

***The Influence of Instagram on Consumer Behavior and Brand Community:
Effect of Location on Brand Positioning in Northern Cyprus***

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Abstract

Nowadays, technology has started to take place in all areas of our lives. Social media has become a part of our lives through this developing technology. One of these and popular social media tools is Instagram. These days, Instagram has a huge impact on consumer behavior and brand community. Mardo is a brand that produces ice cream and desserts in Northern Cyprus. This brand has branches in many cities and this year opened a new one in Famagusta old city (Kaleiçi). This article examines how the posts shared on Instagram create a brand community for Mardo's new branch, how consumers are affected by it, and whether it changes consumer behavior. The problem observed here whether Instagram really creates a brand community and has an impact on consumer behavior. This study aimed to measure the effect of Instagram on consumer behavior and its effectiveness in creating a brand community. This study was carried out with a qualitative content analysis method and quantitative survey method. Also, the theoretical framework of the study was created with the social identity theory. The findings of this study are that Instagram has an impact on consumer behavior, brand positioning, and brand community.

Keywords: Consumer Behavior, Brand Community, Brand Positioning, Social Identity Theory, Instagram, Mardo

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Part 1

1. Introduction

The fast spread of the internet and internet-based advances is help to reshaping our world. As a result of this, people spend most of their time on the Internet and social media platforms. Thus, brands are also included in social media platforms. Instagram, one of the social media tools, has recently become a platform used by brands. All of these brands apply strategies such as consumer behavior, brand community and brand positioning on Instagram. Consumers choose the products and services because they fully respond to their own supply and demands, and the behaviors they perform in the process of choosing these products and services are defined as consumer behavior (Kotler P. , Marketing Managment, 2003). According to Muniz and O'Guinn (2001), the brand community is the social relationship a brand builds with its admirers. This relationship can also occur between geographically independent customers (Muniz & O'Guin , 2001). Brand positioning describes the brands is how designed and positioned in consumers' minds (Kotler & Sarkar, 2020).

This study focused on how the Mardo Kaleiçi branch achieves brand consumer behavior, brand community, and brand positioning on Instagram. In addition, this study will examine how the location of the Mardo Kaleiçi branch contributes to the brand. In the literature, so many studies conducted in different cases to find out consumer behaviour, brand community and brand positioning but there is a space in the literature about Cyprus local brands research. The problem observed here is whether Instagram really creates a brand community and has an impact on consumer behavior.

The aim of this study is to reveal the impact of Instagram on consumer behavior and the impact of brand community building. It is also to measure the effect of location on brand positioning. In this context, Mardo Kaleiçi has been determined as field research. In this study, it was analyzed with content selected from Instagram Mardo Kaleiçi page publications based on social media platforms according to the qualitative content analysis technique. In addition, the quantiatşve online survey technique was performed using the Likert scale and the results were analyzed with Spss and social identetiy theory used.

Part 2. Literature Review

2.1 Consumer Behaviour

Human beings have felt the need to consume due to its nature since the day it existed. While consumption takes place in a huge part of our lives, we continue to do this in a certain habit and behavior. Consumer behavior occurs whatever people exist. People tend to constantly buy a product in response to their needs. For this reason, consumer behavior has started to gain great importance over the years. Many definitions of consumer behavior have been made over the years.

Jisana (2014) defines consumer behavior as the time people spend their existing resources to purchase a product or service (Jisana, 2014). According to Walters (1974), consumer behavior can be defined as the purchasing decision made while purchasing a product with the aim of meeting the economic needs of the consumer and its effectiveness in this process (Walters, 1974). According to Sirgy (1982), consumer behaviors can be defined as all people about their behaviors to meet their food and health needs, and when we think more broadly, to meet all their supply and demands (Sirgy, 1982). Consumer behavior can be defined as the

process of purchasing and using the services and goods by the consumer in order to respond to the demands of individuals and their demands (Burnett, 1988).

The consumer chooses the products and services because they completely respond to their own supply and demands, and the behaviors they perform in the process of choosing these products and services are defined as consumer behavior (Durmaz, 2008). In the 21st century, companies have started to work more consumer-oriented because they want to generate more income. What the consumer supplies and demands is now in the first place for companies (Ferrel & Hartline, 2012).

Considering all these definitions, consumer behavior has changed and developed over the centuries. Consumers' behaviors have adapted to the reshaping world without being indifferent and thus began to differ. One of these changes can be considered as technology. The advancement of technology has affected consumer behavior like other fields.

2.1.1 Consumer Behaviour in Digital Platforms

People tend to buy a product in line with their needs. As a result, the behaviors they perform are observed as consumer behavior. In addition, as a result of the spread of technology in the modern world, consumer behavior has also shifted to digital platforms. In this way, consumer behaviors is actually reshaping.

Consumer behavior in digital platforms is now more measurable and observable than traditional consumer behavior (Newman & Foxall, 2003). Digitalization and the resulting Internet, consumers now have advantages such as interacting, sharing, emojis, and commenting, so mutual communication between the company and the consumer has started (Alghizzawi, 2019).

Consumers who actively use digital communication tools have the freedom to make positive, neutral, or negative comments on the posts made by companies and institutions. As a result of the researches, it has been observed that positive corporate experiences or discussions about products in online environments can create positive factors in consumer and company relations (Bickart & Schindler, 2001). It has been observed that the positive comments of the consumers who come to the company's Web 2.0 posts have an effect on the shares the company has made. For this reason, it has been concluded that the company's Web 2.0 posts, visibility, and appeal have increased (Bronner & De Hoog, 2010). For this reason, the company followers of the companies are it is believed that his positive comments on the posts he shared will create a positive bond between the consumer and the company. According to Akehurst (2009), consumers who like or comment on the post shared by the company clearly present their individual ideas. As a result, through to people, the content revealed is data with high reliability compared to other data references (Akehurst, 2009).

The title "digital consumer behaviour" was chosen for this study because consumers are more active in digital surroundings nowadays. In addition, the behaviour of consumers in digital surroundings shapes companies' promotion strategies. Therefore, consumer behaviour in digital surroundings gains importance for this research.

2.2 Brand Community

People do not hesitate to act together by nature. Also, action together has always given them confidence. Therefore, it is quite natural that they want to act together while consuming. According to Ahonen & Moore (2005), a community are people who get together for the same purpose (Ahonen & Moore, 2005).

The brand community is formed by the gathering of people who support them for the same purpose, based on acting together (Muniz Jr & Schau, 2005). The structure of the brand community is based on a marketing basis that includes customer experience and satisfaction, as well as the customer loyalty created by them (McAlexander, Koenig, & Schouten, 2006).

Brand communities, with their cultures, traditions, and behaviors, can be both complex and different from each other (Schau & Muniz, 2002). As a result of the rapid proliferation of the Internet in recent years, consumer communities have also changed. Through this change, consumer communities have started to take place in the digital and have made a great impact in the business world when they have been successful (Ganley & Lampe, 2009). A brand community is a structure built on brand-consumer communication (Wellman & Gulia, 1999).

On digital platforms, users gather around the brand and share their experiences, knowledge, and loyalty to the brand (Woisetschläger, Hartleb, & Blut, 2008). Brand communities formed in the digital platforms are considered an important marketing tool because they help to measure the needs of the consumer and their loyalty to the brand (Casaló, Flavián, & Guinalíu, 2008).

As can be seen from the definitions, brand communities are important for brands. Brand communities cannot be considered independent of brands. In recent years, with the development of technology and the introduction of digital platforms into our lives, brand communities have become digital.

2.3 Brand Positioning

Positioning definition was first used in 1969. Over the years, this definition has been used in brand management. However, in the early years, this term was used mostly for audience targeting (Trout & Steve, 1996). According to Keller (1998), in order for the brand to be in the right position, it is necessary to have the right place in the customer's mind with the right positioning and consumer-brand relationship (Keller, 1998).

Brand positioning is defined as the creation of the brand through marketing in the thought of the consumers defined by the target audience. Brand positioning initiates awareness by helping the brand raise awareness against competitors. As a result, brand positioning can be defined as a phenomenon created in the minds of consumers (Bahcecik, Akay, & Akdemir, 2019). Brand positioning can be defined as the visualization of the details that distinguish a brand from other brands in the mind of the consumer. These details are quality, price, promotion, and product (Rizwan, Kumar, Baig, & Khan, 2015).

According to Kotler (2012), positioning can be done in three concepts. It is called STP concept. These are:

- 1-) Segmenting: Segmentation gives the brand the chance to reach by dividing it into different areas.
- 2-) Targeting: Targeting could be done to all of the consumers and also to a specific.
- 3-) Positioning: Positioning could be done to all of the consumers. It also points to the brand's differences from other competitors (Kotler P. , 2012).

It is the definition of the met by the brand by thoroughly analyzing what the consumer wants and demands in order to create an effective brand positioning on digital platforms (Brayn, 2006). According to Safko (2010), digital platform applications, products, and services help consumers to be remembered and different in their minds. In addition, they are very important for digital brand positioning strategies. These applications;

1. Facebook
2. Instagram
3. YouTube
4. LinkedIn
5. Twitter
6. Printrest (Safko, 2010).

In conclusion, brand positioning is important for brands. Brand positioning cannot be considered independent of the consumer. In the last years, with the development of technology and the introduction of digital platforms into our lives, brand positioning has become digital. Thus, digital brand positioning plays an essential role in this study.

2.4 Social Identity Theory

People always want to survive in a social group. This is important for individuals to belong to any social group. Many researchers have begun to be conducted on the yield of this. As a result of this situation, many theories have emerged.

Henri Tajfel, who was imprisoned in prison camps in France and Germany during the Second World War, witnessed many group conflicts (Wetharell, 1996). Henri Tajfel and John Turner, who received help from Moscovici in Paris and their friends at the University of Bristol, came up with the Social Identity Theory as a result of these studies in early 1970 (Hogg & Abrams, 1990).

As the starting point of social identity theory, it is accepted that individuals create their own identities within existing social groups and protect and strengthen the continuity of these identities (Islam, 2014). Social Identity Theory argues that people mostly act as part of large social classes, not as one. As a result, they can position themselves and others more easily within a social organization. When persons define themselves, they define them together with the social classes in which they exist (Turner, 1991).

According to Tajfel & Turner (1986), there are different groups that include individuals. These groups are defined as in-group and out-group. The group defined as an in-group, the person takes place and they satisfied and comfortable with that group. The in-group is dissatisfied with the other group which called the out-group. There are prejudices and conflicts between the different two groups (Tajfel & Truner, 1986).

Social identity theory has often been adapted to the internet today. This is because people now spend a lot of time on the internet and spend most of their time on social media platforms. In this study, the purpose of using this theory is that people feel they belong in groups they see on social media and perform that behavior. In addition, people who visit "Mardo Kaleiçi" and contribute to a social identity created there through social media constitute this process. People want to be included in the social groups that exist on social media. For this reason, social identity theory is of crucial importance for this study.

2.5 Social Media and Instagram

Web 2.0, which emerged with the development of technology, can actually be described as a revolution. With the emergence of Web 2.0, people using the Internet started to share and produce content, even if they no longer have the technical knowledge, and this has brought a great change. Social media, in its simplest definition, is web software that helps us communicate, such as blogs, microblogs, social networks, media-sharing sites, and social bookmarking (Zarella, 2009).

Businesses see it as a tool to connect with their existing consumers, to reach a non-existent customer, to gain trust in the brand of existing and non-existing customers, to create their own brand recognition and brand image or to improve the existing one, and they are actively involved in social media (Mills, 2012). Social media now enables companies to connect with the consumer one to one. In addition, social media offers companies the opportunity to reach greater goals by allowing them to communicate with the consumer, cheaper and faster than traditional marketing (Kaplan & Haenlein, 2010).

One of these social media tools, Instagram is a social media channel that produces content. According to Sanlav (2014), Instagram founded in October 2010 by Kevin Systrom and Mike Krieger primarily for iOS (iPhone-iPad). Instagram is defined as a social media tool created for sharing photos and videos. Through this, Instagram allows users to express themselves and create their own profiles. In addition, it enables the sharing of content such as photos and videos (Sanlav, 2014).

In this study, consumer behaviours, brand community and brand positioning will be examined and revealed through Instagram. This study will take place over Mardo, a brand in Northern Cyprus. Furthermore, how Mardo as a brand realizes consumer behaviour, brand community, and brand positioning will be examined. On the other hand, this study focus on how consumers affect Instagram through consumer behaviour, brand community and brand positioning. That's why this study connects Mardo brand and Instagram. Moreover, consumer behaviour, brand community and brand positioning connected Mardo brand through Instagram.

2.6 Mardo Ice Cream

Mardo is an ice cream manufacturing company founded in 1998. Mardo, who came to this day by producing his ice cream from freshly picked fruits, first started this business with an ice cream cart. Later, the brand was branched and spread throughout Cyprus. It opened its newest branch in Famagusta opposite Lala Mustafa Pasha Mosque (Mardo Ice Cream, 2020).

The reason for choosing the Mardo brand in this study is that it has newly opened at the time of the research and is popular among the local community of Cyprus.

Part 3. Methodology

This study includes qualitative research method, content analysis and quantitative research survey method. It explains the way Mardo Kaleiçi reaches consumers via Instagram, the social network, and how it achieves this through content analysis method. In this study, social identity theory used. The purpose of using this theory is that people feel they belong in groups they see on social media and perform that behavior. Furthermore, people who visit "Mardo Kaleiçi" and contribute to a social identity created there through social media constitute this process. Moreover, 100 people were reached using the questionnaire method and data related to this research were collected. The universe of this research carried out consists of the number of visual photos posted on Mardo's location between August 1, 2020 and December 1, 2020, and the number of 100 people who were previously found in that place and participated in the random survey. The survey data was processed according to the Spss 22.00 program and a conclusion was reached. The findings of this study are that Instagram has an impact on consumer behavior, brand positioning, and brand community.

3.1 Reliability Test Results

Scale: All Variables

Case Processing Summary			
		N	%
Cases	Valid	100	99,0
	Excluded ^a	1	1,0
	Total	101	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,822	14

3.2 T-Test Results

Group Statistics					
	Cinsiyetiniz Nedir?	N	Mean	Std. Deviation	Std. Error
Instagram'da gördüğünüz bir ürünü satın almak ister misiniz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,50	,938	,171
	Kadın	69	3,41	1,129	,136
Daha önce Instagram'da gördüğünüz için bir ürünü satın aldınız mı? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,37	1,752	,320
	Kadın	69	3,48	1,540	,185
Instagram'ın tüketici davranışlarınızı etkilediğini düşünüyor musunuz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	4,23	,971	,177
	Kadın	69	3,99	1,144	,138
Instagram sizin satın alma dürtünüzü etkiliyor mu? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	4,00	,910	,166
	Kadın	69	3,87	1,224	,147
Mardo Kaleiçine hizmetlerini ve ürünlerini beğendiğiniz için mi gittiniz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,93	1,202	,219
	Kadın	69	3,39	1,140	,137
Mardo Kaleiçine	Erkek	30	2,70	1,579	,288

Instagram’da karşınıza çok sıklıkla çıktığı için mi gittiniz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Kadın	69	3,06	1,552	,187
Instagram’da çevreniz tarafından gerçekleştirilen davranışı sizde gerçekleştirmek ister misiniz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	2,87	1,042	,190
	Kadın	69	2,77	1,178	,142
Instagram’da gerçekleştirilen davranışların bir parçası olmak ister misiniz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,23	1,135	,207
	Kadın	69	2,74	1,268	,153
Instagram’da yaratılan sanal dünyanın içerisinde var olmak sizi mutlu eder mi? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,13	1,167	,213
	Kadın	69	3,00	1,260	,152
Bir mekanın Instagram’da gördüğünüz fotoğrafı sizi etkiler mi? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,90	1,094	,200
	Kadın	69	4,43	,882	,106
Instagram’da bir	Erkek	30	3,27	1,552	,283

mekanda çevreniz tarafından çekilmiş fotoğrafın aynısını çeker misiniz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Kadın	69	2,80	1,471	,177
Çektiğiniz fotoğrafı Instagrama yükleme ihtiyacı hisseder misiniz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,10	1,373	,251
	Kadın	69	3,70	1,204	,145
Mardo Kaleiçinde Lala Mustafa Paşa Cami /St. Nicholas Katedrali önünde Instagram'a yüklenen fotoğraflar sizin oraya gitmenizi etkiledi mi? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,27	1,461	,267
	Kadın	69	3,36	1,534	,185
Çevrenizde bulunan kişilerin Instagram'a Mardo Kaleiçinde Lala Mustafa Paşa Cami 'yi/ St. Nicholas Katedrali'ni içeren fotoğraf yüklemesinden dolayı sizde aynı fotoğrafı yüklemek istediniz mi? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Erkek	30	3,07	1,574	,287
	Kadın	69	2,52	1,491	,180

3.3 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Instagram'da gördüğünüz bir ürünü satın almak ister misiniz? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	,874	,352	,401	97	,690	,094	,235	-,372	,561
	Equal variances not assumed			,431	65,895	,668	,094	,219	-,342	,531
Daha önce Instagram'da gördüğünüz için bir ürünü satın aldınız mı? Ne hissettiğini ze bağlı olarak en zayıfdan en güçlüye doğru işaretleyiniz.	Equal variances assumed	1,871	,174	-,318	97	,751	-,112	,351	-,809	,585
	Equal variances not assumed			-,302	49,385	,764	-,112	,370	-,854	,631

Instagram'ın tüketici davranışlarınızı etkilediğini düşünüyor musunuz? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	,255	,615	1,035	97	,303	,248	,240	-,228	,723
	Equal variances not assumed			1,104	64,510	,274	,248	,225	-,201	,696
Instagram sizin satın alma dürtünüzü etkiliyor mu? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	5,715	,019	,524	97	,602	,130	,249	-,364	,625
	Equal variances not assumed			,588	73,244	,559	,130	,222	-,312	,573
Mardo Kaleiçine hizmetlerini ve ürünlerini beğendiğiniz için mi gittiniz? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	,001	,980	2,138	97	,035	,542	,253	,039	1,045
	Equal variances not assumed			2,095	52,717	,041	,542	,259	,023	1,061

Mardo Kaleiçine Instagram’da karşınıza çok sıklıkla çıktığı için mi gittiniz? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	,203	,653	-1,049	97	,297	-,358	,341	-1,035	,319
	Equal variances not assumed			-1,042	54,384	,302	-,358	,344	-1,047	,331
Instagram’da çevreniz tarafından gerçekleştirilen davranışı sizde gerçekleştirilmek ister misiniz? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	2,574	,112	,396	97	,693	,099	,249	-,396	,593
	Equal variances not assumed			,415	62,014	,679	,099	,237	-,376	,573
Instagram’da gerçekleştir	Equal variances assumed	1,101	,297	1,838	97	,069	,494	,269	-,040	1,028

ilen davranışların bir parçası olmak ister misiniz? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances not assumed			1,920	61,299	,060	,494	,257	-,020	1,009
Instagram’da yaratılan sanal dünyanın içerisinde var olmak sizi mutlu eder mi? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	,683	,410	,494	97	,622	,133	,270	-,402	,669
	Equal variances not assumed			,510	59,376	,612	,133	,261	-,390	,657
Bir mekanın Instagram’da gördüğünüz fotoğrafı sizi etkiler mi? Ne hissettiğinize bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	,387	,535	-2,572	97	,012	-,535	,208	-,947	-,122
	Equal variances not assumed			-2,364	46,159	,022	-,535	,226	-,990	-,079

Instagram’da bir mekanda çevreniz tarafından çekilmiş fotoğrafın aynısını çeker misiniz? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	,145	,704	1,435	97	,154	,470	,327	-,180	1,119
	Equal variances not assumed			1,405	52,651	,166	,470	,334	-,201	1,140
Çektiğiniz fotoğrafı Instagrama yükleme ihtiyacı hisseder misiniz? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances assumed	,083	,774	-2,167	97	,033	-,596	,275	-1,141	-,050
	Equal variances not assumed			-2,057	49,279	,045	-,596	,290	-1,178	-,014
Mardo Kaleiçinde Lala	Equal variances assumed	,279	,599	-,289	97	,773	-,096	,331	-,752	,561

Mustafa Paşa Cami /St. Nicholas Katedrali önünde Instagram'a yüklenen fotoğraflar sizin oraya gitmenizi etkiledi mi? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances not assumed			- ,295	57,803	,769	-,096	,324	-,745	,554
Çevrenizde bulunan kişilerin	Equal variances assumed	,043	,837	1,643	97	,104	,545	,332	-,113	1,203

Instagram'a Mardo Kaleiçinde Lala Mustafa Paşa Cami'yi/ St. Nicholas Kathedrali'ni içeren fotoğraf yüklemesinden dolayı sizde aynı fotoğrafı yüklemek istediniz mi? Ne hissettiğini ze bağlı olarak en zayıftan en güçlüye doğru işaretleyiniz.	Equal variances not assumed			1,608	52,627	,114	,545	,339	-,135	1,225
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Part 4. Analysis

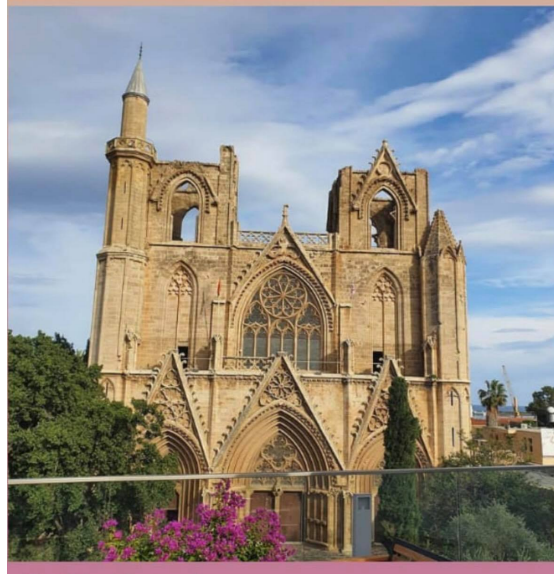
4.1 Content Analysis

The Mardo brand announced on Instagram in August 2020 that it will open its " Mardo Kaleiçi " branch. It used the image below to announce this:



P1: Mardo Kaleiçi Branch Advertisement

P1 illustrates, the brand's new branch shows where it will open. In the picture taken from inside the place, Lala Mustafa Paşa Mosque, also known as St. Nicholas Cathedral was also included and shared from the brand Instagram page. Thus, the brand itself started this image, which is included in all the photos taken after the venue was opened.



P2: Mardo Kaleiçi photos taken from customer

P2 illustrates, that this picture was taken by customers also went viral on Instagram. This photo, which has been shared many times in a short time, has played an important role in the positioning of the brand the consumer minds. In addition, consumers create a brand community on Instagram by sharing the same picture. The general conclusion reached by all of these approaches is social identity theory. By sharing the same picture, consumers get involved in social groups created on Instagram. This is very similar to the social identity theory. People define their identities by sharing this picture, taking part in the created social groups.

In conclusion, it has been shown that the pictures created on Instagram actually have different meanings in terms of content. Instagram has been observed to play an important role in the brand community, brand positioning, and consumer behavior on brands.

4.2 Quantitative Research Analysis

In this part of the research, the researcher applied a 20-question survey to 100 random people who were previously at the Mardo Kaleiçi branch. The survey data was processed according to the Spss 22.00 program and a conclusion was reached. First of all, the validity rate of the test showed 0,822. The alpha value for each question is between 0.80 and 1.00. This increases the reliability of the test considerably. The alpha value for each question is between 0.80 and 1.00. This increases the reliability of the test considerably. Since all questions have a high correlation value, validity is related. A negative correlation value was not observed in any of the questions.

Secondly, when looking at the frequency table analysis, the effect of Instagram on the brand and therefore on Mardo Kaleiçi has been revealed. All of the people participating in the survey use Instagram. According to the answers to the questions asked about consumer behavior, it has been observed that Instagram has an effect on consumer behavior. As a result of the questions in the same category, it was observed that people went to Mardo Kaleiçi because they liked the products and service there. According to the questions asked in another category called photography, it has been observed that people are generally undecided about whether they are a part of the virtual world and Instagram. However, it has been observed that a photo of a place that the majority of them saw on Instagram affected

them very much and it was effective for them to go to that place. In addition, in the question about Mardo Kaleiçi, which was specifically asked, it was observed that the majority of them went there thanks to the photos containing Lala Mustafa Paşa Mosque, which they saw on Instagram.

When the results of the questionnaire applied to 100 people are examined, the results obtained are related to the starting point of the research. It has been observed that Instagram has a direct impact on consumer behavior, and thus it can be said that it directs consumers who will go to Mardo Kaleiçi. It has been observed that people on Instagram create a brand community and as a result of this brand community, they directly affect the Mardo Kaleiçi brand. Instagram made people feel that they belong thereafter the brand community created. Besides, it can be said that the position of the brand has a direct impact on people. People have felt the desire to go to this place in the face of the photographs containing the Lala Mustafa Paşa Mosque that they see on Instagram. Thus, by creating a brand positioning in the minds of consumers, they were able to be effective on the consumer. Therewithal, the survey has shown us the consistency of social identity theory. The wishes of the people involved in social identity theory to belong to a group arise here. Brand communities created on Instagram made people go to Mardo Kaleiçi and want to be there.

In addition, an independent t-test was applied between men and women. If the variances are greater than 0.05, the variations are equal. If it is less than 0.05, the variances are not equal. According to the results of this test based on Levene's Equality of Variance Test, the variances of this study are equidistant between groups, except for two questions.

Does a photo of a venue you see on Instagram affect you? According to the answers given to the question, it was observed that there are differences between the groups with a value of sig 0.012. Do you feel the need to upload your taken photo to Instagram? According to the answers given to the question, it was observed that there are differences between the groups with a value of sig 0.033. According to the answers given to the other questions, it was observed that there was no difference between the groups and the value was greater than 0.05.

Part 5. Conclusion

According to the findings of this research, Instagram has an impact on consumer behavior, brand positioning, and brand communities. Content analysis and spss results showed us that the people using Instagram were influenced by each other and went to Mardo Kaleiçi. It has been the content created in Mardo Kaleiçi is uploaded to Instagram, thus it has realized a brand positioning at Instagram. Brand community has been created thanks to the consumers who produced this content over and over. It has created a consumer behavior effect on customers who see this content on Instagram. P1 and P2 are content that can support these thoughts. While P1 is a brand image created by the brand itself, P2 is a visual created by consumers.

Moreover, while Mardo Kaleiçi is spread through Instagram, a connection can be made with social identity theory. People want to be included in a community through the brand on Instagram. This shows us that the state of belonging that exists in social identity theory also takes place here. Another data supporting the state of belonging in social identity theory is that they went to Mardo Kaleiçi, for example, because they saw it on Instagram. This tells us

that people want to feel belonging to social identity. So it is connected to social identity theory.

This study focused on consumer behavior, brand positioning, and brand community. This study can be an example for future studies since it is a current study. In addition, since this study is a local work of Cyprus, it can be an example for similar brands in Cyprus. In this study, a result is presented by using qualitative content analysis and quantitative survey techniques.

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