

Azerbaycan'da Sosyal Medya Pazarlaması ve Tüketici Algıları Üzerine Araştırma: Bir Restoran Örneği

Research on Social Media Marketing and Consumer Perceptions in Azerbaijan: A Restaurant Case

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Abstract

This research has been shaped within the framework of research on social media marketing and consumer perceptions in Azerbaijan. Active use of social media tools has encouraged businesses to benefit from these communication channels. It is important for businesses to adapt to this new management style. The universe of the research consists of consumers who use Instagram, Facebook, Twitter, YouTube, and other social media channels. Quantitative method was applied, and research data were collected through Google Form and questionnaire. The results obtained from 255 participants who answered the questionnaire were analyzed with SPSS. In the first part, there is information about the creation, history, and development of social media. Detailed information about social networks is also included. In the second part, the history, development, perspectives, and factors of consumer behavior are mentioned. In the third part, analyzes, tests and interpretations were made based on the survey data we collected.

The full text of this paper presented at the International Conference on Eurasian Economies 2022 was submitted to an academic journal for publication and therefore has been excluded from the conference proceedings.