hours	> 3 hours
Male	26.1%	-	67.8	15.8%

Female	10.14%	-	77.5%	12.3%
	Entertainment	Education	Communication	Online Shopping
Male	29%	10.9%	53.3%	6.6%
Female	28.9	12.3%	52.8%	5.8%

Male mostly two to three hours on use of social media (i.e. almost 67.7%).

*Table 9 Gender and social media use cross-tab analysis-Turkish participants* Twenty nine percent of male participants spent less than one hour on social media and almost sixteen percent of them spent more than three hours. On the other hand, majority of female participants spent i.e. 77.5% spent two to three hours and only ten percent of them spent less than one hour. 53.3% of male participants used social media for communication purposes and twenty 29% for entertainment. Similarly, majority of female participants i.e., thirty percent used social media for communication and used it for entertainment.

As depicted in table 4.3. majority of Afghan male participants used Facebook and WhatsApp (i.e. 54% and 31% respectively). Three percent of same participants used Twitter six percent used Instagram, three percent LinkedIn, two percent Viber and one percent used Wechat. However, this statistic is quit different as far as female participants were concerned. Nineteen percent of them used Facebook, eighteen percent used WhatsApp, nine percent and nine percent of female used Instagram.

Table 10 Gender and social media use cross-tab analysis-Afghan participants

	Facebook	Twitter	Instagram	LinkedIn
Male	54%	3%	6%	3%
Female	19%	0%	9%	0%
	Telegram	Wechat	Vibar	Whatsapp

	< 1 hour	1-2 hour	2-3 hours	> 3 hours
Male	0%	1%	2%	31%
Female	1%	0%	0%	18%
Male	14.3%	45.8%	29.1%	10.8%
Female	6.9%	13.3%	11.8%	16.3%
	Entertainment	Education	Communication	Shopping
Male	28%	5%	66%	0%
Female	17%	0%	30%	0%

Table 10 Gender and social media use cross-tab analysis-Afghan participants

Male mostly spent one to two hours on use of social media (i.e. almost 46%). Twenty nine percent of male participants spent two to three hours on social media and almost eleven percent of them spent more than three hours. On the other hand, majority of female participants spent more than three hours and only seven percent of them spent less than one hour. Sixty-six percent of male participants used social media for communication purposes and twenty eight percent for entertainment. Similarly, majority of female participants i.e. thirty percent used social media for communication and used it for entertainment.

#### 4.3. Education and Social Media

Table 4.5 shows that Facebook is mostly popular social media amongst high school students (i.e. more than 33.9 %). Almost twenty two percent of post graduates used Facebook and almost 37.29%. One percent of postgraduate used LinkedIn. Only three percent of PhD holders used Instagram. Majority of high school student used social media for communication and entertainment purposes (35% and 45% respectively). Similarity majority of postgraduates (i.e., over 55%) and PhD holders (i.e. 60%) used social media for communication purpose.

Table 11 Level of Education and use of social media cross-tab analysis- Turkish respondent

Type of Social Media	Facebook	Twitter	Instagram	LinkedIn
High School	33.9%	-	43.8%	1%
Graduate	-	-	-	-
Postgraduate	22.03%	-	37.29%	1%
Phd	-	-	3%	-
Type of Social Media	Telegram	Wechat	Viber	WhatsApp
High School	-	1%	4%	15%
Graduate	-	-	-	-
Postgraduate	7%	-	1%	33.47%
Phd	-	-	-	2%
Purpose of Social Media Use	Entertainment	Education	Communication	Online Shopping
High School	35.48	4.8%	45.16%	14.52%
Graduate	-	-	-	-
Postgraduate	26.33	13.56%	55.08%	4.23%
Phd	40%	-	60%	-
Time Spent on Use of Social Media	Less than 1 hour	1-2 hours	2-3 hours	More than 3 hours
High School	20.22%	-	66.12%	14%
Graduate	-	-	-	-
Postgraduate	19.86%	-	66.54%	13.98%
Phd	20%	-	60%	20%

Table 11 Level of Education and use of social media cross-tab analysis- Turkish respondent



Our finding (see table 4.6) shows that Facebook is mostly popular social media amongst graduates (i.e., more than 29%). Almost twenty three percent of graduates used WhatsApp and almost seven percent of them used Instagram. Similarly, almost sixteen percent of postgraduate used Facebook. This is followed by six percent, slightly more than two percent and almost two percent of this category used WhatsApp, Instagram, LinkedIn and Twitter respectively.

Table 12 Level of Education and use of social media cross-tab analysis- Afghan Respondents

Type of Social Media	Facebook	Twitter	Instagram	LinkedIn
High School	2.3%	0.0%	1.3%	0.0%
Graduate	29.6%	0.3%	6.6%	0.3%
Postgraduate	15.9%	1.7%	2.3%	1.7%
Phd	1.0%	0.0%	0.0%	0.7%

Type of Social Media	Telegram	Wechat	Viber	WhatsApp
High School	0.3%	0.0%	0.3%	2.0%
Graduate	0.3%	0.7%	0.3%	23.3%
Postgraduate	0.0%	0.3%	1.0%	6.0%
Phd	0.0%	0.0%	0.0%	1.7%

Purpose of Social Media Use	Entertainment	Education	Communication	Online Shopping
High School	3.0%	0.0%	3.3%	0.0%
Graduate	17.6%	0.7%	42.5%	0.7%
Postgraduate	10.0%	3.0%	15.9%	0.0%
Phd	0.0%	0.3%	3.0%	0.0%
	30.6%	4.0%	64.8%	0.7%

Time Spent on Use of Social Media	Less than 1 hour	1-2 hours	2-3 hours	More than 3 hours

High School	3.0%	1.0%	1.0%	6.3%
Graduate	25.2%	17.3%	11.3%	61.5%
Postgraduate	9.3%	9.3%	5.6%	28.9%
Phd	2.3%	0.0%	0.3%	3.3%

On the other hand, more than forty-two percent of graduate used social media  
*Table 12 Level of Education and use of social media cross-tab analysis- Afghan Respondents*

for communication and more than seventeen percent used social media for entertainment purposes. This is similar in postgraduate case with a smaller quantity. Almost eighteen percent of postgraduate used social media for communication and ten percent of them used social media for entertainment purposes.

More than sixty-one percent of graduates spent more than three hours using social media. more than twenty-five percent of them spent less than one hours. Seventeen percent of them spent one to two hour and eleven percent of them spent two to three hours using social media.

#### 4.4. Occupation and Use of Social Media

According to table 4.7 employees were the majority users of Instagram. More than thirty two percent of this category used Instagram, this figure is followed by over seven percent and two percent for Facebook and LinkedIn respectively. Student were major user of Facebook (i.e., 13.3%). Similarly, majority of employees spent less than one hour to use social media whereas the same category used social media for entertainment purposes.

Table 13 Occupation and use of social media- cross-tab analysis -Turkish participants

	less than one hour	one to two hours	two to three hours	More than three hours
Student	5.5%	7.5%	10.5%	3.4%
Employee	28.2%	7.3%	16.2%	11.6%
Business person	0.7%	1.0%	1.7%	1.0%
	Entertainment	Education	Communication	Online Shopping
Student	18.0%	0.2%	8.6%	0.4%
Employee	43.2%	3.3%	21.5%	0.6%
Business person	1.3%	0.3%	2.7%	0.0%
	Facebook	Twitter	Instagram	LinkedIn
Student	13.3%	0.3%	3.0%	0.0%
Employee	7.3%	1.6%	32.5%	2.4%
Business person	3.0%	0.0%	0.0%	0.3%
	Telegram	Wechat	Viber	WhatsApp
Student	0.3%	0.3%	0.0%	10.0%
Employee	0.3%	0.3%	1.7%	22.3%
Business person	0.0%	0.3%	0.0%	0.7%

*Table 13 Occupation and use of social media- cross-tab analysis -Turkish participants*

Employees were the majority users of Facebook (table 4.8). More than thirty two percent of this category used Facebook, this figure is followed by more than twenty percent, seven and two percent for Twitter and LinkedIn respectively. Student were the second major user of Facebook (i.e. 13.3%).

Table 14 Occupation and use of social media- cross-tab analysis -Afghan participants

	less than one hour	one to two hours	two to three hours	More than three hours
Student	3.3%	10.6%	7.6%	5.6%
Employee	7.3%	28.2%	16.2%	11.6%
Business person	0.7%	1.0%	1.7%	1.0%
	Entertainment	Education	Communication	Online Shopping
Student	8.0%	0.3%	18.6%	0.3%
Employee	21.2%	3.3%	43.5%	0.6%
Business person	1.3%	0.3%	2.7%	0.0%
	Facebook	Twitter	Instagram	LinkedIn
Student	13.3%	0.3%	3.0%	0.0%
Employee	32.5%	1.6%	7.3%	2.4%
Business person	3.0%	0.0%	0.0%	0.3%
	Telegram	Wechat	Viber	WhatsApp
Student	0.3%	0.3%	0.0%	10.0%
Employee	0.3%	0.3%	1.7%	22.3%
Business person	0.0%	0.3%	0.0%	0.7%

*Table 14 Occupation and use of social media- cross-tab analysis -Afghan participants*

Similarly, majority of employed participants (i.e., 43.5%) used social media for communication. This figure is followed by more than twenty one percent i.e., second majority of employees used social media for entertainment. Likewise, more than eighteen percent of participant who happened to be students used social media for communication purposes and eight percent of them used it for entertainment.

Twenty eight percent of employees gave one to two hours of their time to use social media. sixteen percent of them spent two to three hours, eleven percent

of them spent more than three hours and seven percent of them gave less than one hour of their time to use social media. Similarly, more than ten percent of participants who were students spent one to two hours on use of social media. Almost eight percent of them spent two to three hours, almost six percent of them spent more than three hours and finally three percent used social media for less than one hour.

Correlation between the variables as we discussed in previous sections is depicted in table 4.10. According to this analysis there is an insignificant correlation between gender, type of social media and the purpose for use of social media. However, this significance increases with time spent on the same. On the other hand, there is a very insignificant correlation between education, type of social media, time spent on use of social media, and the purpose for use of social media. Occupation correlates negatively with type of social media and the purpose of use at a relatively insignificant level.

Table 15 Demographic variables and use of social media

		Gender	Education	Occupation	Age	Marital Status	Type of social media	Time spent on social media	Purpose of using social media
Gender	Pearson Correlation	1.00							
	Sig. (2-tailed)	0.00							
Education	Pearson Correlation	-.232**	1.00						
	Sig. (2-tailed)	0.00	0.00						
Occupation	Pearson Correlation	(0.10)	.238**	1.00					
	Sig. (2-tailed)	0.08	0.00	0.00					
Age	Pearson Correlation	-.247**	.374**	.302**	1.00				
	Sig. (2-tailed)	0.00	0.00	0.00	0.00				

Marital Status	Pearson	.203**	-.383**	-	.493**	1.00			
	Correlation			.185**					
	Sig. (2-tailed)	0.00	0.00	0.00	0.00	0.00			
Type of social media used	Pearson	0.09	(0.07)	(0.03)	-.139*	0.02	1.00		
	Correlation								
	Sig. (2-tailed)	0.11	0.25	0.62	0.02	0.69	0.00		
Time spent on use of social media	Pearson	.203**	(0.00)	-.120*	-.131*	0.09	0.09	1.00	
	Correlation								
	Sig. (2-tailed)	0.00	0.93	0.04	0.02	0.11	0.12	0.00	
Purpose of using social media	Pearson	(0.06)	0.04	0.04	0.07	(0.06)	.222*	-	1.00
	Correlation						*	.172*	
	Sig. (2-tailed)	0.29	0.53	0.44	0.25	0.27	0.00	0.00	0.00

\*\*Correlation is significant at the 0.01 level (2-tailed)

\* Correlation is significant at the 0.05 level (2-tailed)

*Table 15 demographic variables and use of social media*

However, age has very significant correlation with these three variables is higher as compared to other variables. Finally, marital status too has very trivial correlations with purpose for use of social media, time spent on it and its type.



#### 4.6. Variables Descriptive Statistics

Table 4.12. shows all variables i.e. identification of peer, peer communication, product attitude, purchase intention product involvement and need for uniqueness higher than average (average of min=1 and max =5)

Table 16 Variables descriptive statistics- Data from Turkey

	N	Minimum	Maximum	Mean	Std. Deviation
Tie Connection	303	1	5	3.79	0.60
Identification of Peer/Group	303	1	5	3.61	0.61
Peer Communication	303	1	5	3.79	0.62
Product Attitude	303	1	5	3.86	0.62
Purchase intention	303	1	5	3.82	0.63
Product Involvement	303	1	5	3.55	0.68
Need for Uniqueness	303	1	5	3.09	0.75

Table 16 variables descriptive statistics- Data from Turkey

According to table 4.12. respondents six variables i.e. identification of peer, peer communication, product attitude, purchase intention product involvement and need for uniqueness higher than average i.e. above three where the average value is 2.5 (average of min=1 and max =5). Participants rated only one variable i.e. tie connection with peer below average value.

Table 17 Variables descriptive statistics- Afghanistan Data

	N	Minimum	Maximum	Mean	Std. Deviation
Tie Connection	301	1	5	2.31	0.67
Identification					
of Peer/Group	301	1	5	3.23	0.71
Peer					
Communicatio					
n	301	1	5	3.23	0.92
Product					
Attitude	301	1	5	3.23	0.85
Purchase					
intention	301	1	5	3.33	0.89
Product					
Involvement	301	1	5	3.26	0.82
Need for					
Uniqueness	301	1	5	3.27	0.75

Table 17 variables descriptive statistics- Afghanistan Data

#### 4.7. Model Robustness

This section discusses variable's reliability using Cronbach Alpha.

Table 18 Variable's reliability test- Data from Turkey

Variable	Number of items	Cronbach Alpha- Data from Turkey	Cronbach Alpha- Data from Afghanistan
Tie Connection			
with peer	4	0.643	0.651
Identification			
of Peer	6	0.775	0.747

Peer			
Communication	5	0.866	0.887
Product			
Attitude	3	0.794	0.781
Purchase			
Intention	3	0.508	0.674
Product			
Involvement	3	0.680	0.732
Need for			
uniqueness	3	0.753	0.745
Overall	27	0.896	0.846

Table 18 Variable's reliability test- Data from Turkey

Findings Cronbach alpha test reveals a high internal consistency of each variables. As shown in the table 18 variables are mostly rated seventy percent which is an acceptable percentage for the said test.

Tables 19, 20 and 21 further confirms model robustness for data collected in Turkey. For instance, value of  $R^2 = .691$ , Adjusted  $R^2 = .477$  with 0.462 standard errors, which confirms a degree of robustness.

Table 19 Model Summary Turkey Data

R	R Square	Adjusted R Square	Std. Error of the Estimate
.691	.477	.467	.462

Table 19 Model summary Turkey data

Analysis of variance for the model also confirm high degree of model robustness. Table 4.8 indicates this with value of  $F = 45.012$  which is greater than 5 and  $Sig = 0.00$ , which is less than 0.05.

Table 20 Analysis of Variances

	Sum of Squares	df	Mean Square	F	Sig.
Regression	57.82	6.00	9.642	45.012	0.00
Residual	63.405	296.00	.14		
Total	121.257	302.00			

Table 20 Analysis of Variances Turkey Data

Model summary for Afghanistan data also confirms similar finding see table 21 the confirmation comes from value of  $R^2 = .731$ , Adjusted  $R^2 = .535$  with .6313 standard errors.

Table 21 Model Summary Afghanistan Data

R	R Square	Adjusted R Square	Std. Error of the Estimate
.731	.535	.525	0.613

Table 21 Model Summary of Afghanistan Data

Analysis variance for the model also confirm high degree of model robustness. Table 22 indicates this with value of  $F = 56.344$  and  $Sig = 0.000$

Table 22 Analysis of Variansis Afghanistan Data

	Sum of Squares	df	Mean Square	F	Sig.
Regression	127.102	6.00	21.184	56.344	0.000
Residual	110.535	294.00	0.376		
Total	237.637	300.00			

Table 22 Analysis of Variances Afghanistan Data

In the next section, we discuss how independent variabel affted the independent variables individually

#### 4.7. Hypothesis test

Retrieved from Turkey data in table 4.18 confirms significant impact of variables like Identification of peer/group ( $t= 2.526$  and  $Sig=.012$ ) , product attitude ( $t= 6.640$  and  $Sig=.000$ ) and product involvement ( $t= 3.367$  and  $Sig=.001$ ) However, rest of variables were highly insignificant on purchase intention

Table 24 Coefficients (Turkey Data)

	Unstandardized		t	Sig.
	Coefficients			
	B	Std. Error		
(Constant)	.835	.227	3.676	.000
Tie Connection of				
Peer or Group	-.027	.050	-.551	.582
Identification of Peer				
or Group	.150	.059	2.526	.012
Peer Communication	.039	.060	.645	.519
Product Attitude	.437	.066	6.640	.000
Product Involvement	.188	.056	3.367	.001
Need for Uniqueness	.013	.042	.322	.748

Table 23 Coefficients (Turkey Data)

Retrieved from Afghanistan data Table 24 confirms that affect of variables peer communication, product attitude, product involvement and need for uniqueness is highly and positively significant on purchase intention. The said result is constructed with a robust constant value (i.e .  $B=.835$  and  $Std\ error =.227$ ).

The rest of statistics report an insignificant result. For instance, peer identification is very insignificant based on values of ( $t=.551$  and  $Sig=.582$ ). Similarity, peer or group communication as well has a very trivial effect on purchase intention. The latter is confirmed based on the values of ( $t=.645$  and  $Sig=.519$ ). Need for uniqueness is also very

insignificant as it comes with relation with purchase intention. The latter is endorsed with values of ( $t=.332$  and  $sig=.748$ ). Table 4.19 describes results of hypothesis in the context of Afghanistan using same parameters.

Unstandardized value of beta for each variable suggests the degree of change in purchase intention as a result of change in explanatory variables. For instance, 1 unit change in peer identification would result .027 negative and insignificant change in purchase intention. Similarly, 1 unit change in peer identification would lead to .15 unit positive and significant change in purchase intention. In the same manner, 1 unit change in peer communication leads to .039 unit positive and insignificant change in purchase intention. Likewise, 1 unit change in product attitude results to .437 unit positive and significant change in purchase intention. In addition to product attitude, 1 unit change in product involvement leads to .188 unit positive and significant change in purchase intention. And finally, 1 unit change in need for uniqueness results to .031 unit positive and insignificant change in purchase intention. Table 25 describes same information based on data collected from Afghanistan social media users.

Table 24 coefficients (Afghanistan Data)

	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	0.123	0.237	0.517	0.605
Tie Connection of Peer or Group Identification of Peer or Group	0.059	0.053	1.109	0.268
Peer Communication	0.068	0.058	1.170	0.243
Product Attitude	0.122	0.054	2.243	0.026
Product Involvement	0.350	0.060	5.855	0.000
Need for Uniqueness	0.290	0.061	4.756	0.000
	0.120	0.050	2.422	0.016

Table 24 Coefficients (Afghanistan Data)

A parameter that indicates significant or insignificant effect of independent variable on dependent variables is confirmed by  $t > 1.96$ ,  $sig < .05$  for each variable. As shown in the table 4.1

communication has significant effect on purchase intention. This is confirmed by ( $t = 2.24$  and  $sig = .026$ ). Similarly, product attitude as well effect purchase intention significantly was confirmed by ( $t = 5.855$  and  $sig = .000$ ). Likewise, product involvement has a significant effect on purchase intention that is based on ( $t = 4.756$  and  $sig = .000$ ). and finally need for uniqueness significantly (i.e.  $t = 2.422$  and  $sig = .016$ ). However, tie connection and peer identification have insignificant effect on purchase intention. This is indicated  $t = 1.109$  and  $t = 1.170$  as well as  $sig = .268$  and  $sig = .243$  respectively for the said variables.

Unstandardized value of beta for each variable suggests the degree of change in purchase intention as a result of change in explanatory variables. For instance, 1 unit change in peer identification would result .059 positive and insignificant change in purchase intention. Similarly, 1 unit change in peer identification would lead to .068 unit positive and insignificant change in purchase intention. In the same manner, 1 unit change in peer communication leads to .122 unit positive and significant change in purchase intention. Likewise, 1 unit change in product attitude results to .350 unit positive and significant change in purchase intention. In addition to product attitude, 1 unit change in product involvement leads to .290 unit positive and significant change in purchase intention. And finally 1 unit change in need for uniqueness results to .12 unit positive and significant change in purchase intention.

## **CHAPTER FIVE**

### **DISCUSSIONS**

This chapter highlights a summary of statistics and findings presented in chapter 4. The chapter is organized in a manner that first it discusses demographics and use of social media. Subsequently chapter discusses effect of certain behavior social media users demonstrate on their purchase intention.

#### **5.1. Demographics and Social Media- Turkey vis-e-vis Afghanistan**

Both Turkish and Afghan participants to be consist of male, female, students at different academic career such as high school, graduate, postgraduate and doctorate. They are married as well as unmarried in various age bracket. This section and associated sub-section compare demographical characteristics such as gender, education and occupation and social media in both countries.

##### **5.1.1. Gender and Social Media**

Majority of Turkish male participants used Instagram and WhatsApp and of same participants used Twitter. This statistic is not quite different as far as female participants were concerned. Both male and female mostly spent two to three hours on use of social media. In Turkey participants used social media for communication purposes entertainment

Majority of Afghan male participants used Facebook and WhatsApp However, this statistic is quite different as far as female participants were concerned in a sense that majority of female participants used Facebook. Male in Afghanistan mostly spent one to two hours on use of social media. On the other hand, majority



of female participants spent more than three hours using social media. Male mostly used social media for communication purposes and entertainment. Similarly, majority of female used social media for communication and used it for entertainment.

Based on the above it can be concluded that less time is spent on use of social media in Turkey as compared to Afghanistan. Furthermore, Instagram is more popular amongst male and female in Turkey whereas Afghans male and female mostly prefer Facebook. In both countries social media is used for communication and entertainment purposes.

#### **5.1.2. Education and Social Media**

In Turkey Facebook is mostly popular social media amongst high school students This percentage decreases when it comes with graduate and postgraduate students. Majority of high school student used social media for communication and entertainment purposes. However, graduates and postgraduates used social media for communication purpose only.

In Afghanistan Facebook is most popular social media amongst graduates and postgraduates. However, postgraduates also use Instagram and LinkedIn. Graduates used social media for communication and entertainment purposes. This is similar in postgraduate case with a smaller quantity. Graduates spent more social media as compared to postgraduates.

Conclusion points to the matter that Facebook is only popular amongst high scholars in Turkey whereas, in Afghanistan individual in with higher caliber are

fond of Facebook. Both categories use social media for entertainment and communication. Surprisingly users of LinkedIn were higher amongst Afghan participants as compared to Turkish.

### **5.1.3. Occupation and Social Media**

Majority of employed Turkish participants were users of Instagram followed by Facebook and LinkedIn. Student were major users of Facebook. Similarly, majority of employees spent less than one hour to use social media whereas the same category used social media for entertainment purposes.

In Afghanistan employees were the majority users of Facebook followed by Twitter and LinkedIn. Student were the second major user of Facebook. Majority of employees spent 2-3 hours on use of social media whereas, students surprisingly spent one to two hour on use of social media.

The result is very surprising in the case of employees. For instance, in both countries employees are less interested in LinkedIn which is platform for jobseekers and professionals. On the other hand, in both countries employees are more interested in Facebook and Twitter. A major difference in this regard is that Turkish employees spend less time in social medial as compared to Afghan employees. However, students in both countries use Facebook.

## **5.2. Social Media and Purchase Intention- Turkey compared to**

## **Afghanistan**

According to findings use of social media leads to purchase intention at a significant extend in Turkey. Identification of peer group, product attitude, and product involvement highly contribute to this significant effect. Therefore, hypothesis 2, 3 and 5 are substantiated and rest unsubstantiated. This finding is similar to many studies across literature.

In the case of Afghanistan findings suggests also suggest a significant positive and insignificant positive relation between use of social media and purchase intention. Variables contributing to significant positive relationship are peer communication, product attitude, product involvement and need for unfitness. Therefore, hypothesis(s) 1, 2,3 and 6 are substantiated. Variables such as tie connection and product peer identification effect are insignificant and therefor, hypothesis 4 and 5 are not substantiated.

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## Appendix A – Survey Questionnaire

Questions/Statement	Measure			
<b>Demographics</b>	Value assigned			
1. Gender	1= Male	2 = Female		
3. Level of Education	1= High School	2=Graduate	3= PG	4=PhD
4. Occupation	1=Student	2=Employee	3=Businessperson	
5. Age	1= 18-34	2=35-55	3=55-65	4= 65 and above
6. Marital Status	1= Married,	2= Unmarried		
<b>Social Media usage behavior</b>				
7. What type of social media do you use the most?	1-8 for different type of social media			
8. How long do you spend on social media in 24 hours?	1= less than one hour	2= One to two hours	3= two to three hours	4= more than three hours
9. For what purpose do you use social media most?				

Tie/connection strength with  
peers/friends

10. How likely would you share  
personal confidences with your  
peers/friends?

1= Very Unlikely

5= Very likely

11. How likely would you spend  
some free time socializing with  
your peers/friends?

1= Very Unlikely

5= Very likely

15. How likely would you perform  
a large favor for your  
peers/friends?

1= Very Unlikely

5= Very likely

13. How likely would your peers  
perform a large favor for  
you/friends?

1= Very Unlikely

5= Very likely

Identification with peer

14. I am very attached to the peer/friend group on social media	1= Strongly Disagree	5= Strongly Agree
15. My peer/friend on social media and I share the same objectives.	1= Strongly Disagree	5= Strongly Agree
16. The friendships I have with my peers/friends mean a lot to me.	1= Strongly Disagree	5= Strongly Agree
17. If my peers planned something, I'd think of it as something "we" would do rather than "they" would do.	1= Strongly Disagree	5= Strongly Agree
18. I see myself as a part of the peer /friend group on social media.	1= Strongly Disagree	5= Strongly Agree
19. We share the product in the group for purchasing	1= Strongly Disagree	5= Strongly Agree

Peer Communication

50. I talked with my peers about the product on social media.	1= Strongly Disagree	5= Strongly Agree
51. I talked with my peers about buying the product on the Internet.	1= Strongly Disagree	5= Strongly Agree
55. I asked my peers for advice about the product.	1= Strongly Disagree	5= Strongly Agree
54. I obtained the product information from my peers.]	1= Strongly Disagree	5= Strongly Agree
55. My peers encouraged me to buy the product.	1= Strongly Disagree	5= Strongly Agree

**Product attitude**

56. Talking with my peer about a specific product makes me like or dislike a product]	1= Strongly Disagree	5= Strongly Agree
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57. Discussing about a product		
affect my feeling toward the		5= Strongly
product	1= Strongly Disagree	Agree
58. After talking with my peer, my		
desirability toward a product is		5= Strongly
changing.	1= Strongly Disagree	Agree
		5= Strongly
Purchase intention	1= Strongly Disagree	Agree
59. My feeling toward a product		
have effect on my purchase		5= Strongly
intention	1= Strongly Disagree	Agree
30. My attitude toward a product		
change my certainty to purchase a		5= Strongly
product	1= Strongly Disagree	Agree



31. My attitude toward a specific product clarify my decision to purchase the product] 1= Strongly Disagree 5= Strongly Agree

### Product Involvement

35. The information about a product from my peer makes me concern to search about the product 1= Strongly Disagree 5= Strongly Agree

33. Product involvement of my peer to a specific product is important to me 1= Strongly Disagree 5= Strongly Agree

34. My peer are talking about the relevant products he/she is interested on 1= Strongly Disagree 5= Strongly Agree

### Need for Uniqueness

35. I actively seek to develop my personal uniqueness by buying special products or brands. 1= Strongly Disagree 5= Strongly Agree

36. The products and brands that I like best are the ones that express my individuality. 1= Strongly Disagree 5= Strongly Agree

37. I have often violated the understood rules of my social group regarding what to buy or own. 1= Strongly Disagree 5= Strongly Agree

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