



BUSINESS WORLD STUDIES IN THE SCOPE OF MANAGEMENT, TRADE AND MARKETING

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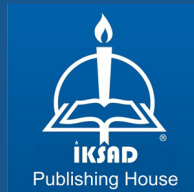
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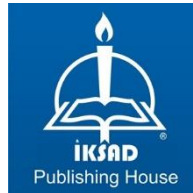
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CONTENTS

PREFACE

Safa Acar.....1

CHAPTER 1

BANKING SYSTEM AND COVID 19: CASE OF KAZAKHSTAN

Assist. Prof. Maya Katenova.....3

CHAPTER 2

ELECTRONIC COMMERCE; CONCEPTS, MODELS AND FRAMEWORKS

Dr. Alireza Moghaddasi17

CHAPTER 3

SOCIAL MEDIA ADVERTISIMENTS IN TERMS OF AIMS AND AREAS: A PLATFORM BASED REVIEW

Hüseyin Emin Kurnaz, Dr. Tolga Şentürk.....35

CHAPTER 4

ROLE OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN HUMAN RESOURCES MANAGEMENT

Lecturer Dr. Safa Acar, Lecturer Mehmet Ali Uslu.... 53

CHAPTER 5

UNDERSTANDING HOW FITNESS TRACKERS AND SMARTWATCHES MOTIVATE PEOPLE TO A HEALTHY LIFESTYLE

Gulhan Bizel ,Soundarya Srinivasan, Majd Zeitouny73

PREFACE

The business world has a structure that is updated every day. There are new perspectives, new paradigm changes and new developments in fields such as management, trade and marketing. These developments and changes are brought to the agenda in national and international media, and information is provided to the entire public. In this study, this idea was also taken into consideration and the study was prepared in order to contribute to the national literature by bringing together current management, trade and marketing studies. There are many problems faced by businesses that form the basis of every economy and waiting to be solved. Ignoring these problems can cause chronic damage to the business and result in the inability to ensure its sustainability in the future. When these problems are in the main elements such as management, marketing and trade, it is inevitable to encounter much greater losses. Focusing on these areas and following the developments constitute an important value.

I would like to thank all the researchers who contributed to the preparation of the study and IKSAD Publishing House, who meticulously published the book, and I hope that this study, prepared in the fields of management, trade and marketing, will be useful to researchers.

Dr. Safa ACAR

March 2022

CHAPTER 1

BANKING SYSTEM AND COVID 19: CASE OF KAZAKHSTAN

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INTRODUCTION

COVID-19 outbreak that started in the end of 2019 and spread across the world has affected all aspects of people's lives. Most importantly, it has affected economies as well as countries. The pandemic enforced mass lockdowns in order to control mass spread of virus. Indeed, COVID-19 outbreak increased uncertainty about the future. As a result, stock markets have become highly-volatile (Erdem, 2020). Indeed, virus outbreak has had negative impact on most of the world economies with decreased economic output, rising unemployment and decreasing GDP growth rates. One prominent case of stock market crash during the pandemic happened in March, 2020 when American stock markets had plunged tremendously. Dow Jones Industrial Average plunged by 26% due to the government reaction to virus outbreak (Mazur and et al., 2020). Strict policy responses led to the suspension of the manufacturing and production, which adversely affected the stock performance of publicly listed companies. As an important and dynamic player in world economy, Kazakhstan has been also affected by the COVID-19 outbreak, which resulted in an increased pressure on the economy as overall output levels have decreased when the pandemic affected the country in March of 2020. Given the fact that the impact of the virus outbreak tended to vary from the sector to sector and considering lack of works addressing the impact of the COVID-19 on the bank performance in Kazakhstan, this paper is unique one. It will serve as a promising avenue for further research. Based on this assumption, current research work intends to assess the impact of COVID-19 spread on banking sector of the country. In fact, banking industry is servicing and it serves the needs of the business. Moreover, systematic failures as well as liquidity problems of the banking sector during the economic downturns have motivated to analyze members of the banking and finance industries to determine the behavior of market and overall impact on the volatility levels.

Indeed, banking sector of Kazakhstan plays a strategic role in maintaining overall liquidity of entire national economy. Assessing the impact of the COVID-19 pandemic on the stock market overall and on sectoral basis is important due to its relevance to the current trends occurring on global stock markets. It can be assumed that different sectors are influenced differently by COVID-19. Moreover, current analysis will be based on

Kazakhstani Stock Index in order to identify the degree of impact caused by the pandemic. Moreover, the analysis will lay down the foundation for further research works about the long-lasting effect of the pandemic on the stock market trends. The information derived from the study will have practical implications for all investors holding portfolios in Kazakhstani companies.

Sagatbekovich (2019) argued that main transmission channel of the Global Financial Crisis in 2007-2008 was banks with their international borrowing activities, which resulted in the failure of several banks resulting in government intervention to rehabilitate suffering banks. Given importance of the banking sector, the research will attempt to address stock market performance of the largest commercial banks in Kazakhstan to determine the degree of responsiveness to virus-induced economic recession. The research findings are expected to serve as a foundation for further research addressing stock market volatility, which would serve as policy implications.

Moreover, current study is intended to analyze the impact of the COVID-19 spread on the stock market. In addition, it will address potential issues, which are prevalent in Kazakhstani stock market. Banking sector was one of the first industries, which were affected by the spread of the novel coronavirus.

LITERATURE REVIEW

Acharya and Steffen (2020) stated that the virus spread around the world has been a stress test for the banks. Indeed, these authors focused on the American commercial banks and concluded that spread of the virus had led to the stock market price declines as well as stricter credit conditions. It was stated that such tendencies are likely to contribute to the need in a much healthier bank capitalization and management of the credit portfolios through stress tests. Tier 1 capital to risk-weighted assets ratio of the banks will likely be closer at minimum to the regulatory minimum of 8% and some banks would experience even lower than 8% rates. Given such scenarios and already increasing credit lines, regulators are recommended to plan ahead for such severe stress tests by ensuring that banks can prevent any further bank capital depletions by offering dividends or launching share buyback schemes.

Li and et al., (2020) stated that COVID-induced crisis had contributed towards increased role of the banking system as a lender of the first resort as

the liquidity demands have been increasing. Indeed, the firms have been drawing funds on the massive scale from pre-existing credit lines as they were anticipating cash flow disruptions deriving from the COVID-19 crisis in the United States. Hence, concentration of large liquidity demands was observed among the largest commercial banks, which had the largest corporate customers. Authors argued that potential reasons why commercial banks were able to withstand increased demand for liquidity were timely capital injections made by the Federal Reserve System. Liquidity injection programs took place before the COVID 19. On the other hand, Lee (2020) had focused on stock market responses during the first weeks of the virus spread by application of big data. The study was based on the Daily News Sentiment Index (DNSI) and Google Trends data on COVID-19-related searches. The study focused on the correlation between 11 selected sector indexes of the United States' markets over the period covering January 21st, 2020 to May 20th, 2020. Application of three-factor model, Fama-French, revealed excess returns.

Choi (2020) conducted wavelet coherence analysis in order to assess the stock market uncertainty caused by the COVID-19 spread among industrial companies of the United States to reveal interdependencies and casualty relationships. Wavelet coherence analysis was applied in order to distinguish economic policy uncertainty data and it was compared with the monthly sector volatility of the S&P 500 Index covering the period of January 2008-May 2020. The main objective was to compare sectorial uncertainties during Global Financial Crisis of 2007-2008 with the COVID-led uncertainties. It was identified that COVID-19 has contributed towards the uncertainty more in comparison with the Global Financial Crisis. More precisely, it was identified that while Global Financial Crisis had contributed towards uncertainty increases in case of certain industrial sectors, COVID-19 influenced all sectors of the economy. Also, the EPU led market volatility in all observed sectors, while only a few sectors were led by EPU during the Global Financial Crisis in 2007-2008.

METHODOLOGY

Indeed, it should be noted that the study addresses impact of COVID-19 on the banking sector of the Kazakhstan. The research work is intended to analyze the impact of the COVID-19 spread by focusing on daily stock price

changes and correlation with the dependent variables. Considering similar works conducted to analyze the COVID-19 impact, it was decided to focus on the linear regression model.

Given the research specifics, quantitative method was selected as the most appropriate and effective measure to determine interrelationships between stock volatilities as well as metadata on COVID-19 trends across Kazakhstan. It should be noted that previous works revealed application of the same methodology. To be specific, such authors as Alam and et al., (2020), Dilla and et al., (2020), Goker and et al., (2020), and Singh and et al., (2020) employed linear regression analysis to reveal stock market volatility being generated by the spread of the novel virus. The proposed research methodology is named as “event analysis”, where information and official statistics are compared with the stock market response rates. After identifying the appropriate methodology, it is necessary to determine dependent and independent variables to be used in linear regression analysis.

As an independent variable, daily stock price change was considered as an appropriate measure of the stock market response. Daily stock price change is calculated based on the following formula:

$$Pt = (\text{Price}_{\text{Adj.close}} - \text{Price}_{\text{Open}}) / \text{Price}_{\text{Open}}$$

where,

$\text{Price}_{\text{Adj.close}}$ - stock price at the end of trading day

$\text{Price}_{\text{Open}}$ – stock price at the beginning of trading day

Based on the aforementioned formula, daily price changes for selected companies were calculated.

As the study is dedicated to the analysis of COVID-19 impact on the banking sector, it was decided to select the largest commercial banks of Kazakhstan, which are summarized on the following .

Table 1. Banks and finance companies

Name	Share Symbol	Sector
Halyk Bank JSC	HSBK	Banking and Insurance
Bank Center Credit JSC	CCBN	Banking and Insurance
Kapsi.kz JSC	KASPI	Banking and Insurance
Jysan Bank (former Tsesna Bank)	TSBN	Banking and Insurance
Freedom Finance	FRHC	Financial services
Forte Bank JSC	ASBN	Banking and Insurance

There are six companies included in the analysis, which represent banking, insurance and financial services industries. In order to obtain clear picture, it is decided to analyze daily stock price changes of aforementioned companies starting from March 20th 2020 to March 20th, 2021. In order to understand to what type of statistical information stocks have high responses, it was decided to include three different types of data on COVID-19 spread in Kazakhstan, which are outlined below:

1. Total COVID-19 cases.
2. New COVID-19 cases.
3. COVID-19 deaths

Metadata on COVID-19 trends was obtained from the open-source online platform “Our World in Data” (OurWorldInData.org, 2021), where all necessary statistical information on COVID-19 is published.

Based on the variables above, the following linear equation was developed:

$$P = \beta_0 + \beta_1 * COVID_{total} + \beta_2 * COVID_{new} + \beta_3 * COVID_{deaths} + U_t \quad (1)$$

where,

- Betas are elasticity of chosen variables
- U_t is a term of disturbance

Overall, it can be concluded that all three linear equations represent interrelationships between COVID-19 spread in Kazakhstan and stock market volatility.

This section of the study is focused on the main findings derived from the regression analysis. Recalling the research objectives, this section of the work will provide with more insightful information about interrelationships between selected independent and dependent variables outlined previously.

As it can be observed from the table 2, total number of observations was equal to 1464.

Table 2 Regression Results

<i>Regression Statistics</i>	
Multiple R	0.17230651
R Square	0.02968953
Adjusted R Square	0.02435449
Standard Error	0.08050596
Observations	1464

Table 3 indicates that multiple R of the regression analysis was equal to 0.17, whereas R-square was 0.029. It should be noted that adjusted R-square was equal to 0.024, standard error of the observation was equal to 0.08. It should be noted that multiple R of the analysis represents the degree of correlation between independent and dependent variables. On the other hand, R-square demonstrates the coefficient of the determination, which can be interpreted as a degree of fit between selected variables as well as regression line. Indeed, it can be observed from the results that R-square was equal to 0.029, which is relatively low. Standard error of the observation was also relatively low with 0.08 making the model acceptable in terms of the distance between the linear equation and distance to the data.

Furthermore, analysis of ANNOVA test is summarized on Table 4.

Table 3. ANOVA Results of Regression Analysis

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	8	0.28854376	0.03606797	5.56500657	5.83328E-07
Residual	1455	9.43015906	0.00648121		
Total	1463	9.71870283			

As it can be interpreted from the ANOVA results, F-significance was around 5.833. From the statistical point of view, Significance F explains the probability that null hypothesis in the regression model cannot be rejected. Also, F value was also considerably low for the chosen model. Nevertheless, regression results are interpreted as not acceptable as Significance F exceeded the acceptable limits ranging between 5% and 15%.

Furthermore, the analysis of the coefficients is demonstrated below.

Table 4. Regression Analysis Coefficients

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.01900493	0.00601854	3.15773201	0.00162267	0.0072	0.03081087	0.00719899	0.03081087
total_cases	8.1007E-09	1.4571E-07	0.05559573	0.9556715	-2.8E-07	2.9392E-07	-2.777E-07	2.9392E-07
new_cases	-4.584E-07	1.7017E-06	-0.269368	0.78768474	-3.8E-06	2.8797E-06	-3.796E-06	2.8797E-06
total_death	-4.995E-06	1.0746E-05	-0.4647868	0.64215366	-2.6E-05	1.6085E-05	-2.607E-05	1.6085E-05
D2	-0.0125859	0.00728867	-1.7267799	0.08441944	-0.02688	0.00171149	-0.0268833	0.00171149
D3	-0.0102737	0.00728867	-1.4095388	0.15888961	-0.02457	0.00402376	-0.0245711	0.00402376
D4	-0.0389684	0.00728867	-5.3464338	1.0403E-07	-0.05327	-0.024671	-0.0532658	-0.024671
D5	-0.00134	0.00728867	-0.1838447	0.85416091	-0.01564	0.01295744	-0.0156374	0.01295744
D6	-0.0068573	0.00728867	-0.9408158	0.34695544	-0.02115	0.00744013	-0.0211547	0.00744013

According to Table 5, coefficients varied in relation to the stock market price volatility. As it can be observed, total COVID-19 cases have had positive relationships with stock price volatility, whereas New COVID-19 cases as well as COVID-19 death rates have had negative relationship. Indeed, the regression model revealed the highest p-value in case of total cases, which equaled to 0.955, whereas new COVID-19 cases had a p-value equalling to 0.787 and COVID-19 deaths 0.64.

CONCLUSION AND RECOMMENDATIONS

It should be noted that COVID-19 impact on the global economy and financial system is yet to be analyzed. Nevertheless, short-term impact of the virus has affected almost every country negatively as international trade was

halted, supply chains and distribution disrupted and companies lowered their production outputs.

Current study was intended to analyze major impacts of COVID-19 on Kazakhstani stock market performance with the focus on the stock price volatility. The research work focused on the analysis of the banking sector. In order to reveal interrelationships between COVID-19 and stock market volatility, linear regression model was implemented. As independent variables, it was decided to consider stock price changes during the day by considering stock opening and adjusted closing prices. The study relied on event study methodology commonly used in COVID-19 impact analysis by authors such as Alam and et al., (2020), Dilla and et al., (2020), Goker and et al., (2020), and Singh and et al., (2020) and others.

Based on the research shortcomings and specifics of the research topic, there have been several future research recommendations, which can provide with robust results. Firstly, the future research should rely on the multifactor approach by integrating other factors, which tend to impact the stock market performance. Such variables include key interest rate policy of the National Bank of Kazakhstan, fiscal policies (tax holidays), employment support and credit policies, foreign currency exchange rates as well as stock market indicators including the frequency of trades of a particular stock (supply and demand), beta change and price-to-earnings (P/E) ratios, company specific variables such as market share, company size and industrial-specific factors. Secondly, there is a need in addressing push and pull factors created by the COVID-19. As it was identified from the analysis of COVID-19 impact on different markets, there is a push and pull factor that contribute towards increased stock price volatility. Push and pull factor determination would identify more appropriate variables, which tend to shape the stock market trends. Moreover, factors such as timing and geographical distance of the virus-induced crisis should be included in order to analyze average speed of virus spread on the country level. Thirdly, there is a need in enlarging the sample size by including other stocks in the analysis and aggregating the risk and return characteristics based on the sectorial levels. Such action is needed in order to determine the most and least affected sectors of the economy. Aggregation of the risk and return based on the sectors would enable to analyze and understand the COVID-19 impact in a more detailed

manner. Therefore, the future research works should consider all stocks listed at Kazakhstani Stock Exchange market. Such type of study may possibly take place in any CIS country such as Russia or Belarus.

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CHAPTER 2

ELECTRONIC COMMERCE; CONCEPTS, MODELS AND FRAMEWORKS

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INTRODUCTION

The increasing advances in information and communication technology and the convergence between this technology and the process of information development caused a transformation and movement called the communication revolution in human societies (Rayport and Jaworski, 2001). On the other hand, the moves that have been made in the field of corporate management and in order to reduce costs and make the customer-centric perspective operational, have made the application of the achievements of the communication revolution in business a justifiable and perhaps necessary and necessary thing (Gregory et al., 2017). Several e-everything such as e-commerce, e-government, e-economics, e-learning, etc. have emerged in other areas of human activity (Intan Salwani et al., 2009).

E-commerce is one of the most important phenomena arising from information and communication technology that has created a dramatic change in the volume and method of business and commerce (Grandon and Pearson, 2003; Ives, 2000). Electronic Commerce (EC) has emerged as a whole business strategy that enables organisations to improve business processes and communication, both within the organisation and with trading partners (Chong, 2006).

In most cases, e-commerce is interpreted as the simple buying and selling of goods or services through the Internet, which is done online. These exchanges can include buying and selling large or small physical and non-physical goods (such as cars or computer software), providing various services to customers (such as legal advice), and other business matters (such as bartering, launching tenders, and executing projects) (Kalakota and Whinston, 2008).

1. ELECTRONIC COMMERCE DEFINITIONS

E-commerce is a term that is widely used today in articles, literature, business, commerce, and public media. This new phenomenon has different definitions for different references, all because of its novelty and also because of the very diverse applications and fields of activity (Gregory et ai., 2017). E-commerce is also a multidisciplinary phenomenon that is related, on the one hand, to the most advanced concepts of information technology and, on the other hand, to topics such as marketing and sales, finance, economics, and

law. Hence, various interpretations have emerged from it. Organizations, scientific and research institutes, and reputable global business centers and researchers active in the field of e-commerce have provided several definitions of e-commerce:

- E-commerce means the electronic data interchange (EDI). Electronic data interchange is the production, processing, application and exchange of information and documents in automatic electronic methods between computer systems and based on common language and specific standards and with minimal human intervention (Longly and Shain, 2002). Of course, e-commerce has far wider areas than EDI, and that is a revolution in the field of communication (Heen et al., 2000).

- E-commerce is the process of buying, selling, transferring or exchanging products, services or information through computer networks connected to the Internet (Faryad Henari and Mahboob, 2008).

- E-commerce is the conduct of all business activities using computer communication networks, especially the Internet. E-commerce is a kind of paperless business. Through e-commerce, information exchange, sales and information necessary for the transportation of goods will be done with less effort and banking exchanges will be done more quickly. Companies will not have the current restrictions to communicate with each other and their communication with each other will be easier and faster. Vendors' relationship with customers can be one-on-one with each customer, albeit at a low cost (Srinivasan et al., 2002).

2. ELECTRONIC COMMERCE TYPES

E-commerce provides a potential platform for helping to create simple, fluid, productive, transparent and effective relationships between business and consumer sectors, consumers with business sectors, consumers with each other and business sectors with each other. This topic is categorized and reviewed as e-commerce models, funds, opportunities or applications (Chong and Pervan, 2007). Table 1 shows the main models of e-commerce.

Table 1- Models or applications of e-commerce

	Business	Consumer
Business	Business-to-Business (B2B)	Business-to-Consumer (B2C)
Consumer	Consumer-to-Business (C2B)	Consumer-to-Consumer (C2C)

2.1. Business to Business (B2B)

B2B is the first e-commerce store and still has the highest revenue according to the latest statistics. In B2B, businesses not only have to identify their customers, they also have to identify intermediaries. In this model, all partners and services related to international trade, such as suppliers, buyers, shippers, logistics (support), inspection services, marketing news and software applications that facilitate production, Buy and sell come together in one place. B2B is used where we want to do bulk sales with the help of e-commerce and operate outside the realm of retailers because online retailing is very risky because customers are reluctant to buy everything online. And they only touch some goods and other things do not matter much to them. Cisco was one of the first large companies to launch its e-commerce site in July 1996, and after that serious efforts were made by other companies to do so. A month later, giant computer companies such as Microsoft and IBM launched their commercial software that made it possible to sell online (Turban et al. 2002; Benjamin and Wigand, 1995; Rao et al., 2003).

2.2. Business to Consumer (B2C)

B2C has the largest share of e-commerce, which forms the basis of retail. This type of business has grown rapidly with the spread of the web, and it is now easy to buy a variety of goods from sweets to cars and computer software over the Internet. B2C started about 5 years ago with sites like Amazon and CDNOW. The founder of Amazon launched his site just to sell books online, and this simple idea was the prelude to a global transformation. In B2C e-commerce, on one side of the transaction is the producer (seller) of

the product and on the other side is the buyer (final consumer). Success in this model depends on the experiences provided to the customer. The customer should be provided with services that he is accustomed to in the traditional model and create similar conditions. Companies like Amazon and REI have built a strong online environment on their reputation that can satisfy the undisputed customer. Another form of online customer experience is to choose the right video relationship with the customer. The text and graphics that the customer should exchange with instead of the seller should be well designed. After the hacking of many websites of online retailers such as Credit cards and egg heads, etc., many customers have become very sensitive to the theft of their personal information by hackers, which has reduced electronic transactions at intervals. It's been a while, but it hasn't reduced transactions to zero, and people are still using online stores (Turban et al. 2002; Benjamin and Wigand, 1995; Rao et al., 2003).

2.3. Consumer to Consumer (C2C)

In this e-commerce model, auctions and tenders of goods are done through the Internet. The C2C model is similar to the classified requirements of a newspaper or similar to a stall in a second-hand market or brokerage. The main idea of this model is that consumers buy and sell with each other without intermediaries. The largest prototype of the C2C model is the online auction giant ebay. Ebay itself does not sell anything and acts as an intermediary between buyers and sellers to offer products at online auctions. For example, ebay allows the seller to put his initial price up for auction, and then bidders must comment on the auctioned item before it expires. Other websites such as Auto bytel and Cars mart are examples of the C2C model. Due to the low cost of advertising on the Internet, the use of the C2C model by Internet users to sell their desired goods has been considered (Turban et al. 2002; Benjamin and Wigand, 1995; Rao et al., 2003).

2.4. Consumer to Business (C2B)

While the online consumer market is expanding day by day, many shoppers have realized that the way to choose a product is very wide. When consumers find sites that sell the product they want, it is often difficult to find the product itself on that site and get the price of the product. Therefore, in

order to make shopping easier, new online buying and selling methods are needed, which lead to profitability in sales agencies. They should use a sales strategy, such as Priceline, which has adapted to this strategy (Turban et al. 2002; Benjamin and Wigand, 1995; Rao et al., 2003).

3. ELECTRONIC COMMERCE FRAMEWORK

The analytical framework for the study of e-commerce is based on previous conceptual studies. This framework includes three levels of analysis: the organization, the –industry-market, and the legal (Grandon and Pearson, 2003). In the figure 1 the model is presented.

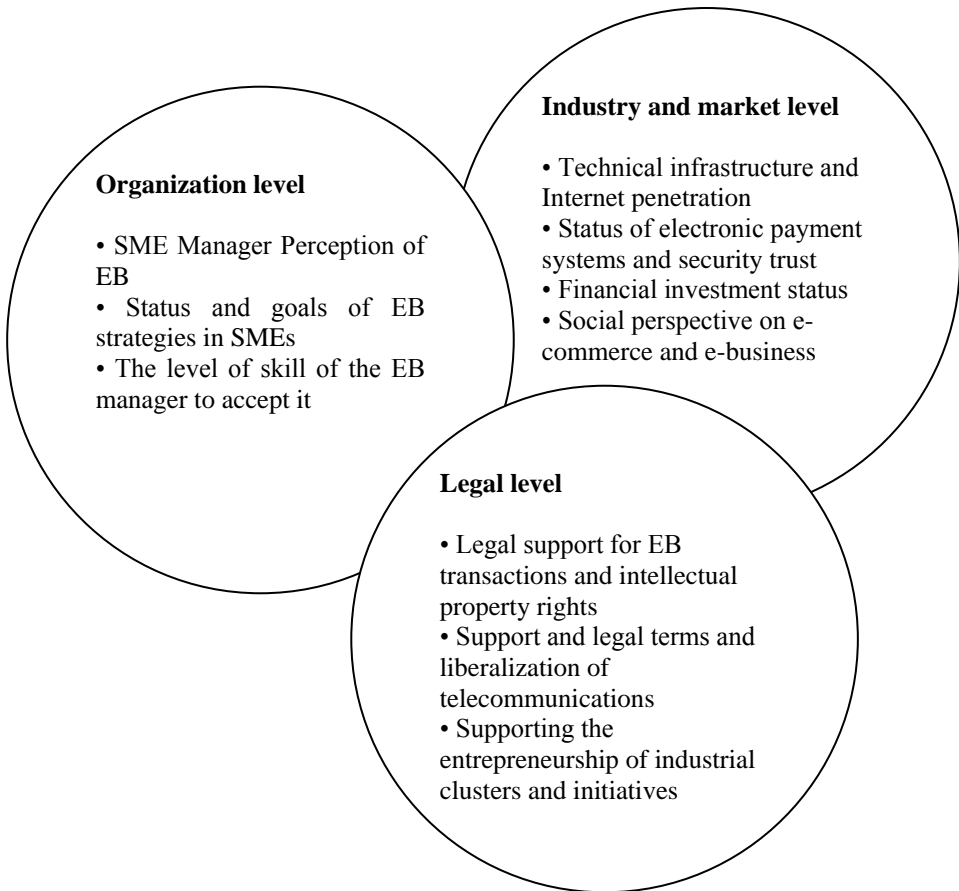


Figure 1. Electronic commerce framework

4. CONCEPTUAL MODEL OF INDICATORS AFFECTING E-COMMERCE

Various models have been proposed to investigate the impact of factors on e-commerce (Kaynerk et al., 2005). For example, one of these models are provided by Chong. In this model, in order to determine the most important indicators affecting e-commerce, a number of related indicators were identified and divided into two main groups, including internal and external environmental indicators. The distinction between internal and external environmental indicators is intended to distinguish between specific characteristics of the organization and characteristics outside the organization (Chong, 2006). The figure 2 describes the research and communication model between influential indicators and acceptance status.

5. TYPES OF E-COMMERCE BUSINESS MODELS

Erl (2005) has identified more than eleven different types of e-commerce business models based on the e-commerce perspectives. Access to these models is provided and facilitated through websites. These models are summarized as follows:

5.1. Electronic store

Marketing of a company or store through a website is called electronic store or electronic shop. You can find all kinds of online stores or shops on the Internet. These stores operate in various fields such as food industry, art, music and even sports. There is a significant share of the e-commerce market in this sector.

5.2. Electronic procurement

Electronic procurement and payment of goods and services provided by organizations and business institutions is called electronic procurement. They include business processes that are part of the value chain and consists of a wide range of internal procurement and purchase of goods and services (electronic procurement) to external procurement (electronic completion) and customer relationship management.

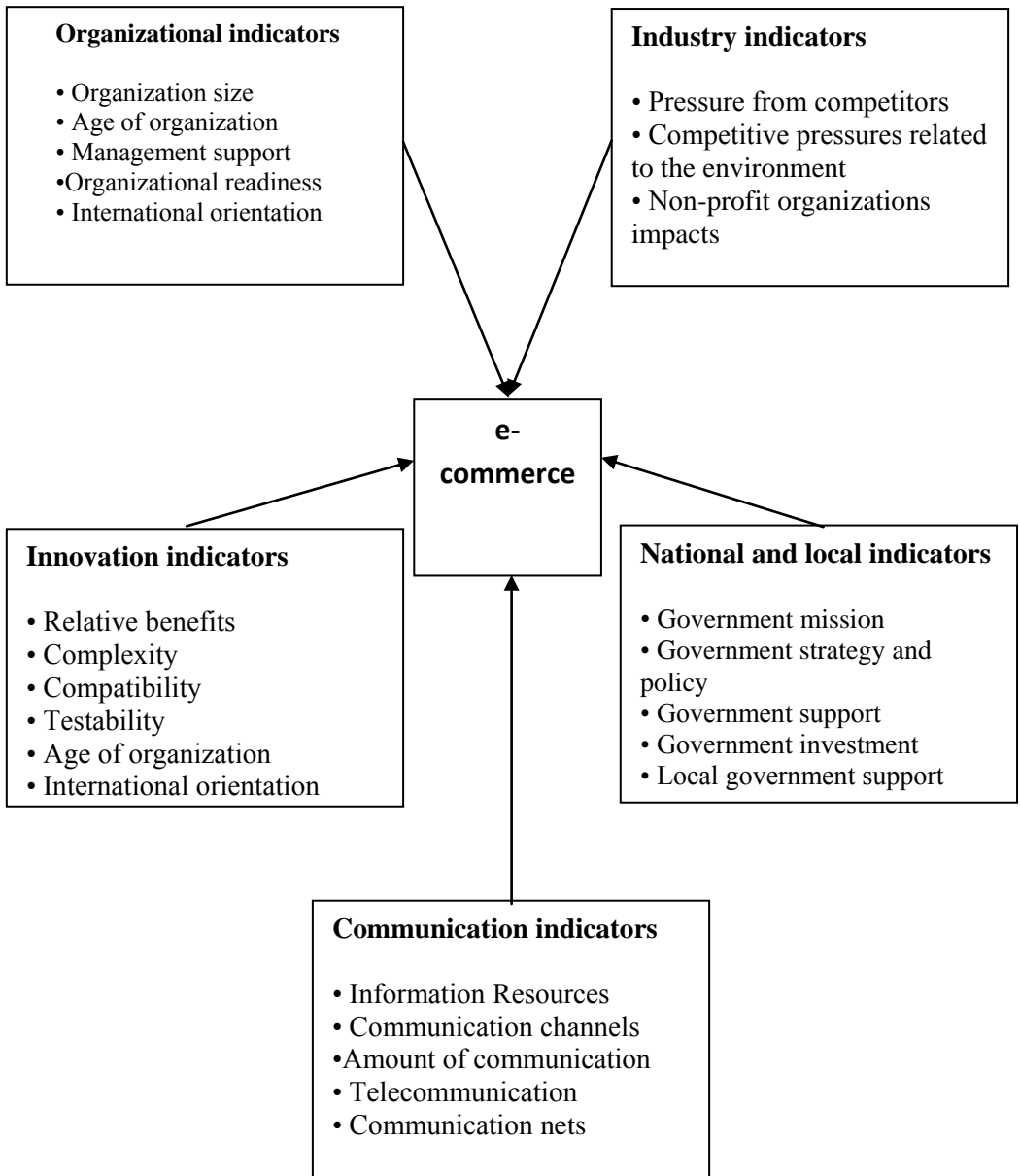


Figure 2. Conceptual model of indicators affecting e-commerce (Chong, 2006)

5.3. Electronic mall

Electronic mall is a set of electronic stores that are somehow connected to each other or integrated. These markets may operate in a single field or may be created for different areas. In the field of e-shopping centers, we can mention Indigo Square Shopping Center (www.indigosquare.com).

5.4. Electronic auctions

Electronic auctions are a suitable commercial platform for buying and selling special goods such as surplus consumption of organizations, second-hand equipment, semi-manufactured goods and perishable products and the like. These auctions can be used for both B2B models such as ebay (www.ebay.com) and B2C models such as QXL (www.qxl.com).

5.5. Virtual communities

Virtual communities are important because of their potential in buying and selling e-commerce and can appear in two ways. One way is virtual B2C communities such as Xoom (www.xoom.com) and other way is virtual B2B communities, for example Vertical Net (www.vertical.net).

5.6. Collaboration platforms

These business models make it possible to work together and collaborate between businesses and individuals. In this regard, we can refer to the platform of cooperation platform created by E-groups (www.egroups.com), which is now part of Yahoo! (www.yahoo.com) operates.

5.7. Value chain integrators

Introduce a range of different types of services at all stages of the value chain. Banks are an example of this e-commerce service provider. So that without them, e-commerce is not possible.

5.8. Third-party marketplaces

These markets are used to focus on B2B e-marketplaces. The markets of the third sector are of vital importance in the market. From the perspective of suppliers or manufacturers, they provide a new channel for selling products. If a market like the one created by Ford, General Motors and

DaimlerChrysler is set up by key players, then they will probably be essential to trading with key customers through those markets. From a B2B perspective, when a customer equips market suppliers, the virtual market provides an opportunity to reduce costs by offering lower prices, so that pricing becomes much more visible and leads to more price competition.

5.9. Value Chain Service Providers

Specialize in providing functions for specific parts of the value chain such as UPS Procurement and Support (www.ups.com).

5.10. Information brokerage

Information provides to customers, businesses and governments, often to help them decide to buy or sell or do business or in their spare time and unemployment.

5.11. Trust and other services

Examples of trust services include Which Web Trader (www.truste.org) or Truste (www.truste.org), which certify the quality of goods and services provided by electronic firms that have a network of commercial services (Erl, 2005).

6. Conceptual model for adoption and transfer to e-commerce

An integrated model of acceptance and transition to e-commerce was introduced in Figure 4. This model considers the movement towards e-commerce to depend on the level of acceptance by the organization, which is controlled by the size of the organization and the type of industry (McCole and Ramsey, 2005).

7. Evolution stages of companies' presence in e-commerce

E-commerce companies do not enter the e-commerce environment all at once. The establishment of e-commerce system and the company's entry into the world of e-commerce and e-commerce takes place through an evolutionary process, and as the company moves from one stage to the next, the technical complexity of e-commerce system increases and the benefits of e-commerce become more profitable.

Step One: Online presence

At this stage, senior managers feel good that they are under a lot of pressure from new electronic tools and technologies, as well as customers, competitors, etc., because their organization does not have experience in the Internet and doing e-commerce. That's why they want to reduce risk and do small projects. First, the company designs and deploys its website. This website is currently designed solely for the purpose of informing about the human resources and financial position and goals of the company. The important point at this stage is that while maintaining the dynamics of the information provided and updating it, much information should be avoided. The company's strategy and how it communicates with other components of the organization as well as its development can be searched in two important factors. First, fear of cost overruns, and second, concerns about how their employees should manage online transactions.

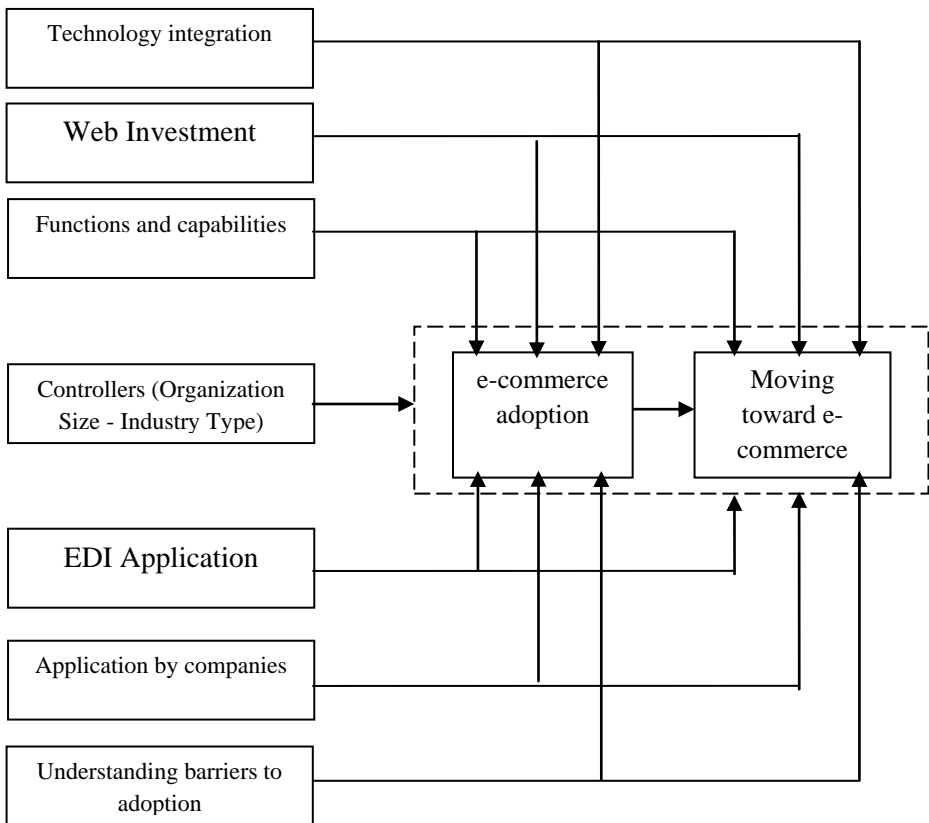


Figure 4. Conceptual model for acceptance and transfer to e-commerce

Step Two: Online Catalog

After the implementation of the first step, many customers request more information from the company through various means such as e-mail and so on. Competitors are looking to provide more information to customers, and this will intensify competition in attracting new customers, better service to existing customers and reduce staff workload. Large amounts of information about products or services are posted online. Customers use this information to select Qoba products by purchasing and comparing products with each other at the time of purchase. Links are also created on the company's website so that customers can complete their ordering process well, and the phone is usually used to serve customers. Online catalogs are the most basic and understandable mode of trade-commerce of e-commerce models. Their main use is to accumulate various lists of manufacturers and receive demand from buyers for them. Therefore, the degree of efficiency and success of such a way of trading depends on how many producers are associated with how many buyers. Many companies are active in this field. The most important and most widely used are companies such as Chemdex, SciQuest, Commerce One and Ariba.

One of the most important challenges that companies face at this stage is what information, products and services should be placed on the Website. Another challenge is maintaining information. In some cases, the information must be both up-to-date and stored correctly, and for this to work, there must be a proper integration between offline and online systems. Another issue that should be considered at this stage is the personalization of customer relationships, customers should be able to seek the information they want and send their point of view to customers. Companies should be aware that the quality of their information in offline and online modes is different. For example, the prices of offline and online products should be different.

Step Three: Online ordering

At this stage, due to the expansion of the company's work on the Internet, the company will face a multitude of orders. The most important challenge for managers at this stage is the optimal integration of the company's offline and online business systems. For example, should the same telephone and fax and electronic data exchange (EDI) methods be used, or should they be changed, or how much do these changes cost versus revenue

after them? And ... here, the Website also faces a lot of traffic. Therefore, if necessary, one should think about improving the technologies used in them. However, the cost of these mergers and automations may not be recouped soon.

Step Four: Automated value chain

At this stage, as customers want more information about their orders, suppliers are also willing to connect with the company online. Therefore, the organization should be thinking about reducing the cost and time of this value chain. This will increase sales and increase customer satisfaction and can be considered as one of the company's competitive advantages. Chat rooms, email support systems, and even regular buyer websites help make this a successful endeavor. The important thing is that the company should look at e-commerce at this stage as a new distribution channel that needs investment, not to think that this distribution channel is a modified form of the previous distribution channels.

Step Five: Market site design

At this stage, due to the automation done in the previous steps, the company is able to easily buy and sell any new product online. Competitors have done the same, and customers want better and more complete services and products. Therefore, the company tries to provide a complete set of related products that they or their business partners can provide to customers on the website and without intermediaries. Examples of such websites are Amazon and ebay. One of the concerns and challenges that the company faced at this stage is competition over similar services and goods. Many companies whose products are listed on the company's website have similar products. They want to compete on price, so they put pressure on the company to advertise their price and prioritize their goods. Therefore, it will be very difficult to explain the appropriate strategies to maintain the existence of all these companies.

Step Six: Store site implementation

At this stage, customers and suppliers who visit the Website, receive information about the replacement products by the advertising department as well as promotional goods and services. These products may not be exactly

the products they requested but have a logical relationship with them. For example, in addition to booking an aircraft, an airline can also book a hotel or rental car and offer them to its customers. The point to be considered at this stage is to change the traditional marketing attitude to the new marketing and sometimes it is necessary to use reverse marketing methods.

8. E-COMMERCE BENEFITS

When evaluating the impact of e-commerce on the organization, it can be instructive to identify e-commerce exchange opportunities for the buyer (including transactions related to providing resources needed by the organization from suppliers) and the seller (including transactions related to selling products to the organization's customers) (Zwass, 1999). Table 2 lists the major benefits of e-commerce in the two dimensions above.

Table 2. Major Benefits of e-commerce

Consumer side (purchase) of e-commerce	Business side (sale) of e-commerce
<ul style="list-style-type: none"> • Ability to make small purchases to conclude large and national contracts • Evaluation of goods and services by buyers • Know the opinions of other buyers about the product by new buyers • Shopping 24 hours a day, 7 days a week • Receive when buying products such as software, e-books, music and ... • Compare different types of a particular product in different stores in just one click • Search all stores to find the most suitable offer price 	<ul style="list-style-type: none"> • Very low cost of setting up e-shops compared to physical stores • Introducing the products of a country in the world and ultimately improving the quality of products • More effective reduction of operating costs between business agents of its channel customers • Increase revenue through new customers and new channels along with new products

CONCLUSION

E-commerce is more than an investment and relies more on the computer and the electronic exchange of data by computer. E-commerce is a new technology based on communications and communication services to transmit digital information over long distances. The North American Automotive Industry Task Force describes the e-commerce phenomenon as empowering the business vision backed by the advancement of information technology to increase the impact of the link between businesses and the business sector. Therefore, it seems that empowering the business vision supported by the advancement of information technology will improve the efficiency and overall impact of the business process. The flourishing of e-commerce is related to the last few years and can be considered mainly as a broad term of electronic data exchange. E-commerce has various applications for providing various types of information, electronic shopping and banking, online services, e-mail, chat and education.

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CHAPTER 3
SOCIAL MEDIA ADVERTISIMENTS IN TERMS OF AIMS
AND AREAS: A PLATFORM BASED REVIEW¹

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¹ We hereby declare that the given study was derived from a master thesis, authored by Hüseyin Emin Kurnaz in consultation with Tolga ŞENTÜRK at Izmir Katip Çelebi University.

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INTRODUCTION

Digital technologies are transforming the marketing operations and competitive landscape radically (Iqbal et al., 2020). Digital media with more functional and accurate metrics (Gillpatrick, 2019), easy reach to target audiences (Deepika and Srinivasan, 2018), quickly start the campaign (Balakrishnan et al., 2014) and interactivity (Esen et al., 2018) have provided new marketing opportunities. The main digital media channel that create these new opportunities is social media. Social media, that is the representative of communication and interaction in virtual channels, has gone far beyond the entertainment dimension, which is one of the main purposes of its emergence (Dabner, 2012:69). No marketing professional design a marketing campaign or strategy without social media.

While social media is constantly developing and affecting the flow of life; media, communication, marketing, and especially advertising activities reveal a significant transformation (Deepika and Srinivasan, 2018:78). Because social media has created an area where instant feedback can be obtained, much more effective and faster feedback is provided instead of long and costly research, being determined of tastes and preferences much faster and being performed of market segmentation more effectively and accurately (Boughman, 2010:933). It can be said that social media has become the main weapon of marketing in all kinds of consumption and consumer groups, from promoting a product to the announcement of a politician's election campaign and even expanding the fan base of a pop singer (Evans and McKee, 2010:32-36). After the consumer realizes, evaluates and decides to buy, the shares he/she makes on social media about the experiences such as usage experience, satisfaction, recommending/not recommending are followed by the businesses and the marketing processes are planned by analyzing the feedback (Evans, 2008:48).

Along with social media, there has been a new generation trend towards web-based social media software from traditional methods (Quy and Le, 2019:62). As a matter of fact, the interaction situation that did not exist in Web 1.0 gave birth to Web 2.0, thus the applicability of feedback and interaction on the internet has emerged. The speed of feedback and the ease of finding and analyzing target customers (Boughman, 2010) have brought along important opportunities in the field of advertising. In this context, the

advantages of social media for effective advertising have made it an indispensable tool for marketers today.

The importance of social media advertisements for marketers necessitates its use in the right purposes and areas. For this reason, in our study, social media advertisements, which are one of the most effective marketing activities of today, have been examined according to their purposes and the areas in which they are displayed. In this context, a review was made on the advertising tools of YouTube, Facebook, Instagram and Tiktok platforms which have the most users in the world and in Turkey (B social, 2021). Within this scope, it is aimed to support researchers and practitioners to better understand the functionality of social media ads and to make more accurate analyzes.

1. DEFINITION AND EVOLUTION OF SOCIAL MEDIA

Social media was born as a means of social communication between individuals and today, the importance of the phenomena is undoubted and undisputed (Babacan, 2016). It has become a part of a new communication and sharing culture with its developing, changing and differentiating usage. Kaplan and Haenlein (2010:61) defines social media as “*a group of internet-based applications that build on the ideological and technical foundations of Web 2.0, and that allow the creation and exchange of user generated content*”. The emergence of social media is related to the development of web-based technologies. Especially web 2.0 technology constitutes the starting point of social media (Iqbal et al., 2020). The situation where there is no mutual communication in the media and there is no instant feedback has turned into an environment where every individual using the internet can create electronic messages, publish these messages, comment on the messages and give points with the web 2.0 technology. With this technology, people and businesses can reach and influence the masses. The media allowing them to have all these qualities is called social media (Kahraman 2013:19).

The point of mass communication in the world provided a basis for the emergence of new media fields. Even if the mass media convey its message to many people at the same time, it could not fully meet the communication cycle in terms of lack of elements such as personalization, interaction and feedback (Kırık, 2013:70). The internet process, which previously started with

a simple level like e-mail, has been replaced by virtual environments such as social media applications and mutual interaction platforms thanks to advancing technology (Güngör, 2018: 398). With social media, a new generation trend has emerged from traditional methods to web-based social media software (Quy and Le, 2019:62).

It would not be wrong to say that social media exists as a result of the development of mass communication and internet technologies (Iqbal et al., 2020; Şentürk and Başaran 2021). In fact, the interaction situation that did not exist in Web 1.0 gave birth to Web 2.0, thus the applicability of feedback and interaction on the internet has emerged. On the other hand, the infrastructures of traditional mass media that are far from feedback, only ability to make announcements and broadcast have increased the desire of individuals all over the world to participate in social media platforms (see **Figure 1**). According to the research of We are Social (2021), the social media users in the world reach 4.2 billion in the beginning of 2021. The population coverage rate of social media users in Turkey has reached 64% and 44% of them use social media for business (Şentürk and Başaran, 2021:1079).

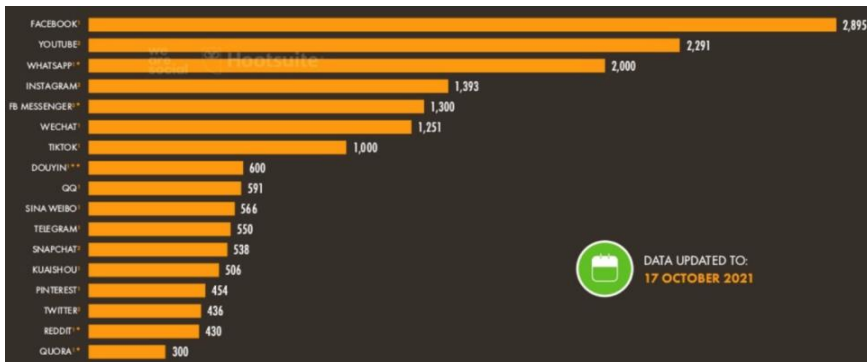


Figure 1: The World’s Most Used Social Media Platforms (In Millions) (We are social, 2021).

The interest in social media platforms indirectly contributes to the development of social media advertising. Advertisers follow this interest and try to reach their target audiences by moving from traditional channels to new generation electronic platforms. Both small-scale and large-scale companies prefer to publish their advertising assets on these platforms (Özdemir et al. 2014: 61).

2. SOCIAL MEDIA ADVERTISEMENTS

Social media technologies and tools have connected people on a global scale, therefore creating new generation solutions and opportunities for businesses to get more market share. (Onat, 2009:241). It may be argued that social media has become an important factor influencing purchasing behavior due to its widespread adoption by the public (Varnalı, 2013: 25-27). In this context, social media is important in terms of being a new reference source in the supply and design of goods/services, as well as influencing the purchasing behavior of consumers. The consumer, who is influenced by channels such as friend recommendation, instant liking, word-of-mouth marketing in social media, can very quickly turn to the action of purchasing. Organizations that can direct consumers' perceptions in social media and use social media effectively in line with their goals gain competitive advantage (Ene, 2012:135).

Today, social media platforms have interfaces that they use as an income model in accordance with their own usage standards and that they are made available to advertisers. Through these interfaces, advertisements can be detailed by advertisers. Advertisements in social media can be seen as display advertising, banners, pop-ups, sponsored advertisements, text-based advertisements, or hybrid forms that include old and new formats (Kıyan and Dikmen, 2019:125).

Paid promotional activities on social media are often referred to as sponsored ads (Öztürkay et al., 2017:178). Brands have opportunity to create various advertising strategies with these ads. Thus, it can reach its target audiences with various alternatives such as story, sponsored content and bumper advertisement which is a type of advertisement that does not have the option of closing or skipping involuntarily (Aslaner and Aslaner, 2020: 25-26). Native advertising types are also frequently used in social media. "In-stream units", which have the same features as the shares made by almost everyone on the platform they are in, are mostly used in social media. In this ad type, the dynamics of the platform are kept up without the use of separate fonts (Arslan, 2019:272). Behavioral advertising is one of the advertisements frequently used in social media as well. This type of advertising, also known as interest-based advertising, monitors the online behavior of users on the internet with advanced web systems, predicts the interests of these users and

displays advertisements according to these interests (Your Online Choices, 2021).

The fact that social media is a technically new technology compared to traditional media advertisements enables advertisements to enter this new unique form (Kıyan and Dikmen, 2019:124). Therefore, each social media platform can offer different types of advertisements and for different purposes. Therefore, it is necessary to deal with social media ads according to their purposes and areas in order to construct the right advertising strategies and make the right advertising analysis.

2.1. Social Media Ads by Aims

Advertising on social media refers to what the advertiser wants users to do when they encounter an ad (Facebook for Business, 2021). Social media ads aim active users' attention in different platforms where they often spend time (İlhan and Aydoğdu, 2019: 1142). In the framework of this purpose, consumers can be reached directly or indirectly by companies (Uğurhan and Yaşar. 2021: 245).

Social media platforms offer advertisers a number of options in their interface. Before starting the advertisement, it is necessary to understand the purpose of advertising and plan the advertisement accordingly. In this context, research on four social media platforms with the longest time spent in Turkey (We are Social, 2021) in terms of aims of advertising will provide an idea about the subject.

- *Instagram and Facebook:* When we examine Instagram based on advertising purposes, we can say that Meta Corporation, managing the advertising services of Instagram and Facebook, offers many advertising purposes together with its advanced interface. It is possible to present the purposes offered by Instagram under three main headings: Awareness, evaluation and conversions (Facebook for Business, 2021). Awareness ads may be about brand, products, services or company itself. *Reach ads* can be used to increase the brand awareness of the products or services of the businesses or to show the ad to as many users as possible in the target audience. Evaluation refers to encouraging users to learn more about the

content of the ad and the advertiser. The user evaluates the ad. However, how it will evaluate is determined by the evaluation options presented in the interface. These options are (Facebook for Business, 2021):

- a. *Traffic ads* directing users to target pages such as a specified link, location, phone number or profile.
- b. *Engagement ads* that are shown more to users who are likely to respond to ads with actions such as likes, comments, and shares.
- c. *Mobile app install ads* where a mobile app is advertised to have more users.
- d. *Video view ads* showing ads in a video format shown to users who are most likely to watch the video
- e. *Lead generation ads* where the purpose is to gather information from the target audience or to get users to contact the business, to find potential customers that users call the business or send a request with a form.
- f. *Messages advertisements* that are intended for the target audience to send messages through Instagram Direct.

Ads broadcasting for conversion purposes are those intended to purchase or use a product or service (Instapage, 2022). *Conversion ads* are designed for the aims of adding products to the cart in the e-commerce site, providing a physical visit to the stores, making a phone call or shopping. In this type of advertisement, there are advertisements for the display of e-commerce store products and catalog displays, and *store traffic advertisements* where the physical store visits of the nearby potential customers are targeted. All these kinds of ads are features that the advertiser should choose according to their purpose (Neilpatel, 2022). While using these types of ads, Instagram recommends that they aim to increase awareness and acquire new customers in the first place for start-up businesses, and then take actions activating the target audience.

YouTube: YouTube using the Google Ads interface as an ad publishing tool benefit from Google data in its ads as well (YouTube, 2022). In this way, it aims to reach target audiences more easily. When examining YouTube ads for their purposes, it is necessary to know the campaign targets presented in the advertising interface of the platform. Campaign goals are the main result desired to be achieved by advertising. This is an intentionally decision of the advertisers to use these targets. It is possible to list these campaign objectives as follows. (Google Ads Help, 2021):

1. *Sales* are used to increase sales or to influence the decisions of users who have been in contact before.
2. Aims to obtain registration, contact information etc. form potential customers, from users who are interested in ads or advertiser brand.
3. *Website Traffic* includes referrals to the website and aiming for more visits.
4. *Thinking of (consider) the product and brand* aims to direct potential customers to the advertiser's own products during shopping, to interact with relevant customers and to be effective in the future preferences of customers.
5. *Brand awareness and reach* are the advertising goals aimed at reaching a large audience. They offers various ad formats for the advertiser to promote their brand.
6. *Application promotion* includes promoting mobile-based applications on YouTube.

In addition to these goals, promoting the channels on the YouTube platform is possible. Along with Google's other advertising features; YouTube ads can also be used for purposes such as attracting new viewers, increasing the number of subscribers, reaching more users around the world, promoting a launch, selling products and reaching new audiences with cross-promotion (YouTube Creator Academy, 2017).

TikTok: The platform is a newer advertising channel compared to other social media platforms. Advertiser can be access more limited information as it is new. TikTok allows advertisers to choose two different modes in its

advertising interface: These are simplified mode and custom mode. In the simplified mode, it wants to choose more general targets with less tiring for the advertisers, while in the custom mode it leaves the more detailed ad features under the control of the advertisers. Advertising objectives that can be selected in simplified modes; *linking with customers* for interaction purposes, *website visits* for clicks, *potential customer advertisements* from which various information and forms can be obtained from customer candidates. On the other hand, it is recommended by the platform to use the private mode for conversion purpose (TikTok for Business, 2021).

Like Facebook and Instagram ads, TikTok ads serve three main purposes. These are awareness, ratings, and conversions (TikTok Business Help Center, 2021). Awareness ads aim to make people familiar with the brand or what the ad offers with the aim of reach and Ads are shown to as many people as possible. Evaluation, on the other hand, serves the purpose of making people think more about the business. It enables advertisers to achieve their goal with options such as traffic, app installs, video view, customer lead generation, community interactions. Finally, conversion aims to purchase or use products and services. Conversion ads are aimed at businesses taking a specific action on their web site such as adding a product to a shopping cart, downloading an app, signing up for the web site or purchasing.

2.2. Social Media Ads by Area

After determining the form and purpose of social media ads, where and how they are published are also an important issue. Subjects such as on which screens it can be used and where it is located on the screen refer to the area. In addition, in which areas and where the advertisements might be displayed, can be chosen by advertisers. Each social media platform has its own unique structure. For this reason, it would be useful to examine the fields specifically for social media platforms.

Instagram is a mobile-based social media platform. Therefore, it can show ads on smartphones and tablets. Ads on the Instagram platform appear in six areas. These are Instagram Feed, Instagram Explore, Instagram Store, Instagram Stories, Instagram In-Stream Videos and Instagram Reels (Facebook for Business, 2021). These ad spaces only allow ads to be shown to users there. The same ads can broadcast in several areas at the same time. In

addition to these, advertisement places change according to advertisement targets. Advertising spaces used for advertising purposes are clearly indicated in the table below (**Table 1**).

Table 1: Instagram Advertising Purposes						
Advertising Purpose	Feed	Stories	Explore	In-Stream Videos	Reels	Store
Brand Awareness	✓	✓	✓	✓	✓	
Reach	✓	✓	✓	✓	✓	
Traffic	✓	✓	✓	✓	✓	✓
Engagement	✓		✓			
App Install	✓	✓	✓		✓	
Video View	✓	✓	✓	✓	✓	
Lead Generation	✓	✓	✓			
Message	✓	✓	✓			
Conversion	✓	✓	✓		✓	✓
Catalog Buying	✓	✓	✓			✓
Store Traffic	✓	✓				

Source: Facebook for Business, 2021.

YouTube: Ads in YouTube may appear on computers, smartphones, mobile devices and TV screens such as Chromecast, as well as game consoles. YouTube channels, videos, applications, websites or specific places on websites can be selected to show ads there (Google Ads Help, 2021). In addition, different ad formats on YouTube is able to be shown in different places and at different seconds for the video. These ads formats (Google Ads Help, 2021):

1. Skippable in-stream ads

2. Non-skippable In-Stream ads
3. Bumper ads
4. In-feed video ads
5. Masthead ads
6. Responsive display ads

Table 2. Advertising formats, platforms and features in video ads in YouTube

Video Ad Format	Explanation	Platform	Features
Skippable in-stream ads	It allows viewers to skip the ad after 5 seconds.	Computer, mobile devices, TV and game consoles	Video plays in player (option to skip after 5 seconds)
Non-skippable video ads	Non-skippable video ads must be watched before the video can be viewed.	Computer, mobile devices, TV and game consoles	It plays in the video player. It lasts for 15 or 20 seconds
Bumper ads	Lasting for maximum 6 seconds and non-skippable video ads must be watched. Bumper ads become active when both skippable and non-skippable ads are enabled.	Computer, mobile devices, TV and game consoles	It plays in the video player and lasts for maximum 6 seconds.
Overlay ads	Overlay ads with images or text may appear in the bottom 20% of the video.	Computer only	Dimension: 468x60 or 728x90 pixels

Source: Google Ads Help, 2021.

All of these, advertisements may be displayed on YouTube outside of the video player (Google Ads Help, 2021). In-feed video ads appear where viewers discover content such as the side of Related YouTube videos, a YouTube search result, or the YouTube homepage for mobile devices. It encourages users to click to watch the ad video.

Masheat ads are a type of ad allowing to reach very large audiences. Unlike other types of advertising, it can be decided by making an appointment with Google's sales representatives, not from the Google interface. This type of advertisement, which is shown on desktop, mobile and TV screens, is positioned at the top of the YouTube homepage in a large way. Different types of advertisements on Google can also be displayed on YouTube. For example, responsive display ads consist of images, headlines, logos, videos, or descriptions and it is included in videos (Google Ads Help, 2021).

TikTok: TikTok ads are located in different areas based on the features offered by the platform. Advertising locations are called as placements. The main placements through TikTok Ads Manager are (TikTok, 2021):

- In-feed ads on the “For You” page: In-feed ads appear in the "For You" feed on TikTok and TikTok Lite. They are downloadable ad videos for nine seconds.
- News feed apps (TopBuzz, BuzzVideo, News Republic, etc.): This ad placement can be used for app installs and traffic ads. It provide advertisers to have displays in news flows.
- Pangle (TikTok Audience Network): With this ad placement option, TikTok ads can be displayed on different mobile platforms and in different places of the internet.

Being published of where and how social media ads are an important issue in terms of effectiveness. On which screens the ad can be used and where it is on the screen can be chosen by the advertisers in the ad interfaces offered by the social media platforms. Due to the unique structures of all social media platforms, it is very significant for advertisers to know the features of these platforms very well in terms of effectiveness in advertisements.

CONCLUSION

As Kaplan and Haenlein mentioned (2009:67) “*Social Media allow firms to engage in timely and direct end-consumer contact at relatively low cost and higher levels of efficiency than can be achieved with more traditional communication tools*”. Also, social media gives corporations a chance to turn their followers/customers as a marketing army (Deepika and Srinivasan, 2018). As a result, the use of social media by advertisers is constantly increasing. Since each social media platform has the opportunity to offer advertisements of different types and for different purposes, it is very important to know the types of advertisements according to their purposes and areas for effective advertising campaigns in social media. In this respect, for example, there is a difference in terms of advertising type, purpose and strategy between announcing the name of the business, showing why it should be preferred, and asking for the purchase/use of any product or service. In other words, it is necessary to deal with social media advertisements according to their purposes and areas in order to communicate with the right target audience, at the right place at the right time, with the right campaign, and to analyze them. All these must be decided before the advertisements are displayed and before communicating with the consumer. At this point, the differences in terms of the purposes of social media platforms and their advertising tools gain great importance. Due to each social media platform has its own unique structure, it is useful to examine them within themselves and according to their purposes. For this reason, within the scope of the study, it is aimed to contribute to the researchers working in this field and the professionals in the sector to have better understand the functionality of social media advertisements and to make more accurate analyzes by considering social media advertisements with respect to their purposes and the areas where they are displayed.

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CHAPTER 4

**ROLE OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN
HUMAN RESOURCES MANAGEMENT**

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INTRODUCTION

The changes brought about by globalization have started to be effective in almost every sector and every structure, and the differentiation needs of organizations have emerged in competitive markets. Before globalization started, the concept of human was seen as a burden in businesses and was among the cost elements. The intense competition environment that emerged after the emergence of globalization and the human factor, which has become the most important element of differentiation that can be used against competitors, is increasing its importance day by day. Thanks to the qualification of people, businesses gain competitive advantage and differentiate from their competitors, and this advantage brings financial advantages. For this reason, the human factor is transforming into a structure that provides competitive advantage. Especially after the understanding of the value of the human factor within the enterprise, many steps have been taken in order to show a stronger and tighter development of the organization-employee relations. The members, whose relations with the organization develop, become more attached to the organization and can make great contributions to the organization by taking on some roles outside the expectations of the organization. The name of this development is accepted as organizational citizenship behavior in the literature. OCB can be associated with the solidity of the relationship between the member and the organization.

Due to the fact that they take place in competitive markets, the citizenship bond between the members of the organizations affects the attitudes of the members towards the organization. The member, who is a citizen of the organization, will increase his loyalty, will do his work on a voluntary basis, and will enjoy the work by loving what he does. This level of commitment will give the organization a great competitive advantage and it will be able to benefit from qualified people at the highest level.

In order to ensure these developments, human resources management has a great responsibility. First of all, starting from the selection of the members to be recruited to the organization, the selection of personnel should be carried out by considering the objectives of the organization at all stages, and the development of the existing members in this direction should be provided. Human resource management practices should carry out motivational studies for individuals in the organization to be citizens of the

organization with training and development practices and increase the commitment of individuals to the organization. In this way, an employee structure that works on a voluntary basis, knows the goals of the organization, thinks about its interests and gains competitive advantage will be created by creating an organizational citizen. HRM has a great role in reaching the organizational citizenship level of an organization member. HRM practices, which form an integrated structure with business strategy, objectives and competition policy, should focus on individuals in order to gain competitive advantage, and individuals within the organization must do maximum work to exhibit organizational citizenship behaviors.

Within the scope of this information, the aim of the study is to theoretically evaluate organizational citizenship behavior, which gives organizations a significant competitive advantage, within the framework of human resources management practices. For this purpose, first of all, the concept, definition and types of organizational citizenship behavior were examined and the relationship between human resource management practices and organizational citizenship behavior was determined.

2. LITERATURE

2.1. Organizational Citizenship Behavior

In the face of the intense competition that has increased recently, businesses have entered into new searches and carried out studies to provide competitive advantage with the values they have in order to differentiate from their competitors. The most important part of these processes is the activities carried out in relation to human beings. The human factor is an element of great value for a business to gain competitive advantage. For this reason, in order to train qualified people and provide competitive advantage, businesses have turned to support traditional and strategic applications of human resources management and brought people to the focal point of competitive advantage. Businesses carry out activities for employees to become organizational citizens by developing some applications in order for their employees to be more committed to the business, making the relationship between business and employee more solid.

Dennis Organ et al., who introduced the concept of organizational citizenship to the literature in the 1980s, stated in their early research that the contribution of job satisfaction would be higher than the contributions of traditional role and productivity criteria. However, in some studies, it has been shown that besides job satisfaction, the sense of organizational citizenship is effective in some relations between justice and the employee employer (Konovsky & Organ, 1996, p. 253). The concept of organizational citizenship behavior, which is based on the ideas of Chester Barnard's (1938) "willingness to cooperate" and Daniel Kantz's (1964) "innovative and spontaneous behavior", was defined by Organ in 1988 as "a collective and not directly or clearly defined by the official reward system". It has emerged with the definition of "volitional individual behavior that encourages the effective functioning of the organization". In this definition, the individual behavior is completely voluntary and without any necessity, even though it is not included in the employment contract. To do or not to do this behavior is one's own choice. For this reason, an individual who does not do this behavior does not face any punishment (Podsakoff, MacKenzie, Paine, & Bachrach, 2000, p. 513).

Koçel (2018, p. 468) defines the concept of organizational citizenship as the situation in which an individual in the organization performs the duties that he does not have to, based on his own responsibilities and supports the actions taken, as well as striving for a solution when he sees a problem.

OCB is an individual behavior that works without the need for a formal reward system, collectively supports the effectiveness of the organization and requires common sense (Pio & Tampi, 2018, p. 759). OCB provides a functionality that can be considered critical for organizations. OCB is a desired behavior by organizations. Thanks to such behaviors, it is thought that the available resources are increased and the need for more formal and costly control mechanisms is thought to be minimized (Basu, Pradhan, & Tewari, 2017, p. 781).

Although OCB is not included in the job descriptions of the employees, it can be considered as the practices implemented by the employees in order to increase the efficiency and effectiveness of the business by considering the benefit of the business. Employees do not receive any reward as a result of these behaviors and they are not subjected to any training to do these

behaviors. In cases where employees do not implement these behaviors, they do not face any penalty mechanism (Çorum & Öge, 2018, p. 27).

Bateman and Organ (1983) define OCB as the voluntary behaviors of the individual that are not directly involved or defined in the reward system of the enterprise, but also have positive effects on the effectiveness of the organization (Avcı, 2015, p. 193).

Çimen (2016, p. 1,2) defines organizational citizenship behavior as the situation in which the individual goes beyond the formal obligations of his job and exhibits behaviors in accordance with the definitions such as extra-role behaviors or non-organizational behaviors. It may not always be appropriate to accept this behavior as extra-role behavior in all cases. Since individuals know the status of these behaviors, they may expect a reward for these behaviors. However, organizational citizenship behavior is completely in the behavior of commitment to the organization, which comes from within and without expecting any return.

According to Aktaşoğlu and Karataş (2014, p. 1043), the concept of cooperation between individuals who breathe the same air and strive for the same goals, the behavior of the employees to facilitate their work, the state of not being disturbed by the duties assigned to them, the behavior of performing non-obligatory tasks and is to exhibit an honest behavior by following the rules even in the absence of supervision and surveillance.

According to Berber (2011, p. 40), organizational citizenship behavior develops depending on the common sense of the employees of the enterprise. Behaviors that are more positive and more than the roles of the employees, and behaviors that appear in the form of avoiding negative behaviors and that are in the interest of the organization. Focusing on the word “common sense” mentioned here, Berber states that this word has two meanings and these meanings are voluntary and discretionary. From this point of view, the behaviors of employees in response to their fears and some expectations cannot be evaluated within the scope of organizational citizenship behavior. Behaviors that will affect any reward mechanism in return are not organizational citizenship behaviors.

According to the definition made by Organ (1988), it is defined as "voluntary individual behaviors that are directly or clearly defined by the formal reward system and that fully improve the effective and effective

working of the organization" (Bozkurt, 2011, p. 39). In this respect, it can be considered as the situation of fulfilling more than desired by taking more than the responsibilities requested by the organization's management. Within this framework, members of the organization are not rewarded or punished for their actions. For this reason, organizational citizenship behavior works independently of the reward mechanism (Karataş, 2015, p. 50).

The following behaviors can be given as examples of behaviors that can be evaluated within the scope of organizational citizenship. Helping colleagues, making suggestions for the improvement of the processes in practice and the work done, taking care to come to work on time, and using time efficiently during work are exemplary behaviors. In addition to these, examples of behavior such as helping colleagues who could not come to work, volunteering in works that are not compulsory but for the benefit of the organization, helping new colleagues socialize even if it is not in the job description, using less leave than the legally defined leave right, and similar behaviors are also included can be listed (Berber, 2011, p. 38).

OCB is a behavior capable of fostering positive relationships among employees within the organization. For this reason, it can be considered as a behavior that organizations can consider indispensable due to its importance in creating positive relationships among employees and involving employees in all activities of the organization (Chu, Lee, Hsu, & Chen, 2005, p. 313).

OCB states that the members of the organization show a sacrifice and volunteer to perform the behaviors other than the job requirements written in their contracts without any compensation. There are reflections in the form of doing this behavior to another employee of the organization or to the organization itself. Employees of the organization, who display a high level of OCB towards individuals, make a personal effort by being there when other employees need help and by taking time to listen to them. Individuals who exhibit OCB behavior for the organization itself have a high participation rate and protect corporate property, follow informal rules and avoid taking a work break even though they do not deserve it (Gerpott, Van Quaquebeke, Schlamp, & Voelpel, 2019, p. 1065).

When focusing on the definitions of organizational citizenship behaviors, three main points emerge. The first of these can be listed as the fact that the work done on a voluntary basis is voluntary, the second is a job that is

not included in the official job descriptions of the employee, and the third is that the work done contributes to the success of the organization, its effectiveness and efficiency. When the structure of organizational citizenship is examined by subjecting it to a different distinction, it is possible to make a dual distinction. According to this distinction, in the first part, the behaviors should be aimed at actively participating in the organization and providing benefits. The second part is that the actions taken should not cause harm to the organization, and at the same time, it is possible to avoid behaviors that will harm the organization and to create preventive attitudes towards these behaviors (Avcı, 2015, p. 193).

OCB has three different effects on organizational performance. The first of these effects is an important tool for managing the interdependencies that form among members of a covert work unit. The second of these effects, by protecting the scarce resources of the organization, contributes to the reduction of maintenance operations necessary for productivity. The third of these effects is that by enabling planning, scheduling, problem solving and similar works to be prepared more efficiently, it enables the individual to meet the needs of other colleagues or the organization at a higher level (Netemeyer, Boles, McKee, & McMurrian, 1997, p. 86).

When the foundations of organizational citizenship behaviors are examined, the phenomenon of job satisfaction is encountered. Along with job satisfaction, its relationship with organizational justice, its relationship with personality and its relationship with motivation have been revealed. OCB behaviors in organizations support solidarity among members. At the same time, it contributes to the increase of organizational performance by providing unity. Organizational citizenship creates harmony for long-term persistence and development within the organization. Performance levels may be higher in businesses with organizational citizenship members. In this way, a positive organizational climate will be created for the organization by increasing solidarity, job satisfaction, sense of responsibility, and performance levels (Sökmen & Boylu, 2011, p. 149,150).

2.2. Types of Organizational Citizenship Behavior

Organ (1988) mentioned five sub-dimensions while examining organizational citizenship behavior. These sub-dimensions are; can be listed as altruism, conscientiousness, courtesy, civic virtue and sportsmanship (Çetin, Korkmaz, & Çakmakçı, 2012, p. 12).

Altruism: Altruism is a behavior that many researchers working in this field define as an important behavior (George & Brief, 1992; George & Jones, 1997). Conceptually, altruism includes helping others on a voluntary basis or preventing work-related problems before they occur (Podsakoff, MacKenzie, Paine, & Bachrach, 2000, p. 516). It can be thought that individuals with altruistic behavior are also prone to teamwork and cooperation. This is an important contribution to increasing the efficiency of the work system through activities such as working in the spare time of the individual to lighten the work of his colleagues (Ocampo, et al., 2018, p. 830).

Conscientiousness: The concept of conscience is considered within the scope of advanced duty consciousness in some sources (Podsakoff, MacKenzie, Paine, & Bachrach, 2000). From this point of view, they are helpful behaviors that occur due to some behaviors that go beyond the minimum role requirements (Acar, 2006, p. 8). Individuals with a high conscience can carry out their business without the need for supervision due to their high level of compliance with existing laws and their behavior to fulfill their responsibilities. At the same time, these people are responsible individuals and have high levels of competence. For this reason, they are more prone to take initiative in problem solving and work systematically and comprehensively in their work (Ocampo, et al., 2018, p. 830).

Courtesy: Courtesy refers to the communication of individuals within the organization within the framework of good relations with each other (Çetin, Korkmaz, & Çakmakçı, 2012, p. 12). Courtesy behavior includes behaviors that allow the individual to warn other members of the organization before a problem occurs in the organization and that the employees of the organization who will be affected by this situation get ideas beforehand (Mert, 2010, p. 121). In this framework, courtesy behavior focuses on preventing problems and taking the necessary steps to minimize the effects of the

problem in the future. Courtesy behavior causes employees to unnecessarily complicate the work of their co-workers. In addition, if there are new loads that will add to the current workload of the colleagues, it is also considered as a courtesy to give an adequate amount of additional preparation time to the colleagues (Ocampo, et al., 2018, p. 830, 831).

Sportmanship: Sportmanship is the state of showing acceptance behavior in the face of work-related problems (Çetin, Korkmaz, & Çakmakçı, 2012, p. 12). This type of behavior has received less attention in the literature. It is defined by Organ (1990) as “the willingness to endure the inevitable discomforts and impositions of work without complaint”. Based on this definition, a good gentleman is not only an individual who does not complain when disturbed by others, but also maintains a positive attitude even when things go wrong, and maintains the same behavior even when others do not comply with the individual's suggestions. Such individuals do not personally perceive the rejection of their ideas, putting the well-being of the study group ahead of their own personal well-being (Podsakoff, MacKenzie, Paine, & Bachrach, 2000, p. 517).

Civic Virtue: Civic virtue, shows that employees behave on a voluntary basis in their participation in management (Çetin, Korkmaz, & Çakmakçı, 2012, p. 12). Civic virtue expresses a macro-level interest or commitment to the entire organization as a whole. This is manifested in their willingness to actively participate in the management of the organization. Individuals with this behavior are willing to observe the environment for opportunities and threats, point out suspicious activities, and follow sectoral changes, even if they face great costs. This behavior reflects the state of accepting that the individual is a part of a larger whole (Podsakoff, MacKenzie, Paine, & Bachrach, 2000, p. 525).

2.3. The Relationship between Organizational Citizenship and Human Resources Management Practices

In order to cope with the difficulties created by the competitive environment, businesses can overcome the difficulties of competition by showing improvements in some aspects. Developments in this context have increased the value of the human element one more time and various support

points have been created about how important they are for organizations. In this context, the organization gives importance to human resources practices in order to gain a competitive structure and keep up with changing environmental conditions, ensuring that the human element is well differentiated before entering employment, and transforms it into a competitive advantage with various training and development policies after employment. The concept of organizational citizenship comes into play at this point and takes its place as a support facilitating the work of human resources management. Thanks to the OVD, the members of the organization perform the necessary duties by displaying a sense of responsibility beyond their roles, just as HRM wishes. The training and development activities that HRM managers put into practice also focus on this point and draw attention to the importance of creating organizational citizens.

Job satisfaction can be considered as one of the organizational citizenship formation steps. If the job satisfaction is low and the level of dissatisfaction is high, organizational citizenship behavior cannot develop. In order to achieve organizational citizenship behavior, first of all, job satisfaction and job motivation must be provided. In this framework, a sense of ownership can be created by taking the opinions of the employees about the management. Employee guidance on how business systems will be can be taken into account. An organizational climate can be created by providing personal communication with face-to-face meetings. In addition to these, organizational citizenship behaviors can be provided by providing promotion mechanisms and career opportunities, and by providing development within the organization (Armstrong, 2017, p. 181,182). In this way, it can be thought that OCB and HRM will make significant contributions to achieving its determined targets (Mert, 2010, p. 118).

Organizational citizenship behavior in human resources management can be examined in 6 sub-dimensions. These sub-dimensions are:

- OCB job analysis relationship
- OCB Planning Relationship
- OCB Employee Selection Relationship
- OCB Educational Development Practice Relationship
- OCB Performance Evaluation Relationship

- OCB Relationship of Participation in Decisions

OCB Job Analysis Relationship: While making HRM practices, job analyzes should be created and the effects of organizational citizenship behaviors should be revealed by determining job selection and promotion practices and job success levels. The duty of human resources here is to create the business analyzes within the framework of organizational citizenship. In some studies in the literature (such as Werner, 2000; Orr, Sackett, and Mercer (1989)) job analysis and organizational citizenship behavior were correlated and results were obtained on the task performance and behavior of managers in the job. When organizational performance is associated with job analysis, the data obtained also reveals the level of excellence of task performance. For this reason, it is important for the business analysis application team to make accurate determinations about which types of behaviors will lead to which results. In this way, it becomes clear which points can be reached with the OCB (Bozkurt, 2011, p. 37-40).

OCB Planning Relationship: It is used to plan the workforce needed by the enterprise in terms of quality and quantity. Within the scope of this plan, it also includes predictions such as the number of workforce needed by the enterprise and how many personnel will be needed in which qualities and quantities. With the planning made, two objectives are aimed at employing the personnel at the optimum level and obtaining the maximum benefit from the employed personnel. Employee motivation is also included within the framework of the element of increasing productivity within the scope of the planning. In this way, the aim of creating organizational citizenship behavior and increasing productivity is fulfilled (Çavuş & Develi, 2015, p. 238). Armstrong (2017) defines human resources planning as “the basic process of human resource management shaped by organizational strategy, which will enable the right number of people with the right skills, in the right place and at the right time, to fulfill the organizational goals in the short and long term” (Armstrong, 2017, p. .174). According to this definition, if the planning becomes compatible with the strategies of the organization and the members are guided in accordance with the strategy, it becomes easier to create an organizational citizen.

OCB Employee Selection Relationship: Employee selection point has great importance in terms of organizational citizenship. The characteristics of the candidates applying to work in the business are different from each other. The important thing here is to choose the most suitable individual for the job and to discover the potential that can adapt to the goals of the organization. Another point to be considered in the recruitment process is to ensure the coordination and harmony of individuals with different characteristics from each other. Success at this stage will have an impact on each of the other steps. In order to select individuals who can exhibit organizational citizenship behavior in the recruitment process, many researchers express their opinion in the direction of interviewing. In order to determine organizational citizenship, questions about OCB should be asked in the interview. If these steps are implemented, productivity and efficiency in the workplace will greatly increase (Çavuş & Develi, 2015, p. 239).

Another important point for the realization of organizational citizenship behavior is the correct choice of recruitment strategies. The recruitment process, which is determined for the future goals of the business, will support the development of organizational citizenship. OCB will be realized through the creation of a suitable working ground for the members of the organization to create value. In order to create this climate, in-house training and development programs should be implemented (Armstrong, 2017, p. 173).

In these days when information technologies have reached the peak, the human element can be considered as the most important competitive basis. The important thing is to evaluate the human factor in the highest efficiency and in the most appropriate tasks. Members who participate wholeheartedly in their work, put their responsibilities into practice spontaneously, and participate in teamwork selflessly are more productive (Çavuş & Develi, 2015, p. 231,232).

Relation of OCB Educational Development Practice: Human resources training and development activities contribute to organizational citizenship behavior if applied correctly. There are two types of educational activity. These can be defined as cultivation activities and development activities. Training is the process of acquiring the knowledge, skills, abilities and behaviors that enable an individual to do a job. Development, on the other

hand, is the process of acquiring new knowledge and abilities, as well as developing existing knowledge and abilities, so that the individual can work more efficiently and be employed in different positions, even if the knowledge level of the working individual is sufficient. If these steps are implemented, organizational citizenship behavior can be supported (Bozkurt, 2011, p. 43).

Every employee working in organizations wants to be able to do their job better and at the same time to increase the level of performance they produce. The expectation here is to seize career opportunities and to rise in the workplace. In order to achieve this, it is necessary to implement career-oriented training programs in the workplace. In the training programs applied in the enterprises, there is an increase in the productivity level of the employees, their commitment to the workplace and their performance (Kaptangil, 2012, p. 28).

OCB Performance Evaluation Relationship: When looking at organizational performance, it can be examined in dimensions such as effectiveness, efficiency, productivity, quality, continuous improvement, innovation, quality of business life and profitability. At the same time, it can be accepted as fulfilling the objectives created by environmental conditions, globalization and organizational strategy (Akın & Erdost Çolak, 2012, p. 87). Considering the relationship between organizational citizenship and organizational performance, human resources performance gains importance instead of financial performance. In this context, the development of organizational effectiveness, controlling employee turnover, the management of outputs at individual and organizational levels, the increase in employees' commitment to the organization and their competencies, and the well-being of employees can also be examined (Özutku, 2010, p. 32). When organizational performance, which provides a great competitive advantage in competitive environments, is defined as the expectation of an employee to reach the goals determined within the scope of his duties and to realize the organizational goals at the same time in the field of human resources (Akdemir, 2017, p. 5), performance and organizational citizenship are two mutually supportive can be considered as a concept.

OCB can be developed by forming the educational policies of the individuals in the organization within the framework of organizational

citizenship behavior. Organizational citizenship behaviors can be increased by teaching subjects such as taking initiative and doing more than job descriptions apart from the roles determined within the organization (Çavuş & Develi, 2015, p. 240).

OCB Relation of Participation in Decisions: Within the framework of organizational citizenship behavior, the participation of employees in organizational decisions is also included. The participation of the employees in the decisions in the organization is a motivation-enhancing practice. Participation in the decisions will also help to facilitate the implementation. Ensuring the participation of the members of the organization in the decisions and creating an organizational climate in which these participations are supported can be accepted as a supportive practice for OCB. Transforming the structure of the organization into a flexible structure in which employees can contribute will also contribute to organizational citizenship behavior (Bozkurt, 2011, p. 47).

CONCLUSION

One of the most important elements of providing competitive advantage in the globalizing world is the qualified human factor. Businesses choose the human resource they want to employ, subject to certain criteria, before they even get a job, and now they make all the necessary applications to become not only an employee but also a citizen of the business. With the practices implemented by the business in the recruitment process, during the recruitment phase, choices are made by checking which position the individual is suitable for in the organization, what qualifications he/she has, which positions he/she can reach in the future and to what extent he/she is suitable for organizational citizenship behavior. At the same time, it is aimed to increase organizational citizenship behaviors by applying training and development practices to employees in the workplace within certain plans.

After the transition to the information society, with the increase in the value of the human factor, the importance given to people increased at the same rate and businesses started to build their competitive advantage plans on people. For this reason, the education and development of people gained importance, and training plans were implemented for them to be citizens of the organization in order to increase the level of benefit they provide to the

business. In this way, the employees of the organization will be able to make various contributions to the organization as citizens. This situation is expressed as organizational citizenship behavior.

As a result, organizational citizenship behavior constitutes one of the most important goals of human resources management. Individuals who are committed to the organization at this level add great value to the performance, efficiency and effectiveness of the organization. Businesses that attach importance to organizational citizenship behavior gain a great competitive advantage in the environmental dimension, differentiate against their competitors and gain market share. The fact that the human resource, which can be considered as the most important competitive advantage of the enterprises, is connected to the organization as an organizational citizen with all its sincere feelings constitutes one of the most important investments of the enterprise for the future.

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CHAPTER 5

**UNDERSTANDING HOW FITNESS TRACKERS AND
SMARTWATCHES MOTIVATE PEOPLE TO A HEALTHY
LIFESTYLE**

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INTRODUCTION

Physical fitness appears to be a modern invention combining a variety of activities such as high-intensity interval training (HIIT), free weight and body-weight training, hi-tech gyms with fancy cardio machines, yoga, Zumba, and the list goes on. However, physical activity and exercise date back to several centuries where people's everyday lives involved a physical exercise of some sort. Without modern workout programs and gyms, they were able to stay fit and healthy than most modern humans because exercise was a part, in fact, a way of their lives. Their survival in harsh environments required them to walk, jump, hunt, catch, fight, and other techniques that helped them to stay fit as well as survive (Guest Contributor, 2021). Even though modern technology has offered plenty of cost-effective and simple methods to stay active, people lack the time and motivation to pursue a healthy lifestyle. Fitness trackers are modern inventions, constantly reminding people to invest a portion of their time in their health and well-being. By conducting an online survey among the consumers, this research gathered tracker users' perceptions about the influence of using wearable technology and how it affects their lifestyle.

Fitness trackers are modern digital devices that serve many purposes beyond mirroring smartphone notifications and functions. These devices are wearables that mostly come in the form of digital watches or bands that people wear on their wrists. The device tracks the wearer's physical activity through in-built sensors that detect motion, count steps, calories, distance, sleep patterns, etc., necessary to understand the overall activity levels of each individual. While smartwatches are designed to capture users' activity data via health apps their functions are limited when compared to dedicated fitness trackers (PCMag, n.d.). There are many brands of fitness trackers available in the market such as Fitbit, Apple Watch, Garmin, Amazfit, Huawei Band, and more. According to a study published in the British Journal of Sports Medicine, fitness trackers and apps have been proven to promote physical activity among 18 to 65-year-old adults without chronic illness. The study also concluded that combined with smartphone apps, fitness trackers are effective in improving physical activity levels. Furthermore, text messaging and personalization features were found to be significantly more effective in boosting physical activity (Laranjo, et.al., 2021). "Fitness trackers are a great

tool for heart health,” says Johns Hopkins cardiologist Seth Martin, M.D., M.H.S. “Being more active and changing your habits is important, but it can be difficult. Tracking likely helps a lot of people when combined with a clear goal to shoot for.” (Johns Hopkins Medicine - Wellness and Prevention, n.d.).

The full benefits of fitness trackers can possibly be reaped with consistent usage and tracking of physical activity. Many users set personalized goals, such as counting the number of steps per day, weekly or monthly weight loss goals, group activities and challenges, running goals, and more. Setting personalized goals instills personal accountability among individuals and encourages them to increase their activity, be it running an additional mile or adding more steps per day, subsequently. “Some studies have found that even just wearing a basic pedometer can increase activity levels by 30 percent.” (Cupps, 2016). A 2019 Pew Research Center survey found that, “roughly one-in-five U.S. adults (21%) say they regularly wear a smartwatch or wearable fitness tracker” (Vogels, 2020). The wearables tech sector has seen 24% growth in 2020, attributing to the Covid-19 pandemic as it led to increased sales. According to a wearable forecast by the analyst firm CCS Insight, “a focus on working out at home, health features and kids’ wearables fueled 193 million wearables shipped worldwide.” (Stables, 2021). Smartwatches are equipped with a screen and sensors (e.g., accelerometers, IR sensors).

A wireless connection to the internet on its own or through a smartphone, allows it to run proprietary as well as third-party apps. By increasingly meeting aesthetic demands, smartwatches straddle the line between technological devices and fashion accessories. As smartwatches integrate functions of other wearables such as fitness trackers, they have the unique potential to address all three basic psychological needs. Thus, it is not surprising that with 42% they take the lead in terms of end-user spending on wearable devices in 2019. Projected 109.2 million global unit shipments of smartwatches in 2023 reveal the continued end-user demand and underline the economic importance of these devices. To date, Apple holds the largest share of the smartwatch market, followed by Samsung, Fitbit, and Garmin. For companies, it is beneficial when their customers decide to continuously use their smartwatches. Not only will they be able to sell accessories (i.e., bands) and services (i.e., apps), but it is also guaranteed that follow-up models will

be sold. By continuously wearing smartwatches, users benefit from the available functionalities, many of which are only possible because of the physical proximity and even skin contact. Smartwatches continuously monitor physiological parameters and daily activities, thereby encouraging individuals to live a healthier lifestyle, which will ultimately result in reduced health care expenses. Thus, long-term smartwatch usage for personal fitness and health monitoring is highly desirable on the individual level for end-users as well as on the macro-level for government and health insurance funds (Siepmann, et.al., 2021). To further gather insights and understand the impact of fitness trackers on users' lifestyles, it's imperative to travel back in time to learn about the history and origin of wearables technologies.

History Of Fitness Trackers

Since the 1960s, fitness tracking devices and the technology underpinning them have developed at a rapid pace. This has been aided by the introduction of wireless heart rate monitors in Polar watches in the 1980s. Later, mobile phones incorporated 3D accelerometers which measure movement and vibration in a three-dimensional space. Nokia's 5500 Sports handset is credited as the first phone able to accurately track the user's physical activity. Today, fitness trackers, whether hip (Fitbug) or wrist-based (Fitbit, Jawbone, etc.) have been incorporated into the banner of 'wearables'. This umbrella term includes smartwatches (Apple Watch, Samsung, Amazfit, etc.), wearable cameras (Go Pro, etc.), and augmented and virtual reality headsets (Oculus Rift, Microsoft HoloLens, etc.) (Walton, 2020). Backed by advanced technology, combined with appealing features, an intuitive user interface (UI), and a variety of colors, designs, and models, fitness trackers have become more of a fashion statement in today's world.

1. MATERIALS AND METHODS

1.1 Methods/Design

There are two types of research methodologies, quantitative and qualitative research. "Quantitative research methods are designed to collect numerical data that can be used to measure variables. Quantitative data is structured and statistical; its results are objective and conclusive. It uses a grounded theory method that relies on data collection that is systematically

analyzed. Quantitative research is a methodology that provides support when a researcher needs to draw general conclusions from his/her research and predict outcomes. Qualitative research is a methodology designed to collect non-numerical data to gain insights. It is non-statistical and unstructured or semi-structured. It relies on data collected based on a research design that answers the question “why.” Qualitative data collects information that seeks to describe a topic more than measure it. This type of research measures opinions, views, and attributes vs. hard numbers that would be presented in a graph or a chart. Qualitative research methods usually involve first-hand observation, such as interviews or focus groups. It is market research usually conducted in natural settings, meaning that researchers study things as they are without manipulation—there are no experiments and control groups. Qualitative researchers seek to delve deep into the topic at hand to gain information about people’s motivations, thinking, and attitudes. While qualitative approaches bring a depth of understanding to research questions, they can make the results harder to analyze.” (SurveyMonkey, n.d.).

Quantitative market research is a technique to ask questions to the target audience in an organized manner using surveys, polls, or questionnaires. Received responses can be analyzed to make well-thought decisions for improving products and services, which will, in turn, help increase respondent satisfaction levels. This research aims to understand how fitness trackers and smartwatches motivate people to a healthy lifestyle. For the purpose of this research, qualitative research methods such as survey and secondary research were used to collect insights, opinions, and perspectives of users towards their usage of fitness trackers.

1.2 Survey Methodology

The survey was designed with the goal of receiving maximum insights from survey research. An online survey using Google forms was created to collect primary data from the public. For this research, a few of the behavior questions were used from a validated questionnaire of an existing study with open access (Maher, et.al., 2017). The survey comprised four sections. The first section with a brief introduction to let participants know the details of the research. The second section consisted of sociodemographic questions (gender, age, income, etc.). The third section consisted of behavior questions

such as users' brand preferences, tracker usage patterns, and their ideal behavior using trackers. The fourth and last section is focused on former tracker users to understand their reasons for discontinuing using trackers. The question formats were of different types such as multiple-choice, checkboxes, and multiple-choice grids (rating scale). The survey was administered on the social media platform, Facebook, survey exchange sites (SurveyCircle & SurveySwap) and sent to individuals via email and WhatsApp communication tool. The survey was available on the aforementioned platforms from October 01, 2021, until November 03, 2021. After that, the data was collected and transferred into an excel file to be analyzed.

1.3 Consumer Background

The reason behind the rising popularity of this technology also lies with its market segment. Most people who own wearable tech are Millennials (48%), and most of those who want it are younger (71% are 16 to 24 years) and male (71%). With regard to fitness trackers specifically, 36% are Gen-Xers. While younger generations are more socially conscious, this generation is getting older and is thus more directly health conscious. Furthermore, the younger generations are favoring devices that serve multiple purposes (e.g., the Apple Watch, which acts as a tracker in conjunction with various apps). More than 40% have an income that's at least \$100 thousand annually, although it's worth noting that the next largest income demographics are those making \$45 thousand or less. More than half (54%) are women.

The primary interest for consumers to pick up fitness-focused wearables is to help them improve their health, and 80% of wearables owners say that their devices have had a positive impact on their life and another 29% say the device has helped improve their performance. Another 73% believe that the biometric accuracy will eventually be able to directly affect your health. Some 35% of consumers use their devices to track steps, and another 18% use them for heart rate monitoring. More broadly, 42% purchased the device to track their overall activity, and 28% did so specifically to manage their weight (*"What Exactly Do Consumers"*, 2017).

2. RESULTS

Table 1: Sample Characteristics

Demographics	Categories	Participants (n)	Percentage (%)
Gender	Female	144	56.3%
	Male	107	41.8%
	Other	2	0.8%
	Prefer Not to say	3	1.2%
Age	15 - 19	20	7.8%
	20 - 29	138	53.9%
	30 - 39	63	24.6%
	40 - 49	22	8.6%
	50 - 59	11	4.3%
	60 and above	2	0.8%
Ethnicity	African American	1	0.4%
	Asian	58	22.7%
	Native American	1	0.4%
	Native Hawaiian or Pacific Islander	3	1.2%
	Other/Unknown	74	28.9%
	Prefer not to say	3	1.2%
	Two or More	10	3.9%
	Caucasian	91	35.5%
	Latino or Hispanic	15	5.9%
Education	Some High School	4	1.6%
	High School	44	17.2%
	Trade School	3	1.2%
	Bachelor's Degree	116	45.3%
	Master's Degree	73	28.5%
	Ph.D. or higher	12	4.7%
	Prefer not to say	4	1.6%
Income	Less than \$25,000	81	31.6%
	\$25,000 - \$50,000	48	18.8%
	\$50,000 - \$100,000	52	20.3%
	\$100,000 - \$200,000	22	8.6%

	More than \$200,000	5	2.0%
	Prefer not to say	48	18.8%
Place of Residence	United States of America	89	34.8%
	Lebanon	58	22.7%
	United Kingdom	28	10.9%
	India	15	5.9%
	Southeast Asia	12	4.7%
	Germany	10	3.9%
	France	7	2.7%
	Australia	7	2.7%
	Other	30	11.7%

The survey was taken by 256 respondents of which 56.3% (144) of them were females and 41.8% (107) were males. On the other hand, 53.9% (138) of the respondents were of the age group 20 to 29 and this gives us an initial picture that younger people are more likely to use smartwatches and fitness trackers either for fitness or fashion. The survey also shows that the majority of the respondents are coming from an educated background where 45.3% (116) have a bachelor’s degree and 28.5% (73) have a master’s degree. By looking more into the demographics of the respondents and by referring to Figure 1 shows that the survey was answered by respondents from more than eight different countries, and that's why this disparity in income level because, for example, people from India and Lebanon have an average income of \$25,000 or less while people from the USA have a higher average income. Moreover, respondents were given the chance to pick how they identify themselves and they can pick more than one option, so the results show that 45.3% (116) were technology lovers and 43% (110) were sports enthusiasts.

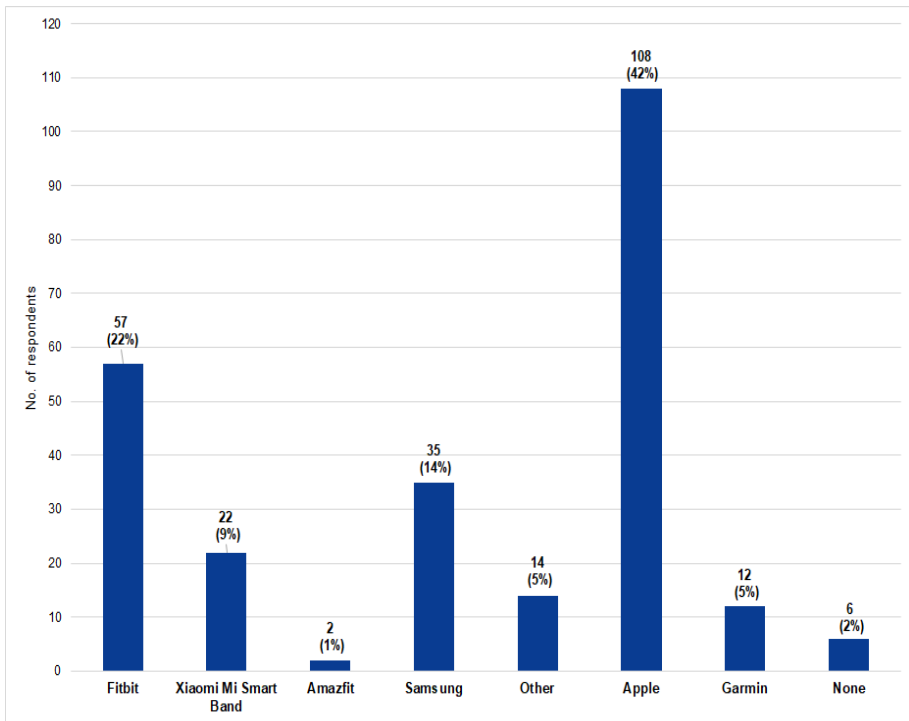


Figure 1: Different fitness tracker/smartwatch brands used by respondents

Figure 1 shows what brands of smartwatches and fitness trackers the respondents own or used to own. As seen above Apple smartwatch is taking the lead with 42% (108) followed by Fitbit 22% (57), Samsung 14% (35), Xiaomi 9% (22), and other brands like Garmin, Amazfit, Polar, Bolt, etc. add to 11% (28).

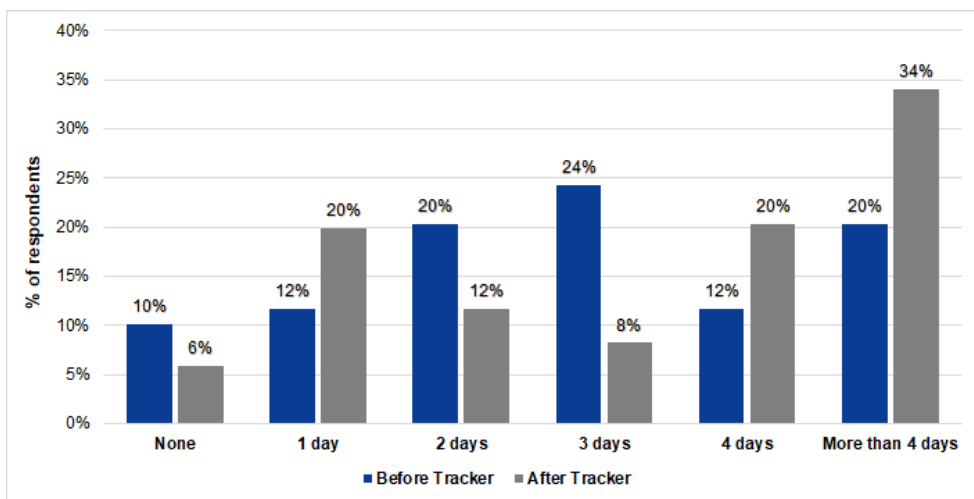


Figure 2: Respondents' physical activity level per week, before and after using a tracker

As seen in Figure 2, when respondents were asked how many days a week, they got at least 30 minutes of physical activity before and after owning a smartwatch or a fitness tracker, 12% (30) responded that they got 1 day of exercise before owning a tracker, 20% (52) responded 2 days, 24% (62) responded 3 days, 12% (30) responded 4 days and 20% (52) responded more than 4 days. Meanwhile, 20% (51) of the respondents answered that they got 1 day of physical exercise after owning a fitness device, 12% (30) of them responded 2 days of exercise, 8% (21) responded 3 days, 20% (52) responded 4 days and 34% (87) responded that they got more than 4 days of workout. The chart shows an increase in the number of days of physical activity in 1 day, 4 days, and more than 4 days. However, when looking into the individual responses, the data shows that the respondents' typical 30 minutes of physical activity has significantly increased after using a fitness tracker. This is an important aspect focusing on the purpose of this study of how fitness trackers motivate people to increase their physical activity levels.

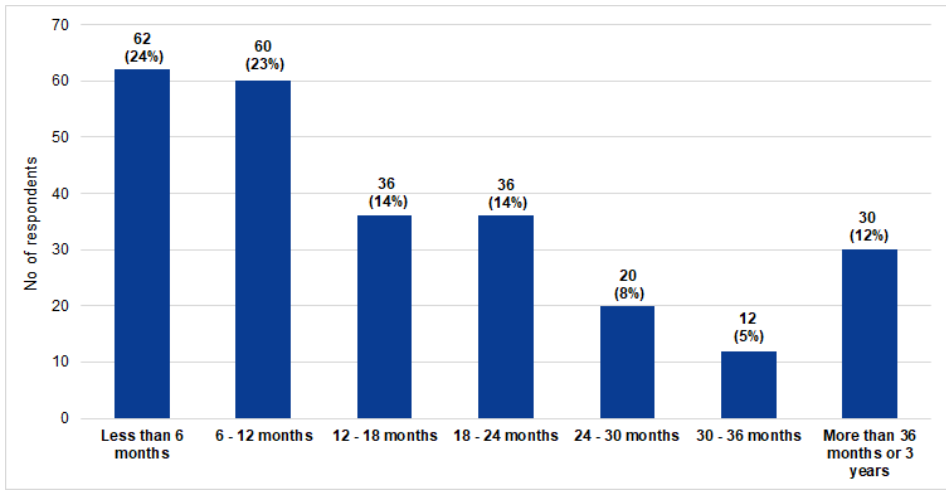


Figure 3: Fitness tracker usage period

The above chart (Figure 3) shows the number of days/months/years the respondents used or have been using fitness trackers. As seen in the figure, 24% (62) of the respondents said that they used their fitness trackers for less than 6 months and almost the same percentage of respondents 23% (60) said they used it from 6 to 12 months. This shows that the majority of respondents are new to this trend, and it's very important to understand if users will keep using this wearable device or they will abandon it after a certain period.

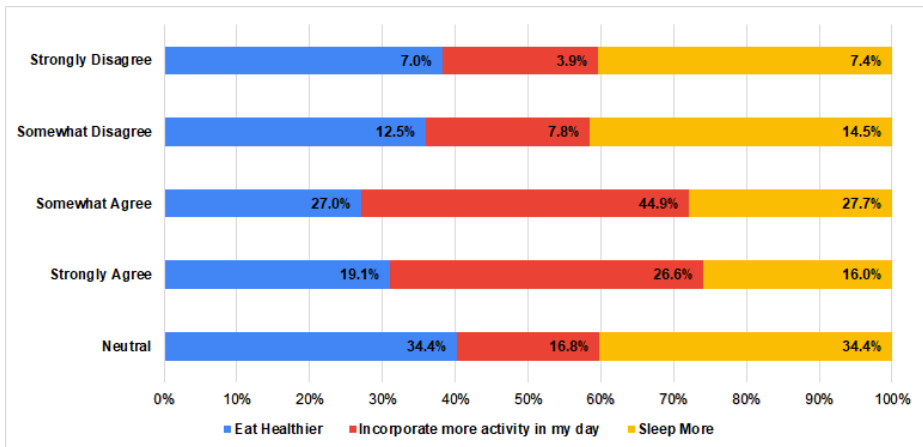


Figure 4: Respondents' level of agreement on the influence of fitness trackers on their food, physical activity, and sleep behaviors.

As seen in Figure 4, when the respondents were asked to specify their level of agreement or disagreement for three statements that asked about their food, physical activity, and sleep behaviors since they started using their wearables, 19.1% (49) respondents strongly agreed to eating healthier, 26.6% (68) incorporate more activity in their day and 16% (41) sleep more since they started using fitness trackers. 27% (69) somewhat agree to eating healthier, 44.9% (115) incorporate more activity in their day, and 27.7% (71) sleep more. The results show that a majority of the respondents either strongly or moderately agree with the statement that using a fitness tracker helps them to eat healthier, incorporate more activity and sleep better compared to the number of respondents who neither agreed nor disagreed or strongly and moderately disagreed to the same statements. The results witness that fitness trackers and wearable devices aid in incorporating and improving healthy behavior in adults, especially between the 20- and 40-years age groups.

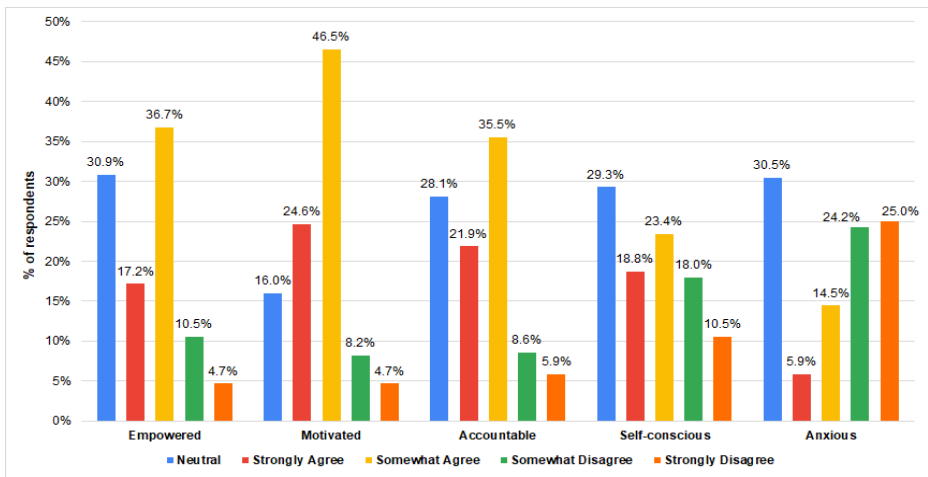


Figure 5: Respondents’ level of agreement on the psychological impacts/aspects of using fitness trackers.

Figure 5 illustrates the psychological effects of fitness trackers on users. As seen in the figure, when respondents were asked to state their level of agreement or disagreement on whether using fitness trackers made them feel more empowered, motivated, accountable, self-conscious, and anxious, a higher percentage of 36.7% responded that they somewhat agreed to feeling empowered, 46.5% motivated and 35.5% accountable, while higher

percentages of neutral feeling for self-conscious (29.3%) and anxious (30.5%). On the other hand, a large percentage of respondents strongly disagreed with feeling anxious (25%) and a slightly high percentage strongly agreed to feeling motivated (24.6%). This shows that fitness trackers are influencing users by empowering, motivating, and affecting their accountability positively.

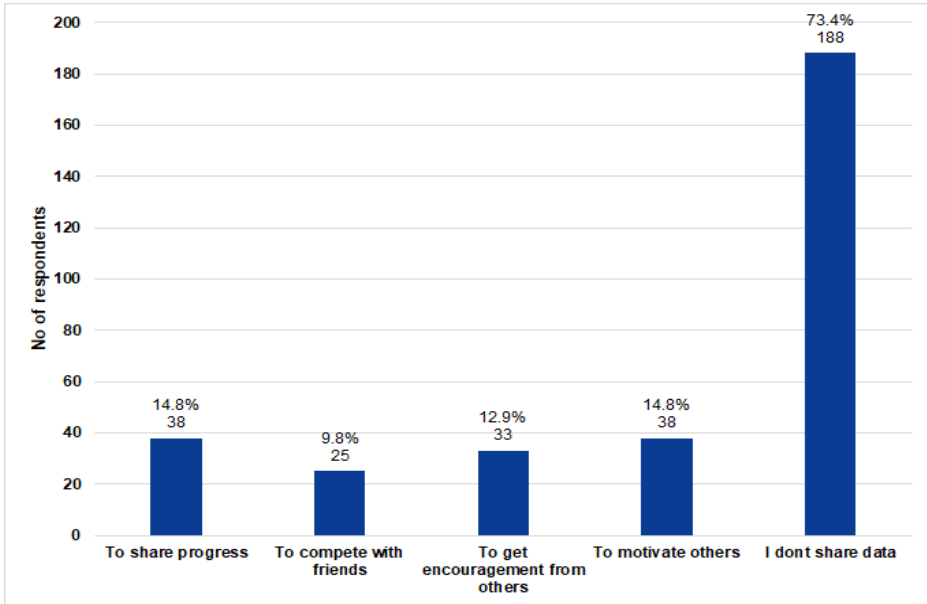


Figure 6: Sharing activity on social media

Since social media and influencers play an important role in the life of the majority and especially the younger generations. People are being influenced by social media content and the trends of sharing their personal life to get reactions from friends and to increase their sociability. For that reason, respondents were asked if they share their activity data on social media and if they do what was the reason behind it. Surprisingly the majority of respondents and we are talking about 73.4% (188) don't even share their activity data on social media for whatever reason, while 14.8% (38) of respondents share their data for the reason of motivating others, and exactly the same percentage 14.8% (38) of respondents share their data for the reason of sharing their daily progress with friends and followers. On the other hand, a similar percentage of respondents 12.9% (33) share their data to get

encouragement from others while 9.8% (25) of respondents share their data to compete with friends.

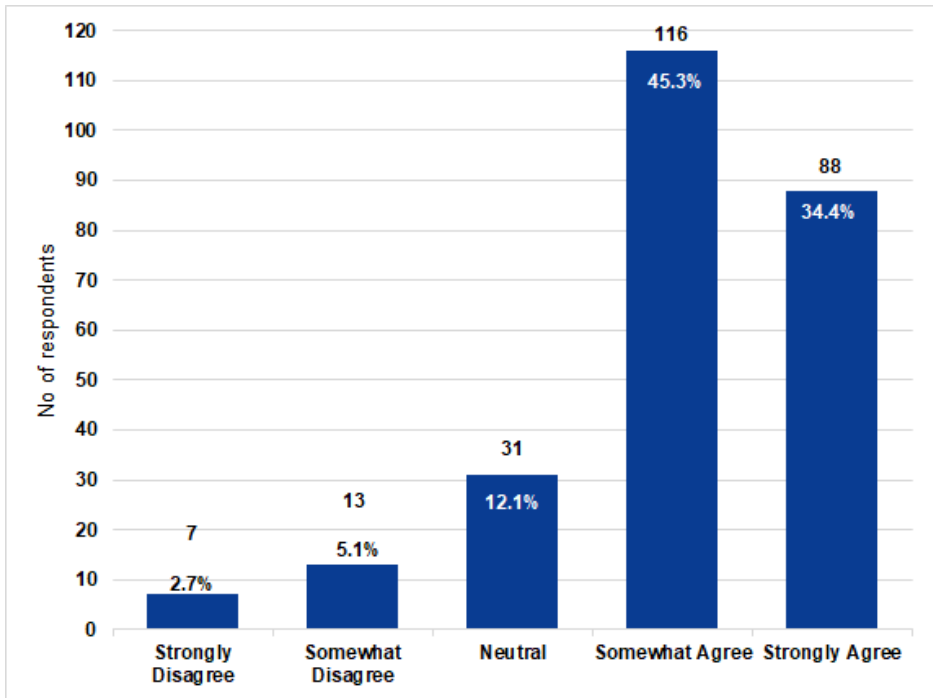


Figure 7: Respondents' level of agreement on the positive experience of using fitness trackers

Fitness tracker companies are competing for a better product leading to a larger market share. This competition in the industry of fitness trackers and smartwatches forced companies to show the best they got in terms of technological advancements to increase customer satisfaction. When respondents were asked whether they had an overall positive experience using their fitness trackers, the results showed that 45.3% (116) of the respondents said they somewhat agree and 34.4% (88) said they strongly agree.

Physical activity is closely linked with health and well-being; however, many people do not engage in regular exercise. Older adults and those with low socioeconomic status are especially at risk for poor health, largely due to their sedentary lifestyles. Fitness technology, including trackers and smartphone applications (apps), has become increasingly popular for measuring and encouraging physical activity in recent years. However, many

questions remain regarding the effectiveness of this technology for promoting behavior change. Behavior changes techniques such as goal setting, feedback, rewards, and social factors are often included in fitness technology. However, it is not clear which components are most effective and which are actually being used by consumers (Sullivan, et.al., 2017). Smartwatches and fitness trackers can help track everything from steps per day, heart rate, calories burned, and much more. Activity tracking apps also work great because they encourage many of us to meet our daily fitness goals and push our regular physical activity by displaying trends that set new objectives as we progress. These apps offer short interval workouts, easy-to-follow tutorials, and progress monitoring that can be read from the wrist. Even if you only have 10 minutes a day, using them encourages many of us to increase our overall physical activity. Moreover, these fitness trackers allow you to pick the type of fitness routine that works with your schedule and skill level. You can pair your smartwatch with your phone or another device to get real-time readings of your overall accomplishments and the calories you burned whether you're doing yoga, in a spin class, strength training at the gym, or a multitude of other activities (Healthcare Resources - Blog, 2021).

Using fitness trackers to self-monitor activity levels can raise awareness of current activity levels in relation to physical activity guidelines, which may, in turn, motivate people to change their activity levels to achieve a healthy lifestyle. Experts say the trackers can provide accountability and help people at all levels motivate themselves. Wearing fitness trackers can help people with obesity, diabetes, and heart disease boost physical activity levels. Motivation is often one of the hardest habits to instill and keep, especially during times of chronic or unmanaged stress. Overall, fitness technology has the potential to significantly impact public health. In this research, the users were asked the right questions to be able to come up with the right conclusion and understand if fitness trackers can motivate people to a healthy lifestyle. Our results clearly show that after using fitness trackers, people were motivated to increase working out whether slightly or significantly. These results can be concluded after analyzing the results from Figure 2. It is clear from the responses that a high percentage of people work out more than 4 days a week after using their fitness trackers. On the other hand, Figures 4 and 5 solidify that fitness trackers are driving people to eat healthier and be more

active. Moreover, people using fitness trackers feel more empowered, motivated, and accountable. Overall, fitness technology has the potential to significantly impact public health.

CONCLUSION

In this research, data were collected and studied to understand the users' end results. The conclusion shows that smartwatches have a positive impact on the user's lifestyle. Future research should study how this technology can be used for the purpose of medical benefits. The wearable landscape is in constant change. New devices and brands are released every year, promising improved measurements, and user experience. Advances in device quality offer new opportunities for research. New fitness trackers and smartwatches are introduced in the consumer market every year. These devices are equipped with different sensors, algorithms, and accompanying mobile apps. With recent advances in mobile sensor technology, privately collected physical activity data can be used as an addition to existing methods for health data collection in research. Furthermore, data collected from these devices have possible applications in patient diagnostics and treatment.

While this study focused on current tracker users, the purpose was also to understand users' reasoning for discontinuing tracker usage. When asked the reason behind not using the tracker any longer, 21.8% (29) respondents answered that trackers were no longer motivating them, 24.1% (32) respondents lost the tracker/watch, 18.8% (25) of the respondents stopped using due to technical difficulties, 11.3% (15) stopped using the trackers/watches due to privacy concerns such as data collection and tracking, 6% (8) responded having negative impacts (physically, mentally, etc.) and 18% (24) of the respondents had other reasons such as the tracker got outdated, did not match their outfits, broken watch/strap, lack of motivation due to Covid pandemic, etc. Consumer-focused brands must investigate users' concerns about privacy - how their data is being collected, stored, and used. Brands must be ethically responsible while handling consumers' personal data by complying with the necessary privacy laws for data collection and usage. It is the responsibility of brands to educate consumers on how their data is ethically handled, teach them their rights and control over their personal data. Companies should not unethically share sensitive data with third parties

without consumers' consent. The SMARTWATCH (Stop Marketing and Revealing the Wearables and Trackers Consumer Health) Data Act has been introduced in the Senate on March 1 as S. 500, by Sens. Bill Cassidy, M.D., (R-Louisiana) and Jacky Rosen, (D-Nevada). This bill restricts the commercial use of identifiable personal health information derived from a smartwatch or similar consumer device. The new legislation will ensure that health data collected through fitness trackers, smartwatches, and health apps cannot be sold or shared without consumer consent (HIPAA Journal, 2019).

The Health Insurance Portability and Accountability Act (HIPAA) applies to health data collected, received, stored, maintained, or transmitted by HIPAA-covered entities and their business associates. Some of the same information is collected, stored, and transmitted by fitness trackers, wearable devices, and health apps. That information can be used, shared, or sold, without consent. Consumers have no control over who can access their health data. The new legislation aims to address that privacy gap. (HIPAA Journal, 2019) Privacy is becoming a hot topic for consumers when it comes to sharing or exposing their private lives to the public. This opens a whole new debate for a future study.

As a conclusion, fitness tracker devices are a dynamic and continuously developing technology that started in the '60s but recent improvements and development took this technology to another level. A lot of brands enter this market with innovative and new ideas but at the same time, other brands are disappearing from the consumer market for various reasons. Fitness trackers are particularly shaping the sports industry motivating people and driving them to a healthy lifestyle.

Conflict of interest

The authors certify that there is no conflict of interest with any financial organization regarding the material discussed in the manuscript.

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Authors` contributions

All authors have participated to drafting the manuscript. All authors read and approved the final version of the manuscript. All authors contributed equally to the manuscript and read and approved the final version of the manuscript.

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