Original Article

Investigation of social media usage and sports brand preferences of Kocaeli university students

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Abstract

The aim of this study was to investigate how much time students from the Kocaeli University Faculty of Sport Sciences spend on social media and to determine their sports brand preferences. The data required for the research were collected using the scale method. The scale was applied to 543 students from Kocaeli University, Faculty of Sport Sciences. During the data collection process, online scale was used, which was created in Google Forms. A 25-item brand loyalty scale, which Karkar (2018) used to explain the relationship between content marketing and brand loyalty in social media applications, a social media addiction scale by Tutgun-Ünal (2015), and a 17-item scale related to social media usage purposes were used. In the analysis of data, descriptive statistics, independent samples t-test, and one way ANOVA were used. A total of 99.5% of the participants in the survey group consisting of 543 people use social media. These results indicate that social media is widely used by young people. In agreement with the obtained results, we observed that students stated that they spent a lot of time on social media; furthermore, the majority of students said that it was difficult to understand how time passed while using social media. However, it has been understood that social media environment is a big marketing area for brands. Thus, there is a significant relationship between the time spent on social media and the sports brand preferences.

Keywords: Sports, social media, brand, loyalty, university students

Introduction

Historically, communication was achieved using smoke, messages attached to pigeons' feet, news delivered by messengers on horseback, letters, newspapers, magazines, and telegrams; later, these modes of communication were replaced by dial-up telephone, radio, television, and fax machines, and finally by computers, mobile phones, and Internet. With the appearance of social media as a means of communication in 2003, the technological development of communication reached its peak. Communication has undergone many changes with the rapid development of technology and consumer societies. The biggest and radical change in communication occurred with the emergence of social media (Tuğlu, 2017). Social media is one of the biggest technological inventions that has brought millions of people together. Social media is a platform where people can share information and act according to their preferences. Social media is a widely used communication environment that allows individuals to socialize, exchange information (even unrealistic information), meet new individuals, exchange information on randomly selected subjects, follow current art and culture studies, and access and share photos and videos (Özkan, 2013). Currently, social media is a tool for communication and socialization for people. In the past, for individuals to attain important positions, they had to prove themselves, be successful, and work more than other people; however, currently, it is possible for an individual to become popular in the society shaped by social media and gain high amounts of material gain within hours. With the facilitation of socialization, people became quickly convinced to put the Internet at the center of their lives. Mass media, which has managed to hold millions of people together, has demonstrated its importance and influence all over the world (Tutgun-Ünal, 2015). In terms of the ability to direct masses to consumption, newspapers are not impressive because they require a high rate of writing and have low appeal to the audience reading them. For radio, because it is not possible to see the product, the advertising rate is reduced. Television can effectively direct people to consumption. Its long distance advertising effectiveness is high because the products are imposed on the masses that watch television. However, compared to the abovementioned advertising platforms, social media manages to manipulate people's preferences the most. Everybody is struggling to find a place in this arena due to its vast content and large number of users. This situation increases people's social media loyalty and tries to meet all their needs from the content on this platform (Yavuz, 2019). Apart from television, radio, and newspaper, when people report their opinions on social media, millions of people can see their opinions and comments, and individuals feel more valuable compared when they use other communication tools. In addition,

people can easily share their content without the need for any software or complicated programs (Kaplan and Haenlein, 2010). The development of data communication tools and the availability of Internet connection in every environment have made social media an indispensable part of modern society. State-of-the-art smart devices are now trying to attract people with operating systems that support social media sites and advertisements and promise excellent use on social media. Everything is done so that not only mobile devices but also all devices can work with social media. Cameras can send photos you take to photo-sharing networks, and computers, tablets, and televisions support social networks. Facebook, Instagram, Twitter, and messenger applications from social networking sites bring together more than a third of the world's population with 2.7 billion users in the past year (Girona and Korgaonkar, 2014). Internet content producers, who try to prove their existence in every field of life, have succeeded to change many habits and human behavior with the applications and content they created. Although in the past, social media was new, currently, it has many users, manufacturers, brands, and companies. For consumers, especially young university students, to keep up with the modern age, it is important to maintain their appearance and act in style. Thus, the brand value of the product to be purchased becomes important in the eyes of the consumer. One of the main reasons for brands to allocate big budgets to their advertising efforts is to be a valuable brand that is preferred by this consumer mass (Yavuz, 2019). The advertising activities of sports brands, especially through sports teams, influence millions of sports fans. Brand managers, who are aware of this situation, try to increase their revenues and demand by making brand contracts with the most successful athletes to get the highest share of the market, by sponsoring big teams, giving their names to the leagues, and sponsoring team jerseys. It is known that while brands apply these strategies on sports fields and athletes, they mainly advertise through the content they create on social media. The guiding effect of this content is especially important for users interested in sports (Polat, 2007).

Method

Research Group

This study included students from the Kocaeli University Faculty of Sport Sciences. The study group consisted of 543 people (156 females and 387 males), who were pursuing their education and training at the Kocaeli University Faculty of Physical Education and Sports Sciences during the 2019-2020 academic year. The participants were students from the Physical Education and Sports Teaching, Coaching, Sports Management, and Recreation Departments. A detailed literature review was conducted to collect data and to determine the scales that were determined for the purpose of this study. The questionnaires to be used within the scope of the study were applied to 21 different participants via Google Drive. When it was determined that there was no problem in terms of the applicability of the scales, the scales were distributed to the students of the Kocaeli University Faculty of Sport Sciences. Due to this application, the responses given by all participants were included in the analysis, the required sample number was reached, and conditions were provided according to all formulas. The application of the research only to the students of the Kocaeli University Faculty of Physical Sports Sciences indicates the sample of this study.

Collection of the data

The data required for the research were first obtained through the survey method by receiving research permits from the Dean of the Faculty of Sport Sciences of Kocaeli University. During data collection, surveys prepared by the Google Drive method were used. The SPSS 22.0 package program was used in the analysis of the data obtained during the data collection process. The questionnaires were distributed in WhatsApp groups where university students were under the control of teachers at the school; WhatsApp groups were also used by departments for disseminating lectures and announcements. After obtaining permission from the Dean's Office, surveys were prepared by the Google Drive method, and announcements about the surveys were made in the WhatsApp groups in the students' communication network. The research was implemented by explaining that the results would be used only for a scientific study; the study included volunteer participants, and there was no pressure on the students. To achieve the main purpose of the research, the survey contained two different questionnaires and a personal information form with demographic information. After the demographic features and questionnaires were prepared, a pre-test was conducted of 21 randomly selected people; it was determined that there was no problem with the test method. Thus, it was applied to the groups in the final form.

Data collection tools

The data collection tools of the research in this study were applied to the groups determined by the researchers. To define the socio-demographic characteristics of the participants, 10 personal questions were created and applied. The 25-item brand loyalty scale that Karkar (2018) used in his Master's degree study, which explained the relationship between content marketing and brand loyalty in social media applications, was used. The scale consists of three sub-dimensions. It is divided into "Cognitive Commitment" (8 items), "Emotional Commitment" (10 items), "Behavioral Commitment" (7 items). Brand loyalty scale is a 5-point Likert-type scale with the following options: Strongly agree (5), Agree (4), Undecided (3), Disagree (4), and Strongly disagree (1). The social media addiction scale of Tutgun-Ünal (2015) was also used; it is a 17-item scale related to the social

media usage purposes, which was created in his doctoral study on university students. This study is a 5-point Likert-type scale with the following options: Never (1), Rarely (2), Sometimes (3), Often (4), and Always (5).

Analysis of the data

The SPSS 22.0 package was used to analyze the data obtained during the data collection process. For data analysis, descriptive statistics (e.g., number of persons, minimum, maximum arithmetic mean, standard deviation, and frequency) was used. In the normality test, because the data showed normal distribution, independent samples t-test was used for two independent groups, and variance analysis (one-way ANOVA) was used to compare more than two sets. Parametric tests were used to analyze the data. Tukey HSD multiple group comparison test was used in the one-way ANOVA test because variance homogeneity was provided for group differences.

Results

Findings on the social media

Table 1. Descriptive statistics of the participants

Variables	N
Gender	Female
	156
Male	387
Age group	18-20 age group
	214
	21-23 age group
	244
	24-26 age group
27 age group and above	56
	29
Department	Physical Education & Sports Teaching
	130
	Coaching
	161
Sports Management	107
	Recreation
Status of social media usage	Yes
	540
No	3
Daily social media usage	Less than 1 hour
	58
	1-3 hours
	287
	4-6 hours
7 hours and more	165
	33
How many years has social media been used?	Less than 1 year
	5
	1-3 years
	66
	4-6 years
7 years and above	200
	272
Total	543

Table 2. Results of the social media scale for the question "Do you use social media?"

Variables	N	$\bar{X}$	$\pm SD$	P
Yes	540	45,64	11,518	,027*
No	3	33,00	4,000	

On the basis of the answers to the question "Do you use social media?" by the students participating in this study, it was determined that the results of the social media scale showed a statistically significant difference ($p < 0,05$).

Table 3. Social media scale scores of the students by gender variables

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Female	156	18	76	47,30	11,476	5,001	,026*
Male	387	20	80	44,87	11,488		

The obtained results shows that a statistically significant difference was observed in the total scores of the social media scale according to the gender variable of the students ($p < 0,05$).

Table 4. Social media scale scores of the students by department variables

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Physical Education and Sports Teaching	130	18	76	43,49	10,176	8,654	,000*
Coaching	161	20	76	43,96	10,955		
Sports Management	107	25	80	50,23	13,518		
Recreation	145	20	76	45,76	10,794		

A statistically significant difference was observed according to the department variable results of the social media scale total scores ($p < 0.05$).

Table 5. Social media application preferences of students participating in this study

When we asked 543 students participating in this study which social media they used, 504 people said that they used Instagram, 298 people used Twitter, 244 people used Facebook, 114 people used Snapchat, 467 people used YouTube, 404 people used Google, 526 people used WhatsApp, and 90 people use other applications.

Table 6. Social media scale scores of the students by age group variables

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
18-20 age group	214	18	80	44,65	10,770	1,285	,279
21-23 age group	244	20	76	45,72	11,750		
24-26 age group	56	25	75	47,89	12,979		
27 age group and above	29	20	79	46,48	11,927		

According to the results, no statistically significant difference was observed in the total scores of the social media survey according to the age group variables of the students ($p > 0.05$).

Table 7. Social media scale scores of the students by the year of study variables

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
1st year of study	160	18	69	42,44	9,507	7,029	,000*
2nd year of study	126	21	80	45,25	12,323		
3rd year of study	130	20	80	47,63	11,873		
4th year of study	127	25	79	47,70	11,874		

A statistically significant difference was observed in the total scores of the social media survey according to the year of study variable ($p < 0.05$).

Table 8. Results of the social media scale for the question "How long have you been using social media?"

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Less than 1 year	5	23	56	37,00	12,227	1,956	,120
1-3 years	66	20	76	43,91	12,258		
4-6 years	200	18	80	45,17	11,554		
7 years & above	272	20	79	46,42	11,252		

For the question "How long have you been using social media?", there was no statistically significant difference in the total scores of the social media survey ($p > 0.05$).

Table 9. Results of the social media scale for the question "How long are you connected to social media per day?"

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Less than 1 hour	58	20	56	39,60	7,971	8,584	,000*
1-3 hours	287	18	80	45,17	11,673		
4-6 hours	165	25	80	47,55	11,166		
7 hours and more	33	28	74	49,58	13,337		

For the question "How long are you connected to the social media per day?", there was a statistically significant difference in the total scores of the social media survey ($p < 0,05$).

Table 10. Results of the social media scale for the question "From which device type do you access?"

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Only mobile devices	371	18	76	44,20	11,254	8,481	,000*
Desktop and mobile devices	170	20	80	48,49	11,641		
Only desktop devices	2	45	56	50,50	7,778		

For the question “From which device type do you access?”, there was a statistically significant difference in the total scores of the social media survey ($p < 0,05$).

Results for the Sports Brands

Table 1.Results of the brand loyalty scale for the question “Do you use social media?”

Variables	N	$\bar{X}$	$\pm SD$	P
Yes	540	62,86	22,520	,160
No	3	43,67	15,275	

For the question “Do you use social media?”, there was no statistically significant difference in the total scores of the brand loyalty scale results ($p > 0,05$).

Table 2.Results of the brand loyalty scale for gender variables

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Female	156	25	120	68,46	22,976	14,381	,000*
Male	387	24	120	60,46	21,950		

There was a statistically significant difference in the total scores of the brand loyalty scale results ($p < 0,05$).

Table 3.Results of the brand loyalty scale according to the department variables

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Physical Education and Sports Teaching	130	25	120	59,03	20,436	5,184	,002*
Coaching	161	24	120	60,76	22,211		
Sports Management	107	27	120	69,76	23,147		
Recreation	145	24	120	63,15	23,214		

There was a statistically significant difference in the total scores of the brand loyalty scale results ($p < 0,05$).

Table 4. Results of the brand loyalty scale according to the age group variables

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
18-20 age group	214	24	120	58,84	21,233	6,504	,000*
21-23 age group	244	24	120	63,23	22,235		
24-26 age group	56	26	120	72,13	24,909		
27 age group and above	29	31	120	69,59	23,156		

There was a statistically significant difference in the total scores of the brand loyalty scale results ($p < 0,05$).

Table 5. Results of the brand loyalty scale according to the year of study variables

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
1st year of study	160	24	118	55,39	20,295	14,572	,000*
2nd year of study	126	25	120	59,22	22,226		
3rd year of study	130	24	120	68,44	22,614		
4th year of study	127	29	120	69,73	22,016		

There was a statistically significant difference in the total scores of the brand loyalty scale results ($p < 0,05$).

Table 6. Results of the brand loyalty scale for the question “How long have you been using social media?”

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Less than 1 year	5	36	82	49,60	18,474	2,123	,096
1-3 years	66	24	120	57,82	22,881		
4-6 years	200	25	120	62,51	22,494		
7 years and above	272	24	120	64,39	22,370		

There was no statistically significant difference in the total scores of the brand loyalty scale results ($p > 0,05$).

Table 7. Results of the brand loyalty scale for the question “How long are you connected to the social media per day?”

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Less than 1 hour	58	25	97	55,69	19,836	7,836	,000*
1-3 hours	287	24	120	60,87	21,759		
4-6 hours	165	25	120	65,82	23,263		
7 hours & more	33	30	110	76,27	22,932		

There was a statistically significant difference in the total scores of the brand loyalty scale results ($p < 0,05$).

Table 8. Results of the brand loyalty scale for the question “From which device type do you access?”

Variables	N	Min	Max	$\bar{X}$	$\pm SD$	F	P
Only mobile devices	371	24	120	60,85	22,404		
Desktop and mobile devices	170	26	120	66,78	22,387	4,368	,013*
Only desktop devices	2	67	82	74,50	10,607		

There was a statistically significant difference in the total scores of the brand loyalty scale results ($p < 0,05$).

Results

After analyzing the answers of Kocaeli University students who participated in the study, we identified remarkable social media usage features. The fact that 99.5% of the participants use social media applications can be considered as one of the biggest indicators of how widespread social media is among young people. As can be seen in the sections where we present the gender ratios of the individuals using the applications, in general, the social media usage rates of males are higher than those of females. Based on this result, we can see that males are more active in social media. Another important issue in this study is hidden in the questions that ask students to state reasons why they use social media tools. Previous studies showed that young people generally used social media to make friends. When we analyzed the results of our study, 66.6% of participants stated that they used social media to search for information and news. We think that this result is important for interpreting the social media usage by young people. This change in results may be affected by social media usage training, public spot studies, and social awareness by young people. When used correctly, social media can become a useful tool for young people.

When we asked 543 students who participated in this study which social media they use, 504 people stated that they used Instagram, 298 people used Twitter, 244 people used Facebook, 114 people used Snapchat, 467 people used YouTube, 404 people used Google, 526 people used WhatsApp, and 90 people used other applications. A total of 71.4% of the participants were males and 28.7% were females. When the gender ratios were analyzed, it was observed that the number of male participants was higher. A total of 45.2% of the participants were between the ages of 21 and 23; 39.1% were between the ages of 18 and 20; 10.2% were between the ages of 24 and 26; 5.5% were over the age of 27. By analyzing the rates, it is observed that the vast majority are between the ages of 21 and 23; 29.3% of the participants are in the 1st year of study, 23.2% are in the 2nd year of study, 24.1% are in the 3rd year of study, and 23.4% are in the 4th year of study. Considering these rates, it is observed that the rates of participants between all years of study are similar. A total of 29.4% of the participants study in the coaching department, 26.9% in recreation, 23.9% in physical education and sports teaching, and 19.7% in sports management. The distribution between these rates is similar.

- A total of 99.5% of the participants in the survey group consisting of 543 people use social media.
- The results of the question in which the participants chose the top three applications that they used the most were as follows: WhatsApp, 96.2%; Instagram, 92.1%; YouTube, 85.4%.
- A total of 68.2% of the participants access applications using only mobile devices, 31.4% use desktop and mobile devices, and 0.4% use only desktop devices.
- A total of 50.5% of the participants have been using social media for more than 7 years, 36.6% for 4-6 years, 12.12% for 1-3 years, and 50.9 for less than 1 year. Considering these rates, it is determined that the majority of the participants have been using social media for a long time.
- A total of 52.8% of the participants spend 1-3 hours per day in social media applications, 30.5% spent 4-6 hours per day, 10.6% spent less than 1 hour per day, and 6% spend more than 7 hours per day. When these rates are analyzed, it is clear that the social media addiction of the participants (with the rates of 6% and 30.5%) is very high.
- While 55.6% of the participants were not attracted by advertisements on social media, the participants in the 44.4% group emphasized that brands and advertisements on social media attracted their attention. When these rates are considered, it is clear that the work by the brands that advertise on social media is justified and that the consumers were attracted by advertising to some extent.
- A total of 53.3% of the participants emphasized that they used social media to chat.
- A total of 48.6% of the participants used social media to listen/share music.
- A total of 44.8% of the participants used social media for educational purposes.
- A total of 66.6% of the participants used social media to search for information/news.
- A total of 53.9% of respondents stated that time moved fast when using social media.
- A total of 41.9% of the participants stated that they were eagerly following brand pages on social media.

Considering these results, 53.9% of the participants stated that time moved fast when using social media. This is an issue that specialists should focus on. A person who forgets his relationship with time has the risk of lagging in time management. To prevent social media use from causing this situation, young people should be informed about time management. To reveal the importance of this subject, we can look at how much time the young people in our study spend on social media daily. A total of 52.8% of the participants spent 1-3 hours per

day on social media, 30.5% spent 4-6 hours, 10.6% spent less than 1 hour, and 6% spend more than 7 hours. Imposing timing limitations on social media may be beneficial for young people to control themselves.

Considering the abovementioned results, 55.6% of the participants were not attracted by the brands and advertisements on social media, while 44.4% were attracted. This result allows us conclude that the majority of young people do not pay attention to advertisements on social media. However, if more in-depth research is done on this subject, indirect advertising on social media may have a subconscious effect. For example, a person who stated that advertisements did not attract his/her attention may be influenced by the same brand as an athlete they follow.

Another important issue to be emphasized is the methods of social media. As we have repeatedly mentioned in our articles, social media applications appear in such a way that they cannot be prevented. Social media has become an indispensable means of communication in people's lifestyles. Many researchers try to make social media appear as a very bad tool by emphasizing the harm of social media. This situation appears as an obstacle to the correct use of social media and raises questions in the minds of some people. Instead, the ways of using social media more efficiently should be explained rather than the propagation of preventive discourses. It should be emphasized that social media can be a profession; there are opportunities for work in this field, and social media can become a useful tool if properly used.

Discussion

Currently, social media has become an indispensable communication tool for people. This situation has brought some changes in communication and socialization tools. Social media studies in young people are important, especially in terms of understanding communicative gaps between generations. Social media is not only limited to young people; social media is of interest to people from seven to seventy. Currently, people can meet on social media and express themselves in different apps to have fun. When this is the case, it is important to understand the types of social media developments that are important. The first part of this study presents the details on social media usage by Kocaeli University Faculty of Sports Sciences students.

Social media is used for many different purposes. Users look at the size, instant status, photo, tweet, live broadcast, video, and news; in addition, users use social media for messaging, talking, and video chatting with friends or followers acquired from social media. From the point of view of brand manufacturers using social media for trade, it is clear that producers intensely work on social media to affect users' brand preferences. Specifically, it is an important issue to investigate brand accounts on social media and the effects of their advertisements on university students. The second part of this study describes the results of the impact of social media usage by Kocaeli University students on their brand preferences.

The purpose of this study is to reveal the social media usage behaviors of the Kocaeli University Faculty of Sport Sciences students and to demonstrate how the sports brand preferences are affected by social media.

The study conducted by Bostancı (2010) showed that social media was primarily used to communicate with friends. In our study, 53.3% of the participants stated that they used social media to chat. However, among the answers given by our participants to another question, the highest rate of 66.6% was for the statement "I use social media to search for information/news". This result in our study revealed a change in students' perspectives on social media. In a study conducted by Bostancı (2010), 272 students answered that they used Facebook, 34 students used YouTube, 20 students used Ekşi dictionary tools.

In our study, the results on which social media application the participants used the most were as follows: WhatsApp, 96.2%; Instagram, 92.1%, YouTube, 85.4%. When comparing these two studies, it should be emphasized that WhatsApp application is used very actively all over the world especially for communication and chatting. In addition, the Facebook application, which was on the first place in the first study, did not enter the Top 3 applications used, although we asked the students to specify the application they use the most. Thus, Facebook has been replaced by a very popular Instagram app. This result shows us that the Facebook application is not popular among young people. In the study conducted in 2015 to evaluate the social media addiction by university students, Tutgun-Ünal stated that 10% of the participants used social media for more than 7 hours per day and that these students were at medium addiction levels. This rate of use was 6% in our study. Tutgun-Ünal stated that people who used social media for more than 7 hours used social media for emotional support. It can be said that these people spend time on social media to get rid of their loneliness and problems. In addition, another issue highlighted in the research is that the real lives of people in this group changed their lives on social media. If we compare the addiction rates between the two studies, a 4% decrease can be interpreted positively. Zhou (2010) has stated that people with a narcissistic character may have a higher tendency to develop social media addiction. This shows us that personality traits should be taken into consideration among the factors affecting social media usage rates. In addition, when the social media usage rates of university students were analyzed, it was determined that the vast majority of students were in the category of "less dependent". In our study, the highest rate was 52.8% for 1-3 hours of use per day. In our study, a parallel result was observed. As a precaution, young people should be given detailed information about social media and Internet use.

By reviewing literature, it is clear that the right proportion between the use of social media and age draws attention. The study conducted by Tutgun-Ünal (2013) showed that the rate of using the same level of technology decreases with an increase in age when a comparison between younger and older people is made. This difference between generations is due to periodic differences and developing technological elements. From this point of view, there are 45.2% of 21-23 years old participants and 39.1% of 18-20 years old participants. In line with the abovementioned conclusion, the participants between the ages of 18 and 23 account for the high rate of 84.3%. In other words, it can be said that younger generations are more interested in social media and technology than older generations. In a study conducted by Odabaşı et al. (2012), it is emphasized that many students use social media for educational purposes. It is known that university students communicate and search for information for educational purposes using these channels. The results of our study agree with these findings. In our study, 44.8% of the participants use social media for educational purposes. In a study conducted by Kim, Sohn, and Choi (2011), the participants responded that they used social media at a very high rate in almost every study area. In our study, 99.5% of the participants in the survey group consisting of 543 people use social media. The abovementioned data are similar to those in the literature. It is thought that motivation factors (e.g., making friends, social support, information, and entertainment) are the reasons for the use of social media at high rate. The study by Yavuz (2019) on "The effect of social media marketing on brand loyalty" showed that the highest average of "Cognitive loyalty" sub-dimension was "Time passes fast while spending time with content in social media". The second-highest average is "I use social media pages because they attract my attention". In our study, the highest average of the "Cognitive commitment" sub-dimension was "I think I can establish a connection with the brand through the social media accounts of brands." The second-highest average is the first place in Yavuz (2019), "Time passes fast while spending time with the content on social media". In the study by Yavuz (2019) on "The effect of social media marketing on brand loyalty", the highest average of "Emotional loyalty" sub-dimension was "I am eagerly following the brands I follow in social media". The second highest average was "I am satisfied with the brands I follow in social media". In our study, the highest average of the "Emotional commitment" sub-dimension was "I feel an emotional bond with the brands I follow in social media". The second highest average was "I am very interested in following the social media accounts of brands." In the study by Yavuz (2019) study on "The effect of social media marketing on brand loyalty", the highest average of "Behavioral loyalty" sub-dimension was "When asked, I would like to contribute to the development of brands I follow through social media". The second-highest average was "I pay a lot of attention to brands' social media pages". In our study, the highest average of the "Behavioral commitment" sub-dimension was "I feel motivated to be active in the social media accounts of the brands I follow." The second-highest average was "I like to browse brands' social media pages and communicate with other users on the page".

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