

Chapter 1

A RESEARCH ON THE RELATIONSHIP BETWEEN CELEBRITY ENDORSEMENT AND THE SOCIAL MEDIA MARKETING PERCEPTION OF CONSUMERS

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INTRODUCTION

With the development of technology, mass media that can reach consumers have also developed. Almost everyone has TV, radio, internet and technological devices where they can use social media tools in their home. The development of mass media has also caused changes in the marketing approach. In the traditional marketing approach, businesses used the advertisements on TV, radio, newspapers, and magazines to promote their products and services. With the development of social media tools and smartphone use becoming widespread, the use of social media in reaching customers has also become prevalent.

Celebrities are popular people that people take as an example and are influenced by. Fans' interest in the products and services used or promoted by famous people is, thus, increasing. Enterprises are in an effort to increase their sales by taking advantage of the popularity of famous people. Many advertisements feature famous people and share their experiences with the products and services they promote. This contributes to companies' preference for celebrity use in advertising and promotional activities.

This study aims to reveal the relationship between celebrity endorsement and consumers' perceptions of social media marketing. For this purpose, field research was conducted for consumers in Muğla province, and the perceptions of consumers about celebrity endorsement and social media marketing were tried to be determined.

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As a result of the descriptive statistical analysis regarding the opinions of consumers participating in the research on celebrity endorsement, it is seen that it is perceived positively at a value above the median. The consumers participating in the research support celebrity endorsement.

It is seen that the overall mean of the scale used to determine consumers' perceptions of social media marketing is slightly above the median. Although not as high as the celebrity endorsement, consumers have positive views on social media marketing.

It has been determined that there is a moderate relationship between consumer opinions regarding celebrity endorsement and their perceptions about social media marketing. Celebrity endorsement contributes to social media marketing. The participation of celebrities especially those who are experts in their field in advertising contributes more to the positive perception of social media marketing by consumers.

In summary, social media marketing and celebrity endorsement are positively related concepts. The perceptions of consumers regarding social media marketing increase with celebrity endorsement.

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