

The Effect of Social Media Marketing on the Attitudes and Behaviors of Digital Immigrant and Digital Hybrid Consumers During the Pandemic

Goodluck Matthew Anemikaye

Department of Public Relations and Publicity

Kocaeli University, Kocaeli Turkey

206209006@kocaeli.edu.tr

doi: <https://doi.org/10.37745/bjms.2013/vol13n6138>

Published October 06,2025

Citation: Anemikaye G.M. (2025) The Effect of Social Media Marketing on the Attitudes and Behaviors of Digital Immigrant and Digital Hybrid Consumers During the Pandemic, *British Journal of Marketing Studies* 13(6), 1-38

Abstract: *The COVID-19 pandemic prompted a profound digital shift in consumer behavior and business practices. This study investigates the impact of social media marketing (SMM) on the attitudes and behaviors of digital immigrants and digital hybrid consumers during the pandemic. ¹Framed by the Multicomponent Attitude Model and Diffusion of Innovation Theory, the research draws on survey data from Turkey and Nigeria's consumer behaviours in response to the pandemic. The findings demonstrate that SMM significantly influences emotional engagement, purchase intention, and behavioral outcomes. Digital hybrids, characterized by a blend of digital fluency and cautious adoption, emerged as particularly responsive to online marketing stimuli. The study contributes to academic discourse by offering a comparative lens on pandemic-era consumer engagement while demonstrating how generational cohorts, digital competencies, and crisis contexts moderate the relationship between SMM and consumer attitudes.*

Keywords: social media marketing, digital immigrants, digital hybrid consumers, consumer behavior, COVID-19

¹ This study is derived from the doctoral dissertation currently being prepared under the supervision of Prof. Dr. Idil Sayımer, entitled "THE EFFECT OF SOCIAL MEDIA MARKETING ON THE ATTITUDES AND BEHAVIORS OF DIGITAL IMMIGRANT AND DIGITAL HYBRID CONSUMERS DURING THE PANDEMIC"

INTRODUCTION

Early in 2020, the world began to experience the healthcare pandemic from the lethal disease commonly termed COVID-19. COVID-19 is a respiratory disease with underlying medical problems like cardiovascular disease, diabetes, serious cough etc. The outbreak of this pandemic exterminated the projections of businesses and its marketing within a short period. It disrupted daily activities of businesses. The spread of the pandemic generated a health scare factor which spurred governments around the globe to swiftly protect lives while imposing various health precautionary measures which were not in favor of businesses. These measures, which were majorly centered around lockdowns had restricted movement of customers and in turn affected businesses-businesses shutting down its outlets and centers while adopting remote offices to avoid further spread COVID-19. Following the Royleab live world stats (2021), the world number of death cases caused by COVID19 is 2.5million with active cases of 24.8million.

The lockdown period ushered in a reassessment of companies' marketing budgets. Many companies either cut down on or completely halt their advertising campaigns. This was because of the uncertainty beclouding the relevance of companies' goods and services. In alignment with this perspective, Magna's 2020 global advertising forecast indicates a significant decline in advertising revenues for media owners, dropping by around \$25 billion-a 4.2% decrease-from \$594 billion in 2019 to \$569 billion in 2020. This downturn was largely attributed to the substantial reduction in marketing expenditures across most industry sectors, a consequence of the economic crisis brought on by the COVID-19 pandemic. During this challenging period, the internet emerged as a vital tool for businesses, enabling them to maintain customer engagement despite widespread restrictions. As lockdowns confined individuals to their homes and limited social interactions, social media platforms, supported by internet connectivity, became essential for communication, socialization, and even commercial activities.

On the other hand businesses are able to market their goods and services, influence customers' buying behavior and increase This position is most apposite to the submission of Andrew et al. (2021) that

“Given public health concerns and government-imposed measures to curb the spread of COVID-19, social media has grown increasingly significant as a marketing tool. In an era marked by social distancing, these platforms provide consumers with alternative means to communicate, engage in commerce, and access goods and services without the need for physical interaction. Consequently, the pandemic is expected to influence how consumers utilize social media as part of their purchasing behavior. This shift presents businesses with potential opportunities to strengthen their

competitive position by adopting effective social media marketing strategies.,”

Although businesses intend to harness the new opportunities from the effective use of social media, it would be appropriate to examine the impact of the pandemic on social media marketing. It should also be noted that COVID-19 is a recent phenomenon and there is limited literature on the impact of COVID-19 on social media marketing.

Over time, social media marketing has undergone significant transformation, playing a crucial role in boosting business revenues. Its origins trace back to the 1970s and 1980s, when early forms of social networks-such as online forums and dating platforms-began to emerge. Platforms like Six Degrees, LiveJournal, and Friendster were among the pioneers. The period of the dot-com boom from 1995 to 2002 marked a turning point, as the internet started gaining traction as a marketing medium. This era saw the rise of search engines like Google, Yahoo, and MSN, which were instrumental in helping businesses build an online presence. The introduction of Web 2.0 further accelerated this trend, giving rise to social networking platforms such as Facebook, LinkedIn, and MySpace between 2003 and 2004. Since then, businesses have increasingly explored the vast potential of e-commerce by establishing profiles on these platforms. Today, social media is an integral part of marketing strategies, with companies leveraging it for branding, generating leads, retaining customers, conducting market research, and collecting feedback.

Presently Organizations and businesses aim to effectively utilize the tools and strategies offered by social media marketing in boosting the relationship with customers, active engagement, advertisement and sales of goods and services especially in COVID period. One of such business sectors applying social media marketing into its business modus operandi is Fast-Moving Consumer Goods/Products. (FMCG)

Fast-moving consumer goods (FMCG), also known as consumer-packaged goods, include both essential and non-essential items that are frequently purchased. Examples range from soft drinks and food to toiletries and disposable diapers (Ray, 2012). These products are highly demanded, sell quickly, and are generally affordable. Due to their constant consumer demand, they move rapidly off store shelves. FMCG purchases typically occur at grocery stores, hypermarkets, supermarkets, and various other retail locations (Celen et al., 2005). In the time of COVID, the FMCG, which represents one of the largest sectors in Nigeria, felt the economic hit from the challenges of the route to market (e commerce and logistics), demand fluctuations and price of goods. For Turkey, which is one of the European Union’s largest trading partners when it comes to foodstuff and other products in fast-moving consumer goods. Companies in this sector also contribute the most to the Turkish economy. Thus, there was a need to for the companies in both Turkey and Nigeria to leverage on the potentials of digital marketing eliminate the drastic economic hits brought by the pandemic.

During the pandemic, McKinsey (2020) puts forward that consumers' income and household finances were drastically affected by COVID-19 with a spike in online usage in Turkey. The outcome of their consumer's action affected their mood of shopping on certain FMCG products like on some discretionary categories including snacks and tobacco, dropping on revenue average as consumers placed utmost interest on health-related products. There was a similar case in Nigeria as the report of KPMG (2020) on the Impact of COVID 19 on the Nigerian Consumer and Industrial Market, The NBS Foreign Trade in Goods Statistics (Q4, 2019) report revealed that the recorded achievements such as FMCG 5% contribution on Nigeria's Gross Domestic Product (GDP). was gradually watered down with the inception of COVID 19.

The Covid era literally was not an easy ride to handle for both Turkish and Nigerian enterprises and consumers due to the global skyrocketed price rates of products with other multiple negative economic tensions. The aftermath ripple effect has not only caused a major hit on consumers budgets whose income level was barely increased but has also swindled their expenditure level to a low spot. Although countries around the world including Turkey and Nigeria have effortfully stabilize the economic inflictions with this period, they have not clearly recorded a decrease in inflation level.

With the current and gradual waving out of Covid policies and restrictions, it would be a thing of interest to understand consumers attitudes and behavior towards social media marketing of FMCG as they try to sustain their businesses and customers and avoid losing their bottom goal as it concerns their businesses. It is on this background the study moves to investigate the effect of social media marketing on the attitudes and behaviors of digital migrant and digital hybrid consumers during the pandemic to see how these types of consumers weathered the storm amidst all the encountered ups and downs in the pandemic.

Research Objective

The core objective of this work is to rigorously investigate the attitude and behavior of digital migrants and digital natives towards SMM. Hence the research moves to probe and identify the level of influence of SMM on consumer buying decisions, especially on users of digital technologies and platforms in Covid 19. Finally, the work moves to examine the significant positive correlation and impact of Social Media Marketing on the attitudes, behaviors, reactions, and purchasing actions of Digital Immigrants and Digital Hybrids during the Covid period, and to determine how it influenced their overall decision-making and responses.

Research Contribution

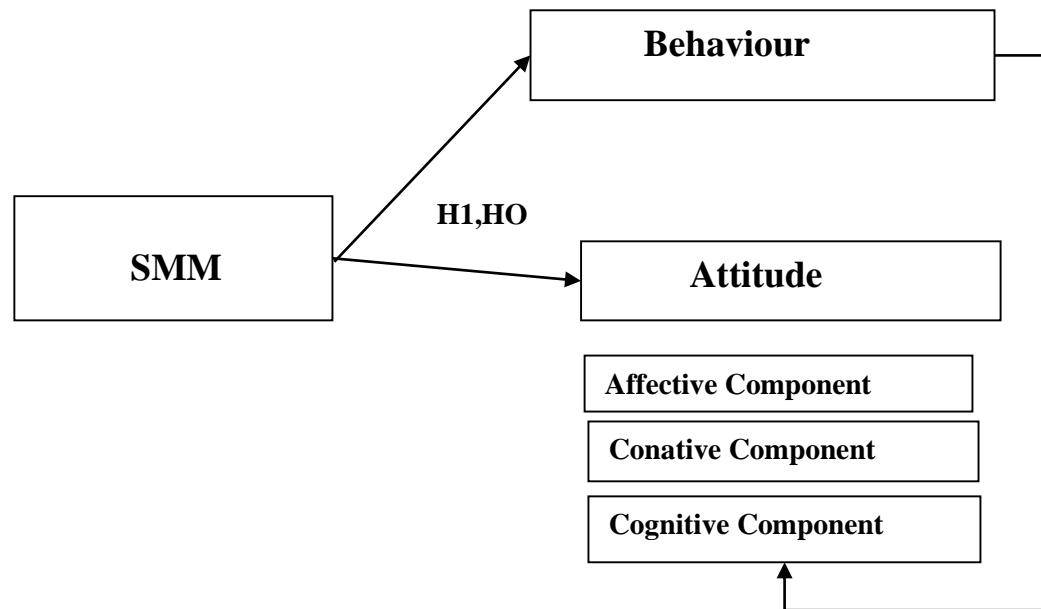
The research's core contribution is aimed at designing a social media marketing framework that is geared towards helping businesses to identify the purchasing attitude and behaviour of consumers, a focus on Covid. The research will be of benefit to scholars around the globe by presenting a framework to inculcate in the conceptual background on the

purchasing attitude and behaviour of consumers in Covid. The study goes further to give academia a broader view of the operationality of the framework in a comparative study of two distinct countries-Turkey and Nigeria. Thus, displaying the similarities and disparities in the application of the conceptual framework in both countries. Again, it serves as a building block for subsequent scholarly research in other countries whose FCMG sector intends to fluidly adopt and implement digital marketing.

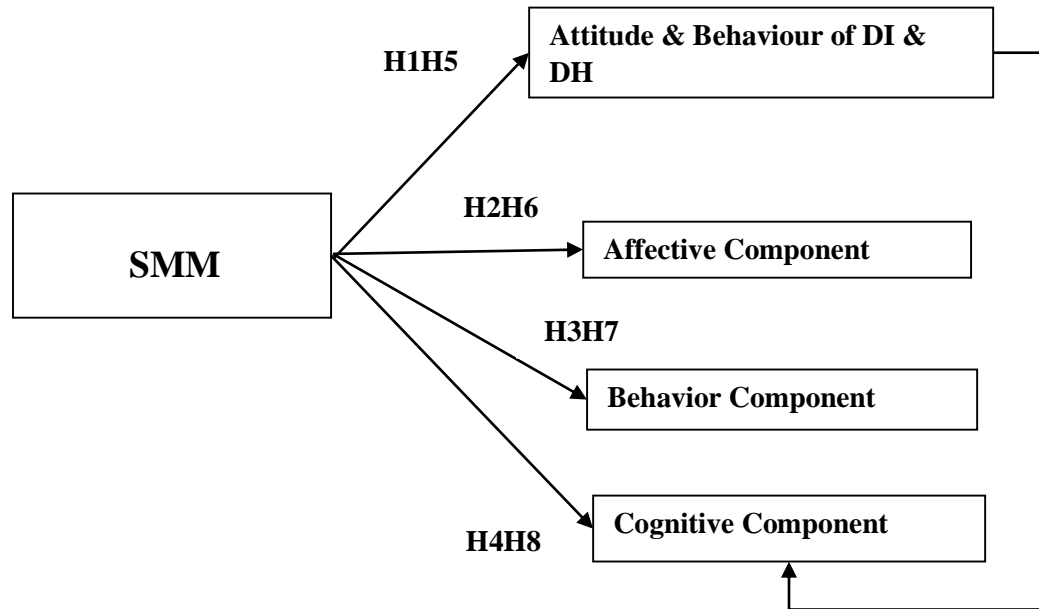
Finally, Organizations and businesses in this sector will benefit from the results and recommendation listed in work. These prospective results will help them rethink, realign and restructure their social media marketing budgets as it concerns the various categories of consumers.

Research Model

Here is the research model for the study: The Effects of Social Media marketing on Attitude and Behavior of Digital Immigrant and Hybrid. Hence the multicomponent model of Attitude is carefully infused into this work.



SMM-ABC OF DI & DH MODEL

**Figure 1: Research Model**

LITERATURE REVIEW

Evolution of Digital Generation

The concept of a digital generation has been a recurring theme in public discourse, particularly in discussions surrounding how different generational cohorts engage with evolving technologies and what their future interactions with digital environments might entail. This conversation is largely grounded in the foundational work of Marc Prensky (2001), who introduced the influential terms "Digital Natives" and "Digital Immigrants." As cited in Hicky (2011), Prensky defines digital natives as those who have grown up immersed in technology and the internet, thereby developing an innate familiarity and comfort with digital platforms. In contrast, digital immigrants are individuals who were introduced to technology later in life, often belonging to older generations. Prensky argues that this generational divide manifests in behavioral differences-referred to as "accents." For example, digital immigrants may prefer printing digital content to read it, whereas digital natives are typically comfortable reading directly on screens without discomfort.

Prensky (2001) further asserts that digital natives are adept at processing information quickly, tend to multitask, and favor visual content over text. They also navigate information in a non-linear manner, using hypertext and other interactive formats. Digital immigrants, on the other hand, often find these approaches unfamiliar, having been educated in more

traditional, linear, and structured learning environments. Their learning preferences tend to reflect these experiences, favoring gradual, sequential instruction delivered in a formal tone.

While the terms digital natives and digital immigrants are widely used, Donnison (2004) highlights a variety of alternative labels for digital natives, including "Echo Boomers," "NeXters," "Bittersweet Generation," "Millennials," and "Generation Y2K." However, the most prevalent terms remain "Digital Generation," "e-Generation," "Generation Dotcom," "Cyber Generation," and "Net Generation." Donnison emphasizes that such terms are rooted in the strong affiliation these individuals have with digital technologies and their dependence on them for everyday life.

Before delving deeper into the characteristics of digital natives and immigrants, it is useful to examine the generational timeline from which these categories emerge. The earliest group, known as the Silent Traditionalists, includes those born between 1925 and 1945. They are followed by the Baby Boomers (1945-, 1965), then Generation X (1965-, 1980). Next are the Millennials, born between 1980 and 1995, followed by Generation Z (1995-, 2010). The most recent group is Generation Alpha, encompassing those born from 2010 to the present. The characteristics of the 345 preferred communication pattern of these generation is summarized in Shaw(2020) in his work entitled "Sticking points"

Characteristics	Traditionalist Born before 1945	Baby Boomers Born 1946-64	Generation X Born 1965-80	Millennials (Generation Y) Born 1981-2001	Generation Z Born 1996 & after
Communication Medium	<ul style="list-style-type: none"> •Rotary phones • One-on-one •Write a memo • Formal 	<ul style="list-style-type: none"> •Face-to-face •Radio •Print & direct mail • Email •Touch-tone phones 	<ul style="list-style-type: none"> • Email • Mobile •Face-to-face • TV •Text messaging 	<ul style="list-style-type: none"> • Mobile / Smartphones • Email • Digital •Social Media 	<ul style="list-style-type: none"> •Mobile Smartphones • Digital •Facetime •Skype • Hangouts •Instant messaging •Social Media

Figure 2: Shaw(2020) "Sticking points"

The global spread of COVID-19 compelled both digital natives and digital immigrants to seek alternative methods for conducting commercial transactions, as social distancing measures restricted access to malls, supermarkets, shopping centers, and small businesses. These limitations led to substantial changes in consumer purchasing behaviors. In a study conducted in the United States, Mason et al. (2020) identified notable transformations in consumer decision-making processes during the pandemic, observing that COVID-19

influenced consumers' product preferences, buying patterns, and levels of satisfaction after purchases. In response to the physical barriers to in-person shopping, consumers increasingly utilized social media platforms as virtual spaces where businesses could present products that would typically be available in physical stores.

Supporting this shift, Roberts and Kraynak (2008) argue that social media offers a dynamic environment where individuals and organizations can effectively market themselves and their products to digitally engaged communities. Various platforms-including blogs, forums, and online communities, are employed by businesses to achieve marketing objectives such as enhanced sales performance. Furthermore, Stephen and Galak (2009) stress the necessity of understanding the mechanics and interactions of these platforms to maximize marketing effectiveness. Throughout the pandemic, social media emerged as a critical channel through which consumers could access essential goods despite physical constraints.

Recognizing the marketing potential inherent in social media, businesses began to strategically engage with online audiences by promoting their offerings, thus giving rise to what is now termed social media marketing (SMM). While some scholars consider SMM a developing trend, others view it as a rapidly growing segment within the broader field of digital marketing. Barefoot and Szabo (2010) define SMM as the use of social networking sites to market businesses and their products. Similarly, Jara et al. (2014) characterize SMM as a modern marketing approach designed to capture consumer attention and encourage participation through social platforms. In contrast, Richter and Schafermeyer (2011) conceptualize SMM as a strategic mechanism facilitating interactive communication between brands and consumers. Collectively, these perspectives illustrate that SMM revolves around the deliberate use of social media to promote goods and services to targeted consumer groups, with each platform contributing uniquely to marketing effectiveness (Stephen & Galak, 2009).

Despite ongoing concerns among consumers regarding trust, privacy, and cybersecurity risks associated with social media usage, many continue to favor the convenience of accessing products and services from their homes. As Nadaraja et al. (2013) highlights, consumers are particularly attracted to features such as cost-effectiveness, interactivity, instant feedback, and responsive customer service. Consequently, it is vital to investigate how digital natives, and digital immigrants alike perceive and navigate the advantages and challenges of engaging with social media platforms for shopping and other commercial activities in the digital marketplace.

A LOOK AT Digital Natives & Digital Immigrants

Scholars have explored variations in the use of digital technologies by categorizing individuals into two broad groups: Digital Natives and Digital Immigrants (Frank, 2021; Dittes et al., 2019; Eginli & Isik, 2020; Kesharwani, 2020). Prensky (2001) provides an early and influential framework for understanding these distinctions, particularly within

educational contexts, where he characterizes students as "native speakers" of digital language-encompassing computers, video games, and the Internet-while teachers represent "digital immigrants," individuals who were not born into a digital environment but have subsequently adopted and adapted to technological advancements.

Digital natives, having been raised in a technology-saturated environment, are adept at rapid information processing and exhibit fluency in interacting with digital tools (Salopek, 2003). The widespread availability of high-speed devices, such as computers and smartphones, has fostered their ability to work and engage at an accelerated pace (Autry & Berge, 2011). In contrast, digital immigrants tend to process information more deliberately, often preferring traditional learning approaches (Mohd, 2022). Moreover, while digital natives commonly engage in multitasking, digital immigrants are typically more comfortable focusing on one task at a time.

Ch'ng (2019) offers a further subdivision of digital immigrants, identifying groups such as "Avoiders," who resist the adoption of modern technologies and reject internet use, and "Minimalists," who engage with technology reluctantly and favor conventional methods, such as relying on printed materials. These classifications illustrate the complex and evolving dynamics between individuals and digital technologies.

While much of the literature emphasizes differences in technological proficiency and access between digital natives and immigrants, other scholars have framed these distinctions through the lens of generational cohorts. Baril (2022) describes digital immigrants as those born prior to the widespread proliferation of computer technologies, who encountered and integrated digital tools later in life. In contrast, digital natives-typically the children or grandchildren of digital immigrants-have been immersed in digital environments from birth, resulting in a more intuitive engagement with technology. Consequently, digital immigrants often acquire technological competencies gradually, frequently with assistance from younger generations. Any critical discussion of the disparities between Digital Natives and Digital Immigrants must also account for the broader context of digital accessibility. Shaw (2020) identifies five distinct digital generations that align with generational cohorts based on birth years: the Traditionalists, Baby Boomers, Generation X, Millennials (Generation Y), and

Generation Z. These groupings correspond to generational birth cohorts, defined as populations born within specific timeframes (Sandeem, 2009), each experiencing varying degrees of exposure to and integration with digital technologies.

Social Media Marketing

With the advent of social media platforms, marketing and advertising agencies quickly capitalized on the interactive nature inherent to these digital spaces. Tanuri (2010) argues that marketers have increasingly recognized the strategic importance of social media within

their marketing campaigns, utilizing it as a powerful tool for engaging with customers. Numerous marketing sub-disciplines-including promotions, market intelligence, sentiment analysis, public relations, marketing communications, and customer relationship management-have successfully integrated social media into their practices. Hafele (2011) also supports this view, noting that social media marketers now benefit from enhanced insights through analytics tools provided by these platforms.

The growing prominence of social media in business promotion has led to multiple interpretations of the term "Social Media Marketing" (SMM). Understanding the term is essential for its conceptualization within marketing literature. Tuten (2010) defines SMM as a branch of online marketing that operates within social communities. While it is often perceived as a form of online advertising, Tuten argues that SMM serves a broader purpose, allowing brands to communicate their value proposition and establish their personality. She suggests that a more precise label for this strategy might be "social media advertising."

Similarly, Barefoot and Szabo (2010) describe social media marketing as the utilization of social media channels to promote a company and its offerings, viewing it as an extension of traditional web-based promotional strategies, such as email newsletters and online advertising. Bansal et al. (2014) concur, defining SMM as an internet marketing practice that leverages social networking platforms to boost brand visibility and broaden customer reach. They emphasize that the primary objective of SMM is to generate shareable content that users distribute within their networks, thereby amplifying brand exposure.

Across these various definitions, certain key elements-such as social platforms, communication, promotion, and audience targeting-recurrently appear. These core aspects provide the foundation for social media marketing, distinguishing it from conventional marketing strategies. Given these distinguishing features, one may question why marketers are increasingly shifting from traditional promotional channels-such as billboards, newspapers, radio, and television-toward social media marketing. The answer lies in the unique benefits provided by social media marketing, including cost-effectiveness, enhanced social interaction, interactivity, precise audience targeting, and improved customer service (Rubathee & Rashad, 2014). These advantages position social media as an indispensable tool for contemporary marketing strategies.

Uses and Gratification Theory

The Uses and gratification theory was proposed by Elihu Katz in 1959 using his approach of positivism in the understanding of Mass communication. This theory dwells on the active effect of the media as opposed to the passive effect of the media.

The theory places its focus on the audience rather than the media. This theory believes that there is a paradigm shift from "what media does to people", to "what people do with media". Here, In the interpretation and utilization of media contents audiences are not passive but

active to meet with their desires, needs to reach their gratification (Katz, 1959). Egbede et al. (2013) highlight several critiques of the Uses and Gratifications theory, particularly regarding its broad assumptions. According to Wimmer and Dominick (2010), these assumptions include the notion that individuals independently choose media, their expectations are shaped by personal characteristics, social contexts, and environmental influences, and that audiences engage with media in a purposeful and active manner. However, as Ruggiero (2000) notes, these ideas have not gained widespread acceptance among scholars. The core assumptions of the Uses and Gratifications approach rest on five key principles:

- Audiences are considered active participants, and their media use is driven by specific goals.
- Individuals use media to serve their own purposes rather than being passively influenced by it. They are aware of what they consume and exercise control over it (Burcu, 2018; Nabi, 2009).
- Media must compete with other sources of satisfaction, as audiences have diverse needs that the media attempts to fulfill. Users are generally aware of their needs and make deliberate choices regarding their media consumption.
- Audiences have the capacity to evaluate media content and decide whether or not to engage with it (Burcu, 2018; Bybee, 2016).
- Furthermore, the theory suggests that audience choices are guided by five types of needs: cognitive, affective, personal integrative, social integrative, and the need for tension release.

The Pandemic Experience

New information and communication technologies do not necessarily create a new society; rather, they provide the means to enable one (Castells, 2002). The internet and digital space have facilitated the development of a more interconnected world, minimizing the digital divide among different groups, particularly during the COVID-19 pandemic. While previous debates have centered on age and accessibility (Quin et al., 2013), these discussions have been criticized for their binary perspectives (Brown & Czerniewicz, 2010; Jones & Czerniewicz, 2010). Over time, the discourse on digital natives and digital immigrants has remained relevant, given the dynamic experiences of these groups.

Academic scholars hold differing views on how digital natives and digital immigrants interact with information technology. Some argue that digital natives communicate primarily through instant messaging and online chats, whereas digital immigrants prefer traditional online communication methods, such as emails or phone calls (Frank, 2021). Others contend that digital natives use digital tools for networking, while digital immigrants leverage them to enhance functionality (Kesharwani, 2020). This study investigates the pandemic experiences of these two groups and how digital engagement evolved during this period.

The World Health Organization (WHO) declared the COVID-19 outbreak a pandemic in December 2019 (WHO, 2020). This crisis disrupted global social and economic activities, forcing organizations to accelerate digital marketing efforts and direct customers toward online platforms. Both digital natives and digital immigrants were among the consumers engaging with these platforms, necessitating an exploration of their experiences during this period.

Concerns during the pandemic primarily focused on digital immigrants, often perceived as older individuals with limited technological knowledge and application skills. Mohd (2022) notes that many older adults, classified as digital immigrants, experienced social isolation due to their limited means and ability to access the internet. Some communities attributed these challenges to a pre-existing digital divide. However, this perspective is debated by Beril (2021), who asserts that older individuals have witnessed significant transformations in media and communication, from newspapers and radio to smart mobile devices and touchscreens. Moreover, Beril highlights that digital participation among the elderly increased during the pandemic, supported by data from the Turkish Statistical Institute (TURKSTAT, 2020), which showed an increase in information technology use among individuals aged 65-74 from 6% in 2015 to 27% in 2020. Research by Binark et al. (2020) indicates that 57% of elderly women and 60% of elderly men in Turkey used smartphones to access the internet.

Further supporting this shift, Başak (2022) references research conducted on 23,547,688 older adults to examine their technology adoption during the pandemic. The study found that 60.2% of participants increased their technology use compared to pre-pandemic levels, engaging in activities such as online shopping, video calls, telehealth services, and online learning (Li et al., 2021). These findings challenge the stereotype that digital immigrants struggle with technology adoption, opening discussions on the evolving digital landscape for older generations.

Conversely, digital natives, having grown up with technology, were less affected by movement restrictions and social distancing measures during the pandemic. They continued to utilize digital technologies extensively in their daily lives and expected similar technological integration in their work environments (Dittes et al., 2019). Hicky (2002) describes digital natives as individuals who feel at home in the online world, making them more adaptable during the pandemic. Unlike digital immigrants, digital natives were less concerned about business closures and social restrictions.

A case study in Nigeria illustrates this phenomenon. During the pandemic, Nigeria's digital natives increased their social media usage significantly. A survey found that a majority of respondents spent more than three hours daily on social media during the lockdown. Specifically, 12.9% spent less than three hours online, 35% spent more than three hours, 32% spent five to ten hours, and 19.9% spent over ten hours browsing social

media (Nigeria PR Report, 2020). These statistics highlight the resilience and adaptability of digital natives in navigating the digital space during the crisis.

In conclusion, the pandemic underscored the evolving digital behaviors of both digital natives and digital immigrants. While digital immigrants faced initial challenges in adopting technology, data suggest that their participation in digital activities increased significantly. Meanwhile, digital natives seamlessly integrated technology into their daily routines, demonstrating their familiarity with digital tools. These findings emphasize the necessity of bridging the digital divide and fostering inclusive technological advancements for all generations.

The Model

For Social Media Marketing, its advantages as presented by Rubathee and Rashad (2014) is adopted. For Cognitive Factors, the Rational Buying Motives is adopted from insights from Odabaşı (1999). For Affective Factors, the Emotional Buying motives is adopted from insights from Odabaşı (1999) For Behavioral, Abraham Maslow's Hierarchy of Needs (1954).

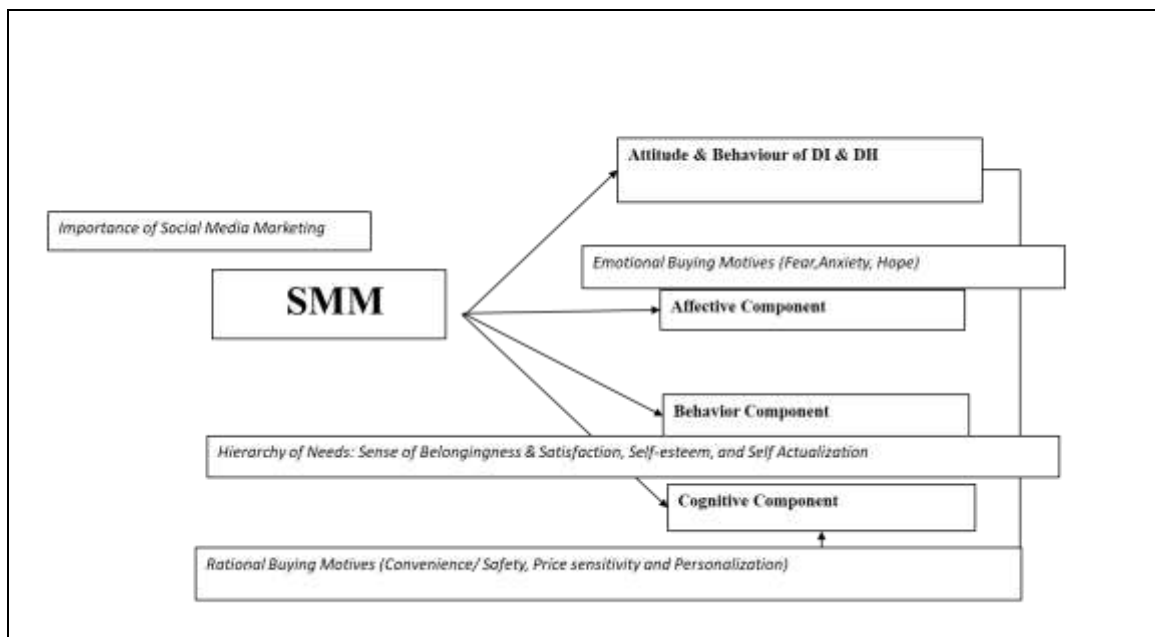


Figure 3: Theoretical Model

Rational Buying Motives

Odabaşı (1999) believes that there are certain significant factors or motives related to buying behaviour and these include the **Rational Buying Motives and Emotional Buying motives**. Examples of the Rational Buying Motives mentioned by Odabası (1999) include High quality, Lower price, Long life Performance Ease of Use. Whereas the Emotional Buying

Motives include the desire to be different, desire to conform with others, desire to impress the opposite sex, desire to be strong, desire for prestige.

However, with the inception of Covid 19 these factors listed by Odabasi (1999) barely holds strong grounds as there are paradigm shifts on reasons of buying decisions of consumers. Following current study of the factors that affect buying behaviours in the Covid, the submission on rational buying motives presents Convenience/ Safety, Price sensitivity and Personalization, as the major factors while Fear, Anxiety and Hope are presented as the major factors of Emotional buying motives.

METHODOLOGY

Theoretical Framework

This study employs both qualitative and quantitative research methodologies with the aim of obtaining concrete and reliable outcomes from all participants. The integration of these two approaches enhances the rigor of the data collection process and, in turn, strengthens the validity of the study's findings.

Mixed methods research is defined as "research in which the investigator collects and analyses data, integrates the findings, and draws inferences using both qualitative and quantitative approaches or methods in a single study" (Tashakkori & Creswell, 2007). According to Sindhu et al. (2020), mixed-method research constitutes a distinctive approach that combines quantitative and qualitative methods to generate strong empirical evidence. This approach is particularly valuable for investigating dynamic, unique, or emerging topics.

Qualitative methods, rooted in disciplines such as sociology and anthropology, traditionally involve the study of individuals, social relationships, institutions, and cultures through observations, interviews, and analysis of secondary data. Researchers interpret patterns that emerge from these data sources, adhering to distinct ontological and epistemological frameworks.

Creswell and Plano Clark (2011) describe mixed-methods research as a design characterized by its own philosophical assumptions and methodological procedures. As a methodology, it incorporates philosophical foundations to guide the systematic collection and analysis of diverse data types within a single study (Dawadi, Saraswati, Shrestha, Sagun, & Giri, Ram, 2021).

Further emphasizing the significance of mixed-methods data collection, Feters (2016) highlights its advantages in addressing complex research problems by integrating the philosophical perspectives of both post-positivism and interpretivism. This integration facilitates a comprehensive explanation of research issues by weaving together qualitative

and quantitative evidence. Additionally, mixed methods offer methodological flexibility, a strong theoretical foundation, and a nuanced understanding of smaller, context-specific cases (Maxwell, 2016).

Moreover, the mixed-methods approach allows researchers to address research questions with both breadth and depth (Enosh, Tzafrir, & Stolovy, 2014). The quantitative component enables the collection of data from a wide range of participants, supporting the generalization of findings across broader populations. Meanwhile, the qualitative component provides rich, in-depth insights by emphasizing participants' perspectives and experiences. Together, these approaches complement each other, with quantitative results corroborating qualitative findings, and vice versa, thereby enhancing the overall robustness of the research.

This interplay between qualitative and quantitative methods is often referred to as the Triangulation Method, whereby the convergence of multiple data sources strengthens the credibility and validity of the research outcomes.

RESEARCH METHODS

This research investigates the influence of Social Media Marketing (SMM) on digital immigrants and digital natives in Istanbul, Turkey, and Lagos, Nigeria, using a comparative design. The study population comprises consumers grouped by their technological engagement but unified by their roles as buyers. The required sample size of **384 participants** was calculated using **Cochran's (1963) formula for infinite populations**, given as

$$n_0 = \frac{z^2 pq}{e^2}$$

Z is the value corresponding to the level of confidence required

M is Margin of error

Where Z score = 1.96

P = 0.5

M=0.05

$$n_0 = \frac{z^2 pq}{e^2}$$

S = (1.96)² * 0.5 * (1 - 0.5) / (0.05)²

S = 3.8416 * 0.25 / 0.0025

S = 384.16

This sample will be distributed equally between the two countries. Questionnaires will serve as the main survey instrument, designed in two sections: Section A (demographic data such as gender, income, time spent on social media, and platform preference) and Section B (Likert-scale questions measuring attitudes from “strongly disagree” to “strongly agree”).

The focus will be on the most popular platforms in each country, as reported by Statista (2022), with Facebook, Instagram, and Twitter being common to both contexts. Data collection will also include pilot surveys for instrument refinement and focus groups of 4-10 participants to gather qualitative insights. For analysis, descriptive statistics will simplify and summarize raw data, while SPSS Amos will be used to apply Structural Equation Modeling (SEM), enabling regression, factor analysis, and modeling of attitudinal and behavioral relationships influenced by SMM.

Here is the Reliability Analysis for Social Media Marketing Scale of the study.

Table 1: Reliability Analysis for SMM:

Cronbach's Alpha	N of Items
.853	16

Table 1 shows Reliability Analysis for Social Media Marketing Scale. The scale had a satisfactory reliability, Cronbach's $\alpha = .853$. This means the obtained coefficient demonstrates that the scale has a high level of internal consistency. This suggests that the items included in the instrument are homogenous and consistently measure the same underlying construct.

DATA INTERPRETATION

Testing the Hypotheses of Social Media Marketing impact on Consumer Buying Behavior and Sub-Variables (Pre-Purchase Behavior and Post-Purchase Behavior)

From the SPSS Amos (Analysis of Moment Structure), the Regression analysis is employed to test The Effect of Social Media Marketing on the Attitudes and Behaviours of Digital Immigrant and Digital Hybrid Consumers during the Pandemic. Table 1 and 2 shows a summary of the regression analysis via Standard Regression Weights. In the coverage of this study, Social Media Marketing has statistically significant effect on the attitude and behaviours of Digital Immigrant and Digital Hybrid Consumers during the pandemic

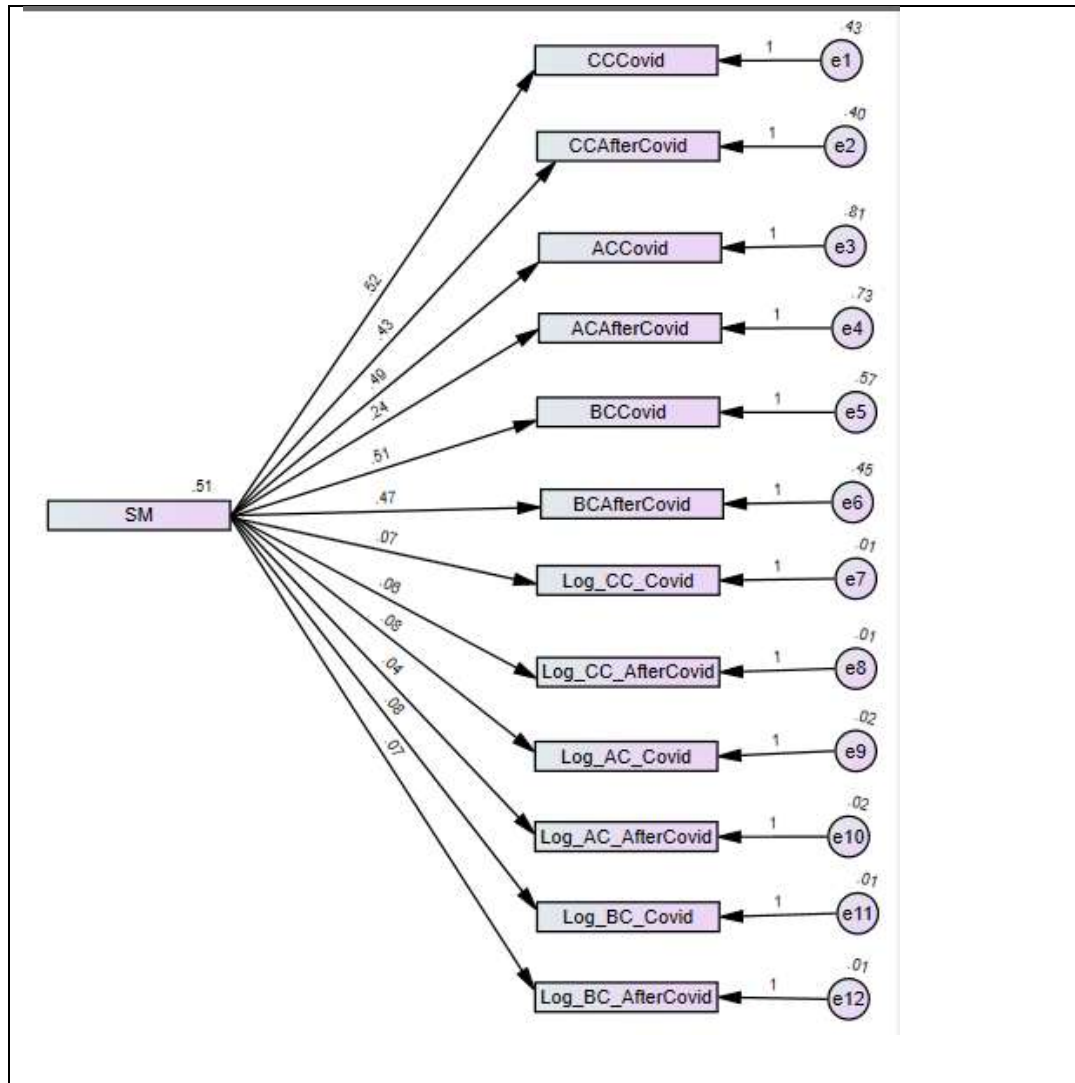


Figure 4: Social Media Marketing on the attitude of Digital Immigrant and Digital Hybrid Consumers during the pandemic

Table 2: Standardized Regression Weights:

Parameter			Estimate	Lower	Upper	P
CCCovid	<---	SM	.489	.301	.625	.010
CCAfterCovid	<---	SM	.437	.207	.545	.028
ACCovid	<---	SM	.363	.215	.504	.008
Log_BC_AfterCovid	<---	SM	.451	.251	.549	.034
Log_BC_Covid	<---	SM	.452	.244	.563	.025
Log_AC_AfterCovid	<---	SM	.203	.073	.335	.006
ACAfterCovid	<---	SM	.196	.072	.334	.004
Log_AC_Covid	<---	SM	.380	.237	.519	.007
BCCovid	<---	SM	.437	.232	.544	.025
Log_CC_AfterCovid	<---	SM	.442	.221	.559	.023
BCAfterCovid	<---	SM	.446	.252	.548	.028
Log_CC_Covid	<---	SM	.512	.326	.637	.010

Parameter			Estimate	Lower	Upper	P
CC	<---	SM	.474	.262	.600	.020
AC	<---	SM	.365	.201	.529	.007
BC	<---	SM	.489	.280	.633	.031
log_CC	<---	SM	.069	.043	.089	.012
log_AC	<---	SM	.063	.038	.097	.005
log_BC	<---	SM	.072	.038	.096	.033

Structural Equation Modeling (SEM) extends the *General Linear Model* (GLM) by allowing researchers to test multiple regression equations simultaneously. Its primary purpose is to analyze relationships between one or more *exogenous variables* (independent variables) and *endogenous variables* (dependent variables).

A structural equation model generated via AMOS was employed to test variable relationships. A good fitting model is accepted if the bvalue of the CMIN/df is < 5, goodness of fit (GFI) indices (Hair et al., 2010); the Tucker and Lewis (1973) indices (TLI); the Confirmatory fit Index (CFI) (Bentler, 1990) is > 0.90 (Hair et al., 2010). In addition, an adequate-fitting model was accepted if the AMOS computed value of the standardized root mean square residual (RMR) < 0.05, and the root mean square error approximation (RMSEA) is between 0.05 and 0.08 (Hair et al., 2010).

Testing The Hypotheses of the Social Media Marketing impact on Consumer Buying Behavior and Sub-Variables (Pre-Purchase Behavior and Post-Purchase Behavior)

From the SPSS Amos (Analysis of Moment Structure), the Regression analysis is employed to test The Effect of Social Media Marketing on the Attitudes and Behaviours of Digital Immigrant and Digital Hybrid Consumers during the Pandemic. The Table shows a summary of the regression analysis via Standard Regression Weights. In the coverage of this study,

Social Media Marketing has statistically significant effect on the attitude and behaviours of Digital Immigrant and Digital Hybrid Consumers during the pandemic.

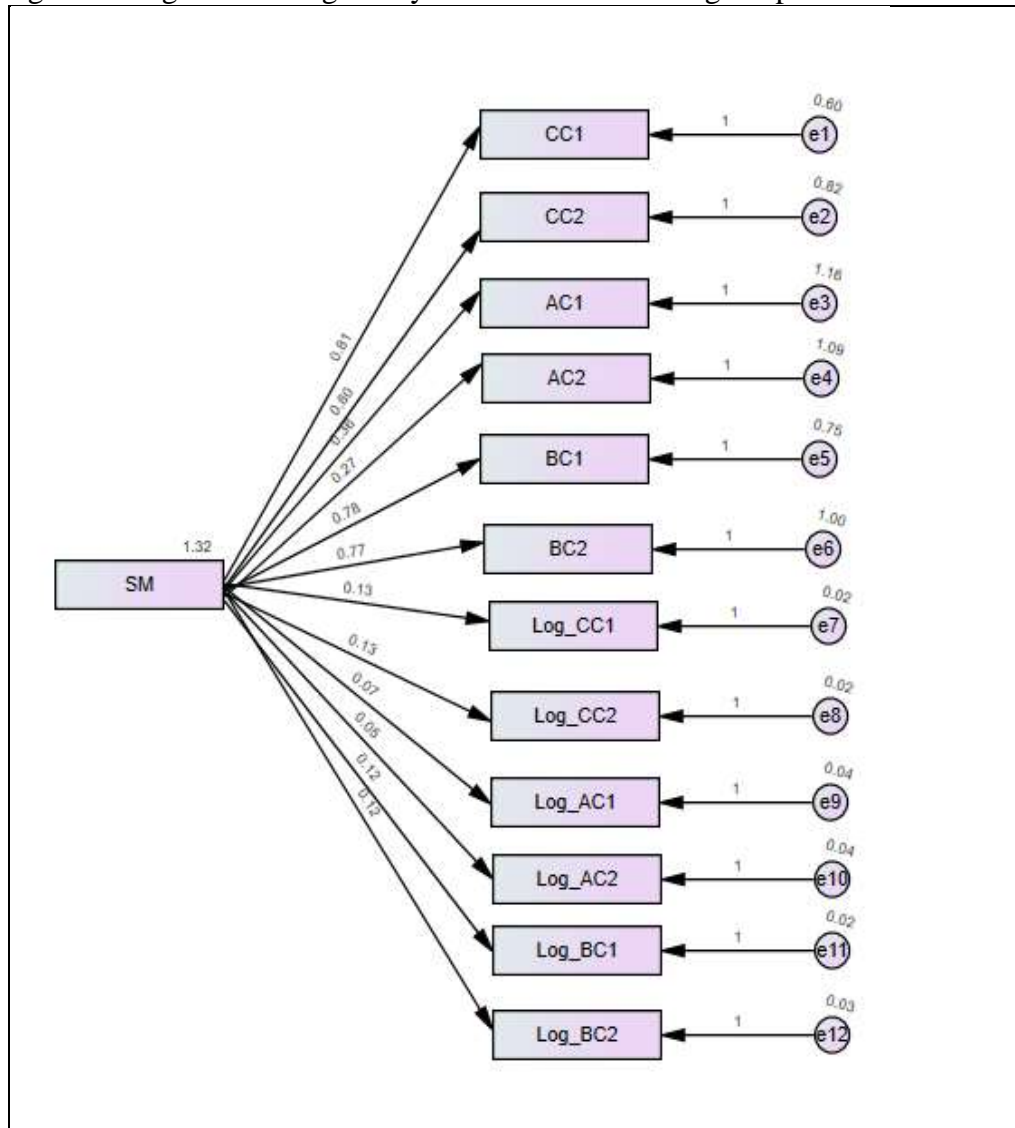


Figure 5: Structural Model Assessment on Turkish Respondents

Table 3: Standardized Regression Weights
Standardized Regression Weights: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
CC1	<---	SM	.770	.696	.833	.010
CC2	<---	SM	.712	.621	.794	.010
AC1	<---	SM	.358	.245	.473	.010
AC2	<---	SM	.286	.137	.398	.010
Log_BC2	<---	SM	.645	.521	.738	.010
Log_BC1	<---	SM	.689	.574	.764	.010
Log_AC2	<---	SM	.276	.132	.400	.010
Log_AC1	<---	SM	.373	.251	.484	.010
BC1	<---	SM	.720	.602	.788	.010
BC2	<---	SM	.662	.560	.752	.010
Log_CC2	<---	SM	.703	.606	.796	.010
Log_CC1	<---	SM	.759	.684	.826	.010

Standardized Regression Weights: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
CC1	<---	SM	.770	.707	.819	.011
CC2	<---	SM	.712	.639	.784	.008
AC1	<---	SM	.358	.244	.432	.025
AC2	<---	SM	.286	.167	.379	.010
Log_BC2	<---	SM	.645	.539	.719	.015
Log_BC1	<---	SM	.689	.580	.750	.014
Log_AC2	<---	SM	.276	.179	.390	.006
Log_AC1	<---	SM	.373	.254	.461	.016
BC1	<---	SM	.720	.619	.776	.014
BC2	<---	SM	.662	.564	.725	.018
Log_CC2	<---	SM	.703	.624	.779	.006
Log_CC1	<---	SM	.759	.687	.813	.016

FOCUS GROUP

To further understand the effect of social media marketing on the attitudes and behaviors of digital migrant and digital hybrid consumers, a focus group analysis was performed and analyzed, using the NVIVO analysis, on the various phases of theme, category, duration, examples from participants and transcript excerpts of participants.

Table 4: Focus Group Analysis for Nigerian Participants**GROUP ONE**

Component	Theme	Category	Sub-Category	Example	Transcript Excerpt
Cognitive Component	Convenience and Safety	Social Media Usage	Duration	"How much time did you spend on social media?"	If I did one hour per day.
		Information Access	Product Knowledge	"Do you get highly informed about products?"	Do you get information via social media marketing?
		Vendor Trust	Trust in reliable sellers	"If the vendor is trusted, yes."	If the vendor is trusted. Yes.
	Financial Impact	Spending Behavior	Unnecessary Spending	"Does it help save money on unnecessary spending?"	No, it actually increases spending.
Affectionate Component	Fear of Contracting COVID-19	Online Shopping	Safety during the pandemic	"Started shopping after COVID-19."	After the COVID-19 pandemic.
	Emotional Experience	Convenience vs. Scams	Mixed Experiences	"I can say 50/50 because of scammers."	I can say 50/50 because nowadays scammers fall into it
		Sense of Belonging	Digital Community	"Do you feel digital belonging by shopping?"	Yes, I feel digital belonging and satisfaction
Behavioral Component	SocialMedia Engagement	Shopping Frequency	Rare Purchases	"Probably once in a blue moon."	Probably once in a blue moon.
	Digital Belonging	Preferred Platforms	Facebook Usage	"I use Facebook most frequently."	I use Facebook.

Table 5: Focus Group Analysis for Turkish Participants**GROUP ONE**

Bileşen (Component)	Tema (Theme)	Kategori (Category)	Alt Kategori (Sub-Category)	Transkript Alıntısı (Transcript Excerpt)
Bilişsel Bileşen	Elverişlilik ve Güvenlik	Alışverişin Elverişliliği	Çevrimiçi ürün satın almanın kolaylığı	“Güvenli ama yaptığınız siteye göre değişiyor bence.”
			Yerel olarak bulunamayan ürünlere erişim	“Güvenli olduğunuz yerlerden yapmakta bir sakınca olduğunu görmüyorum.”
		Güvenlik Algısı	Facebook, Instagram, WhatsApp gibi tanınmış platformlara güven	“Facebook normalde ürünleri tanıtıyor ve daha fazla güvenlik rehberi sunuyor.”
			Daha az bilinen platformlardaki güvenlik endişeleri	“Scammer'lar her yerde. Beklentilerinizi karşılamayabilir.”
	Finansal Etki	Tasarruf Potansiyeli	İndirimler ve özel tekliflerle tasarruf	“Çoğu sosyal medya platformu indirimler sunuyor, bu da tasarruf sağlayabilir.”
			Ulaşım masraflarından kaçınma	“Çevrimiçi alışveriş yaparak ulaşım masrafından kaçınıyorsunuz.”
			Hedefli reklamların alım davranışına etkisi	“Reklamlar yüzünden planlamadığınız şeyleri almak zorunda kalabiliyorsunuz.”
Duygusal Bileşen	Fiziksel Alışverişten Kaçınma	COVID-19'dan Kaçınma	Sosyal medya reklamlarının dürtüsel alıma etkisi	“Sosyal medya reklamları dürtüsel alımlara yol açabiliyor.”
			Fiziksel alışverişten kaçınmak için çevrimiçi alışveriş	“Pandemi döneminde çevrimiçi alışveriş yaptım çünkü dışarı çıkmak istemedim.”
	Panik Alışverişten Kaçınma	Sosyal Medya Kullanımı Devamlılığı	Tanıdık satıcılar aracılığıyla alışveriş yapılan platformlar	“Instagram'ı hala tanıdığım satıcılardan alışveriş yapmak için kullanıyorum.”
			Ürün Mevcudiyeti Endişesi	“Sosyal medyadan ürün satın alarak panik alışveriş ve temel ürünlerin yokluğu endişesinden kaçınıyor muydunuz? Hayır.”
Davranışsal Bileşen	Ürün Bilgisi ve Dijital Aidiyet	Detaylı Ürün Bilgisi	Ürün özellikleri ve detayları hakkında bilgi edinme	“Çoğu şirket, ürünlerin detaylarını sosyal medyada paylaşıyor.”

		Sosyal Medya Bilgi Kaynağı	Fiyatları ve ürün özelliklerini karşılaştırma	"Instagram'da fiyatları ve ürün özelliklerini karşılaştırıyorum."
	Dijital Aidiyet ve Tatmin	Alışverişten Tatmin	Alım kararlarından duyulan tatmin	"Çevrimiçi alışveriş yapmak beni dijital dünyanın bir parçası gibi hissettiriyor."
		Dijital Topluluğa Dahil Olma	Dijital dünyaya bağlılık hissi	"Bazen sipariş ettiğiniz şey beklediğiniz gibi çıkmıyor, bu hayal kırıklığı yaratabiliyor."

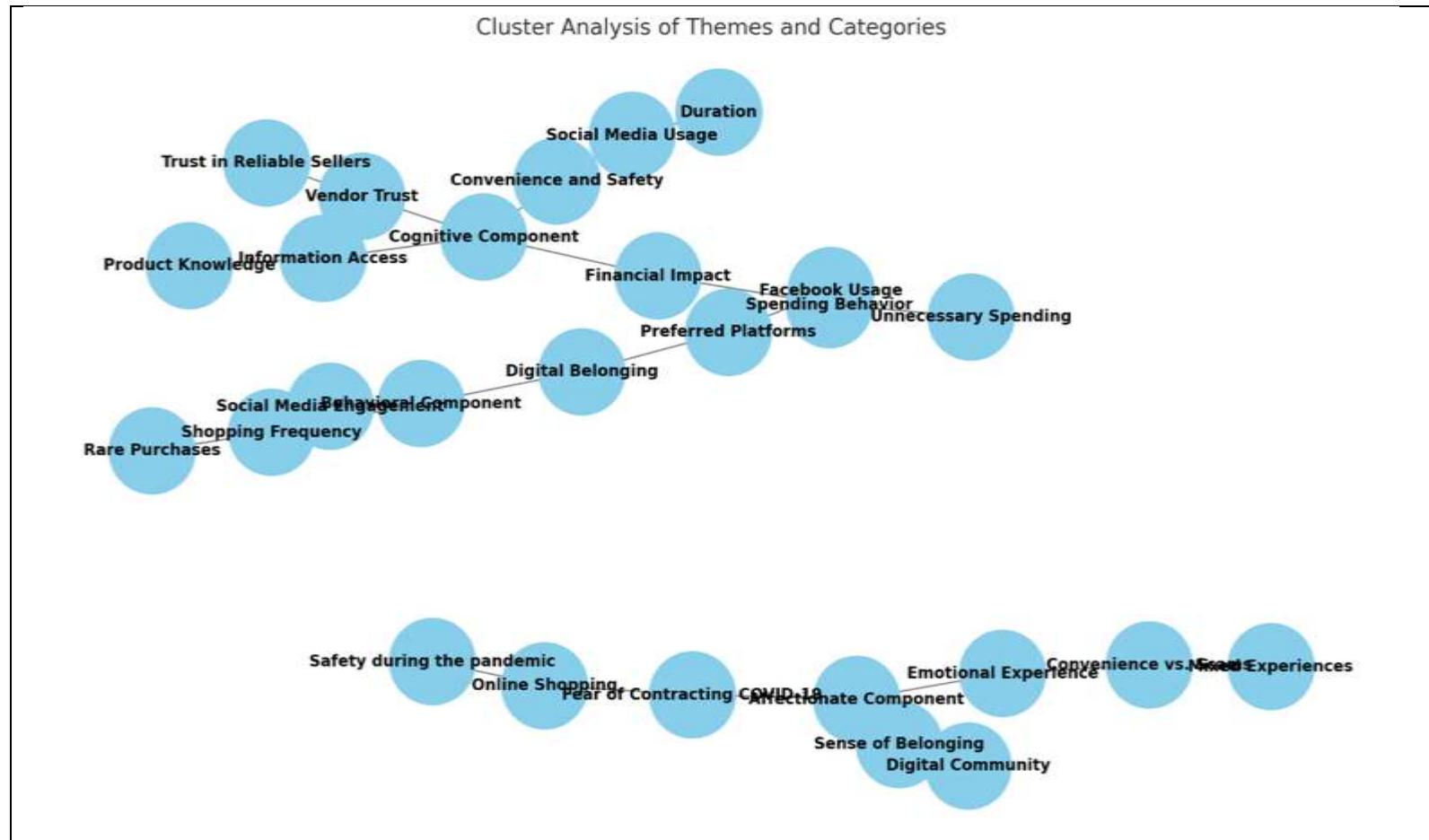
Focus Group Turkish Participants

NVIVO THEMES AND CATEGORIES

Employing the use of NVIVO, the work extracting certain themes and categories which were key factors in the behaviors of Digital Immigrants and Hybrids on Social Media Marketing. Themes like Usage, Convenience, Safety e.tc existed in the word cloud of the participants.

Subsequently, the cluster analysis in NVivo is to visually and statistically group similar sources, cases, or nodes based on patterns in the data. In short, it helps to identify relationships, similarities, or differences between pieces of qualitative data, so here it shows that Trust, Product knowledge, and Information access are clustered on Cognitive Component. Shopping Frequency, Rare purchases are clustered on Behavioral Component. While Safety during the pandemic, Emotional Experience, Sense of Belongings are clustered on Affectionate Component.





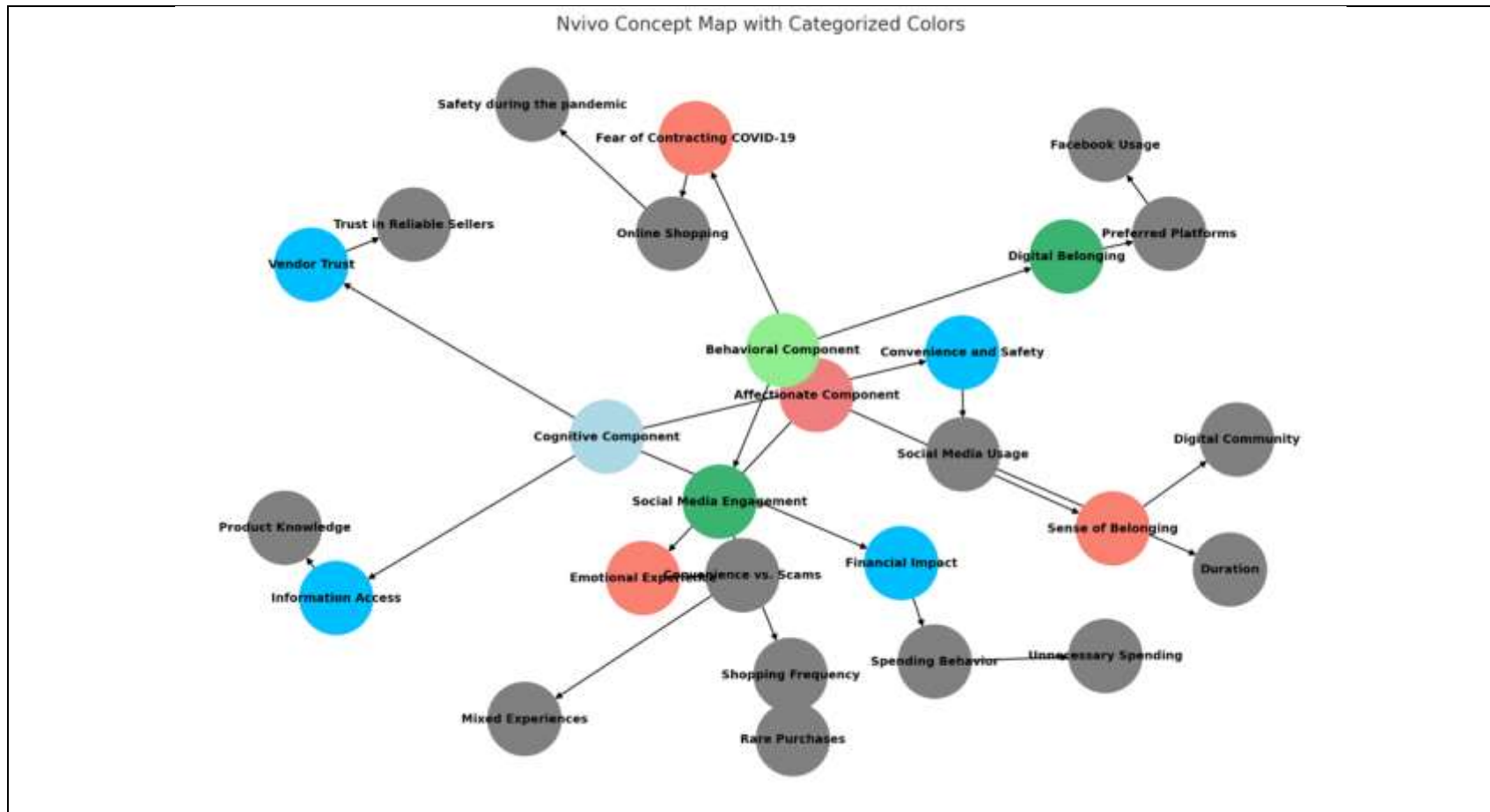
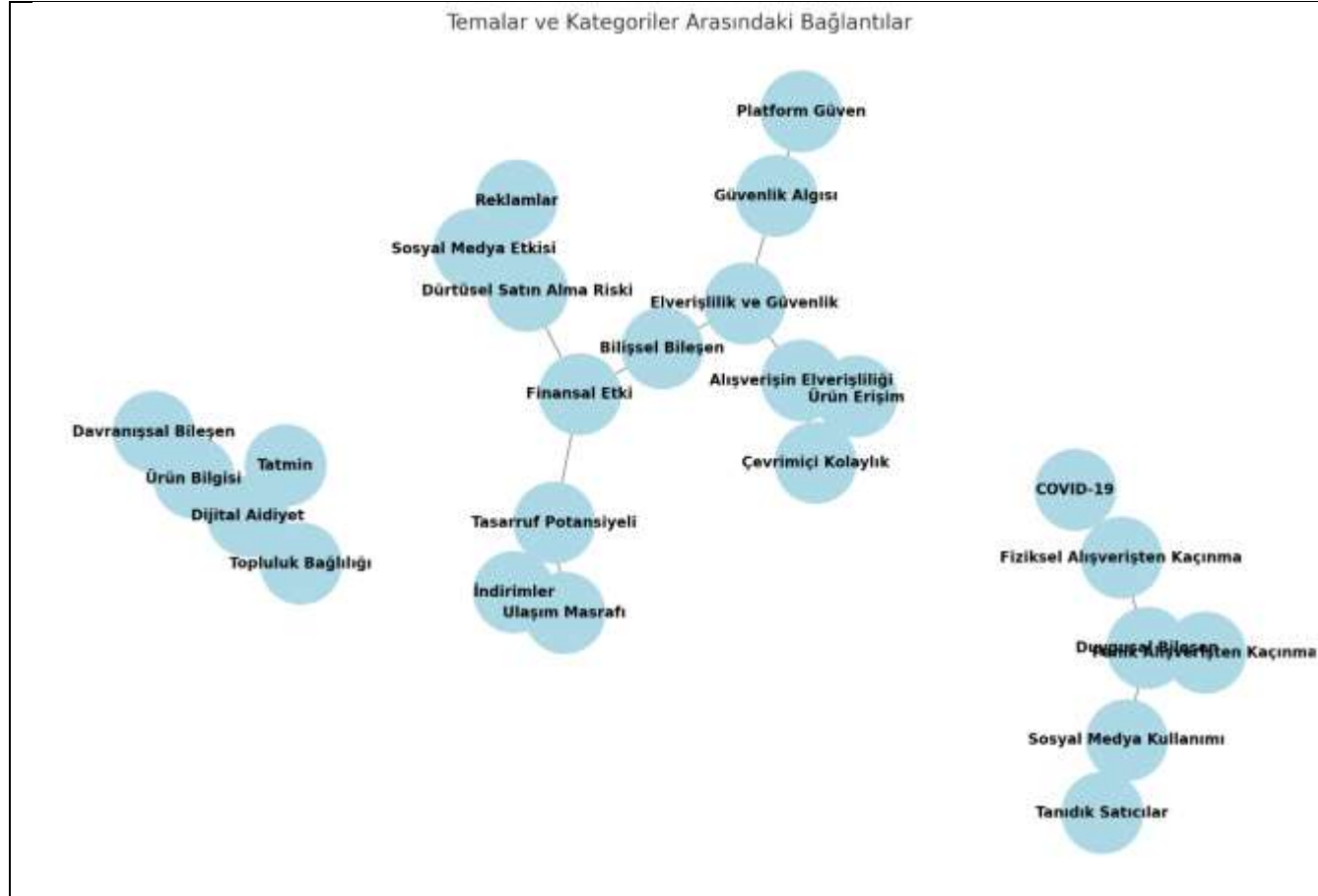


Figure 6 : NVivo Theme and Categories for Nigerian Participants





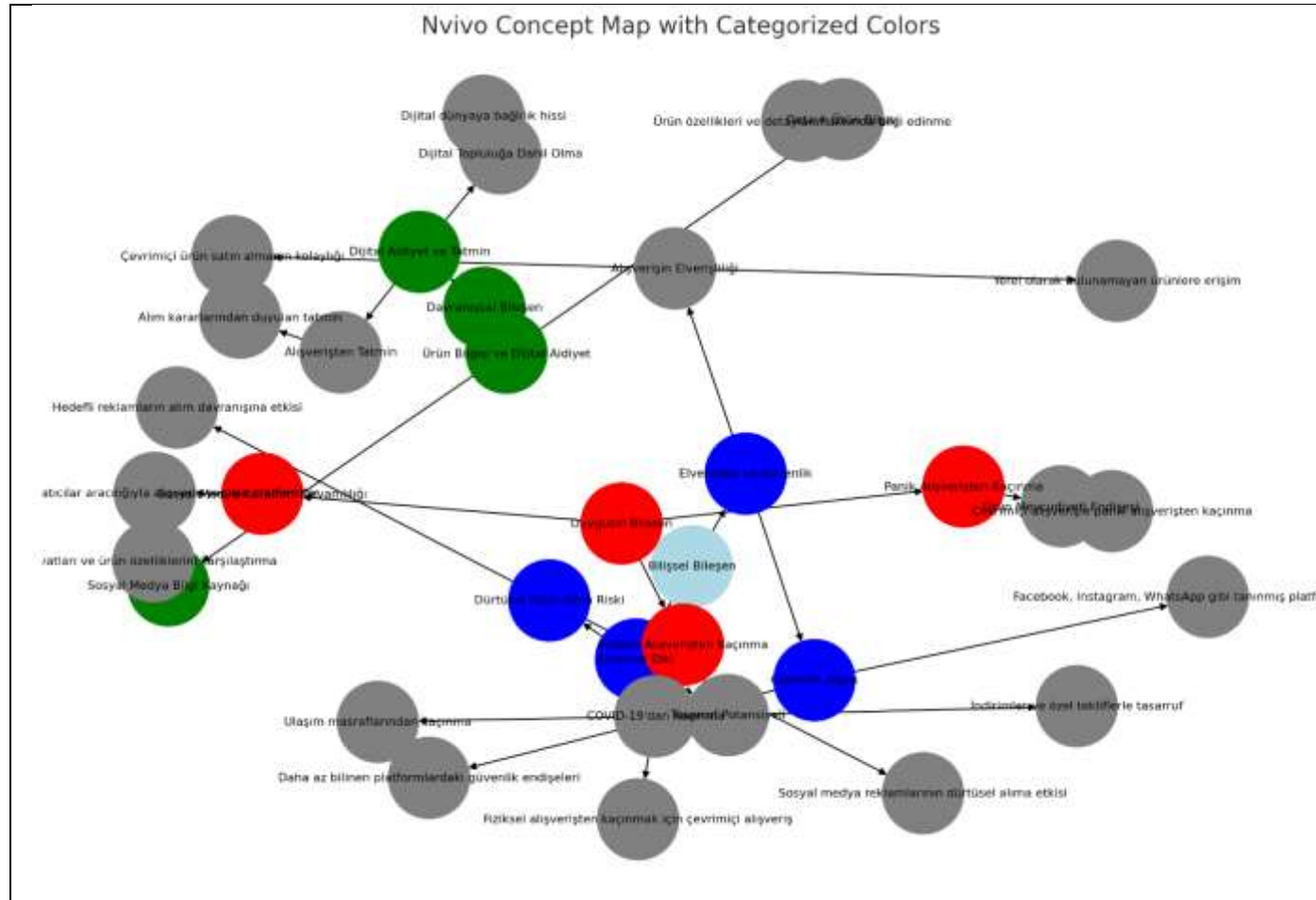


Figure 7: NVivo Theme and Categories for Turkish Participants

The **word cloud** serves as a visual representation of the frequency and salience of key themes and categories emerging from qualitative data, likely derived from interviews, focus groups, or content analysis. In this visualization, the size of each word reflects its frequency or conceptual importance, thereby foregrounding dominant constructs such as *Convenience*, *Safety*, *Trust*, *Usage*, *Social*, and *Media*. This tool offers an exploratory overview of participants' discourse and perceptions regarding social media shopping behavior. Within the context of a doctoral thesis, the word cloud functions as a pre-analytical device, aiding in the validation of initial codes and emergent themes that inform subsequent theoretical modeling and hypothesis generation. For example:

- Terms like *Safety*, *Trust*, and *Convenience* correspond to consumer behavior theories centered on perceived risk and ease of use.
- *Usage*, *Social*, and *Media* reflect constructs associated with technology acceptance and user engagement frameworks.

Following this, the **cluster analysis** graph elucidates the interrelationships and co-occurrence patterns among coded themes using network analysis techniques. It maps thematic connections through node-link structures, highlighting key clusters, such as:

- A **Cognitive Component** cluster, encompassing *Vendor Trust*, *Information Access*, and *Product Knowledge*.
- A **Behavioral Component** cluster, including *Shopping Frequency* and *Rare Purchases*.
- An **Affective Component** cluster, featuring *Emotional Experience* and *Fear of Contracting COVID-19*.

This analytical approach transcends mere word frequency by emphasizing thematic interdependence, thereby enabling the identification of latent constructs and the development of conceptual models. For instance:

- The association between *Vendor Trust* and *Information Access* underscores the role of informational transparency in cultivating consumer trust.
- The proximity of *Social Media Usage* to *Spending Behavior* and *Preferred Platforms* supports behavioral economics theories linking platform engagement with purchasing behavior.

The resulting **concept map** synthesizes and categorizes the identified themes under three primary psychological dimensions:

- **Cognitive Component** (light blue): encompassing rational factors such as *Convenience*, *Safety*, *Vendor Trust*, and *Financial Impact*.
- **Behavioral Component** (green): reflecting behavioral tendencies including *Digital Belonging*, *Shopping Frequency*, and *Preferred Platforms*.
- **Affective Component** (red): capturing emotional and psychological influences such as *Sense of Belonging*, *Emotional Experience*, and *Fear of COVID-19*.

Colored nodes represent thematic clusters, while directional arrows indicate interrelationships and influence across categories. For example, *Social Media Engagement* emerges as a central, integrative node, connecting cognitive, affective, and behavioral domains. This structured visualization facilitates the construction of a

theoretical framework by mapping the psychological mechanisms that underlie social media-driven consumer behavior.

Interpretation of Nigeria Survey Data

This SEM highlights the role of Social Media Marketing (SMM) as a central latent variable influencing cognitive, affective, and behavioral attitudes before and after COVID-19, showing strong effects during the pandemic—particularly on beliefs, emotions, and behaviors—and moderate but sustained impacts afterward, especially on cognition and behavior. Path coefficients reveal that while attitudes were significantly shaped during COVID-19 (e.g., CCCovid .52, ACCovid .81, BCCovid .51), post-COVID effects weakened slightly, particularly for emotional responses. Log-transformed variables showed weak associations, suggesting limited explanatory power. Error terms confirmed higher explained variance in affective and behavioral indicators during COVID-19 compared to after. Complementing this, Nigerian focus group data revealed that social media marketing shaped consumer attitudes and behaviors by enhancing convenience, safety, financial control, and digital belonging. Digital Immigrants and Digital Hybrids both adapted to social media shopping—Immigrants valuing safety and trust, Hybrids showing stronger engagement and impulsive tendencies—while emotional comfort, community connections, and financial awareness further reinforced digital inclusion. Overall, SMM not only influenced attitudes during the crisis but also fostered long-term behavioral and cultural shifts in Nigeria’s digital economy.

The Structural Equation Model (SEM) examines the influence of Social Media Marketing (SMM) as a latent variable on cognitive (CC), affective (AC), and behavioral (BC) attitudes, each measured during and after Covid (CC1-CC2, AC1-AC2, BC1-BC2) alongside log-transformed variables. Results show that SMM has the strongest impact on cognitive and behavioral attitudes, with high path coefficients for CC2 (0.80), BC1 (0.78), and BC2 (0.77), suggesting that social media marketing significantly shapes beliefs and behaviors, particularly after Covid. Affective attitudes (AC1-AC2) display moderate relationships (e.g., AC1 at 0.33), indicating weaker but still notable emotional influence. In contrast, log-transformed variables demonstrate low path coefficients (0.05-0.13) and explained variance, suggesting limited utility in capturing SMM’s effects. Error terms confirm that SMM explains more variance in CC2 and behavioral indicators than in affective or log-transformed variables. Overall, the findings highlight that social media marketing exerts its greatest influence on individuals’ cognitive processing and behaviors, with a comparatively smaller effect on emotional responses.

DISCUSSIONS

This chapter discusses the study’s hypotheses and offers context-specific recommendations based on the findings. The research investigated the impact of Social Media Marketing (SMM) on the attitudes and behaviors of two consumers typologies-Digital Immigrants

(DIs) and Digital Hybrids (DHs)-during the COVID-19 pandemic. Using data collected from Nigeria and Turkey, the study tested eight hypotheses (H1-H8) anchored in the tripartite framework of attitude formation: cognitive, affective, and behavioral components.

Demographic Profiles and Digital Typologies

In Nigeria, a total of 201 respondents participated in the study. The gender distribution was skewed toward males, who constituted 67.2% ($n = 135$) of the sample, while females accounted for 32.8% ($n = 66$). This male-dominated response pattern may reflect greater digital access or engagement among urban male professionals, particularly within the Digital Immigrant category. The age distribution revealed that 17.9% of respondents were between 18 and 24 years, 27.9% were aged 25-34, 6.0% were aged 35-44, 36.3% fell within the 45-54 age group, and 11.9% were aged above 50. Notably, 48.2% of the respondents were aged 45 years or older, aligning with the profile of Digital Immigrants-users who adopted digital tools later in life and often exhibit cautious digital engagement. Conversely, respondents aged 18-34 (45.8%) represent the Digital Hybrid segment, individuals who are digitally adept but retain elements of pre-digital cultural influence.

In Turkey, 252 respondents were surveyed. The age distribution was as follows: 18-24 years (40.9%), 25-34 years (31.7%), 35-44 years (18.7%), 45-54 years (6.7%), and above 50 years (2.0%). A combined 72.6% of respondents were under the age of 35, suggesting a predominantly Digital Hybrid sample. This group demonstrates high levels of technological adaptability and digital fluency, offering a useful contrast to Nigeria's more age-diverse and DI-skewed sample.

Structural Model Analysis

In the Nigerian context, the structural equation model revealed that cognitive attitudes were significantly influenced by SMM, with coefficients of 0.52 during COVID-19 (CCCovid) and 0.43 after the pandemic (CCAfterCovid). These results suggest that older Digital Immigrants actively sought information online to make informed decisions during the health crisis. Affective attitudes were most pronounced during the pandemic (ACCovid = 0.81) but decreased significantly afterward (ACAfterCovid = 0.24), indicating the heightened emotional vulnerability of older users during the crisis. Behavioral attitudes remained relatively stable, with coefficients of 0.51 during COVID (BCCovid) and 0.47 post-COVID (BCAfterCovid), reflecting sustained changes in purchasing behaviors, particularly in essential product categories. Log-transformed variables showed weak predictive value (e.g., Log_CC_Covid = -0.08), suggesting limited utility in improving model fit.

In contrast, the Turkish structural model indicated that cognitive attitudes were particularly strong, with coefficients of 0.80 (CC2) and 0.61 (CC1), demonstrating the effectiveness of information-rich content among younger Digital Hybrids. Affective attitudes, while still

present, were less influential ($AC1 = 0.39$; $AC2 = 0.27$), supporting the notion of a rational, information-driven purchasing behavior among Turkish youth. Behavioral attitudes were robust across both indicators ($BC1 = 0.78$; $BC2 = 0.77$), with heightened engagement observed in interactive or gamified SMM formats. All eight hypotheses (H1-H8) were supported by the data. H1 and H5 confirmed that SMM significantly influenced consumer attitudes and behaviors in both countries. H2 and H6 highlighted the greater emotional responsiveness of Nigerian consumers, while Turkey exhibited a more moderate affective response. H3 and H7 demonstrated that behavioral changes persisted after the pandemic, especially among Nigeria's Digital Immigrants. Finally, H4 and H8 indicated that purchase intentions were primarily emotion-driven in Nigeria and cognitively influenced in Turkey.

Summary of Hypotheses

Table 6: Summary of Hypotheses

Hypothesis	Outcome	Key Insight
H1 & H5	Supported	SMM significantly influenced general attitudes and behaviors in both national contexts.
H2 & H6	Supported	Emotional influence was strongest in Nigeria, with a more moderate effect in Turkey.
H3 & H7	Supported	Behavioral changes endured post-COVID, especially among Nigerian Digital Immigrants.
H4 & H8	Supported	Purchase intentions were emotionally driven in Nigeria and cognitively driven in Turkey.

CONCLUSION

This study provides empirical evidence that social media marketing significantly shapes consumer attitudes and behaviors in both Nigeria and Turkey, though through distinct pathways. Nigerian Digital Immigrants displayed heightened emotional responsiveness during COVID-19, with purchase intentions strongly driven by affect, while Turkish Digital Hybrids relied more on cognitive evaluation, with sustained behavioral engagement in gamified and information-rich formats.

These results highlight the importance of cultural and generational context in Social Media Marketing. Emotion-based appeals are more effective for Nigerian consumers, particularly in times of crisis, whereas rational and interactive content resonates with Turkish youth.

REFERENCES

- Anderson, G. (1990). *Fundamentals of educational research*. London: The Falmer Press.
- Agarwal, J. & Malhotra, N.K., 2005. An integrated model of attitude and affect. *Journal of Business Research*, 58(4), pp.483-493
- Agresti A. & Finlay B. (2009). *Statistical methods for the social sciences* (4th ed.). Pearson Prentice Hall.
- Andrew N. Mason, Matt Brown, Kevin Mason, John Narcum, Carlos Gomez Corona. (2021) Pandemic effects on social media marketing behaviors in India. *Cogent Business & Management* 8:1.
- Autry, A.J. and Berge, Z. (2011), "Digital natives and digital immigrants: getting to know each other", *Industrial and Commercial Training*, Vol. 43 No. 7, pp. 460-466. <https://doi.org/10.1108/00197851111171890>
- Bansal, Rohit & Masood, Rana & Dadhich, Varsha. (2014). Social Media Marketing-A Tool of Innovative Marketing. *Journal of Organizational Management*, ISSN: 2321-7228. 3.
- Bazeley, P., & Jackson, K. (2013). *Qualitative data analysis with NVivo*. SAGE Publications
- Bao, Y., & Xie, L. (2020). Prevalence and correlates of anxiety and depression symptoms in a sample of COVID-19 quarantine hotel workers in China. *Journal of Affective Disorders*, 275, 260-266.
- Barbour RS, Kitzinger J (Eds) (1999) *Developing Focus Group Research: Politics, Theory and Practice*. Sage, London.
- Barefoot, D., and J. Szabo. (2010). "Friends with benefits: A social media-marketing handbook". San Francisco: No Starch Press.
- Barnidge, Matthew & Gil de Zúñiga, Homero. (2017). Amos (Software). 10.1002/9781118901731.iecrm0003.
- Berghel, H., and Blank, D. (1999) The World Wide Web. In *Advances in Computing*, M. Zelkowitz (Ed). Academic Press, NY.
- Beril. N. O (2022). The Pandemic and "Digital Immigrants" in Turkey. <https://globaldialogue.isa-sociology.org/articles/the-pandemic-and-digital-immigrants-in-turkey>
- Berkup, S. B. (2014). Working With Generations X And Y In Generation Z Period: Management Of Different Generations In Business Life. *Mediterranean Journal of Social Sciences*, 5(19), 218.
- Berghel, H. and D. Blank. (1999). The World Wide Web, in M. Zelkowitz (ed.), *Advances in Computing*, v. 48, Academic Press, pp. 178-218.
- Brian, Getting, (2007) "Basic Definitions: Web 1.0, Web. 2.0, Web 3.0", <http://www.practicalecommerce.com/articles/464-Basic-Definitions-Web-1-0-Web-2-0-Web-3-0>

- Burmester, A. (2009). Global faces and networked places. Retrieved from https://nielsen.com/nielsenwire/wpcontent/uploads/2009/03/nielsen_globalfaces_mar09.pdf
- Bybee, G. E. (2016). Investigating the Assumptions of Uses and Gratifications Research. *Sage Journals*, 321-338.
- Capadisli, S., et al. (2016). Linked data notifications: A resource centric communication protocol. Canada.
- Castleberry, A., & Nolen, A. (2018). Thematic analysis of qualitative research data: Is it as easy as it sounds? *Currents in Pharmacy Teaching and Learning*, 10(6), 807-815.
- Ceyhan, A. A. (2011). University Students' Problematic Internet Use and Communication Skills according to the Internet Use Purposes. *Educational Sciences: Theory & Practice*, 11(1), 69-77. Retrieved on November 27, 2015, from <http://files.eric.ed.gov/fulltext/EJ919890.pdf>
- Cochran, W. G. (1963) *Sampling Techniques*, 2nd Ed., New York: John Wiley and Sons, Inc.
- Comer, D. (1997). *The Internet book: everything you need to know about computer networking and how the internet works*. Prentice-Hall, Inc. Upper Saddle River, NJ.
- Côté-Arsenault D (2013) Focus Groups. In Beck CT (Ed) *Routledge International Handbook of Qualitative Nursing Research*. Routledge, Abingdon, 307-318.
- Crawford, N., Kaynak, E., & Weber, R. (2021). Fear, sentiment, and consumption during the COVID-19 pandemic: Evidence from social media. *Journal of Business Research*, 122, 726-734.
- Çelen, A., Erdoğan T., & Taymaz E., (2005). Fast Moving Consumer Goods Competitive Conditions and Policies. Economic Research Center, Middle East Technical University. <https://ideas.repec.org/p/met/wpaper/0503.html>
- Dabija, D. C., Bejan, B. M., & Tipi, N. (2018). Generation X versus millennials communication behaviour on social media when purchasing food versus tourist services. *E a M: Economie a Management*, 21(1), 191-205. <https://doi.org/10.15240/tul/001/2018-1-013>
- Dash Manoranjan, B. P. (2014). Determinants of Customers' Adoption of Mobile Banking: An Empirical Study by Integrating Diffusion of Innovation with Attitude. *Journal of Internet Banking and Commerce*, 01-21.
- Defleur, M.L. & Westie, F.R., 1963. Attitude as a scientific concept. *Social Forces*, 42, pp.17-31
- Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2021). Affective responses to the COVID-19 pandemic: Examining the role of hope and fear in self-care behaviors. *Journal of Business Research*, 124, 76-87.
- Ditter, S., Richter, S., Richter, A. & Smolnik, S. (2019). Towards the workplace of the future: How organizations can facilitate digital work. *Business Horizons*, 62(5), 649-661.

<https://doi.org/10.1016/j.bushor.2019.05004>

Eagly, A.H. & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich. This volume provides a comprehensive review of all aspects of research on the psychology of attitudes.

Edhlund, B. M., & McDougall, A. G. (2019). *NVivo 12 essentials*. Lulu Press.

Edina Susan Farai Nyemba et al (2015) Golden Baby Boomers' Perceptions of Online Social Networking Sites *Int. J. Comp. Tech. Appl.*, Vol 2 (3), 695-703

Ehikwe, A E. & Eloka C. N. (2013) Uses and Gratification Theory and The Optimization of the Media in The Privatization of State Owned Enterprises In Nigeria. *Journal of Economics and Sustainable Development* ISSN 2222-1700 (Paper) ISSN 2222-2855 (Online) Vol.4, No.16, 2013

Evans, D. (2008). *Social media marketing: an hour a day*. London: Wiley

Fishbein, M. & Ajzen, I., 1975. *Belief, attitude, intention, and behavior*, Reading, MA: Addison-Wesley.

F.J. Stegehuis (2021) *Digital Immigrants and Digital Natives: an explorative study into the adaptivity of technology*. Faculty of Behavioural, Management and Social Sciences. University of Twente.

Green J, Thorogood N (2004) *Qualitative Methods for Health Research*. Sage, London.

GlobalWorldIndex (2020) *Coronavirus Research March 2020 Release 3: Multi-market research*

Haddock, G. & Maio, G.R. (Eds.) (2004). *Contemporary perspectives on the psychology of attitudes*. Hove: Psychology Press. This volume reviews a number of contemporary research programs on the psychology of attitudes.

Hafele, N. (2011). "Social Media Marketing: Interaction, Trends & Analytics", *ICT 511* Fall, 51 (3): 1-6

Hilal, A. H., & Alabri, S. S. (2013). Using NVivo for data analysis in qualitative research. *International Interdisciplinary Journal of Education*, 2(2), 181-186.

Hassen, N. Sundstorm, J (2022) *Digital Communication in the Sales Process. The influence of digital communication and the rationale behind using it*. Umea School of Business. Economics and Statistics.

Hockly, Nicky (2011) The digital generation. 65 10.1093/elt/ccr041 *ELT Journal*

Israel, Glenn D. (1992) *Sampling the Evidence Of Extension Program Impact*. Program Evaluation and Organizational Development, IFAS, University of Florida. PEOD-5. October.

Hutchison, A. J., Johnston, L. H., & Breckon, J. D. (2010). Using QSR-NVivo to facilitate the development of a grounded theory project: An account of a worked example. *International Journal of Social Research Methodology*, 13(4), 283-302.

Jagboro, K.O. (2003), "A study of internet usage in Nigerian universities: a case study of Obafemi Awolowo University, Ile-Ife, Nigeria", *First Monday*, 2. Retrieved from www.firstmonday.dk/issues/issue8_2/Jagboro

- Jain V., Pant.S (2012) Navigating Generation Y For Effective Mobile Marketing In India: A Conceptual Framework, Mobile Marketing Association IJMM, Vol.7, No.3, Winter 2012
- Jaiswal, D., Pant, N., & Singh, N. (2020). Influence of COVID-19 pandemic on consumer behavior: A study of Indian consumers. *Journal of Retailing and Consumer Services*, 59, 102357.
- Jenny, D (2016). Social Media. 10.1002/9781118541555.wbiepc004.
- Jara, A. J., Parra, M. C., & Skarmeta, A. F. (2014). Participative marketing: Extending social media marketing through the identification and interaction capabilities from the internet of things. *Personal and Ubiquitous Computing*, 18(4), 997-1011.
- Jones S., and Fox S.(2009), *Generations Online*, Washington, DC: Pew Internet & American Life Project; Retrieved online 12 September 2010 from <http://www.pewinternet.org/Reports/2009/Generations-Online-in-2009.aspx> [24]
- J.P. Robinson, and S. Martin, IT Use and Declining Social Capital? More
- Kaul, V. (2012). The Digital Communications Revolution. *Online Journal of Communication and Media Technologies*, 2(3), 113-130. <https://doi.org/10.29333/ojcm/2392>
- Katz, E., & Blumler, J. G. (1974). The uses of mass communications: Current perspectives on gratifications research.
- Kaur P, Stoltzfus J, Yellapu V.(2018) Descriptive statistics. *Int J Acad Med* ;4:60-63
- Kesharwani, A. (2020). Do (how) digital natives adopt a new technology differently than digital immigrants? A longitudinal study. *Information & Management*, 57(2), 1-16. <https://doi.org/10.1016/j.im.2019.103170>
- Kitzinger J (1995) Qualitative research. Introducing focus groups. *BMJ*. 311, 7000, 299-302.
- KPMG. 2020. The Impact of COVID 19 on the Nigerian Consumer and Industrial Market. <https://assets.kpmg/content/dam/kpmg/ng/pdf/advisory/impact-of-covid-19-on-the-nigerian-consumer-markets-sector.pdf>
- Krueger RA, Casey MA (2008) *Focus Groups: A Practical Guide for Applied Research*. Fourth edition, Sage, Thousand Oaks CA.
- Leiner, Barry & Cerf, Vint & Clark, David & Kahn, Robert & Kleinrock, L. & Lynch, Daniel & Postel, Jonathan & Roberts, Lawrence & Wolff, Stephen. (2009). A Brief History of the Internet. *Computer Communication Review*. 39. 22-31. 10.1145/1629607.1629613.
- Levickaite, R. (2010) *Generations X Y Z: How Social Networks Form The Concept Of The World Without Borders The Case of Lithuania, LIMES*
- Liu, Yuping & L.J. Shrum (2002). "What Is Interactivity and Is It Always Such a Good Thing? Implications of Definition, Person, and Situation for the Influence of Interactivity on Advertising Effectiveness," *Journal of Advertising*, 31 (4), 53- 66.
- Li W, Ornstein KA, Li Y, Liu B. Barriers to learning a new technology to go online among older adults during the COVID-19 pandemic. *J Am Geriatr Soc*. 2021

- Nov;69(11):3051-3057. doi: 10.1111/jgs.17433. Epub 2021 Aug 29. PMID: 34409589; PMCID: PMC8446986.
- Lundblad, J. P. (2003). A Review and Critique of Rogers' Diffusion of Innovation Theory as it Applies to Organizations. *Organization Development Journal*, 50
- MagnaGlobal. (2020). Advertising Forecast. <https://www-wp-stage.magnaglobal.com/magna-advertising-forecasts-december-2020/>
- Maslow, A. (1954). *Motivation and personality* (p. 236). Harper: New York
- Mason, A., Narcum, J., & Mason, K. (2020). Changes in consumer decision-making resulting from the COVID-19 pandemic. *Journal of Customer Behaviour*, 19(3). <https://doi.org/10.1362/147539220X16003502334181>
- Markham, Annette. (2011). *Internet Research*.
- Magsamen-Conrad, K., and J.M. Dillon. 2020. Mobile technology adoption across the lifespan: A mixed methods investigation to clarify adoption stages, and the influence of diffusion attributes. *Computers in Human Behavior* 112(August): 106456. <https://doi.org/10.1016/j.chb.2020.106456>.
- Morgan, David & Spanish, Margaret. (1984). Focus Groups: A New Tool for Qualitative Research. *Qualitative Sociology*. 7. 253-270. 10.1007/BF00987314.
- Morgan D L (1997) *Focus Groups as Qualitative Research*. Second edition. Sage, Thousand Oaks CA.
- Namsu Park, K. F. (2009). Being Immersed in Social Networking Environment: Facebook Groups, Uses and Gratifications, and Social Outcomes. *Liebert Publication*, 729-733
- Nicky Hockly. (2012) Digital literacies, *ELT Journal*, Volume 66, Issue 1, January. Pages 108-112, <https://doi.org/10.1093/elt/ccr077>
- Nielsen, (2020). Predicting the online shopper shifts driving e-commerce momentum
- Niemelä-Nyrhinen, J. (2007), "Baby boom consumers and technology: shooting down stereotypes", *Journal of Consumer Marketing*, Vol. 24 No. 5, pp. 305-312. <https://doi.org/10.1108/07363760710773120>
- Nguyen, Jason and Le, Quan and Ha, Jasmine Trang, Impacts of Health and Safety Concerns on E-Commerce and Service Reconfiguration during COVID-19 Pandemic: Insights from an Emerging Economy (July 2, 2021). Available at SSRN: <https://ssrn.com/abstract=3735848> or <http://dx.doi.org/10.2139/ssrn.3735848>
- Odabası, Y., Erımcag, H., & Stanley, E. (1999) "Tüketici Davranışlarında rasyonel ve Duygusal Motivler
- Online Journal of Communication and Media Technologies Volume: 2 - Issue: 3 - July - 2012 © Online Journal of Communication and Media Technologies 113 The Digital Communications Revolution Vineet Kaul DAIICT (Dhirubhai Ambani Institute of Information, Communication & Technology) University, India
- Paulus, T., Woods, M., Atkins, D. P., & Macklin, R. (2017). The discourse of QDAS: Reporting practices of ATLAS.ti and NVivo users with implications for best practices. *International Journal of Social Research Methodology*, 20(1), 35-47.

- Peräkylä A (1997) Reliability and validity in research based on transcripts. In Silverman D (Ed) *Qualitative Research: Theory, Method and Practice*. Sage, London, 201-220.
- Prensky, M. (2001a), “Digital natives, digital immigrants”, *On the Horizon*, Vol. 9 No.5, pp. 1-6.
- Prensky, M. (2001b), “Digital natives, digital immigrants II: do they really think differently?”, *On the Horizon*, Vol. 9 No. 6, pp. 1-6.
- Ray, S.S. (2012). Sales & distribution Network of Leading FMCG Companies in Rural India. Accessed 2.09.2017. <http://www.slideshare.net/swarnabharay/journal-study-of-the-sales-distribution-network-of-leading-fmcgs>
- Richter, D., & Schäfermeyer, M. (2011). Social media marketing on multiple services - the case of the student run organisation AIESEC. Paper presented at the 19th European Conference on Information Systems, ECIS 2011
- Richter, Alexander. (2020). Locked-down digital work. *International Journal of Information Management*. 55. 10.1016/j.ijinfomgt.2020.102157.
- Richards, L. (2015). *Handling qualitative data: A practical guide*. SAGE Publications.
- Roberts, R. R., and J. Kraynak. (2008). “Walk like a giant, sell like a madman”. Hoboken, NJ: Wiley.
- Roylab live world stats (2021). <https://www.youtube.com/c/RoylabStats/videos>
- Robin L. Nabi, M. B. (2009). *The SAGE Handbook of Media Processes and Effects*.
- Rogers, E. M. (2003). *Diffusion of Innovations*. New York: The Free Press
- Ruggiero, T. E. (2009). *Uses and Gratifications Theory in the 21st Century*. Routledge,
- Rubatheen, N, Yazdanifard, Rashad. (2013). Social Media Marketing SOCIAL MEDIA MARKETING: ADVANTAGES AND DISADVANTAGES.
- Quercia, V. (1997). *Internet in a nutshell*. O'Reilly & Associates, Inc. Sebastopol, CA.
- QSR International. (2020). NVivo qualitative data analysis software. Retrieved from <https://www.qsrinternational.com/nvivo>
- Sahin, A. B., Islam, M. N., & Rahman, M. M. (2021). Panic buying during the COVID-19 pandemic: A multi-country examination. *Journal of Retailing and Consumer Services*, 59, 102357.
- Sahin, I. (2006). Detailed Review Of Rogers’ Diffusion Of Innovations Theory And Educational Technology-Related Studies Based on Rogers’ Theory. *The Turkish Online Journal of Educational Technology*, 14-23.
- Salopek, J. (2003), “Going native: cross the generation gap by learning to speak game”, *TpD*, Vol. 57No. 6, pp. 17-19.
- Sandeen, C. (2009). Boomers, Xers, and Millennials: Who are They and What Do They Really Want from Continuing Higher Education? *Continuing Education* 73: 93-113.
- Șchiopu, A.F., Pădurean, A.M, Țală, M.L., & Nica, A.-M., (2016). The Influence of New Technologies on Tourism Consumption Behavior of the Millennials. *Amfiteatru Economic*, 18(Special Issue 10), 829-846.

- Sotiriadou, P., Brouwers, J., & Le, T. A. (2014). Choosing a qualitative data analysis tool: A comparison of NVivo and Leximancer. *Annals of Leisure Research*, 17(2), 218-234.
- Smith, A. (2016, July 13). Social Media throughout the Generations. Retrieved from <http://www.postcontrolmarketing.com/453/2016/06/13/social-mediathroughout-the-generations/>
- Shams, G., M.A. Rehman, S. Samad, and E.L. Oikarinen. 2020. Exploring customer's mobile banking experiences and expectations among generations X, Y and Z. *Journal of Financial Services Marketing*. <https://doi.org/10.1057/s41264-020-00071-z>.
- Shaw, H. 2020. Sticking Points ([edition unavailable]). Tyndale House Publishers. Retrieved from <https://www.perlego.com/book/3175706/sticking-points-pdf> (Original work published 2020)
- Silver, C., & Lewins, A. (2014). Using software in qualitative research: A step-by-step guide. SAGE Publications.
- Stephen, A. T., and J. Galak. (2009). "The complementary roles of traditional and social media in driving marketing performance". Business School. INSEAD
- Stevenson, N. (2002). New media and the information society: Schiller, castells, virilio and cyberfeminism. SAGE Publications Ltd, <https://dx.doi.org/10.4135/9781446221310>
- Tanuri, I. (2010). "A literature review: Role of social media in contemporary marketing". Retrieved from <http://agroovyweb.com/2010/03/11/university-of-chicago-and-my-literature-review-role-of-social-media-in-contemporary-marketing/>
- Tamara.C, Becca.C, Kelsey.R and Jamie.W(2020). The great consumer shift: Ten charts that show how US shopping behavior is changing. McKinsey
- Tuten, T. L. and Solomon, M. R. (2017) Social media marketing. Thousand Oaks: Sage.
- Valentine, D. B., & Powers, T. L. (2013). Generation Y values and lifestyle segments. *Journal of Consumer Marketing*, 30(7), 597-606. <https://doi.org/10.1108/jcm-07-2013-0650>
- Vural, C. A., Ozkara, B. Y., & Aydin, O. N. (2021). Investigating the impact of corporate social responsibility on brand loyalty during the COVID-19 pandemic. *Journal of Business Research*, 129, 286-293.
- Wicker, A., 1969. Attitudes versus actions: The relationship of verbal and overt behavioral responses to attitude objects. *Journal of social issues*, 25(4), pp.41-78.
- Wimmer, R. D., &Dominick, J. R. (2010). Mass Media Research: An Introduction. Belmont, USA: Thomson Wadsworth Publishing.
- Wirtz, Derrick & Tucker, Amanda & Briggs, Chloe & Schoemann, Alexander. (2021). How and why social media Affect Subjective Well-Being: Multi-Site Use and Social Comparison as Predictors of Change Across Time. *Journal of Happiness Studies*. 22. [10.1007/s10902-020-00291](https://doi.org/10.1007/s10902-020-00291)
- Woolf, N. H., & Silver, C. (2017). Qualitative analysis using NVivo: The five-level QDA method. Routledge.