

ANALYZING THE ROLE OF SOCIAL MEDIA ON CONSUMER PREFERENCES: A STUDY ON SERVICE SECTOR WITH ONCONJOINT ANALYSIS

Karim hamza abdelrehim zidan¹, Ilkay Karaduman²

¹Social Science Institute / Istanbul Aydin University, Turkey

²Faculty of Economics and Administrative Sciences / Istanbul Aydin University, Turkey

E-mail¹: karim.zidan78@gmail.com

Abstract: In the era of globalization, Social media play a key role in business all over the world and an essential part of individuals live as well. It is a useful tool for firms who is eager to maintain and expand their market share or at least to avoid to be left in behind and get out of the market in nowadays fierce competition. Consumer preferences analysing is an important topic for both academic researchers and trade companies as it helps to understand consumers' needs and behaviours, by which a more right insight and strategies can be develop when dealing with consumers. With growing importance to service sector especially in Turkey this research is undertaken to analysis in-depth the social media role in influencing consumers when they choose between service providers companies in Turkey. By using conjoint analysis, which is generally preferred when dealing with consumers to the given stimulation that most near to reality and its flexibility, we aimed to contribute to related literature and also support firms in having the best strategies while using social media to maintain and win new customers, there for data was collected from respondents over our selected attributes with its levels. The findings conclude that there is a positive relationship between the fast response, useful of content and number of likes and shares with consumer's positive attitudes. Additionally, the impact of those influencers slightly differs according to some demographic criteria like gender, age and employment status but does not present any significant difference.

Keywords: social media; consumer preferences; service sector in Turkey; conjoint analysis; using social media motivations.

1. INTRODUCTION

1.1 Background Information

The concept of Web 2.0 is supporting and influence aggregate knowledge. That is Web 2.0 play a crucial job in gathering information, learning, insights and offer advices to whom will utilize them in taking choices. Such kind of aggregate knowledge creates new thoughts, take care of entangled and age-old issues and help in taking the correct choice about the future opportunities of the organization. Web 2.0 is a promoting popular expression and it encourages business of an association (O'Reilly & Battelle, 2010). Social media are "internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content" (Kaplan, 2010). With the development of the web online, a new way arise for exchanging the word and by (eWOM) it became esier to spried the same word all over the world .The web has developed exponentially with Web 2.0, an intuitive innovation which has empowered the advancement of social media applications. This interactive digital media has presented discussion among customers themselves

and between them and organizations as well, which are altogether different in nature from traditional WOM. (Magalhaes & Musallam, 2014).

In order to have needed information and for the sake of better insight of a product, consumers view online groups they are allowed to access through social media platforms to know and get their needed info whether it's about the product itself or other info like what people say about it and what they have experienced using it (Hensel & Deis, 2010). Social media with rapidly gained importance, it became an essential success factors for any organization in different sector or even different size, it is crucial marketing activities, advertising and communication and its users are growing exponentially every year. Because of the strong relation between the firm and its consumer, consumers ever share their experience and exchange opinions even recommend brands they are feel competent about to their close groups and in the form of EWOM promotion. Eventually this activities lead to accumulation growth with customer base increase (Grönroos, 2007). As a result of globalization, consumers nowadays are more aware of available alternatives products which are available either online or offline and have same characteristics by which they can be satisfy their needs. Easiness to access needed has earned distinctive dimintions that even in order to have more accurate interperatation another wording is needed. which is available for Consumers, as a result of this unavoidable flow of information has altered the burchasing behavioe of consumers (Clemons, 2008). This online world gave sufficiant data to consumers, in particularly they need data related to availability of a product, value, location and the preferred characteristics. Similarly organizations can recognize the unfulfilled consumer needs ,which they should pay proper attention and try to address them with new feature of a current product or even with a totally new one. Social media is gaining importance more and more everyday in the field of marketing, advertising and communication as its users are growing rabeldly every year (Constantinida & Stagnoa 2011).

Turkey, specially in recent years has witnessed increase in the number of social media users what make us ask which platforms ,in which way it's used and present a need to investigat its role in consumer behaviours and preferences.

This study attempts to explain how and to which extend the selected attributes of social media affect consumer preferences while selecting a service provider, by determining the best combinations for consumers, it will provide social media marketers great help for better strategies. Our study aims to guide and help organizations who intend to use social media as a tool of marketing, making awareness about their products specially services by determining how our selected factors affect consumers and which one is the most important so that the organization can draw its strategy according to it. Fast response to consumer in social media, usefulness of shared contents, Numbers of likes and shares from consumer (in form of Ewom) to be considered by managers while implement social media as a marketing tool in their marketing strategy. This study will be a valuable addition in the body of literature especially from the context of Turkey service sector, which is the third part of any economy that accounts for significant proportion of GDP and all countries as it leads to promotion in both the primary and the secondary part of parts of the economy.

1.2 Research Questions

Specifically our study seek to provide answers to the below questions;

- What are the factors (attributes in our case) of social media that can influence consumers' preferences?
- To what extent Response time to consumer in social media, usefulness of shared contents, Numbers of likes and shares from consumer (E-word of mouth) affect consumer preferences?

2. LITERATURE REVIEW

2.1 Consumer preferences in service

From traditional marketing perspective the target is to discover and convince potentials to buy the firms output, which consists of product, pricing, distribution and communication or promotion, while from service marketing perspective when we rather focus on service the issue is not the same because service marketing is more detailed and complicated than the common four Ps or marketing mix approach. Service marketing demands an efficient

organized work by the respective company, whereby Kotler & Armstrong (2007) state that service marketing requires more than just standard regular external marketing, instead applying marketing mix is essential both internal and interactive marketing are required. Internal marketing refers to what company do to motivate and train employees dealing directly with customer support as well as other indirectly supporting service people to reach maximum customer satisfaction level, whereas interactive marketing emphasis on to the quality of the service provided in the process of buyer-seller interaction (Syed et al., 2011; Kotler & Armstrong, 2007).

2.2 Social media and consumer preferences

Social media made it easier for service providers to gain new and maintain relationship with loyal customers, nevertheless it's a challenge at the same time to meet with their expectations in a rapidly developed technology environment and increasing time of users for different type of platforms.

One good example is tourism customers who became more and more active and have seriously thought of commenting, picturing, and videos sharing in social media when they are decide to buy or while making shopping, that conjointly shortened the time of taking decision (Bayram & Şahbaz, 2012) It is now clear that the comments made in social media influence tourists' perceptions to a significant extent (Lopez et al., 2011).

The increasing number of tourism customers who use internet adds to the popularity of internet. Tourists share the experiences, comments, photographs, and videos with their families, friends, tourism firms and others in social media platforms (cited in Xiang & Gretzel, 2010 by Atadil, 2011).

Thanks to social media and interaction through internet, tourism firms reduces their communication expenses to a minimum (Williams and Hobson, 1995). In this sense, social media became the place where companies sell and market services and products anytime and anywhere (Llach et al., 2013).

Banks too are using social media aiming to establish or maintain good relationships with customers they are dealing with. They invite all customers to participate in the business, and using their feedback to facilitate management and operations along with helping other customers and designing new products and services to differentiate and stay innovative (Logvinov, 2013). From customers' perspective, their intention to participate in social media arises from either intrinsic factors or extrinsic factors. "Intrinsic motivation refers to motivation embedded in the action itself (comes from within the customer), rather than from external rewards like money or recognition. While intrinsic motivation comes from the pleasure of accomplishing the task satisfactorily, extrinsic motivation refers to the motivation coming outside the individual" (Amarasinghe, 2010).

Banks preferring using platforms like Facebook far more than other social media since it gives them more flexibility in posting images, informing and private messaging as well (Samuels, 2013). According to Dekay (2012) he mentioned that firms generally have five types of posts and entries to share, or discussion over its facebook account. Entries can be to market new products, promotion of sponsored events, observation questioner, pronouncement or even entertainment posts, which normally in form of questions related to old or new events.

For consumers, the value of the recommendation platform lies in the reviews number and quality which reflect accuracy and honesty from customer perspective, but that fact is that a minority of consumers actively posts reviews and interact, while when the majority of them are passive readers, though number of reviews have a great role on a product's success (Goldsmith et al., 2013).

3. METHODOLOGY

Conjoint analysis (CA) or multi-attribute compositional model is one of statistical methods known as a technique of statistical analysis of stated preference (Puyana, 2012). For the purpose of research analysis, CA analysis is applied. The basic concept of this kind of analysis is to develop the understanding of the preferences of the consumer for any specified product or services. It is a multivariate technique that will enable the researcher to develop a clear understanding. The technique is based on data collected through a survey by the researcher to study a number of consumer's attributes that may include benefits, features, and functions in particular to any selected service or product (Smith & Fennessy, 2011).

For better understanding, conjoint analysis was selected in this study, as it help discovering which different bundles consists of mixed attributes has influenced correspondents more regarding their choice while making a decision on selecting the service provider. The reason beyond selecting the conjoint analysis was also based on the fact that nowadays its very diffeicult for the market players to achieve both of cost competitive and customer needs in form of desirable feature (Pullman et al. 2002).

The conjoint analysis survey gives researcher data based on what is preferred by respondents with attributes that vary with levels. So that we can understand and more carefully examine and analyze the impact of the respondent's preferences in any changes in the level of attributes for the product or service being offered (Ome, 2002). Adding to this, we will be able not only understand but also we can predict the consumer's preference with respect to different combinations of levels. Therefore, the use of conjoint analysis is most suitable to understand and to find out the consumer's preferences with respect to service sector in turkey. Conjoint analysis has a number of advantage that make researchers prefer using it while testing consumer preferences. The biggest advantage is that by conjoint analysis the researcher can know the consumer's specific behavior with regards to their service and product. As known the consumer behavior during making decision depends on three major factors which are the economic rationality, maximum benefits that he can drive on consumption of the good or service and the limitation and optimum (Hundert, 2009). All these can be measured easier with the help of various combinations of attributes that have different levels of the product and service in the conjoint analysis. According to Alriksson, one of the biggest advantage in applying conjoint analysis is that, it the assessment of attributes together (Alriksson & Öberg, 2008).

The service or product in the conjoint analysis is described on the basis of its level on the possible set of factors that characterize it. The combination of these factors based on the selected product and service is being described as treatment or stimulus, in the research by the researcher (Hair et al, 1999).

4. ANALYSES AND RESULTS

4.1 Attributes

This research's sample concentrated on Service Company that employ social media for expanding market they already have and to maintain high level of consumer satisfaction. Companies must have a suitable strategy in order to achieve such targets. Moreover they need to understand the consumer behaviour and which factor is more effective than other. So our attribute (see 2.3.5 Factors Affecting Consumer Preferences) was selected according to previous literature reviews. The below Table shows each attribute with its level mentioned in this study.

Table 3.1: Conjoint Analysais Design

Attributes / Levels	Level 1	Level 2	Level 3
Response to consumer in social media	In 1 hour	In 3 hours	In same day
Usefulness of shared contents	Not Important	Neutral	Important
Numbers of likes and shares from consumer (E word of mouth)	Not Effective	Neutral	Effective

4.2 Demographics and Findings

In this study, a conjoint analysis has been applied in the aime to discover the best profile combination that allow service companies to expand their market and maintain consumer satisfactions. Along with it, a demographic survey has been conducted in order to study respondents' demographic factors as for gender, age, education, marital status and income.

4.3 Sample size

Sample size in conjoint analysis varies as the aim of study vary. Generally conjoint studies Sample sizes shouldnt be less than 150 and can reach 1,200 respondents, thought it's accepted in some cases when study is investigating or developing a hypotheses regarding a specific market to be between 30 to 60 respondents (Orme, 1998).

In conjoint analysis studies that have smaller number of variables, the sample size goes mostly between one hundred and one hundred and fifty, with an average of 138 respondents (Cattin & Wittink, 1982). In the our study, three variables are utilized, for that reason and for having a representative analysis the targeted sample size was 200 respondents and the actual was 179.

4.4 Data source

Our survey was conducted by using Marketing Engineering for Excel version 2.1.0 for data design for the conjoint analysis. Table 3.3. Represents the survey design used in this research. The survey was distributed to 200 respondents between June and July 2019.

respondents consist of two groups first is a group of university students 100 and second group was 100 workers. Before distributing survey papers, the aim of the survey was explained, a ten minutes presentation was done to have respondents understand the topic and the way of fulfillment. All steps of conjoint analysis was applied sequentially first, data was entered manually to the Marketing Engineering for Excel version 2.1.0. secondly a data collection template had been created. After entering the data, respondents' preference partworths been estimated and then an analysis has been run and eventually results has been obtained.

4.6 Findings

Table 4.1: Statistics about respondents: Gender

Gender		
Male	Female	Undisclosed
45%	55%	0%

In this study respondents consists of 45% males while females 55% none of them has refused to mention his gender. This percentage is estimated to be a sufficiently representative sample of people who use internet since almost 82% from the sample that present first two categories which is between 18 years to 34 years.

Table 4.2: Statistics about respondents: Age

AGE	# Respondents	% Age
Female	98	100%
18 - 24 Years old	36	36,7%
25 - 34 Years old	34	34,7%
35 - 44 Years old	28	28,6%
Male	81	100%
18 - 24 Years old	54	66,7%
25 - 34 Years old	21	25,9%
35 - 44 Years old	6	7,4%
Grand Total	179	100%

Age of the responders

In terms of demographics, it can be observed that the major part of respondents have between 18 and 24 years. As shown on figure between them 60% of respondents are men and 40 % are women, which is estimated to be a sufficiently representative sample of what the university and work community of Istanbul represents.

Table 4.3: Statistics about respondents: Education

Education	# Respondents	% Education
Female	98	100%
High school	46	46,9%
University	36	36,7%
Masters	16	16,3%
Male	81	100%
University	69	85,2%
Masters	9	11,1%
PhD.	3	3,7%
Grand Total	179	100%

It can be also observed that almost 84% of the respondents are either in high school or in university. Meanwhile the 26% mostly master student and very few are PhD. The percentage of high school female is high and working is high is the sample and this may affect the answers as they may have different behaviour regarding thier time they spend on internet or their different needs.

Table 4.5: Statistics about respondents: Income

Income	# Respondents	% Income
Female	98	100%
0-2,050TL	10	10,2%
2,050-3,000TL	38	38,8%
3,001-5000TL	10	10,2%
5,001-8,000TL	6	6,1%
Above 8,000TL	4	4,1%
Undisclosed	30	30,6%
Male	81	100%
0-2,050TL	24	29,6%
2,050-3,000TL	24	29,6%
3,001-5000TL	6	7,4%
Undisclosed	27	33,3%
Grand Total	179	100%

As for the level of incomes that survey sample is presenting, we cannot observe a clear trend towards any of the different intervals. Only that there is a bigger part of the female respondents that earn between 2,050 and 3,000 liras of monthly income, another part of them are earning above 5,000 thousands while in males they earn maximum five thousands , this result explanation is that more females have started working earlier and left less educated as presented in education analysis previously.

Table 4.6: Statistics about respondents: Marital Status

Marital Status	# Respondents	% Marital Status
Female	98	100%
Married	40	40,82%
Single	58	59,18%
Male	81	100%
Married	6	7,41%
Single	75	92,59%
Grand Total	179	100%

As above table shows marital Status percentage in females is higher than men which is can be expected since they are dont continue their education and start working earlier than males who has very high single status percentages

Table 4.7: Attribute levels for a full-profile, fractional design conjoint study

Attributes / Bundles	Bundle 1	Bundle 2	Bundle 3
Response to consumer in social media	In 1 hour	In 1 hour	In 1 hour
usefulness of shared contents	Not Important	Neutral	Important
Numbers of likes and shares from consumer (E word of mouth)	Not Effective	Neutral	Effective
Attributes / Bundles	Bundle 4	Bundle 5	Bundle 6
Response to consumer in social media	In 3 hours	In 3 hours	In 3 hours
usefulness of shared contents	Not Important	Neutral	Important
Numbers of likes and shares from consumer (E word of mouth)	Neutral	Effective	Not Effective
Attributes / Bundles	Bundle 7	Bundle 8	Bundle 9
Response to consumer in social media	In same day	In same day	In same day
usefulness of shared contents	Not Important	Neutral	Important
Numbers of likes and shares from consumer (E word of mouth)	Effective	Not Effective	Neutral

After that respondents were asked to rank the bundles (set of attributes in various levels) from 1 to 9 depends on their preference (from the more preferred to the less preferred), data was collected from a sum of 179 respondents to be converted later one to percentages from 0% to 100 %. Converted data was entered into the Marketing Engineering software for Excel to be able to estimate Preference Partworths.

In the conjoint analysis the part-worth utilities of individual attributes are calculated based on the selection or ranking of a defined set of combinations of attribute values. After this, profiles of the existing services in different sectors in the market were created and market share was predicted for different scenarios, using the First-Choice Rule.

4.7 Preference part worth

In this research, all the 179 respondents did rank bundles; by we mean different attributes combinations. As a second step ranking was converted into percentages. According to respondents ranking we used the conjoint analysis software (Marketing Engineering Software for Excel Version 2.1.0) to calculate each attributes contributes to the consumer's preference. The term used for the attribute level's contribution is "Part- worths utility" that refers to the utility values for parts of a product. The appendices 3.4.1 shows the part-worth utility scores for each respondents for each attribute's level. By using excel as a tool the mean part-worth utility has been calculated for the 179 respondents for each attribute's level (Table 3.7). Therefore, each level's part-worths were investigated. With regard to the respond time, any service company that respond quickly will be preferred as it had taken the greater utility while late respond had the lowest ever utility. When a service provider post a useful content it was more preferred with a higher utility reflecting the importance respondents see towards useful content, on the other hand a wrong or product with a useless content is the less preferred. And as for analyzing the utility number of share and likes in a shape of e word of mouth attribute. Its found that the utility of the third levels effective is the most preferred although neutral is some how preferred not effective is the least preferred. If we looked for the least preferred level it will be in one day response comparing with not important in usefulness content then not effective in number of shares and likes that represent the importance of quick response then usefulness of content and with better utility comes the number of likes and shares.

Also we can read at the time of response attributes that 3 hours utility is relatively high that reflect that when respond is not in one hour its accepted to be in 3 hours if the other attributes and in high preferred level. The remaining utilities can be read from table 3.7.

Table 4.8: Mean of Respondents' Preference Partworths

Attributes	Levels	Utility
Response to consumer in social media	In 1 hour	33,464
	In 3 Hours	21,235
	In same day	4,631
Usefulness of shared contents	Not Important	5,134
	Neutral	18,872
	Important	25,609
Numbers of likes and shares from consumer (E word of mouth)	Not Effective	5,665
	Neutral	18,872
	Effective	25,263

Respondent's generally decided that fast response (either request or complaint) has to be most important amongst attributes (37 per cent), following in second place number of likes and shares (32 per cent), and finally usefulness of content (31 per cent) (Table 3.8). Although it's clear that fast responds is the most important attributes, we can see that the differences between numbers of likes and shares the second attribute and the third which is the usefulness of content are very small, reflects that all attributes are important and reflects high awareness and expectations of customers from any company that use social media.

Table 4.9: The mean of Attribute Importance

Attributes/Attribute Importance	Response time to consumer in social media	Usefulness of shared contents	Numbers of likes and shares from consumer (E word of mouth)
The Mean of Attribute Importance	37%	31%	32%

Having Fast response attribute as the most important seems to be a logic result since social media as concept could come over the known major barriers of time, place and space. Consumers are gradually increase expectations regarding fast response and always the mean of response time beyond expectations, in facebook average of response time is 24 hours nevertheless, more than %80 of customers on Facebook expectations still hasnt been met since they expect reponse within six hours (Amaresan, 2019). When we look to number of shares and like reflecting what other people like and say that is part of e wom we found the attributes has high importance to respondents Egebark & Ekström (2011) found that users are more likely to like certain message that others have already liked. In addition, as for content usefulness, respondents show high importance to it although it came as last attribute between other more important attributes (Table 3.9).

Table 4.10: Hypothesis validation

Hypothesis	Validation
Fast responses influence consumers who deal with service companies through social media.	√
Number of likes, shares influence consumers who deal with service companies through social media.	√
Content usefulness. Influence consumers who deal with service companies through social media.	√

4.8 Existing profile products

In our study's survey, we used information related to some existing products from Turkish service market in order to run the analysis, these existing product profiles presenting Bank services, food delivery, telecommunications companies, turizm company and Air flight company and he levels affected to each attribute of these service provider have been either from their sites when a available or from reports mentioned and took them as an example.

Following we will find a sum of five existing profiles products which were selected in order to run the market share simulation by using the respondent's partworths preference results (Table 3.10)

Table 4.11: Existing Product Profiles.

<i>Attributes / Existing Product Profiles</i>	<i>Garanti BBVA</i>	<i>Yemek sepeti</i>
Response to consumer in social media	In 3 Hours	In 1 hour
Usefulness of shared contents	Neutral	Neutral
Numbers of likes and shares from consumer (E word of mouth)	Effective	Not Effective
<i>Attributes / Existing Product Profiles</i>	<i>Turkcell</i>	<i>Tatilsepeti</i>
Response to consumer in social media	In 3 Hours	In same day
Usefulness of shared contents	Not Important	Not Important
Numbers of likes and shares from consumer (E word of mouth)	Neutral	Neutral
<i>Attributes / Existing Product Profiles</i>	<i>Turkish Air Line</i>	
Response to consumer in social media	In same day	
Usefulness of shared contents	Important	
Numbers of likes and shares from consumer (E word of mouth).	Effective	

4.9 Market share simulations

The market share simulations have been done by using the partworths utilities for each consumer for the all of 179 consumers. The conjoint analysis findings were taken and utilized in order to simulate choices between five existing products (see Table 3.11). Table 3.12 resumes the predicted market share for a simulation with the five existing product profiles.

Table 4.12: Predicted market share using the First-Choice Rule

Existing Product Profiles	Predicted Market Share
Garanti BBVA	35%
Yemek sepeti	30%
Turkish Air Line	22%
Turkcell	11%
Tatilsepeti	2%

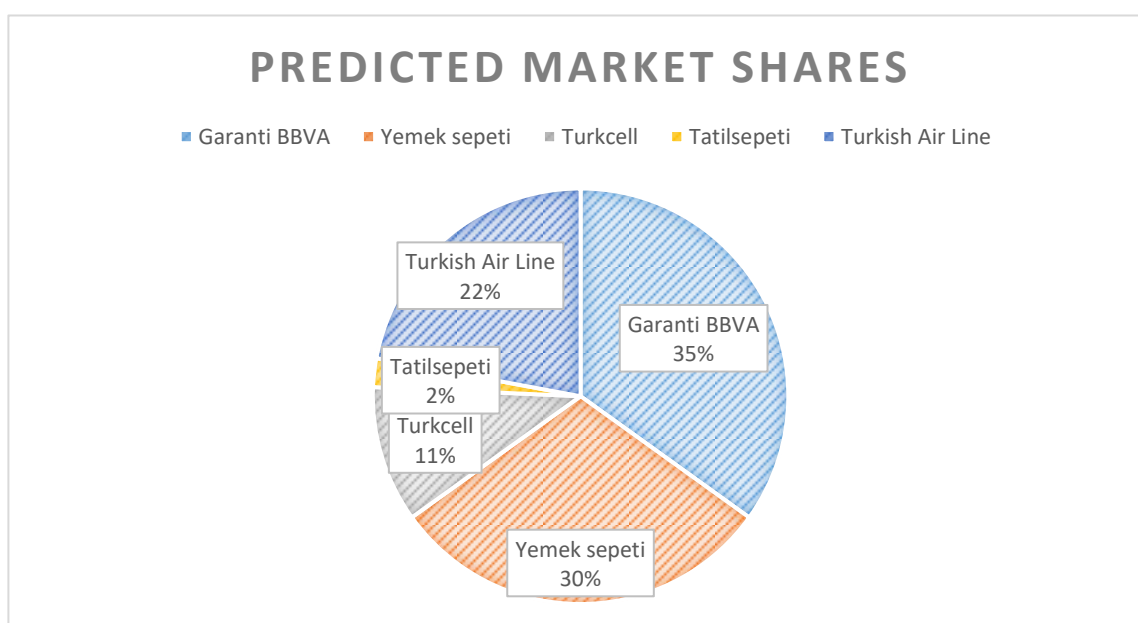


Figure 4.1: Predicted market shares

In the market share simulations, the “Tatil sepeti” had a market share of 2% only, mainly because the company’s response time is beyond expectations of consumer and beyond other service provider companies in the market. According to the respondents partworths preference this company should deal faster with consumer requests and post better vivid contents in other words they have to change the current strategy to survive in the market.

When we look to “Turk cell” who had 11% of market share we can see the positive effect of faster response although it has the first to improve and give importance to the content in order to attract new and maintain existing consumers.

In the case of “Turkish Air Line” they could achieve 22% of the market which can be explained by the careness of posting useful content and number of like and shares in form of e WOM, nevertheless late response. “Yemek sepeti” could achieve 30% of market shares as they are the best in fast response attribute with highest level .even though and due to their lack of achievement in number of likes and share they couldn’t achieve more market share, so beside they should improve useful content, they have to work harder to get more like and shares to be able to increase their market share. It reflects the importance of fast response but also how it’s important not to neglect other factors and apply over all balanced strategy.

With the highest market share 35% of the market “Garanti BBVA” comes due to their relatively fast response that is accepted from consumers and meet expectations somehow and with strategy cares about number of like and shares despite the fact they need to work more in useful content to be able to achieve more market share.

5. CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

Response time to consumers on social media were preferred to be the most important attributes for what influence a consumer to deal with a service provider, comes then the number of likes and shares from others as one form of e WOM, and finally the content usefulness. The utility among attributes has a considerable variation. Fast response in one hour had received the highest utility, then the in three hours and finally, in one day. This reflects that consumers who use social media of a service provider is fast response mindful. This is also the case in both remain attributes which is content usefulness and number of likes and shares.

Usefulness of content, as an attribute, is the least important and came after number of likes and shares. The utility among attributes has a considerable variation nevertheless its less than in fast response case, neutral level shares the same utilities with number of likes and shares. The product profile that has the highest possible utility for all the 179 respondents was a service provider whose response is in 3 hours with high number of like and shares even if content usefulness is not high, the profile that has got the least utility had slow response with neutral on number of shares and like with useful content not effective a service provider this utility can use the part-worth analysis of every single attribute in order to find out how they can boost the consumer’s utility through social media. Service provider companies should take into their considerations these findings; they need to check with technicians how to maintain and improve response time attribute of their products since it had taken the highest importance by respondents; they need to encourage consumers to like and share the companies posts in order to attract and persuade new consumers by then the market share will be expanded. They can use different strategies in order differentiated themselves from other service provider companies.

The definition of the perfect product for consumers will help companies to improve products that have the needed sets of attributes and take into account the best way to target their market. That is considered as one of the advantages of conjoint analysis. In this context, fast response achieve nearly 60 per cent of the attributes importance for respondents. Service Provider Company that aim to reach a high level of consumer satisfaction, should focus on giving fast response and find a way to increase like and shares while having more useful vivid contents posts in any marketing strategies undertaken by them.

More researches should be done about usefulness of content and number of likes and shares to find which is more effective in consumer preferences in our study the different was small, also more research should be done on the levels it selves and its number since three levels may be few, This could involve a larger sample size and more attributes for better testing and predicting the influence of social media on customer preferences while selecting between different service provider company, thus we can get more accurate information that would help us know which factor and to what extend we should concentrate and prioritize while planning and applying our strategy.

Furthermore, in order to give a more value to the research it would be better to make a conjoint analysis research using segmentation analysis of consumers' preferences and needs. The output segment structure can be taken into account while defining a new product that appeal to defined customer segments. The estimated preference partworths can be used in order to define customer's segments who are having common likes and dislikes and give values to some attributes to nearly the same level.

Future research is needed to elaborate in type of comments by which type of people giving comments. For example, instead of an unknown person commenting on a message a strong tie should be used in order to see if this shifts a persons' attitude towards the message in a more extensive way.

In this research, an analysis of existing products has been done in order to investigate the market potential of the new offering, which are measured with a reference to what already exists in the market. It is recommended to run a cannibalization effects analysis of the new product on the company's existing products in the market.

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