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Research Paper

Investigation the Effects of Different Social Media Platforms to Companies' Sales Marketing Processes by Multi-Criteria Decision Making Method

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ABSTRACT

Social media has become a rapidly expanding mass media tool. Today, people spend most of their time on social media and shop here with the developing technology. There are companies that analyze annual social media data and determine the sales and marketing policy by taking these figures into consideration, and arrange their ads accordingly. At this point, this study was conducted with some purposes such as companies should use social media correctly and decide on which social media platform is suitable for their product/service and how to introduce themselves to their customers. In this study, four different social media platforms were evaluated with multi-criteria decision making (MCDM) methods, the social media platform that gave the best result in the ranking was determined and with this way, it was tried to guide the companies that use social media platforms in sales and marketing activities. A multi-criteria model and two-step solution methodology were proposed within the scope of the study for the evaluation of social media platforms. In proposed methodology, the importance weights of criteria were determined by the SWARA method, while the ARAS method was used to evaluate each alternative social media platform. After all calculations, YouTube alternative was found to be more preferable than other alternative social media platforms for digital marketing with the highest utility degree.

Keywords: Digital Marketing, Social Media, Multi-criteria decision making, Stepwise Weight Assessment Ratio Analysis (SWARA), Additive Ratio Assessment (ARAS).

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1. INTRODUCTION

With the developing technology, companies have tended to use more advanced methods instead of traditional marketing techniques to deliver products and services to their customers. Thus, traditional marketing methods have gradually started to be replaced by digital marketing. Many companies that keep up with the technology follow these developments. However, while social media platforms integrated with our daily life are getting more and more involved in our lives, companies that use these networks among their marketing channels gain an important competitive advantage (Busca & Bertrandias, 2020).

With the help of social media platforms, the number of people who started to carry many areas of their lives to the virtual world continues to increase rapidly. Therefore, now people share their daily lives, communicate with their acquaintances and make personal sharing on these platforms. In addition to personal use, professional business life is also now being shared, discussed, and researched on these platforms (Tiago & Verissimo, 2014). Now, there are not only family and close environment relations, but also professional relations on these platforms.

Continuing to expand at this speed, social media has become a suitable environment for chain companies to introduce themselves and reach potential customers. Using these social media platforms, companies can reach their customers, necessary statistics and many important information in a much shorter time with much less money and effort. Companies that use this power correctly can manage to take important steps in competition.

In this study, it is aimed to investigate of social media platforms for companies' sales strategies with SWARA and ARAS methods.

Within the scope of the study, 4 different social media platforms were evaluated according to 6 different decision criteria and it was tried to guide the companies who want to choose a digital marketing channel within the framework of this MCDM model. While the importance weights of the 6 decision criteria that make up the model structure are determined by the SWARA method, 4 different social media platforms were prioritized by the ARAS method, thus, it was found out which social media platform was more ideal for the companies' digital marketing activities.

SWARA, which is a method that calculates the decision criteria's importance weights, was first proposed by Keršuliene et al. (2010) and has been used in many different types of problems to date. For example, Popovic et al. (2019) selected a hotel location, Prajapati et al. (2019) prioritized the solutions of reverse logistics implementation and Tadic et al. (2018) examined the political city logistics initiatives.

ARAS, which is a method that used in ordering and prioritizing alternative strategies or options, was first proposed by Zavadskas and Turskis (2010). Some studies in the literature that use ARAS technique can be listed as follows: Ramezanali et al. (2020) applied ARAS in mineral prospectivity mapping, Goswami and Behera (2020) selected the best engineering materials, Büyüközkan and Güler (2020) evaluated wearable devices such as smart watch and Fu (2019) selected catering supplier.

According to the literature review, the examples of the studies where both methods are used together can be listed as follows: Ghenai et al. (2020) analyzed sustainability indicators for renewable energy, Balki et al. (2020) optimized the engine operating parameters, Mostafaeipour et al. (2020) ranked locations for producing hydrogen and Ighravwe and Oke (2019) selected a suitable maintenance strategy for public buildings.

Also, when the studies investigating the marketing opportunities of brands through social media are examined, examples of the researches conducted in this field are: Chatterjee and Kar (2020) investigated enterprises' social media marketing usage reasons, Zollo et al. (2020) tried to unpacking the relationship between brand equity and social media marketing, Cheung et al. (2020) investigated the role of social media marketing, Cheng and Shiu (2020) researched social media-based supplier network involvement and Chen and Lin (2019) examined the effect of social media marketing activities.

At this point, the purpose of this study is to use the two consecutive methods proposed for the solution in a sector where it has never been used before, find a solution to a different problem and guide the companies that use social media platforms in digital marketing. With this study, the companies can decide the most suitable digital marketing platform for themselves according to proposed MCDM model and manage their marketing strategies according to their target customers. In other words, companies can determine the digital marketing platform most used by their target audiences and carry their marketing strategies and advertising campaigns to these platforms.

2. LITERATURE REVIEW

2.1 Digital marketing and social media

Marketing is defined as consisting of management tasks and decisions directed at successfully meeting opportunities and threats in a dynamic environment, by effectively developing and transferring a need-satisfying market offering to consumers, in such a way that the objectives of the business, the consumer and society will be achieved (Cronje, 2007). In a broad sense, marketing is a concept that is used to discover, test and operate a market, to find the possible sales channels and expresses all the activities of the economy and society. The task of marketing is both to keep and expand the existing sales markets of products and services and to create new markets (Kannan & Li, 2017).

Marketing is inherently within the research disciplines. To know the market and its competitors well and to follow and adapt to the rapidly developing technology for this purpose provide competitive advantage to the companies.

Digital marketing, in its simplest form, refers to marketing techniques done in a virtual environment. The 1990s, which are known as the digital revolution and the internet technology is rapidly spreading and developing in, are also the years when competition in the marketing sector has increased and consumer-focused strategies have started to spread.

With this digital revolution that has been going on since then, managers have started to move away from traditional marketing methods to virtual marketing methods. This means reaching a larger number of customers at less cost. At the same time, it offers an interactive customer relationship and increases the speed of responding to customer demands and problem solving (Dwivedi et al., 2020).

Although digital marketing has disadvantages such as problems in the internet network and difficulties in using of older generations, it will be managed to outstrip traditional marketing methods in terms of usage width today (Edwards et al., 2020). Especially, social media platforms, whose number of users increase day by day, is one of the most suitable application areas of digital marketing. With the help of these platforms, companies can see user reviews, make improvements on their products and services, take into consideration the wishes of their customers and attract the attention of the potential customer. They can also make all these arrangements faster, at less cost and by reaching a larger number of customers.

2.1.1 Social media

While the concept of media includes only printed materials at the beginning, it now includes communication tools such as television and radio. While the emerging and unconventional media with unimaginable changes in communication tools and technology are called "new media", there are classes in this new media concept that include social media.

Social media is a virtual platform where people express and share their personal and professional relationships. With this virtual platform, people strengthen and expand their relational connections (Yadav et al., 2015).

Social media not only provides information to its users, but also enables them to connect with the people they are in contact with. Users can get the information and provide feedback in the same way by the interactivity features of the social media. With these features, the interaction offered by social media provides users with added value and recognition. In this way, companies and brands can define their target customers better and reach their consumers faster. According to We Are Social January/2021 report about internet, social media and mobile user statistics are as follows in Turkey: 78% of Turkey's population (65.8 million) is internet users, 71% (60 million) is social media users and 91% (76.89 million) is mobile users. The number of internet users in Turkey increased by 3.7 million between 2020 and 2021 and the number of social media users in Turkey increased by 6.0 million between 2020 and 2021.

2.1.2 Digital consumer

Digitalization, which penetrates almost every area of social life, is matched with the phenomenon of change and transformation. With the digitalization, which separates yesterday and today with sharp lines, has become an integral part of daily life, the concept of digital consumers, called new consumers, has emerged. Digital consumer who integrate technology cognitively and behaviorally into their daily lives, manage their communication forms, perceiving and interpreting the world using mobile and new technologies; are the most important outputs of ongoing digitalization (Krishen et al., 2021).

New consumer, who is described as more intelligent, skeptical and has marketing immune, is also accepted as digital consumer. These customers are like the mysterious creatures that have spread to marketing circles today, exist in their hyper-connected, versatile cyber world. They speak a different language, communicate in different ways and attract the world of marketing (Xhema, 2019).

The consumer's digital adjective represents a consumer group that consumes digitally, which forces brands to be more innovative than ever. In order for brands to reach and interact with digital consumers who dominate their future, they need to take advantage of all digital elements and capture of their consumers' living standards and habits. Companies targeting digital consumers who can access any information in the fastest and most accurate way and benefit from digital opportunities at almost every moment of their lives, should integrate digital to their strategies, processes, products and consumer experiences for growth, efficiency and continuity (Dey et al., 2020; Hollebeek & Macky, 2019).

2.2 Investigation of the effect of social media on companies' sales values by sequential SWARA/EDAS Methods

Rapidly developing technology gives a chance to today's digital world to access information, products and services faster than the past with many different channels. At this time, when smartphones and tablets occupy an important place in people's lives, the combination of these tools with applications such as mobile applications, social media and advanced analytical competencies allows consumers to access unlimited information when they can use while performing their purchasing and ordering activities.

In addition to focusing on internet marketing, digital marketing use other channels that do not require internet use. Companies also benefit from technological tools such as landline telephones, mobile phones, MMS and SMS, banner ads and digital open space, and support the participation of consumers directly in products and services.

Apart from being a traditional brand in companies, efforts to create a digital brand image and increase brand value are of great importance in the current period. Companies, which have benefits from the opportunities provided by digital environment, reach large consumers, promote their products and services, carry out orders and sales and manage after-sales relations with customers.

This study, in which social media platforms are evaluated in terms of digital marketing, can also help companies find the most appropriate marketing channels.

2.2.1 Application model with its criteria and alternatives

The multi-criteria research model established within the scope of the study was determined by experts and researchers in the industry. The first of the expert groups in the study consists of four people with professional experience ranging from 5 to 15 years in the marketing sector. In the

second decision-making group, there are three people who are experienced in digital networks and customer relationship management.

According to the professional experience of these decision makers, who are divided into two groups, and according to the sectoral researches, 6 evaluation criteria are determined. On the other hand, 4 social media platforms that are frequently and easily used in social networks and digital marketing have been determined as research alternatives. The research model that consists 6 decision criteria and 4 alternatives is shown in Fig. 1.

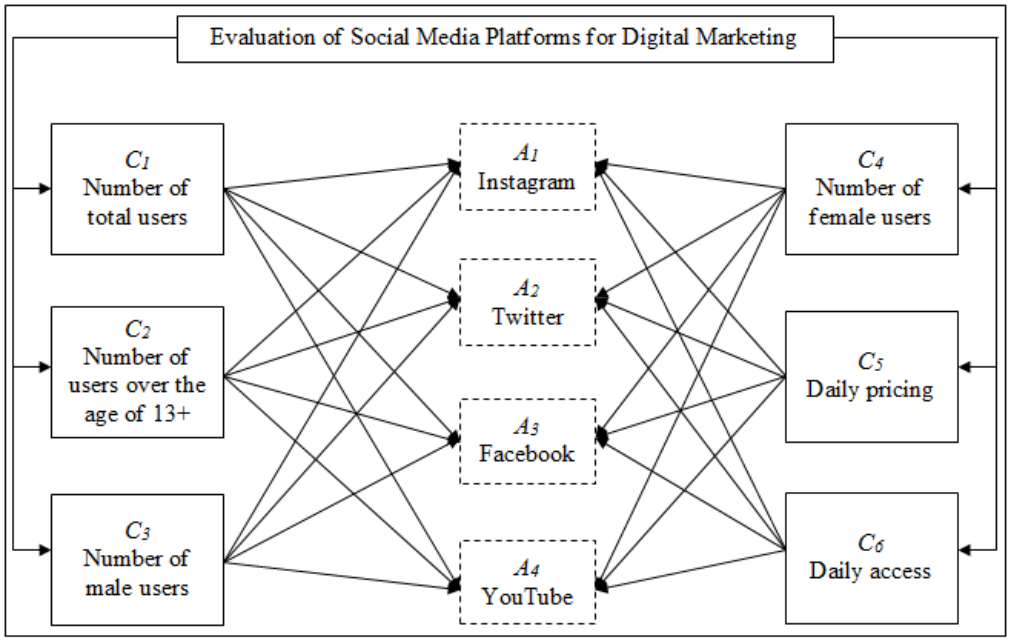

Figure 1. Proposed research model

Model's criteria are listed as follows:

- *C_1 Number of total users*: Total number of daily users visiting the platform.
- *C_2 Number of users over the age of 13+*: The total number of daily users over the age of 13 visiting the platform.
- *C_3 Number of male users*: The total number of male users per day visiting the platform.
- *C_4 Number of female users*: The total number of female users per day visiting the platform.
- *C_5 Daily pricing*: Average daily advertising cost on the platform.
- *C_6 Daily access*: Average number of daily accesses to the platform.

Model's alternatives are listed as follows:

- A_1: *Instagram*
- A_2: *Twitter*
- A_3: *Facebook*
- A_4: *YouTube*

When examining the social media users' behavior in Turkey 96% of the users send message through social media at least once a month and 88% make a sharing on social media. Users spend about 3 hours per day on social media and there are 9 social media accounts per user on average.

When the user characteristics of the alternatives of the research model are examined, the following information is obtained:

- In Turkey, the total number of Facebook users is 37 million and 64% of users are male and 36% are female.
- In Turkey, the total number of users of Instagram is 38 million, and the number of male users is higher than the number of female users in gender distribution, as in Facebook.
- In Turkey, 11.8 million people use Twitter. Similar to other social media platforms on Twitter, the number of male users is higher than the number of female users, and it has more male users than Facebook and Instagram.
- According to YouTube statistics on calls made in Turkey are most searched items are music and movies.

3. METHODOLOGY

MCDM is a sub-branch of decision sciences and is based on the process of modeling and analyzing the decision process according to the criteria. This concept, which emerged because people cannot adequately evaluate different and diverse information from various sources, includes a collection of analytical methods that evaluate the benefits and disadvantages of alternatives according to many criteria.

The decision making process is supported with the help of MCDM methods and to select or sort one or more alternatives from a set of alternatives with different characteristics, often according to conflicting criteria.

In this study, a two-step methodology was proposed and the decision-making process was managed for the solution of the problem examined. In the first step of the solution SWARA method was used for finding criteria's importance weights and the second step of the solution ARAS method was used for ranking alternatives. Thus, social media platforms can be used in digital marketing in Turkey were evaluated. Fig. 2 shows solution methodology.

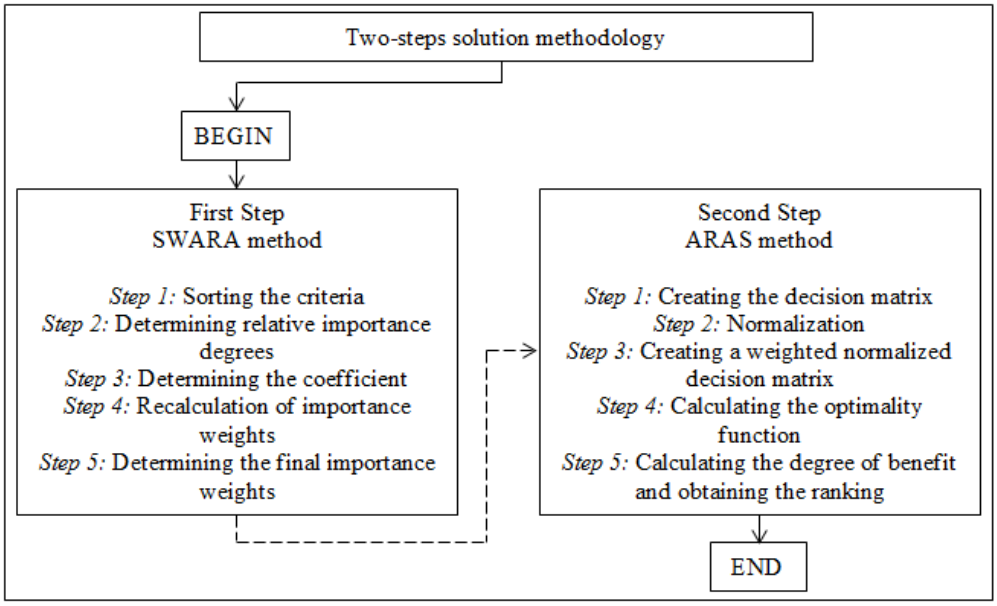

Figure 2. Solution methodology

While the SWARA method, which constitutes the solution methodology, is preferred because it supports group decision, gives good results in past applications and is very easy to use and gives decision makers more opportunities to determine priorities, the ARAS method is preferred because it gives accurate results in the studies carried out and can be easily applied by users of all levels.

4. RESULTS

4.1 The first solution step with SWARA and its application to the problem

SWARA, which is used frequently in today in determining the importance weights of decision criteria, is a method that takes into account the environmental and economic conditions, helps decision makers to choose their own priorities, and sorts the criteria that will be used in evaluating alternatives from important to unimportant.

The following steps are used for SWARA method's implementation (Kersuliene et al., 2010):

Step 1: Sorting the criteria: The criteria are ranked according to their level of importance by experts/decision makers, with the most important being the first.

Step 2: Determining relative importance degrees: The relative importance degrees are determined for each criterion with starting from the second criterion. For this, with the criterion *j* and criterion (*j-1*) are compared. Table 1 shows sorting of the criteria and their relative importance degrees.

Table 1. Sorting of the criteria and their relative importance degrees

Decision Makers	*C_1 Number of total users*	*C_2 Number of users over the age of 13+*	*C_3 Number of male users*	*C_4 Number of female users*	*C_5 Daily pricing*	*C_6 Daily access*
DM_1	6	3	4	5	2	1
DM_2	1	4	6	5	2	3
DM_1	0.50	0.70	0.65	0.60	0.95	1.00
DM_2	1.00	0.65	0.50	0.60	0.95	0.85
Average	0.750	0.675	0.575	0.600	0.950	0.925

Step 3: Determining the coefficient (k_j) with Eq. (1)

$$k_j = \begin{cases} 1 & j = 1 \\ s_j + 1 & j > 1 \end{cases}$$

(1)

Here, s_j is the difference value between criterion *j* and criterion (*j-1*)

Step 4: Recalculation of importance weights (q_i) with Eq. (2)

$$q_i = \begin{cases} 1 & j = 1 \\ \frac{k_{j-1}}{k_j} & j > 1 \end{cases}$$

(2)

Step 5: Determining the final importance weights (w_j) of criteria with Eq. (3)

$$w_j = \frac{q_j}{\sum_{k=1}^{n} q_j}$$

(3)

For research problem k_j, q_j and w_j values were calculated with Eq. (1), (2) and (3), respectively. Table 2 shows these values for six criteria.

Table 2. k_j, q_j and w_j values for all criteria

	C_5	C_6	C_1	C_2	C_4	C_3
Average	0.950	0.930	0.750	0.680	0.600	0.580
s_j	-	0.020	0.180	0.070	0.080	0.020
k_j	1.000	1.020	1.200	1.090	1.100	1.040
q_j	1.000	0.980	0.817	0.750	0.681	0.655
w_j	0.2048	0.2008	0.1673	0.1535	0.1392	0.1342

According to Table 2, daily pricing is the most important criterion for deciding the social media marketing platform. This criterion is followed by daily access and number of total users, respectively. The order of the criteria according to their importance weights is $C_5 \geq C_6 \geq C_1 \geq C_2 \geq C_4 \geq C_3$.

4.2 The second solution step with ARAS and its application to the problem

ARAS is a MCDM method that sorts the decision alternatives according to the value of the utility function under various criteria. In ARAS, a utility function value is determined by the relative effectiveness of one decision alternative over another decision alternative. In the method, the utility function value ratios of decision alternatives are compared with the utility function value of optimum decision alternative. While evaluating the performance of decision alternatives, the method reveals the proportional similarity of each decision alternative to the ideal decision alternative.

The following steps are used for ARAS method's implementation (Zavadskas and Turskis, 2010):

Step 1: Creating the decision matrix: The decision matrix consisting of m alternatives (rows) and n criteria (columns) is shown in Eq. (4). The evaluation of alternatives by decision makers is shown in Table 3.

$$X = \begin{bmatrix} x_{01} & x_{02} & \cdots & x_{0n} \\ x_{11} & x_{12} & \cdots & x_{1n} \\ \vdots & \vdots & \cdots & \vdots \\ x_{m1} & x_{m2} & \cdots & x_{mn} \end{bmatrix}, i = 0,1,\dots,m; j = 1,2,\dots,n \quad (4)$$

Table 3. Evaluation of alternatives by decision makers

	C_1 Number of total users	C_2 Number of users over the age of 13+ (%)	C_3 Number of male users (%)	C_4 Number of female users (%)	C_5 Daily pricing (TL)	C_6 Daily access (number of users)
Condition to be met	Max.	Max.	Max.	Max.	Min.	Max.
Importance weights	0.1673	0.1535	0.1342	0.1392	0.2048	0.2008
A_0 - optimal	44731500	0.70	0.784	0.421	5	31200
Instagram	37411800	0.57	0.579	0.421	8	400
Twitter	29278800	0.18	0.784	0.266	378	31200
Facebook	41478300	0.56	0.639	0.361	6.78	75
YouTube	44731500	0.70	0.620	0.380	5	750

Here, x_{0j} represents the optimal value of the criterion j. If the optimal value of the j criterion is unknown, Eq. (5) is used. Table 4 shows the initial decision matrix.

$$\begin{cases} If \quad max_i x_{ij} \quad , \quad x_{0j} = max_i x_{ij} \\ If \quad min_i x_{ij}^* \quad , \quad x_{0j} = min_i x_{ij}^* \end{cases}$$

(5)

Table 4. Initial decision matrix

	C_1	C_2	C_3	C_4	C_5	C_6
Condition to be met	Max.	Max.	Max.	Max.	Min.	Max.
Importance weights	0.1673	0.1535	0.1342	0.1392	0.2048	0.2008
A_0 - optimal	44731500	0.70	0.784	0.421	5	31200
Instagram	37411800	0.57	0.579	0.421	0.6250	400
Twitter	29278800	0.18	0.784	0.266	0.0132	31200
Facebook	41478300	0.56	0.639	0.361	0.7375	75
YouTube	44731500	0.70	0.620	0.380	1.0000	750

Step 2: Normalization: In the normalization process that standardizes the criteria in different sizes to the same sizes in the range of [0,1] Eq. (6) is used for the criteria that are desired to be maximum, and Eq. (7) for the criteria that are desired to be minimum. Table 5 shows the normalized decision matrix.

$$\bar{x}_{ij} = \frac{x_{ij}}{\sum_{i=0}^{m} x_{ij}}$$

(6)

$$\bar{x}_{ij} = \frac{1/x_{ij}}{\sum_{i=0}^{m} 1/x_{ij}}$$

(7)

Eq. (8) shows the normalized decision matrix.

$$\bar{X} = \begin{bmatrix} \bar{x}_{01} & \bar{x}_{02} & \cdots & \bar{x}_{0n} \\ \bar{x}_{11} & \bar{x}_{12} & \cdots & \bar{x}_{1n} \\ \vdots & \vdots & \cdots & \vdots \\ \bar{x}_{m1} & \bar{x}_{m2} & \cdots & \bar{x}_{mn} \end{bmatrix} \quad (8)$$

Table 5. Decision matrix after normalization process

	C_1	C_2	C_3	C_4	C_5	C_6
Importance weights	0.1673	0.1535	0.1342	0.1392	0.2048	0.2008
A_0 - optimal	0.2263	0.2583	0.2302	0.2277	0.2962	0.4904
Instagram	0.1893	0.2103	0.1700	0.2277	0.1851	0.0063
Twitter	0.1481	0.0664	0.2302	0.1439	0.0039	0.4904
Facebook	0.2099	0.2066	0.1876	0.1952	0.2185	0.0012
YouTube	0.2263	0.2583	0.1820	0.2055	0.2962	0.0118

Step 3: Creating a weighted normalized decision matrix: This matrix is obtained with Eq. (9) and shown in Eq. (10). In this study, SWARA method was used to determine the importance weights of criteria values. Table 6 shows the weighted normalized decision matrix.

$$x_{ij} = \bar{x}_{ij} w_j \quad (9)$$

$$X_{weighted} = \begin{bmatrix} x_{01} & x_{02} & \cdots & x_{0n} \\ x_{11} & x_{12} & \cdots & x_{1n} \\ \vdots & \vdots & \cdots & \vdots \\ x_{m1} & x_{m2} & \cdots & x_{mn} \end{bmatrix} \quad (10)$$

Table 6. Weighted normalized decision matrix

	C_1	C_2	C_3	C_4	C_5	C_6
A_0 - optimal	0.0379	0.0396	0.0309	0.0318	0.0607	0.0984
Instagram	0.0317	0.0323	0.0228	0.0318	0.0379	0.0013
Twitter	0.0248	0.0102	0.0309	0.0201	0.0008	0.0984
Facebook	0.0351	0.0317	0.0252	0.0272	0.0447	0.0002
YouTube	0.0379	0.0396	0.0244	0.0287	0.0607	0.0024

Step 4: Calculating the optimality function (S_i): This value is obtained by Eq. (11). An alternative with a higher S_i value is a more effective alternative and should be preferred.

$$S_i = \sum_{j=1}^{n} x_{ij} \quad (11)$$

Step 5: Calculating the degree of benefit and obtaining the ranking: With comparing the value of the optimality function of an alternative with the value of the optimality function of the best alternative, the degree of utility is found. The degree of utility is calculated by Eq. (12). Here, S_0 is the best optimality function value. Table 7 shows S_i and K_i values.

$$K_i = \frac{S_i}{S_0} \quad (12)$$

Table 7. S_i and K_i values for the alternatives

		S_i	K_i	*Ranking*
A_0	Optimal	0.299	1.000	Optimal
A_1	*Instagram*	0.158	0.527	4
A_2	*Twitter*	0.185	0.619	2
A_3	*Facebook*	0.164	0.549	3
A_4	*YouTube*	0.194	0.647	**1**

5. DISCUSSION

In this study, where social media platforms are evaluated in terms of being preferred by companies for digital marketing purposes, MCDM model was proposed. In the solution of the model, a two-steps methodology was used and this methodology consisted of SWARA and ARAS methods.

After the proposed model was solved with the proposed methodology, the YouTube alternative was found to be more suitable than other alternative social media platforms for digital marketing. While this alternative has the highest utility degree as 0.647 on the other hand according to the solution created within the framework of the proposed model, this best alternative was followed by Twitter, Facebook and Instagram alternatives with utility degrees as 0.619, 0.549 and 0.527 respectively.

According to the MCDM model proposed in this study, the YouTube platform that maximizes the total number of both female and male visitors over the age of 13 at the same time, minimizes the advertising cost and provides the most user visits was determined as the most suitable alternative digital marketing platform. Evaluations were carried out for users in Turkey where the data were provided.

Based on these results, companies that want to reach their customers through social media platforms or that want to run an advertising campaign can determine various strategies by further clarifying the characteristics of their target audiences. Especially YouTube, where the number of users is quite high, can be a suitable alternative for companies with this feature in these campaigns.

6. CONCLUSION AND FUTURE RESEARCH SUGGESTIONS

Along with developing technology and social media, today the use of social media of companies is also increasing. For this reason, the correct and effective use of social media platforms has become an important competitive advantage for companies. Companies have to consider many criteria while evaluating their options on which social media platform they should use and how they should promote their products or services.

This study is aimed to provide guidance with the examination of the major social media platforms used in Turkey to companies that want to do digital marketing. For this purpose, user statistical information is compared for different social media platforms. While examining alternatives in the study, the gender that companies will want to address, the number of users of the social media platform, the number of people who can be reached with a minimum budget promotion on this platform and the minimum fees are taken into consideration.

The proposed multi-criteria model, consisting of 4 alternative and 6 decision criteria, was solved with SWARA / ARAS methods. With the SWARA method, decision criteria were weighted and the most important criterion was determined as daily pricing. In the ARAS method, where alternative social media platforms were evaluated, YouTube channel was found to be the best alternative within the framework of the proposed model. The maximum number of users over the age of 13 and the minimum daily pricing made YouTube option more advantageous than other alternatives.

While the study has the feature of being a guide for companies that want to do digital marketing

with social media platforms, it has some limitations. For example, a specific and exact model could not be installed since the company's product or service branch was not specified in the study.

In the future studies, with adding the content of the brand and the consumers' demographic features more detailed, the proposed model will be developed. In addition, the decision criteria that can be created in more detail will provide more accurate social media alternatives, so that a more realistic assessment can be made. In addition, the proposed model can be solved with different MCDM methods in the future and the results can be compared.

Companies can gain a great competitive advantage by revealing which social platforms their customers in their target markets use according to their characteristics such as age, gender, with this model, marketing their products/services directly on these platforms. Thus, the model will help all companies and countries that are interested in social media marketing and want to take this competitive advantage.

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