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THE EFFECT OF SOCIAL MEDIA ADVERTISEMENTS ON THE CONSUMER BEHAVIOR UNDER THE MODERATOR EFFECT OF CULTURE: A STUDY ON HEALTH TOURISM

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ABSTRACT

People's lives have been drastically impacted as a result of the advancement of digital technology, and our consumption patterns have taken on new dimensions. Considering these continual changes in cultural dynamics, this thesis attempts to explain how digital consumer culture enables digital socializing.

Researchers discovered that people's reactions to social media advertising differ depending on their cultural background. This research's main goal is to compare the most recent data on substantial cultural differences. Therefore, the difference in pre-purchase activities, the diversity of the purchase decision, and the post-purchase commitment decision is determined based on the prevailing culture and thought in societies.

By actively embracing social media, tourism, health tourism, and hospitality marketers may reach more new buyers in less time and at a lower cost. Because of cultural effects, this paper investigates the impact of social media on tourist sector consumers' decision-making habits and online shopping trends in Turkey in the field of medical tourism under the culture dimension. As well as the potential links between socially inclusive and elements like social media data and the usage of social media for tourism services. A survey that inquired about the perceptions toward social media marketing and cultural influences were given to 200 tourist participants from Turkey. A descriptive analytical approach was used in this research. It is based mainly on literature and previous works and articles that are related to the given research, the data will be collected using surveys and questionnaires from various social media tourist users, the data will be collected and analyzed using percentages and statistical graphs.

Keywords:

Social Media Advertising, Consumer Behavior, Purchase Decision, Culture, medical tourism.

INTRODUCTION

The spread of the Internet and social media platforms among tourists for their ease of movement during their travels. Many travelers from different cultures can exchange data, photos, videos and opinions about their tourism experience. On the other hand, the distance between countries made it important to have the Internet in the hands of travelers to communicate with international and local tourism companies in order to see advertisements for the products and services provided by those companies. (Al-Azzam., 2021). People nowadays connect and interact in different ways to the information technology. Social media has grown in popularity as a virtual gathering place for consumers to congregate and share information social media has caught the interest of many young people in the twenty-first century, and it is quickly becoming a key source of information for them. Since the young generation and future generations use the Internet to evaluate the quality of the product before spending the money they earned after effort and fatigue, it is not easy to be convinced of the product and it has not been seen with the naked eye, so companies have linked business marketing through social networking, which has a positive impact on revenue. The impact of social media marketing has been investigated. Researchers, on the other hand, did not place a great importance on this area of research, especially since there were other more successful marketing devices (Direct Marketing, Email Marketing, Content Marketing, etc..). (Cimendag., 2012).

 In this article, the idea of consumer culture and behavior towards digital technology and culture change with digital modernity is supported and this continuous change in cultural dynamics is considered. The researchers found that there are cultural differences in how people interact with social media advertisements (Yalcin, 2012). Consumer behavior is defined as the actions that people take while they are looking for, buying, using, assessing, and discarding products and services that they believe will meet their requirements. The study of customer purchasing behavior is known as consumer behavior.

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Consumer behavior enables us to comprehend why and why not a person acquires goods and services from a market. In other words, consumer behavior refers to what people buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they rate it after they buy it, and how that evaluation affects future purchases and disposal. (Demir, 2013).

Culture refers to a group of people's entire way of life. Culture is a set of values, ideas, artifacts, and other important symbols that assist individuals in communicating, interpreting, and evaluating their roles as members of society (Bello, 1997).

Furthermore, culture is the sum of taught beliefs, values, and customs that guide members of a society's consumer behavior A community's collective ideals, standards, and priorities are expressed through cultural values. Individuals learn values and culture through socialization and acculturation, and cultural values are passed down from generation to generation. (Ferrante, 2021).

Culture is a double-edged reality for people. It refers to the material and intangible parts of a people's way of life, such as their tools, weaponry, crafts, and shared ideals, customs, values, and beliefs. Material culture includes things like folk customs, techniques, skills, housing, clothing, cuisine, tools, furniture, and utensils, among other things. Inner behaviors, traits, beliefs, desires, values, and conventions are among the non-material components of culture. (OGUNDIPE, 1987).

Culture gives people a feeling of identity, establishes norms, roles, conventions, rituals, and artifacts, and defines people's beliefs and value systems. Each individual consumer sees the world through his or her unique cultural lens, which has been acknowledged. (Markus., 1991).

Every individual is subject to his or her culture; culture affects our motives, brand comprehension, attitude, and intention to use; culture provides people with a sense of identity and understanding of acceptable behavior within society; culture is by its very nature dynamic and transmissible, socially learned rather than innate; every individual is subject to his or her culture; culture affects our motives, brand comprehension, attitude, and intention to use; culture creates meaning for everyday products; culture provides people with a sense of identity and understanding of acceptable behavior. (Gretzel., 2018).

Moreover, Norms are the standards that authorize or forbid certain types of behavior in specific contexts, and they are established by culture. They are derived from culture values. A society's core values determine how things are used in terms of function, form, and meaning. Culture exists to meet the needs of people in a society, and it is one of the impacts on consumer behavior. For example, culture establishes standards and guidelines for what to eat for breakfast, lunch, and dinner, as well as what to serve to dinner party guests. People's culture determines whether something is considered a luxury or a need. Similarly, culture provides insight on appropriate attire for specific times. (Nicholson, 2011) Our attitudes toward objects and issues such as foreign products, the types of clothes a married lady should wear, women drinking alcohol discreetly or in public, and time consciousness are all influenced by culture.

In addition, Tourism is a significant aspect of Turkey's economy, bringing in an estimated $35 billion in annual earnings. Nearly 37 million tourists came in 2014, making it the world's sixth most visited country, as well as the most visited Muslim-majority country. Europeans have traditionally flocked to Turkey, accounting for more than half of the country's tourism arrivals in recent decades. (Nisbett, 2011).

This served as a vital cultural link, exposing many Europeans to Turkish culture while simultaneously exposing Turks to European values — an important benefit in a country where only about 15% of the population has a passport. Although data from 2017 show that the industry is recovering from that steep dip, longer-term trends indicate that the makeup of tourists visiting Turkey is changing. European tourists are being rapidly displaced by visitors from the Middle East. This has far-reaching cultural and political consequences. (Voramontri, 2018). Because only about 11% of Turks go overseas, the generational impact of this trend could be very significant. Even at its peak in 2015, less than 9 million Turkish tourists traveled worldwide out of a population of about 80 million.

In these situations, encounters with visitors provide many Turks with their sole direct contact with the outside world. Such connections exposed kids to European cultures and ideals in previous decades. Most of the people they meet now are from the Middle East or former Soviet states. (Voramontri, 2018).

As a further matter, Turkey is a market leader in medical tourism and healthcare facilitation. Medical tourism in Turkey is an advantage and an attraction for many tourists in the world, as it is characterized by the presence of technologically and medically advanced hospitals that are internationally accredited, and the cost of performing surgeries for obesity patients, metabolism and plastic surgery is acceptable and within everyone's reach, and the service is of high quality compared to other countries (Liu, 2020).

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In Turkey, medical tourism has become a major industry. Many individuals travel to Turkey for healthcare because of the low cost, high quality, short waiting times, and excellent facilities. Turkey has 32 Joint Commission International-accredited hospitals, the majority of which are in Istanbul. In 2008, 75,000 people came to Turkey for medical tourism. In ten years, the number has climbed tenfold, and 850.000 tourists are expected in 2018. (Liu, 2020).

On the one hand, the prices that Turkey offers to those coming from abroad for treatment, and compared to Europe, the United States, and other countries, Turkey offers better treatment with lower financial costs. Some procedures are 90% less expensive compared to other countries. On the other hand, the infrastructure and healthcare facilities are of world-class quality. Turkey also combines the best healthcare with a wonderful vacation.. (Icoz. O., 2018).

Patients come to the West for advanced medical treatment on a regular basis, but the trend is increasingly changing in the reverse direction. Many people from Western countries are now seeking medical treatment in countries other than their own. Medical tourism, or health travel, has been coined to describe this phenomenon. Information on the actual outcomes, experiences, and views of health travelers is scarce or nonexistent. Advanced Internet technologies and apps, on the other hand, provide information about medical tourism and allow patients to share their experiences. (Kang, 2013).

Turkey, which has a significant number of globally accredited hospitals, is a popular tourist destination, and is positioning itself to attract international patients, has many internationally approved hospitals. (Kang, 2013).

Thus, the focus of this study is to determine whether consumer's behavior is influenced by the social media and cultural influences or not. Specifically, the purpose of this study is to explore the impact of social media on tourist sector consumers' decision-making habits and online shopping trends in Turkey in the field of medical tourism under the culture dimensions. Therefore, the article emphasizes that the consumer has the right to actively post personal information, upload photos, send and receive messages, join groups, and blog on social networks in their spare time and throughout the world.. (Leigh, 2006).

In extension of what has been mentioned in this article, the society's culture, its traditions, norms, values, and customs reflect its orientations, commercial activities, and tourism, which has a strong influence on people's shopping behavior. To define consumer behavior is to construct an umbrella term that encompasses a wide range of characteristics. Attitudes, motives, experiences, perceptions, values, self-concept, culture, family, career, and societal reference groups all influence consumer behavior. A change in any of these would, predictably, result in a change in customer behavior. (Leng., 2010).

Statement of the Problem

Even though many retail locations are similar around the world, consumers differ. Consumer perceptions of the world, as well as the motivations that drive them and the thinking processes that shape their judgments and decisions, are profoundly influenced by culture. Consumers' beliefs, ambitions, and the way they perceive, categorize, and reason about their environment are all influenced by culture. (Chivandi., 2019). The culture of thought has a profound impact on how consumers perceive their needs, and it drives them to choose the product selection and payment processes, while prejudging the quality of the product and the credibility of the company. It also has a strong influence on the values consumers hold for the goals they pursue. (Norenzayan, 2001).

There are several ways in which culture can influence the consumer journey, so research on the main ways in which cultural influences can influence decision-making processes about consumer behavior is the extent of our research. Existing advertising is based on social media customer behavior trends. Researchers are constrained by social media marketing policy measures because consumer performance is a recurring theme. Consumer decision-making processes have been altered as a result of digital media, according to study findings. With this unique viewpoint provided by research, organizations may be able to discover and embrace new opportunities. To make customer decisions of the new era. (Hofstede, 1984).

A consumer's journey can be influenced by culture in a variety of ways. Our research focuses on the keyways in which cultural factors might influence consumer behavior and decision-making processes. The current advertising is centered on client behavior trends on social media. Because consumer performance is a common topic, researchers are bound by the social media marketing policy procedure. According to the conclusions of the study, digital media has influenced consumer decision-making processes. (Gupta, 2020)

Organizations may be able to recognize and welcome new opportunities for customer decision-making from the new era thanks to the research's unique vantage point.

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Significance of study

By using social media to advertise their health tourism and other related industries, travel firms may offer more meaningful experiences that fit the needs and desires of this quickly developing market. In addition, social media tourism specialists may utilize the data to better understand how self-perceptions are changing and modify strategies to assist develop medical tourism.

When studying customer journeys, cultural elements are rarely considered. This article focuses on how customers interpret and respond to all touchpoints of the shopper trip, and how culture plays a role in that process. Considering each step of the consumer experience considering the cultural variances is crucial. There are few studies on consumer behavior under the influence of culture and how it influences visitors' self-perceptions while choosing their locations. Travel companies who use social media to promote their health tourism and other related industries may be able to provide more meaningful experiences that meet the requirements and desires of this rapidly growing industry. (Cohen., 2014)

In addition, social media tourism experts may use the data to better understand how people's perceptions of themselves are evolving and adjust plans to help medical tourism grow. Cultural factors are rarely included when examining consumer journeys. This article focuses on how customers interpret and respond to all touch points of the shopper journey, as well as how culture influences this process. It's critical to think about each phase of the customer journey in terms of cultural differences. (Court., 2009).

Assumptions

- Every person has a certain method of communication and a favorite kind of Internet application.
- A positive hypothetical relationship exists between the usage of social media by people to discover or search for new goods and services that fulfill their needs and the electronic promotion of luxury brands.
- Social media has a significant impact on purchasing decisions.

Purpose of the Study

The article explores how the online review process generated and consumed by national cultures. It is aimed to examine whether nationality-based, culturally adapted review information could influence the decision-making processes of customers. Also, it will explain the impact on customers' attitudes and actions of the social media, which has become more prominent in recent years, and to find out what variables influences medical tourists to choose Turkey as their medical destination. As a result of Internet technological developments, many individuals have begun to solve their demands such as communication, sociability, entertainment, and having an appointment in hospitals by using social media instruments (Chivandi, 2018). These social media advertising operations have had an impact on customers. Social media have begun to influence customer choices and purchasing behavior under the effect of culture. The objective of this research is to show the behavior and effects of social media users.

Research Objectives and Questions

Based on the large number of consumers in the medical tourism sector, and the role of social media networks in marketing decisions, the purposes of this study are to highlight the effects, and the role of social networks on choosing distention and how they influence the decision-making processes of customers (Court, 2009), based on the large number of consumers in the medical tourism sector and the role of social media networks in marketing decisions.

The study will examine the below research questions:

- Question 1: If social media advertisement affects the consumer decision making under the effect of the culture?
- Question 2: If social media advertisement encourages consumer to choose Turkey as a health tourism distention?
- Question 3: If the culture affect choosing traveling distention and traveling health tourism?

Cultural Factors

Cultural factors have the most impact because they represent a consistent set of beliefs, perceptions, preferences, and behaviors that the consumer has learnt throughout his or her life. Customers in Western cultures, for

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example, are typically motivated by a desire to display individualism, whereas consumers in Eastern cultures are more concerned with conforming to group standards.
 Consumers may be impacted by a variety of subcultures in addition to the dominant culture. Although French is the main culture in Quebec, English is a significant subculture. Social class is a subcultural component because persons of the same social class have comparable beliefs, interests, and behaviors.

Definition of medical tourism and types

People go abroad to get healthcare services and facilities, primarily medical, dental, and surgical treatment, in a specialized sector known as medical tourism. The rising trend of traveling to foreign nations primarily to receive free treatment is known as medical tourism, sometimes known as medical travel, health tourism, or wellness tourism. Health medical tourism is a new phenomenon that has emerged from the convergence of health and tourist industries. Others have viewed health and medical tourism as two separate issues, each with its own emphasis. For example, Carrera and Bridges define health tourism as "planned travel beyond one's local environment for the maintenance, enhancement, or restoration of one's mental and physical well-being" (Carrera, 2006)

The following justifies medical tourism in today's context. "Medical travel" refers to when a person leaves their usual surroundings in search of medical treatment. Once they arrive, they are referred to as "medical tourists," and "medical tourism" refers to any activities that involve the use of medical services, whether directly or indirectly through hospitality, cultural exposure, or sightseeing. So, a medical tourism trip also includes the travel component for pleasure. In general, medical tourism is defined as a trip done by an individual outside of his regular location for the purpose of receiving medical care, research, or therapy, along with the visitors' usage of the infrastructure, amenities, and attractions of the area. (Neil Lunt).

METHODOLOGY

The researcher used the analytical descriptive approach in analyzing the data that illustrates the role and impact of electronic marketing for medical tourism in Turkey. The research data was presented in detail using " SPSS" analysis, including relevant opinions and trends on this topic. This approach meets the research goals by comparing and evaluating the results, which increases our hopes to publish meaningful content to support the available knowledge in everything related to medical tourism.

RESULTS AND DISCUSSION

In order to identify the relationship between social media advertisements and making choice behavior of consumer in the Turkey as a center for health tourism multiple regression model was used.
There is a strong positive relationship between social media advertisements and on making choice behavior of consumer Under the mediator's influence on culture represented by 762
The results explain that the independent variables social media advertisements explain 581 of the two differences in through the determination coefficient 2R
The value of the degree of freedom is 2
The value of F is 116,956and expresses the suitability of the model used to test the hypothesis
The value of the sig is less than 5%, which shows a strong impact between social media advertisements and on making choice behavior of consumer Under the mediator's influence on culture
Based on the previous explanations we accept hypothesis 1 and reject null hypothesis
There are positive statistically significant Under the mediator's influence on culture affect at the level of significance (0.05) social media advertisements on making choice behavior of consumer in the Turkey as a center for health tourism.
The Analysis shows the following results:
- There is positive statistically significant affect at the level of significance (0.05) social media advertisements on making choice behavior of consumer, in the social media advertisements
- There are positive statistically significant Under the mediator's influence on culture affect at the level of significance (0.05) social media advertisements on making choice behavior of consumer in the Turkey as a center for health tourism.

FINDINGS

-The female respondents are most used to online purchasing using social media advertisement.

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-Most respondents used to choose prestige premium symbols.
-The respondents with higher salary have higher intention to purchasing using social media advertisement.
-The respondents with higher educational level have higher customer satisfaction level.
-Older respondents have a lower interaction with social media advertisement.
-Most of the respondents have positive satisfied by social media advertisement.
-Majority of the respondents have got well experienced in using social media advertisement.
-Majority of respondents are more user social media.

CONCLUSION

Social media advertising has a significant impact on consumer behavior under the influence of the cultural medium. When consumers deal with these ads, they receive advertising content that suits their culture and personal expectations, which in turn affects their consumer behavior, social media ads may affect consumer behavior in several ways. For example, advertising can encourage consumers to purchase a particular product or join a particular service, by offering exclusive offers and discounts. In addition, advertising can also influence consumer behavior by forming motivation, interest and desire to acquire, the advertisements product or service, while the impact of culture on consumer behavior cannot be overlooked in the world of business and marketing. Culture shapes consumer values, beliefs and perceptions, which in turn influence their purchasing decisions and preferences, the researchers from this study tried to look at the impact of social media advertisements on consumer behavior under the influence of culture supervisor: a study on health tourism. The questionnaires were distributed to the whole population; the researchers predict that their impact social media on consumer behavior under the influence of culture supervisor: a study on health tourism. and the result approve that there is The Impact of social media advertisements on consumer behavior.

The Future studies

1. The researchers recommend that they be innovative and interactive in designing their study. Multiple research techniques can be used to understand the impact of social media on consumer behavior. It is recommended to use surveys, personal interviews and data analytics to collect information related to this aspect.
2. The researchers recommend that any new research related to this topic be sure to identify the main variables that affect consumer behavior on social media. It is desirable to include factors such as customer-targeted content, user experience, social impact, and brand trust.
3.

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