JOURNAL of SOCIAL and HUMANITIES SCIENCES RESEARCH (JSHSR)
Uluslararası Sosyal ve Beşeri Bilimler Araştırma Dergisi

Received/Makale Geliş 30.11.2021
Published /Yayınlanma 31.12.2021
Article Type/Makale Türü Research Article

Citation/Alıntı: Balkar, O.E. & Çildir, Ç. (2021). Evaluating the Impacts of Social Media Usage on Motivated Consumer Innovativeness. *Journal of Social and Humanities Sciences Research, 8*(78), 3408-3418. http://dx.doi.org/10.26450/jshsr.2899

Lecturer Oğuz Emre BALKAR
https://orcid.org/0000-0001-5853-0926
Erzincan Binali Yıldırım University, Vocational College, Department of Management and Organization, Erzincan / TURKEY
Research Assistant Çetin ÇİLDİR
https://orcid.org/0000-0001-6358-7919
Kahramanmaraş Sütçü İmam University, Institution of Social Sciences, Kahramanmaraş / TURKEY

Issue/Sayı: 78 Volume/Cilt: 8 jshsr.org ISSN: 2459-1149

EVALUATING THE IMPACTS OF SOCIAL MEDIA USAGE ON MOTIVATED CONSUMER INNOVATIVENESS

ABSTRACT

This study was conducted to investigate the effects of social media usage on motivated consumer innovativeness. For the related purpose, the Onikişubat district of Kahramanmaraş province of Turkey was chosen as the research universe. A field study was carried out on a sample selected by the convenience sampling method. An electronic questionnaire was filled by individuals who lives in the specified place. Statistical analyzes were carried out and interpreted on the data obtained from the 520 available questionnaires.

According to one of the results, the social media usage rates, frequencies and competencies of the participants positively affect their motivated consumer innovativeness levels. In addition, it has been determined that the perceptions of the mentioned variables positively affect socially motivated consumer innovativeness levels. However, unlike other social media variables, social media usage competencies of individuals affect functionally motivated consumer innovativeness in a significant and positive way.

Keywords: Innovation, Consumer Innovativeness, Social Media Usage.

ÖZET

Bu çalışma, sosyal medya kullanımının güdülenmiş tüketici yenilikçiliği üzerindeki etkilerini araştırmak amacıyla yapılmıştır. İlgili amaç doğrultusunda, Türkiye'nin Kahramanmaraş ilinin Onikişubat ilçesi araştırma evreni olarak seçilmiştir. Kolayda örnekleme metoduyla seçilen bir örneklem üzerinden alan araştırması gerçekleştirilmiştir. Elektronik ortamda oluşturulan bir anket formu, belirtilen yerde yaşayan bireyler tarafından doldurulmuştur. Kullanılabilir olan 520 anketten elde edilen veriler üzerinden istatistiksel analizler gerçekleştirilmiş ve yorumlanmıştır.

Erişilen sonuçlardan birine göre katılımcıların sosyal medya kullanım oranları, sıklıkları ve yetenekleri, onların güdülenmiş tüketici yenilikçilik seviyelerini olumlu yönde etkilemektedir. Ayrıca belirtilen değişkenlere yönelik algılarının, sosyal güdülenmiş tüketici yenilikçilik düzeylerini de olumlu yönde etkilediği tespit edilmiştir. Bununla beraber diğer sosyal medya değişkenlerinden farklı olarak bireylerin sosyal medya kullanım yeteneklerinin, fonksiyonel güdülenmiş tüketici yenilikçiliğini anlamlı ve pozitif yönde etkilemektedir.

Anahtar Kelimeler: İnovasyon, Tüketici Yenilikçiliği, Sosyal Medya Kullanımı.

1. INTRODUCTION

Along with changing life conditions, people's lifestyles and consumption behaviors are also affected. In this context, innovation is considered as one strategic driver towards the consumption of products of services (Pauwels et al., 2018). However, despite the development of product-related technologies (design, method, marketing, etc.), new products or services of organizations may not find a positive response in the market (Srinivasan et al., 2009).

Therefore, consumer and innovation-oriented studies attract the attention of many researchers and practitioners (Hauser et al., 2006). In the literature, it is observed that the adoption and diffusion of innovations are generally emphasized (Greenhalgh et al., 2004; Rogers, 2010; Wejnert, 2002). However, there is a limited number of studies that focus on consumer needs and innovations together.

Some researchers (G. Foxall & Haskins, 1986; Hirschman, 1980; Lassar et al., 2005; Venkatraman & Price, 1990) concentrate upon the personal characteristics of consumers while others (Goldsmith et al., 1998; Goldsmith & Hofacker, 1991; Im et al., 2003; Midgley & Dowling, 1978; Steenkamp et al., 1999; Steenkamp & Gielens, 2003) specifically focus on consumer innovativeness.

However, with the increase in the number of social media platforms, where consumers get information and communicate with people, the concept of consumer innovativeness has transitioned to a different dimension (Shin et al., 2020).

Within this direction, we investigated the relationship between social media usage and consumer innovativeness in this study. Firstly, a detailed literature review and theoretical investigation were conducted to evaluate the relationship between the variables. Then, the instruments to be used in the field study were selected. The necessary data were obtained by using these tools from the individuals who live in the Onikişubat district of Kahramanmaraş province in Turkey. The findings obtained as a result of the analysis of the relevant data were evaluated and interpreted.

2. THEORETICAL FRAMEWORK

In this part of the research, we provide general theoretical information on study variables. We explain what kind of conceptual framework the relevant variables have in the literature and how the information about these variables progresses.

2.1. Social Media Usage

The reasons such as the widespread use of the internet, the emergence of user-friendly browsers, and the fact that individuals and organizations are more active in the online environment have increased the importance of the social network. Therefore, the concept of social media stands out, which includes people who create online content and interact with other people in developing social networks (McConnell & Huba, 2007).

According to the marketing framework, social media refers to a network where consumers obtain information about their purchases and follow innovations in products and services (Kaplan & Haenlein, 2010). In social media platforms, users can create content (Boyd & Ellison, 2007) and communicate with other users (Bauman & Lucy, 2020) through internet-based applications.

However, under the name of social media platform, there are many dimensions such as networking sites, blogs, discussion forums, content sharing sites (Hansen et al., 2010). Regarding this complexity, Charlesworth (2014) states that five types of websites constitute social media. These websites could be focusing on the news (Reddit, Digg, etc.), bookmarking (Delicious, StumbleUpon, etc.), networking (Facebook, LinkedIn, etc.), knowledge (Yahoo Answers, Wikipedia, etc.), and sharing (Instagram, YouTube, etc.).

Social Media Usage (SMU) rates of individuals may vary according to variables such as their demographic characteristics and social environments (Bauman & Lucy, 2020). In this context, social media usage has attracted the attention of researchers and various scales have been developed on the relevant subject.

As one of these studies, Deniz and Tutgun-Ünal (2019) developed a scale for the SMU variable that includes two factors. These dimensions are Social Media Usage Competence (SMUC) and the Social Media Usage Frequency (SMUF). SMUC focuses on the user’s ability to use social media applications

effectively. On the other hand, SMUF concentrates upon how often individuals use social media platforms.

2.2. Consumer Innovativeness

Consumer innovativeness is generally seen as a personality trait that reflects the desire to change (Hurt et al., 1977). Innovative consumers are an important market segment for marketers. It is known that the income from new products adopted by innovative consumers plays an important role for many companies (Cowart et al., 2008). Therefore, the successful launch and marketing of new products to innovative consumers are critical for firms. Within this direction, a good understanding of innovative consumers' decision-making styles is a necessity for marketing research activities.

Consumer innovativeness has been historically discussed in the marketing and innovation literature since the 1970s. Since these years, it has been seen that there have been reviews and discussions on the behavior of consumers to adopt new products (Pan et al., 2021). In addition, there is no generally accepted definition in the academic community about consumer innovativeness. Some researchers approach the subject as the earliest degree of adoption of new ideas within the social system (Rogers & Shoemaker, 1971), the tendency to buy new products (G. R. Foxall et al., 1998), an inner desire that brings out creativity (Hirschman, 1980), a generalized unobservable trend towards innovations (Midgley & Dowling, 1993), the inclination to buy new and different products or brands (Steenkamp et al., 1999) or the aptitude to willingly embrace change and try new things (Cotte & Wood, 2004).

As we can see from the related literature, the consumer innovativeness concept includes the aptitude to embrace innovations (Tellis et al., 2009), the inclination to buy new products more often and faster than other people (Deniz & Erciş, 2016; Midgley & Dowling, 1978; Roehrich, 2004), an inner desire towards creativity (Hirschman, 1980) or change (Cotte & Wood, 2004). Within this context, the concept has been handled and examined in different dimensions by researchers (Akdoğan & Karaarslan, 2013).

In one of these classifications, three dimensions (innate innovativeness, special fields innovativeness and actualized innovativeness) are considered. Some researchers (Bartels & Reinders, 2010; Flynn & Goldsmith, 1993; Goldsmith & Foxall, 2003; Hirunyawipada & Paswan, 2006; Pan et al., 2021) generally state that this classification is more inclusive.

Innate innovativeness is considered a personality trait (Pan et al., 2021). It is thought that consumers' willingness to follow and accept new products and new things is due to their personality features (Midgley & Dowling, 1978). In this context, unlike previous choices or consumer patterns, their tendency to try new products and brands is discussed (Steenkamp et al., 1999).

However, there are some factors that affect innate innovativeness (Pan et al., 2021) Innovativeness levels of individuals vary depending on their demographic characteristics or social environment. In this context, consumers can approach innovation from an emotional or cognitive perspective (Zuckerman, 1979). Consumers with cognitive innovativeness are motivated to stimulate the mind by seeking new experiences or making decisions (Hirschman, 1984). On the other hand, users with emotional innovativeness prefer new experiences that stimulate the senses (Venkatraman & MacInnis, 1985).

Unlike innate innovativeness, special fields innovativeness states that the tendency of individuals to adopt new products varies according to product categories (Pan et al., 2021). For instance, a consumer with more innovative perceptions in the field of electronic products may show less interest in other product categories. Within this direction, researchers (Citrin et al., 2000; Clark & Goldsmith, 2006; Flynn & Goldsmith, 1993; Goldsmith et al., 2003) state that perception towards special fields innovativeness changes according to product knowledge, brand attitude, purchase intention and related product use variables.

On the other hand, actualized innovativeness refers to the degree to which consumers seek attention and purchase new products (G. R. Foxall, 1988). There are dimensions such as the purchase of new products, the number of new products owned, the use of new products and the realization of innovation demand under actualized innovativeness (Cotte & Wood, 2004). In this context, consumers can discover and adopt new products or obtain information by using advertising (Steenkamp & Baumgartner, 1992).

Despite the fact that product-related approaches are common, the subject of product types and services that individuals have not experienced before is also discussed in the literature. One of the important examples of classifications in the literature was carried out by Vandecasteele and Geuens (2010). Motivated Consumer Innovativeness (MCI) focuses on different goals, values and motivations towards

consumer innovativeness. According to this classification, there are four dimensions: cognitive, functional, hedonic and social.

Cognitive Motivated Consumer Innovativeness (CMCI) is related to the need for mental stimulation. CMCI refers to reaching cognitive goals such as intellectual creativity in line with epistemic value according to intrinsic motivations (Venkatraman & Price, 1990). In this dimension, individuals seek ways to widen their cognitive limits by choosing the right consumption innovation (Vandecasteele & Geuens, 2010).

Conversely, Hedonic Motivated Consumer Innovativeness (HMCI) is related to affective stimulation (Venkatraman & MacInnis, 1985). HMCI focuses on the exploratory acquisition of products towards emotional value, hedonism and stimulation. The fact that individuals are happy and satisfied by adopting the right consumption innovation is handled under this dimension (Baumgartner & Steenkamp, 1996).

In contrast to HMCI, Social Motivated Consumer Innovativeness (SMCI) is related to social innovativeness (Roehrich, 2004). SMCI states that reaching social relationship goals such as self-determination in line with social values is possible with selecting the suitable consumption innovation (Vandecasteele & Geuens, 2010).

Lastly, Functional Motivated Consumer Innovativeness (FMCI) focuses on the functionality of motivated consumer innovativeness. Under this dimension, aims such as increasing performance and being better organized are evaluated (Venkatraman & Price, 1990). In other words, motivations towards consumer innovativeness such as comfort, quality and reliability are critical under the FMCI factor (Vandecasteele & Geuens, 2010).

In the literature, consumer innovativeness is discussed with different variables. For example, Limayem et al. (2000) state that innate innovativeness has a positive effect on online shopping intentions. Similarly, Jin and Suh (2005) evaluate that innovativeness has a positive effect on purchase intention. On the other hand, Okazaki (2007) states that innovativeness directly affects the intention to use wireless services.

Many researchers recognize the importance of different motivations or sources of innovativeness (Daghfous et al., 1999). However, there is a limited number of field studies in the area of motivating consumer innovativeness (Percy & Rossiter, 1997).

As one of these studies, Shin et al. (2020) stand out. In this research, they investigated the effect of consumer characteristics like consumer innovativeness on social media usage in Korea. By using the panel data, they estimated social media usage. According to their findings, users with HMCI are likely to use social media. But users with FMCI are not likely to use social media platforms.

Additionally, Aldahdouh et al. (2020) did research on the relationship between social media usage and individual innovativeness. They found out that there is a positive relationship between actualized innovativeness and using non-academic social media networks.

Within this context, the hypotheses that were formed in accordance with the literature information are given below.

H1 **:** *SMUs of the participants positively affect their MCIs.*

H1a **:** *SMUs of the participants positively affect their CMCIs.*

H1b **:** *SMUs of the participants positively affect their FMCIs.*

H1c **:** *SMUs of the participants positively affect their HMCIs.*

H1d **:** *SMUs of the participants positively affect their SMCIs.*

H2 **:** *SMUCs of the participants positively affect their MCIs.*

H2a **:** *SMUCs of the participants positively affect their CMCIs.*

H2b **:** *SMUCs of the participants positively affect their FMCIs.*

H2c **:** *SMUCs of the participants positively affect their HMCIs.*

H2d **:** *SMUCs of the participants positively affect their SMCIs.*

H3 **:** *SMUFs of the participants positively affect their MCIs.*

H3a **:** *SMUFs of the participants positively affect their CMCIs.*

H3b **:** *SMUFs of the participants positively affect their FMCIs.*

H3c **:** *SMUFs of the participants positively affect their HMCIs.*

H3d **:** *SMUFs of the participants positively affect their SMCIs.*

3. EMPIRICAL STUDY

This study aims to investigate the impacts of social media usage on consumer innovativeness. To do that, firstly, the methods of previous studies were examined. Accordingly, it was determined that the majority of them used the survey method. In this direction, it was decided to conduct survey research by selecting the appropriate instruments and using the survey and data collection method.

Thus, the related scales were adopted from former studies and a questionnaire was formed. This questionnaire contains three parts. A 5-point Likert rating was used for the scales under the first two sections. In the last section, demographic questions are included.

In the first part of the survey, there is a scale measuring the Social Media Usage (SMU) of the participants. This scale was developed by Deniz and Tutgun-Ünal (2019). Under this scale, there are two factors: the Social Media Usage Competence (SMUC) and the Social Media Usage Frequency (SMUF). There are four items under both SMUC and SMUF dimensions. In total, there are 8 items under the relevant scale.

Lastly, there is a scale measuring Motivated Consumer Innovativeness (MCI) of the participants in the third part of the questionnaire. This scale, which was developed by Vandecasteele and Geuens (2010) and was adapted into Turkish by Bülbül and Özoğlu (2014). There are four factors under this scale: Social Motivated Consumer Innovativeness (SMCI), Functional Motivated Consumer Innovativeness (FMCI), Hedonic Motivated Consumer Innovativeness (HMCI) and Cognitive Motivated Consumer Innovativeness (CMCI). Each factor includes five items. In total, there are 20 items under the relevant scale. The model of the research, which was created in accordance with the selected scales and literature information, was created as in Figure 1.

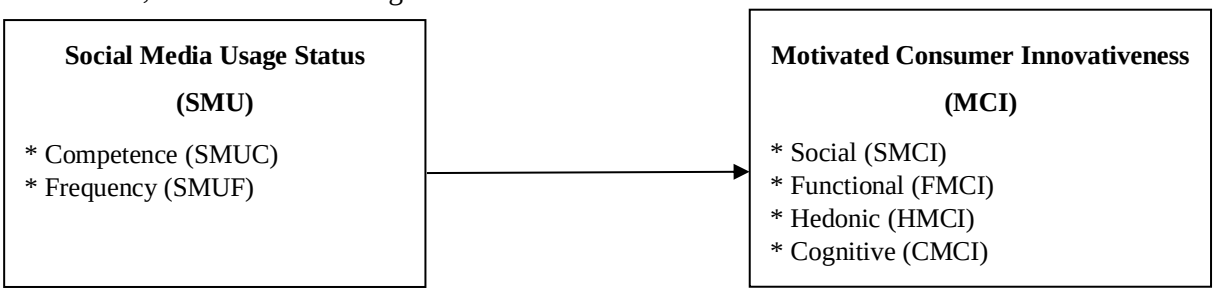


Figure 1. Model of the Research**, Source:** Created by authors.

In order to determine the understandability and validity of the questionnaire, a preliminary study was conducted on 60 people. Also, a questionnaire was sent to three expert researchers from the relevant field, and they were asked to examine it. In line with the evaluations from these two processes, the problematic or incomprehensible parts were corrected.

The study's universe contains the individuals who live in the Onikişubat district of Kahramanmaraş province in Turkey and are registered in the Address Based Population Registration System (ADNKS). As of 2020, Onikişubat's population consists of 441,681 people (TUİK, 2020). İnce et al. (2019) recommend choosing a sample in cases where the research universe is very large. Within this direction, the appropriate sample size needs to be higher than 384 people (Baştürk & Taştepe, 2013).

An online survey was constituted and delivered through social media channels. The data collection process was based on voluntary participation. However, participation was encouraged on social media (Eren, 2016). The convenience sampling method was used, and sample adequacy was ensured with the data obtained from 594 individuals. On the other hand, 74 observations that were missing, incorrect, or did not comply with the Mahalanobis limit value criteria were removed (Esen & Timor, 2019). Analyzes were carried out on 520 available observations.

Descriptive Statistics Analysis was conducted to examine the demographic profiles of the participants. The answers to the open-ended questions about the age of the participants were grouped according to the results of the analysis. The findings are shown in Table 1.

Table 1. Demographic Features of the Sample

Factor	Variable	n	%
Gender	Female	212	40.8
	Male	308	59.2
Age	20 and under	130	25.0
	21 to 25	130	25.0
	26 to 29	130	25.0
	30 and above	130	25.0
Education	Primary Education	32	6.2
	Middle School	63	12.1
	High School	108	20.8
	Associate	91	17.5
	Bachelor	184	35.4
	Postgraduate	42	8.1

Source: Created by authors.

As shown in Table 1, 59.2% of the participants are male and 40.98 percent are female. Also, 75 percent of the participants are 29 years old or younger. This indicates that there are generally young participants. According to their educational status, people with undergraduate education (n=91) have the highest number in the sample.

With the Kolmogorov - Smirnov Test, it was determined that the data were normally distributed. Homogeneous responses were obtained from the sample. Then, the reliability values of the research variables and sub-dimensions were examined. The results are given in Table 2.

Table 2. Reliability Statistics

Variable	Number of Items	α
SMU	8	.883
SMUC	4	.795
SMUF	4	.821
MCI	20	.935
CMCI	5	.846
FMCI	5	.867
HMCI	5	.896
SMCI	5	.783

Source: Created by authors.

According to Table 2, the reliability statistics (α) of all dimensions are above 0.70. As Kalaycı (2008) stated, this indicates that the reliability of the data belonging to the dimensions is appropriate. Then, a Multiple Correlation Analysis was performed to re-evaluate the relationships between dimensions. The results obtained are given in Table 3.

Table 3. The Results of Multiple Correlation Analysis

Variable	SMU	SMUC	SMUF	MCI	CMCI	FMCI	HMCI	SMCI
SMU	1.000							
SMUC	.358*	1.000						
SMUF	.670*	.370*	1.000					
MCI	.373**	.325*	.357*	1.000				
CMCI	.508**	.296**	.403*	.603**	1.000			
FMCI	-.357*	.165*	-.332**	.316*	.087	1.000		
HMCI	.297*	.244	.105*	.408*	.225*	.142	1.000	
SMCI	.442**	.368**	.376*	.690**	.303*	-.159**	.207**	1.000

*: p< .05; **: p< .01

Source: Created by authors.

As can be seen from Table 3, there are significant relationships between some dimensions. Overall, there are positive correlations between MCI and all social media-related variables (SMU, SMUC and SMUF). Similarly, CMCI and SMCI have significant positive correlations with social media-related variables. However, this significance is not valid for the relationship between HMCI and SMUC. On the other hand, correlations with FMCI include unusual results. FMCI has negative relationships with SMU (r= -.357; p< .05) and SMUF (r= -.332; p< .01), but a positive relationship with SMUC (r= .165; p< .05).

Multiple Linear Regression Analysis was used to determine the extent of the observed effects. Dimensions were selected according to the hypotheses of the research, and their effects on each other were analyzed. The relevant results are given in Table 4.

Table 4. The Results of Multiple Linear Regression Analysis

Model	Dependent Variable	Independent Variable	β	p	R^2
(1)	MCI	SMUC	.192*	.012*	.336
		SMUF	.037		
(2)	CMCI	SMUC	.205	.328	.267
		SMUF	.041		
(3)	FMCI	SMUC	.058*	.005*	.309
		SMUF	-.193*		
(4)	HMCI	SMUC	.445	.596	.103
		SMUF	.379		
(5)	SMCI	SMUC	.267*	.001*	.295
		SMUF	.223*		
(6)	MCI	SMU	.102*	.001*	.452
(7)	CMCI	SMU	.216	.113	.390
(8)	FMCI	SMU	-.157*	.003*	.408
(9)	HMCI	SMU	.542	.242	.214
(10)	SMCI	SMU	.328*	.001*	.387

*: p or sig. < .05

Source: Created by authors.

The results of Multiple Linear Regression Analysis vary widely as can be seen in Table 4. In addition, R2 levels of regressions appear to be quite low in general. However, Model 1, Model 3, Model 5, Model 6, Model 8 and Model 10 are significant. These statements are proven by p statistics.

Surprisingly, SMUF has no significant effect (sig. > .05) on MCI. Conversely, SMUF has a significant and positive effect (β= .223; sig. < .05) on SMCI. But SMUF has a significant and negative effect on FMCI. When there is an increase of 100 in SMUF of participants, their FMCI decreases by 19.3.

In addition, SMUC has significant and positive effects on MCI (β= .192; sig. < .05), FMCI (β= .058; sig. < .05) and SMCI (β= .267; sig. < .05). On the other hand, SMU has positive and significant effects on MCI (β= .102; sig. < .05) and SMCI (β= .328; sig. < .05). Nevertheless, SMU has a significant and negative effect on FMCI (β= -.157; sig. < .05).

Table 5. The Results of Hypotheses

		Hypothesis	Status
H1	:	SMUs of the participants positively affect their MCIs.	Supported
H1a	:	SMUs of the participants positively affect their CMCIs.	Rejected
H1b	:	SMUs of the participants positively affect their FMCIs.	Rejected
H1c	:	SMUs of the participants positively affect their HMCIs.	Rejected
H1d	:	SMUs of the participants positively affect their SMCIs.	Supported
H2	:	SMUCs of the participants positively affect their MCIs.	Supported
H2a	:	SMUCs of the participants positively affect their CMCIs.	Rejected
H2b	:	SMUCs of the participants positively affect their FMCIs.	Supported
H2c	:	SMUCs of the participants positively affect their HMCIs.	Rejected
H2d	:	SMUCs of the participants positively affect their SMCIs.	Supported
H3	:	SMUFs of the participants positively affect their MCIs.	Supported
H3a	:	SMUFs of the participants positively affect their CMCIs.	Rejected
H3b	:	SMUFs of the participants positively affect their FMCIs.	Rejected
H3c	:	SMUFs of the participants positively affect their HMCIs.	Rejected
H3d	:	SMUFs of the participants positively affect their SMCIs.	Supported

Source: Created by authors.

4. CONCLUSION and DISCUSSION

There are a limited number of studies in the literature that deal with the variables of consumer innovativeness and social media usage together. Based on this insufficiency, the findings of the studies in the literature were evaluated. After the investigation and creation of a theoretical framework, it was decided to conduct a field study.

In the field study, the questionnaire technique was chosen as the data collection method and the scales to be used were determined. The data obtained from 520 participants living in the Onikişubat district of Kahramanmaraş province were evaluated with various statistical methods. It was observed that some of the findings are similar to other studies in the literature, while some of them differentiate.

As one of the main results of the study, the social media usage levels of the participants are positively related to motivated consumer innovativeness. SMUs of the participants positively affect their MCIs and SMCIs. The high rate of social media usage of the participants indicates that the level of following the innovations for consumption will be better. These findings are similar to Shin et al. (2020).

However, there is no significant effect of SMUs of the participants on their CMCIs, FMCIs, and HMCIs. Besides, these results are similar to the effects of social media usage frequencies of the participants on related variables. This one is considered as an expected result that people's social media usage rates have a positive effect on improving their social relations and acting in accordance with social values.

Conversely, an additional result emerges in the effects of social media usage competencies of the participants. SMUCs of the participants affect functionally motivated consumer innovativeness of theirs positively. It is interpreted that people who can use social media applications and tools effectively evaluate the usefulness of innovations in general. Eventually, this result agrees with the relevant literature.

In summary, following a positive attitude towards social media usage of individuals increase their consumer innovativeness. For this reason, it is recommended to make new policies and practices that will enable people to use social media at appropriate duration and purposes in societies and organizations. Therefore, it is necessary to explain to people the importance of using social media correctly and effectively, also the benefits and harms of using social media. Within this direction, it is thought that individuals will be more knowledgeable consumers and more moderate towards the changes brought by innovations.

The limitations of the research are that the convenience sampling method is used, and the research is conducted only in one place. We recommend conducting a larger sample field research and using multidisciplinary methods for researchers of the relevant field.

REFERENCES

Akdoğan, M. Ş., & Karaarslan, M. H. (2013). Consumer Innovativeness. *Ataturk University Journal of Economics & Administrative Sciences*, *27*(2), 1–20.

Aldahdouh, T. Z., Nokelainen, P., & Korhonen, V. (2020). Technology and Social Media Usage in Higher Education: The Influence of Individual Innovativeness. *SAGE Open*, *10*(1), 1–20.

Bartels, J., & Reinders, M. J. (2010). Social identification, social representations, and consumer innovativeness in an organic food context: A cross-national comparison. *Food Quality and Preference*, *21*(4), 347–352.

Baştürk, S., & Taştepe, M. (2013). Evren ve Örneklem. In S. Baştürk (Ed.), *Bilimsel Araştırma Yöntemleri* (pp. 129–159). Ankara: Vize Yayıncılık.

Bauman, A., & Lucy, C. (2020). Social media: Exploring entrepreneurial opportunities. In *Understanding Social Media and Entrepreneurship* (pp. 15–28). Springer.

Baumgartner, H., & Steenkamp, J.-B. E. M. (1996). Exploratory consumer buying behavior: Conceptualization and measurement. *International Journal of Research in Marketing*, *13*(2), 121–137.

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-mediated Communication*, *13*(1), 210–230.

Bülbül, H., & Özoğlu, B. (2014). Tüketici Yenilikçiliği ve Algılanan Riskin Satın Alma Davranışına Etkisi. *Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, *0*(44), 43–58.

Charlesworth, A. (2014). *An introduction to social media marketing*. Routledge.

Citrin, A. V., Sprott, D. E., Silverman, S. N., & Stem, D. E. (2000). Adoption of Internet shopping: the role of consumer innovativeness. *Industrial Management & Data Systems*, *100*(7), 294–300.

Clark, R. A., & Goldsmith, R. E. (2006). Interpersonal influence and consumer innovativeness. *International Journal of Consumer Studies*, *30*(1), 34–43.

Cotte, J., & Wood, S. L. (2004). Families and innovative consumer behavior: A triadic analysis of sibling and parental influence. *Journal of Consumer Research*, *31*(1), 78–86.

Cowart, K. O., Fox, G. L., & Wilson, A. E. (2008). A structural look at consumer innovativeness and self-congruence in new product purchases. *Psychology & Marketing*, *25*(12), 1111–1130.

Daghfous, N., Petrof, J. V, & Pons, F. (1999). Values and adoption of innovations: a cross-cultural study. *Journal of Consumer Marketing*, *16*(4), 314–331.

Deniz, A., & Erciş, A. (2016). Tüketici Yenilikçiliğinin Boyutları ve Yenilikçiliği Etkileyen Faktörler Arasındaki İlişkiler. *Kafkas University. Faculty of Economics and Administrative Sciences. Journal*, *7*(14), 461.

Deniz, L., & Tutgun-Ünal, A. (2019). Sosyal Medya Çağında Kuşakların Sosyal Medya Kullanımı ve Değerlerine Yönelik Bir Dizi Ölçek Geliştirme Çalışması. *OPUS-Uluslararası Toplum Araştırmaları Dergisi*, *11*(18), 1025–1057.

Eren, A. S. (2016). Kahramanmaraş Sütçü İmam Üniversitesi Öğrencilerinin Girişimcilik Özelliklerinin Belirlenmesine Yönelik Nicel Bir Araştırma. *Girişimcilik ve İnovasyon Yönetimi Dergisi*, *5*(1), 97–128.

Esen, M. F., & Timor, M. (2019). Çok Değişkenli Aykırı Değer Tespiti için Klasik ve Dayanıklı Uzaklık Ölçütleri: Finansal Veri ile Bir Uygulama. *International Journal of Economic and Administrative Studies*, *2019*(25), 267–282.

Flynn, L. R., & Goldsmith, R. E. (1993). Identifying innovators in consumer service markets. *Service Industries Journal*, *13*(3), 97–109.

Foxall, G., & Haskins, C. G. (1986). Cognitive style and consumer innovativeness: an empirical test of Kirton's adaption-innovation theory in the context of food purchasing. *European Journal of Marketing*, *20*(3/4), 63–80.

Foxall, G. R. (1988). Marketing new technology: Markets, hierarchies, and user-initiated innovation. *Managerial and Decision Economics*, *9*(3), 237–250.

Foxall, G. R., Goldsmith, R. E., & Brown, S. (1998). *Consumer psychology for marketing* (Vol. 2). Routledge.

Goldsmith, R. E., D'Hauteville, F., & Flynn, L. R. (1998). Theory and measurement of consumer innovativeness: A transnational evaluation. *European Journal of Marketing*, *32*(3/4), 340–353.

Goldsmith, R. E., Flynn, L. R., & Goldsmith, E. B. (2003). Innovative consumers and market mavens. *Journal of Marketing Theory and Practice*, *11*(4), 54–65.

Goldsmith, R. E., & Foxall, G. R. (2003). The measurement of innovativeness. In L. V. Shavinina (Ed.), *The International Handbook on Innovation* (Vol. 5, pp. 321–330).

Goldsmith, R. E., & Hofacker, C. F. (1991). Measuring consumer innovativeness. *Journal of the Academy of Marketing Science*, *19*(3), 209–221.

Greenhalgh, T., Robert, G., Macfarlane, F., Bate, P., & Kyriakidou, O. (2004). Diffusion of innovations in service organizations: systematic review and recommendations. *The Milbank Quarterly*, *82*(4), 581–629.

Hansen, D., Shneiderman, B., & Smith, M. A. (2010). *Analyzing social media networks with NodeXL: Insights from a connected world*. Morgan Kaufmann.

Hauser, J., Tellis, G. J., & Griffin, A. (2006). Research on innovation: A review and agenda for marketing science. *Marketing Science*, *25*(6), 687–717.

Hirschman, E. C. (1980). Innovativeness, novelty seeking, and consumer creativity. *Journal of Consumer Research*, *7*(3), 283–295.

Hirschman, E. C. (1984). Experience seeking: a subjectivist perspective of consumption. *Journal of Business Research*, *12*(1), 115–136.

Hirunyawipada, T., & Paswan, A. K. (2006). Consumer innovativeness and perceived risk: implications for high technology product adoption. *Journal of Consumer Marketing*, *23*(4), 182–198.

Hurt, H. T., Joseph, K., & Cook, C. D. (1977). Scale for the Measurement of Innovativeness. *Human Communication Research*, *4*(1), 58–65.

Im, S., Bayus, B. L., & Mason, C. H. (2003). An empirical study of innate consumer innovativeness, personal characteristics, and new-product adoption behavior. *Journal of the Academy of Marketing Science*, *31*(1), 61–73.

İnce, M., Bozyiğit, S., & Tor kadıoğlu, C. (2019). Reklamlarda Ünlü Kullanımının Y Kuşağı Tüketicilerinin Materyalist Eğilimleri Üzerindeki Etkisi. *Ömer Halisdemir Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, *12*(4), 496–513.

Jin, B., & Suh, Y. G. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, *22*(2), 62–71.

Kalaycı, Ş. (2008). *SPSS Uygulamalı Çok Değişkenli İstatistik Teknikleri*. Yer: Asil Yayın Dağıtım.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, *53*(1), 59–68.

Lassar, W. M., Manolis, C., & Lassar, S. S. (2005). The relationship between consumer innovativeness, personal characteristics, and online banking adoption. *International Journal of Bank Marketing*, *23*(2), 176–199.

Limayem, M., Khalifa, M., & Frini, A. (2000). What makes consumers buy from Internet? A longitudinal study of online shopping. *IEEE Transactions on Systems, Man, and Cybernetics-Part A: Systems and Humans*, *30*(4), 421–432.

McConnell, B., & Huba, J. (2007). *Citizen marketers: When people are the message*. Kaplan Publishing.

Midgley, D. F., & Dowling, G. R. (1978). Innovativeness: The concept and its measurement. *Journal of Consumer Research*, *4*(4), 229–242.

Midgley, D. F., & Dowling, G. R. (1993). A longitudinal study of product form innovation: the interaction between predispositions and social messages. *Journal of Consumer Research*, *19*(4), 611–625.

Okazaki, S. (2007). Lessons learned from i-mode: What makes consumers click wireless banner ads? *Computers in Human Behavior*, *23*(3), 1692–1719.

Pan, H., Wu, X., & Li, Y. (2021). A review on the concept of consumer innovativeness. *E3S Web of Conferences*, *251*, 1–4.

Pauwels, K., Silva-Risso, J., Srinivasan, S., & Hanssens, D. M. (2018). New products, sales promotions, and firm value: The case of the automobile industry. In *Long-Term Impact of Marketing: A Compendium* (pp. 287–324). World Scientific Publishing.

Percy, L., & Rossiter, J. R. (1997). A theory-based approach to pretesting advertising. In W. D. Wells (Ed.), *Measuring advertising effectiveness* (pp. 267–281). Lawrence Erlbaum Associates.

Roehrich, G. (2004). Consumer innovativeness: Concepts and measurements. *Journal of Business Research*, *57*(6), 671–677.

Rogers, E. M. (2010). *Diffusion of innovations* (4th ed.). The Free Press.

Rogers, E. M., & Shoemaker, F. F. (1971). *Communication of Innovations; A Cross-Cultural Approach*. The Free Press.

Shin, H., Kim, Y., & Kim, Y. (2020). An Exploratory Study on User Characteristics of Social Media: From the Perspective of Consumer Innovativeness. *Journal of Digital Convergence*, *18*(10), 195–206.

Srinivasan, S., Pauwels, K., Silva-Risso, J., & Hanssens, D. M. (2009). Product innovations, advertising, and stock returns. *Journal of Marketing*, *73*(1), 24–43.

Steenkamp, J.-B. E. M., & Baumgartner, H. (1992). The role of optimum stimulation level in exploratory consumer behavior. *Journal of Consumer Research*, *19*(3), 434–448.

Steenkamp, J.-B. E. M., & Gielens, K. (2003). Consumer and market drivers of the trial probability of new consumer packaged goods. *Journal of Consumer Research*, *30*(3), 368–384.

Steenkamp, J.-B. E. M., Ter Hofstede, F., & Wedel, M. (1999). A cross-national investigation into the individual and national cultural antecedents of consumer innovativeness. *Journal of Marketing*, *63*(2), 55–69.

Tellis, G. J., Yin, E., & Bell, S. (2009). Global consumer innovativeness: Cross-country differences and demographic commonalities. *Journal of International Marketing*, *17*(2), 1–22.

Türkiye İstatistik Kurumu [TÜİK] (2020). *Yerleşim Yeri Nüfus Sonuçları*. Adrese Dayalı Nüfus Kayıt Sistemi Sonuçları. https://biruni.tuik.gov.tr/medas/?kn=95&locale=tr

Vandecasteele, B., & Geuens, M. (2010). Motivated consumer innovativeness: Concept, measurement, and validation. *International Journal of Research in Marketing*, *27*(4), 308–318.

Venkatraman, M. P., & MacInnis, D. J. (1985). The epistemic and sensory exploratory behavior of hedonic and cognitive consumers. *NA-12: Advances in Consumer Research*, 102–107.

Venkatraman, M. P., & Price, L. L. (1990). Differentiating between cognitive and sensory innovativeness: Concepts, measurement, and implications. *Journal of Business Research*, *20*(4), 293–315.

Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. *Annual Review of Sociology*, *28*(1), 297–326.

Zuckerman, M. (1979). Sensation seeking and risk taking. In C. E. Izard (Ed.), *Emotions in Personality and Psychopathology* (pp. 161–197). Springer.