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## **THE INFLUENCE OF REAL-TIME MARKETING ON SOCIAL MEDIA USERS: A STUDY ON USERS OF 'EKŞİ SÖZLÜK'**

### **Abstract:**

The aim of this research; is to explain the awareness about real-time marketing by social media users and its influence over them. Moreover, examining the change created by real-time marketing on shopping habits and brand loyalties of social media users has been aimed. The scope of this research; includes 200 users from "Ekşi Sözlük" which is among one of the most popular dictionaries in Turkey.

As the research method; survey method has been used and survey forms were created via "Google Forms". Obtained data was coded and loaded to the SPSS for Windows 17.0 statistics packaged software. Then it was sorted out and analyzed by using this software. Importance of this research; real time marketing is acquirement of current affairs and production of new content in line with this information by brands. Users follow brands by means of social networks and they display the content which has been produced by brands. On the other part, brands shape the contents which they are going to create, by the help of the matters in question that the users bring up to the agenda at social networks and in this manner real-time marketing practices are put into process. From this standpoint, this research is significant in order to identify opinions and attitudes of social media users towards real-time marketing contents.

Changing customer profile and development of social media are interconnected processes and in this way new marketing techniques have emerged. A great number of brands act as a Publisher and they share special contents via social networks. So as to be successful at content marketing, the produced content must be target oriented, sentimental, shareable, authentic and useable.

### **Keywords:**

Social Media, Real-Time Marketing, Ekşi Sözlük

**JEL Classification:** M31