

**REPUBLIC OF TURKEY  
ISTANBUL GELISIM UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**

Department of Business Administration

**THE EFFECT OF SOCIAL MEDIA -MARKETING  
ON THE NUTRITIONAL PATTERN OF  
CONSUMER PURCHASING BEHAVIORS  
DURING PANDEMICS IN TURKEY**

Master Thesis

**Tesnim KUNDAKÇI**

Supervisor

Asst. Prof. Dr. Pınar BACAKSIZ

**Istanbul – 2023**



## THESIS INTRODUCTION FORM

- Name and Surname** : Tesnim KUNDAKÇI
- Language of the Thesis** : English
- Name of the Thesis** : The Effect of Social Media -Marketing on The Nutritional Pattern of Consumer Purchasing Behaviors During Pandemics in Turkey
- Institute** : Istanbul Gelisim University Institute of Graduate Studies
- Department** : Business Administration
- Thesis Type** : Master
- Date of the Thesis** : 22.05.2023
- Page Number** : 62
- Thesis Supervisors** : 1. Asst. Prof. Dr. Pınar Bacaksız
- Index Terms** : Social media, Costumer behavior, COVID-19
- Turkish Abstract** : Bu çalışma, karma yöntem yaklaşımını kullanarak COVID-19 salgını sırasında Türkiye'de sosyal medya pazarlamasının beslenme alışkanlıkları ve müşteri satın alma davranışları üzerindeki etkisini araştırmayı amaçlamaktadır.
- Distribution List** : 1. To the Institute of Graduate Studies of Istanbul Gelisim University  
2. To the National Thesis Center of YÖK (Higher Education Council)

*Signature*

*Tesnim Kundakçı*

**REPUBLIC OF TURKEY  
ISTANBUL GELISIM UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**

Department of Business Administration

**THE EFFECT OF SOCIAL MEDIA -MARKETING ON  
THE NUTRITIONAL PATTERN OF CONSUMER  
PURCHASING BEHAVIORS DURING PANDEMICS IN  
TURKEY**

Master Thesis

**Tesnim KUNDAKÇI**

Supervisor

Asst. Prof. Dr. Pınar BACAKSIZ

**Istanbul – 2023**

## **DECLARATION**

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

Tesnim KUNDAKÇI

.../.../2023



**TO ISTANBUL GELISIM UNIVERSITY**  
**THE DIRECTORATE OF GRADUATE EDUCATION INSTITUTE**

The thesis study of Tesnim KUNDAKCI titled as The Effect of Social Media - Marketing on The Nutritional Pattern of Consumer Purchasing Behaviors During Pandemics in Turkey has been accepted as MASTER in the department of Business Administration by out jury.

Director

\_\_\_\_\_  
*Assoc. Prof. Dr. Kemal ERKISI*

Member

\_\_\_\_\_  
*Asst. Prof. Dr. Pınar BACAŞIZ*  
(Supervisor)

Member

\_\_\_\_\_  
*Asst. Prof. Dr. Özge TURHAN*

**APPROVAL**

I approve that the signatures above signatures belong to the aforementioned faculty members.

... / ... / 20..

*Prof. Dr. İzzet GUMUS*

Director of the Institute

## SUMMARY

With the recent surge in the use of social media and online platforms, there is a growing interest in exploring their impact on consumer behavior during pandemics. This study aims to investigate the effect of social media marketing on nutritional patterns and customer purchasing behavior in Turkey amidst the COVID-19 outbreak using a mixed-methods approach. A sample of 500 participants will be selected via stratified random sampling techniques, consisting of individuals who have engaged with food-related content on various social media platforms during the pandemic period. The results will provide insights into how social media can influence dietary habits and purchase decisions, which could inform targeted interventions aimed at promoting healthy eating behaviors among consumers.

**Keywords:** Social media, Costumer behavior, COVID-19

## ÖZET

Son zamanlarda sosyal medya ve çevrimiçi platformların kullanımındaki artışla birlikte, bunların salgınlar sırasında tüketici davranışları üzerindeki etkilerini keşfetmeye yönelik artan bir ilgi var. Bu çalışma, karma yöntem yaklaşımını kullanarak COVID-19 salgını sırasında Türkiye'de sosyal medya pazarlamasının beslenme alışkanlıkları ve müşteri satın alma davranışları üzerindeki etkisini araştırmayı amaçlamaktadır. Pandemi döneminde çeşitli sosyal medya platformlarında gıda ile ilgili içeriklerle etkileşime giren bireylerden oluşan 500 kişilik bir örneklem tabakalı rastgele örnekleme teknikleri ile seçilecektir. Sonuçlar, sosyal medyanın beslenme alışkanlıklarını ve satın alma kararlarını nasıl etkileyebileceğine dair içgörüler sağlayacak ve bu da tüketiciler arasında sağlıklı beslenme davranışlarını teşvik etmeyi amaçlayan hedefli müdahalelere bilgi verebilecektir.

**Anahtar Kelimeler:** Sosyal medya, Tüketici davranışı, COVID



## TABLE OF CONTENTS

<b>SUMMARY .....</b>	<b>i</b>
<b>ÖZET.....</b>	<b>ii</b>
<b>TABLE OF CONTENTS.....</b>	<b>iii</b>
<b>ABBREVIATIONS .....</b>	<b>v</b>
<b>LIST OF TABLES .....</b>	<b>vi</b>
<b>LIST OF GRAPHICS .....</b>	<b>vii</b>
<b>PREFACE.....</b>	<b>viii</b>
<b>INTRODUCTION.....</b>	<b>1</b>

### CHAPTER ONE LITERATURE REVIEW

1.1. The Social Media Revolution: Its Growth in Turkey .....	4
1.2. The Power of Social Media: How Public Awareness Shapes Decision-Making.....	5
1.3. Impacts of COVID-19 on lifestyle behaviors.....	7
1.4. Revolutionizing the Advertising Landscape: The Power of Social Media Marketing.....	9
1.5. Innovative Marketing Strategies in the Nutrition Industry amidst the Pandemic in Turkey.....	9
1.6. The role of Social Media In Purchase Decisions.....	12
1.7. Turkish People Food Consumption in the Time of COVID-19: An Analysis of Changing Consumption and Eating Habits .....	13
1.8. The Influence of Social Media in Promoting Healthcare Awareness: Healthcare Advertisements on Social Media Platforms .....	15
1.9. The Power of Social Media in Healthcare Advertising: Amplifying Awareness and Access to Vital Services.....	17

### CHAPTER TWO IMPERICAL ANALYSIS

2.1. Research Design .....	19
2.2. Data Collection .....	20
2.3. Procedure and Ethical Consideration.....	20

### CHAPTER THREE FUNDING ANALYSIS

3.1. Socio-Demographic Characteristics .....	22
3.2. Online Purchase .....	23

3.3. Social Media Use And Purchasing Behavior..... 24  
3.4. Healthy Nutrition Advertisement On Social Media ..... 27  
3.5. The Impact Of Social Media On Nutritional Patterns And Purchasing  
Awareness During And After Covid-19..... 31

**CHAPTER FOUR**  
**DISCUSSION AND CONCLUSION**

4.1. Discussion..... 37  
4.2. Conclusion ..... 38  
**REFERENCES..... 39**



## ABBREVIATIONS

**SMM** : Social Media Marketing



## LIST OF TABLES

<b>Table 1.</b> Gender .....	22
<b>Table 2.</b> Age .....	22
<b>Table 3.</b> Highest degree of education .....	22
<b>Table 4.</b> Place of residence either turkey or no.....	23
<b>Table 5.</b> Groceries shopping either online or offline.....	24
<b>Table 6.</b> Social Media Using Count In Hours .....	25
<b>Table 7.</b> Social Media Channels Most Actively Use.....	25
<b>Table 8.</b> Social media influence product choice.....	26
<b>Table 9.</b> Social media affect on healthy nutrition purchasing dissuasion .....	26
<b>Table 10.</b> The frequency healthy products on social media during the pandemic ....	28
<b>Table 11.</b> Buying healthy product by online recommendation .....	28
<b>Table 12.</b> Social media ads/influencer promotions appearance of food, vitamins, health-related products .....	29
<b>Table 13.</b> The trust of marketing campaigns for “influencers” or “content creators” on social media.....	29
<b>Table 14.</b> The regularity of purchase food/ health products / vitamins etc. Promoted by “influencers” or “content creators” on social media.....	29
<b>Table 15.</b> The effect of social media ads and promoted campaigns on healthcare vision during/after covid-19 .....	32
<b>Table 16.</b> Covid -19 pandemic and social media “health panic” courage to change your lifestyle.....	32
<b>Table 17.</b> Diet trends and “healthy” marketing campaigns posted on social media influence .....	33
<b>Table 18.</b> Purchasing variability product labeled as “healthy” or “boosts the immune system ” after the covid-19.....	33
<b>Table 19.</b> Food choices change before and after the covid-19 pandemic .....	33
<b>Table 20.</b> The reduce effect of purchase on getting infected by covid-19 with the “ healthy nutrition “campaigns and “stay healthy” mindset.....	33
<b>Table 21.</b> The change in the overall view after the pandemic of covid-19, comparing your diet pattern, purchasing behavior, and social media's role in awareness/panic during and after the covid-19.....	33

## LIST OF GRAPHICS

<b>Graph 1.</b> Highest degree of education .....	23
<b>Graph 2.</b> Age.....	23
<b>Graph 3.</b> Groceries shopping either online or offline .....	24
<b>Graph 4.</b> Social media channels most actively use.....	26
<b>Graph 5.</b> Social media Influence product choice.....	27
<b>Graph 6.</b> Social media using count in hours .....	27
<b>Graph 7.</b> The frequency healthy products on social media during the pandemic.....	29
<b>Graph 8.</b> Buying healthy product by online.....	30
<b>Graph 9.</b> Social media ads/influencer promotions appearance of food, vitamins, health-related products.....	30
<b>Graph 10.</b> The trust of marketing campaigns for “influencers” or “content creators” on social media .....	31
<b>Graph 11.</b> The regularity of purchase food/ health products / vitamins etc. promoted by “influencers” or “content creators” on social media .....	31
<b>Graph 12.</b> The effect of social media ads and promoted campaigns on healthcare vision during/after Covid-19.....	34
<b>Graph 13.</b> Covid -19 pandemic and social media “health panic” courage to change your lifestyle .....	34
<b>Graph 14.</b> Diet trends and “healthy” marketing campaigns posted on social media influence.....	35
<b>Graph 15.</b> Purchasing variability product labeled as “healthy” or “boosts the immune system ” after the Covid-19 .....	35
<b>Graph 16.</b> Food choices change before and after the Covid-19 pandemic .....	36
<b>Graph 17.</b> The reduce effect of purchase on getting infected by Covid-19 with the “healthy nutrition ”campaigns and “stay healthy” mindset.....	36
<b>Graph 18.</b> The change in the overall view after the pandemic of Covid-19, comparing your diet pattern, purchasing behavior, and social media's role in awareness/panic during and after the covid-19.....	36

## PREFACE

The past year has been marked by unprecedented challenges and crises, with the COVID-19 pandemic affecting every aspect of our lives. One area that has been significantly impacted is consumer behavior, particularly regarding food choices and purchasing patterns. As people have had to adapt to lockdowns, social distancing measures, and limited access to physical stores, there has been a shift towards online shopping and home delivery services. In this context, social media marketing has emerged as a key tool for businesses looking to reach consumers and promote their products. With more people spending time on platforms like Facebook, Instagram, or Twitter than ever before, companies are increasingly turning to these channels to engage with customers and influence their decisions. However, while growing evidence suggests that social media can be an effective marketing tool during pandemics such as COVID-19, more research needs to be conducted on its impact, specifically on nutritional patterns and customer purchasing behavior in Turkey. Therefore, the purpose of this research study is twofold: firstly, to examine the impact of social media marketing on the nutritional pattern and purchasing behavior of customers in Turkey during pandemics; secondly, to propose a comprehensive methodology that incorporates both quantitative and qualitative approaches to enhance the validity and reliability of the results. To achieve these aims, the study will use a mixed-methods approach consisting of surveys, interviews, and focus groups conducted with consumers in Turkey. It will also analyze data obtained from companies that engage in social media marketing on their product offerings, digital marketing strategies, and customer feedback. The combination of these methods will enable the researchers to get a holistic understanding of how social media impacts the dietary choices and purchasing behaviors of Turkish consumers during times of socio-economic crisis, such as pandemics. This research study has important implications for social media marketers, businesses dealing in food products, and government agencies looking to improve public health by encouraging healthy dietary practices.

## INTRODUCTION

Pandemics are diseases that have a high mortality rate and spread very quickly. In the last few years, pandemics have been the cause of many deaths in different countries around the world. The most recent pandemic was the H1N1 influenza virus which caused millions of deaths worldwide (Pandemic Information). The H1N1 influenza virus is an RNA virus that can be transmitted through respiratory secretions such as saliva or nasal discharge from infected persons (Pandemic Information). During a pandemic, people tend to avoid public places and stay at home to prevent spreading.

Social media has revolutionized the way healthcare organizations disseminate information to patients and stakeholders. The use of social media platforms as a marketing tool for healthcare services is becoming increasingly popular, given its ability to reach a wider audience than traditional advertising methods. This essay aims to explore the importance of social media in healthcare advertisement and how it can be used effectively to promote health education, inform patients about new treatments and services, increase patient engagement, improve patient-provider communication, and enhance brand reputation. Through an extensive review of literature on social media and its impact on healthcare advertising, this paper highlights the benefits that can be gained from incorporating social media into healthcare marketing strategies while also acknowledging potential challenges such as privacy concerns. Overall, this paper demonstrates why it is imperative for healthcare organizations to embrace social media as part of their marketing efforts if they want to remain competitive in today's digital landscape.

Nutrition is a basic requirement of life. Sociological, psychological, and physiological factors can affect eating habits and behaviors. (Leng G et al., 2017; 76) The elevation of COVID-19 to pandemic status has affected all of those; the high rate of spread has caused behavioral changes in people, such as eating habits. Other behaviors may be affected because the subject of COVID-19 now constitutes an immense part of the world's agenda. In Turkey, the government has taken radical measures to prevent the spread of the virus. It discloses daily the number of cases through numerous media channels, along with explanations of predictions by experts. In addition to the impact on human health, COVID-19 has had negative

consequences on Turkey's economy. Although the containment measures were crucial to combat the pandemic, they may have disturbed daily food-related behaviors. The COVID-19 epidemic and related measures substantially impacted daily food patterns, diet, and food-purchase behavior (Cipriani, 2020; Roe, B.E et al., 2020, 43; Sheth, J. 2020, 117) Some of these changes also apply to shift consumer shopping habits, such as fewer shopping visits, stockpiling, online shopping, etc. (Sheth, J. 2020, 117; Deloitte,2020)

The COVID-19 pandemic and the obligation of self-isolation and social distancing disrupted ordinary consumer shopping habits. Many authors reported dietary habit changes during the pandemic in several countries (Di Renzo. 2020,18; Górnicka, M et al., 2020, 12), among people of various age groups (Di Santo, S. et al., 2020,11) with a range of medical conditions (Kishimoto, M & Ishikawa, T. 2021, 12; Brown, S. et al., 2021, 156). Most commonly, the changes involved the entrenchment of adverse eating habits. Yet, in some cases, the pandemic period allowed for rectifying deficient dietary patterns developed earlier in life (Snuggs, S.& McGregor, S. 2021, 89) .The influence of the COVID-19 pandemic on consumer behaviors has been affected by various variables, including socio-demographic and household preferences and attitudes (Borsellino et al., 2020). However, these changes often rely on factors that could extend beyond the individual level and are more closely linked to decisions and policies at the local, national, and global levels (Naja & Hamadeh, 2020). Therefore, the outcome of COVID-19 is likely to differ from country to country – and even among the socioeconomic groups/classes within the same country – based, among others, on particular circumstances relevant to the epidemiological condition, the level of socioeconomic development, and the efficacy of domestic healthcare systems (HLPE, 2020)

In a study performed to assess the effects of domestic quarantine on the nutritional behavior, way of life, and emotional balance of the Spanish people, it was determined that sleep satisfaction was impaired in 39.7% of the individuals, 44.7% of individuals could not do bodily exercise, and body weight accelerated in 38.8% of them, It's discovered that individuals have searched for new ways to manipulate their eating regimen and lifestyle behavior throughout this period. The brand-new lifestyle and the pressure added approximately by means of the pandemic have been managed healthily by a few individuals, but it is predicted result that this new way of life ends



in the improvement of diverse health troubles, anxiety problems, and ingesting issues in a few others. In a systematic evaluation inspecting dietary changes all through the first lockdown of COVID-19, it was determined that the lockdown affected dietary conduct positively and negatively. Damaging eating conduct has been connected to different poor lifestyle consequences together with weight benefits, mental health problems, and restricted bodily hobbies This study aimed to research the modifications in nutrition and lifestyle behavior affected by the influence of social medial marketing and how it could play a major role in Turkish people for the duration of the COVID-19 pandemic and to study the results of individuals' healthful consuming attitudes on this variation.



# CHAPTER ONE

## LITERATURE REVIEW

### 1.1. The Social Media Revolution: Its Growth in Turkey

Turkey has undergone significant changes in the last decade, reshaping its political and social landscape. One of the most profound transformations has been the rise of social media as a powerful tool for communication and mobilization. Indeed, over recent years, Turkish society has witnessed a surge in online activism and digital citizenship that have challenged traditional power structures and opened up new spaces for civic engagement. However, this transformation has not come without consequences. While social media platforms have empowered citizens to express themselves freely and hold their government accountable for their actions, they have also exposed deep divisions within Turkish society. Political polarization has intensified as people use these platforms to amplify their views while attacking those who disagree with them. In light of these developments, it is crucial to understand how social media is shaping contemporary Turkey. This essay will examine how social media's rise impacts various aspects of Turkish life- from politics and civil society to culture- exploring both its potentials and challenges. The thesis statement guiding this analysis is clear: The rise of social media in recent years has had a significant impact on Turkish society by empowering citizens to express themselves freely while exposing deep divisions that intensify political polarization. By examining the multifaceted ways in which social media interacts with different parts of Turkish life, we can gain insight into how this technology shapes our worldviews, values, beliefs – for better or worse- ultimately helping us make more informed decisions about our future direction as a nation. Thus, through an examination of Turkey's current socio-political situation vis-a-vis the advents brought upon by technological advancements like Social Media; this paper intends to highlight both sides' ramifications while shedding light on what lies ahead for this country whose fate seems so intricately intertwined with today's technology-driven world order!

The rise of social media in recent years has had a significant impact on Turkish society, empowering citizens to express themselves freely and hold their government accountable, but also exposing deep divisions and intensifying political polarization. This impact is reflected in the rapid increase in new media consumption among the Turkish population (Ugurlu & Ozutku, 2014). Unrestricted public access to social media platforms and internet technologies has threatened traditional sources of information dissemination in Turkey (Coşkun, 2021). As young people increasingly turn to social media as a means of mobilization and organization during protests, they challenge the established control over traditional media held by government bodies such as the AKP. The heightened capabilities provided by these digital tools pose a considerable risk to those who benefit from controlling what information is available through communication channels. However, despite this change that challenges long-standing power structures within Turkey's communications environment, there remain significant obstacles preventing free expression through the press. One notable issue facing journalists remains imprisonment or detention - often without trial or charges being filed - for reporting accurate news stories critical of powerful individuals or institutions within Turkey's borders (Corke et al., 2017). This crisis within Turkey's journalism sector threatens not only freedom of speech but also democracy itself; if elected officials are not held accountable for their actions due to restrictions on journalistic freedom and self-censorship practices forced upon them by ownership dependencies within major publications like history magazines then citizens' ability to make informed decisions about their country's direction will be severely hindered. In conclusion, while social media has transformed access to information and empowered citizens with newfound abilities for political action against oppressive forces within politics and business spheres alike here in contemporary Turkey it seems clear that we must work diligently toward ensuring our rights are upheld more broadly than just when online at home or work.

## **1.2. The Power of Social Media: How Public Awareness Shapes Decision-Making**

The use of social media has become thoroughly ingrained in our day-to-day routines, with billions of individuals across the globe utilizing it to connect with others, share information and keep up-to-date. This unparalleled level of interconnectivity has had a profound impact on how we consume news and facts, as

well as shape decisions pertaining to major societal issues. One area where social media's significant influence is evident is in raising public awareness and decision-making processes. Social platforms have exponentially increased their ability to disseminate data at an immense pace that efficiently reaches out to large crowds - hence emerging as compelling tools for shaping public opinion and facilitating collective action. Social media's quintessential impact on raising public awareness can be seen through its capacity to provide instantaneous access to real-time insights from multiple sources. With the likes of Twitter or Facebook, people can effortlessly monitor breaking news updates and track emerging trends regarding subjects such as politics or health care. However, beyond providing mere raw data accessibility lies social media's critical role in influencing opinions by framing events within broader contexts capable of resonating with audiences. There are plentiful examples showcasing how these larger narratives facilitated conversations around crucial societal issues – from viral hashtags like #MeToo campaigns that leverage online influencers for surrogates against traditional campaign messaging efforts. More importantly though perhaps most notably - when appropriately utilized by groups seeking change (for example activists), such conversations facilitated via social platforms have proven successful in translating into meaningful policy activities starting from local governance all the way up towards international organizations. This essay delves into exploring how Social Media usage affects Public Awareness & Decision-Making Processes while evaluating positive versus negative consequences due to their recent prominence over conventional strategies previously used; Also weighing possible solutions concerning regulation compared with enhancement should any need arise after factoring potential risks along with observed benefits at present day. An abundance of studies have explored the influence that social media has on public awareness and decision-making, highlighting its potential to transform society. Bukhari (2014) posited that social media platforms revolutionized crisis communication. During natural disasters or emergencies, information can be swiftly communicated to a large audience through channels such as Twitter and Facebook, leading people to take prompt action based on real-time updates. Furthermore, Loiseau and Nowacka's (2015) research demonstrated the critical role hashtag activism played in bringing women's issues to political agendas globally. Through hashtags like #MeToo or #TimesUp, millions were made aware of the sexual harassment faced by women across various

industries. This increased public awareness prompted calls for accountability from those who perpetrate these acts. However, Owusu-Acheaw and Larson's (2015) study revealed how excessive use of social media sites negatively impacts academic performance among undergraduate students; suggesting that while there may exist benefits associated with using these platforms – such as raising public awareness about important topics or influencing opinions towards certain causes – unchecked usage may lead to unfavorable outcomes specifically related towards educational achievements. Nonetheless, despite some drawbacks relating mainly towards younger generations' overuse affecting their educational performance—there are many advantages linked with utilizing networking sites concerning capturing attention towards global affairs ultimately resulting in beneficial changes worldwide; especially given how fast news travels via digital means nowadays. Overall then we see just how strong an impact social media can have on shaping our collective understanding regarding current events both locally & globally - guiding our choices and behavior influenced by what is conveyed via various online sources at any given moment.

### **1.3. Impacts of COVID-19 on lifestyle behaviors**

The COVID-19 pandemic has appreciably affected not only the working lifestyles but also the lifestyle of individuals. The COVID pandemic has caused life-converting challenges among human beings around the sector. Terms including 'social distance' and 'isolation' have settled in daily lives, and staying at home has significantly affected the lives of individuals, inflicting sudden and radical modifications of their everyday routines and lifestyles. ( Di Renzo L et al.,2020 )lifestyle behaviors may additionally consist of changes in sleep, alcohol intake, bodily interest, dietary habits, and even the prevalence of domestic violence instances. (Teresa A & Grey I.,2020)

Numerous studies have been carried out to take a look at the results of COVID-19 on lifestyle. Arora and Grey (Teresa A & Grey I.,2020) mentioned how COVID-19 can have an effect on behaviors associated with sleep, nutrients, physical hobbies, and alcohol consumption. According to the survey performed with over one thousand individuals, the COVID-19 pandemic and measures to include it had been discovered to have a sizeable impact on lifestyle-related behavior inside the populace. (Basu S,

et al.,2020) In every other study of 995 individuals in India, (Chopra S,et al.,2020) COVID-19 extensively bettered ingesting behavior. But, it changed and also decided that because one-1/3 of the contributors notably decreased physical hobbies with a boom in display screen time and sitting time they received weight. Similarly, it was decided that the intellectual fitness of the members was additionally negatively affected. As a result of the look, it becomes stated that intensive expertise of these elements may want to assist develop interventions to alleviate bad lifestyle behaviors that occur at some point during COVID-19. Kilani (Kilani HA, et al.,2020) studied the effect of staying home at some stage in the COVID-19 pandemic on lifestyle, intellectual well-being, nutritional status and sleep patterns. In step with the have a look at findings, factors along with bodily hobbies, weight-reduction plans and sleep styles have been related to mental health all through COVID-19 incarceration amongst members. As can be seen from the studies, there are many lifestyle behavior elements and it does now not seem viable to have a look at all of them. Therefore, in this study, some dietary attitudes, indoor behaviors and outside sports, which are ideas COVID-19 and its obstacles have the most effect on and which can be blanketed extra within the most research, had been mentioned.

The COVID-19 pandemic has been diagnosed as an international burden that substantially redefines and keeps to define everyday lifestyle-related conduct. Expert recommendations and authorities' actions taken to lessen the wide variety of instances have affected meals availability, dietary, daily activities, get admission to recreational public settings, social activities, paintings, and financial safety. (Chopra S,et al.,2020) , (Mattioli AV et al., 2020), It's miles said that the fast and lengthy-time period effects of modifications in lifestyles style on physiological and intellectual fitness have to be taken into consideration. (Teresa A & Grey I., 2020; Mattioli AV et al., 2020; Mattioli AV& Puviani MB,2020; WHO,2020 ) . From the general public health and preventive care views, it's far said that there's an urgent want to provide statistics and interventions to individuals, groups, and health establishments to keep the healthiest way of life feasible in the case of isolation.

#### **1.4. Revolutionizing the Advertising Landscape: The Power of Social Media Marketing**

Social media marketing has become an integral part of modern-day business practices. With the advent of technology and the internet, social media platforms have revolutionized the way businesses conduct their operations. Social media marketing involves creating and sharing content on various social media platforms to promote a brand or product, increase engagement with customers, and ultimately drive sales. In today's world where more people are spending time on social media than ever before, it is crucial for businesses to establish a strong online presence through effective social media marketing strategies. Research has shown that social media marketing can significantly impact a company's bottom line by increasing brand awareness and generating leads. Moreover, companies that engage in strategic content creation, community management, and targeted advertising on these platforms enjoy higher conversion rates compared to those who do not leverage this powerful tool effectively. The purpose of this essay is to explore how businesses can utilize social media marketing as an essential tool in reaching their target audience while driving their sales growth. This paper will highlight some key strategies used in successful campaigns such as identifying target audiences using data-driven analytics; creating compelling content that resonates with users; leveraging influencer partnerships for increased reach; monitoring results through metrics analysis; taking advantage of paid promotions for maximum reach potential. It is evident that without effective use of social media tools like Facebook, Twitter, Instagram among others most companies risk falling behind competitors who have already embraced digital transformation. In conclusion, this paper argues strongly for why every organization should embrace Social Media Marketing as core strategy towards achieving its objectives including but not limited to expanding market share, reaching new markets, and building customer loyalty.

#### **1.5. Innovative Marketing Strategies in the Nutrition Industry amidst the Pandemic in Turkey**

The world has been experiencing a global health crisis for over a year now, and its impact on the daily lives of people is undeniable. COVID-19 has forced governments to impose strict lockdowns, causing people to stay indoors more often than not. In Turkey, like many other countries around the world, this has led to

considerable changes in lifestyle habits. With the emphasis placed on staying healthy amidst such unprecedented times, there is an increased focus on proper nutrition as one way of boosting immunity. Nutrient-rich foods have become an essential part of maintaining good health and well-being during pandemics. However, it's not enough that consumers know about nutrient-dense foods; they must also be made aware of how these foods can help boost their immune systems effectively. Marketing methods play a vital role in achieving this objective by disseminating accurate information about healthy eating habits and their benefits. In Turkey, marketing methods are being used extensively to promote healthy nutrition during pandemics. These marketing strategies employ diverse techniques ranging from social media campaigns to influencer collaborations that encourage consumers towards healthier lifestyles. During pandemics, marketing methods play a crucial role in promoting healthy nutrition in Turkey as they help increase awareness among consumers about the importance of consuming nutrient-rich foods and adopting a healthy lifestyle to boost their immune system. The COVID-19 pandemic has had a significant impact on people's eating habits and consumption patterns in Turkey. According to SIÇRAMAZ et al. (2022), 90% of the Turkish population reduced or did not think about eating out until the pandemic was over, indicating that individuals were interested in maintaining social distancing measures. As a result, many consumers turned towards cooking at home and buying groceries from supermarkets. In addition to changes in grocery shopping habits, Akpolat et al.'s (2023) study demonstrated that there has been a shift in consumer behavior regarding food label reading during the pandemic. People have become more conscious of their nutritional intake as they spend time at home and try to boost their immune system through healthy nutrition practices. Marketing methods play an essential role during pandemics as they can influence consumers' purchasing decisions regarding nutrient-rich foods and promote healthy lifestyles. Through advertising campaigns that highlight the benefits of consuming fresh fruits and vegetables rich in vitamins A, C, D, E, K and minerals like zinc iron etc., marketers can help raise awareness among customers about how proper nutrition is crucial for boosting immunity against diseases caused by viral infections such as COVID-19. Furthermore, Atalan-Helicke & Abiral (2021) state that lockdowns have disrupted the availability of produce resulting in decreased supply chain efficiency due to labor shortages across businesses throughout Turkey along with restrictions on mobility which affect transportation services negatively



leading to delayed distribution channels reducing quality stability affecting further demand-supply ratios .Thus it becomes even more important for companies operating within this industry sector ensure effective marketing strategies are implemented quickly so nutrient-rich substitutes may be suggested if any shortage occurs along with appropriate communication channels must also be established promptly providing details around product substitution possibilities so customers don't face any inconvenience while continuing their efforts towards maintaining optimal health levels amidst these challenging times Overall it is evident that marketing plays an imperative role when promoting healthy nutrition behaviors amongst Turkish citizens during pandemics. By emphasizing the importance of consuming nutrient-rich foods and adopting a healthy lifestyle, marketers can help raise awareness among consumers about the significance of maintaining good health practices, helping them take proactive measures to safeguard themselves against any potential diseases or ailments in future caused by viral infections such as COVID-19 while also allowing companies to develop their business efficiently through appropriate channels leading towards long-term sustainability.

Similarly, a successful enterprise method includes building effective social community communities. Customers have excessive expectancies for the numerous media channels they revel in. (Emmons ,2019) argues that meeting or exceeding patron expectancies using the enterprise’s social networking communities will create engaging experiences for purchasers, a good way to lead to meaningful enterprise-to-purchaser relationships. Consistent with (Emmons ,2019), enticing social media stories shift enterprise–patron relationships from “us as opposed to them” to “we” relation-ships, which foster the business’s credibility. Furthermore, (Emmons,2019) offers pointers for organizations to build meaningful customer stories by using constantly developing clean, compelling content; supplying quick responses to customer inquiries or worries; and, always monitoring trending communication to gauge consumers’ perceptions. Finally, (Emmons,2019) argues that it's far beneficial for an enterprise to have a social purpose to help hook up with consumers who want to be worried with an enterprise which exemplifies social/community obligation. Despite the fact that organizations may additionally want to interact with purchasers extra on social media, they ought to be careful not to encourage behaviors that cause social media fatigue. To counteract this chance, socially accountable corporations

should encourage clients to interact with them by carrying out logo-associated activities offline and later posting about such activities on social media. For example, an outdoor system retail shop ought to inspire purchasers to socially distance themselves outside whilst the usage of products outside. The commercial enterprise could run a contest wherein they select the excellent outdoor brand-related image posted through customers. This hobby could build nice relationships because (Dhir et al.,2017) discovered that image sharing can be used to show affection and (Eftekhar et al.,2014) speculate that online photograph tagging can beautify relationships. To promote corporate social duty, corporations need to be aware of the capacity bad results of increased social media time and pick out methods to encourage healthful behaviors.

### **1.6. The role of Social Media In Purchase Decisions**

At some stage in the fourth stage of the purchaser decision-Making version, the client makes a buy selection. While the number one power of social media is to construct cognizance for products and services, a few structures permit clients to make direct purchases. But, for plenty of groups, the degree to which consumers have bought from such platforms has been disappointing. As an example, (Halzack ,2016) located best 1.Eight% of online U.S. Sales at some stage in the 2015 holiday shopping season had been made on social media systems. Nonetheless, it appears intuitive that as social media systems evolve with more competencies, their use for purchases may even grow. A vital element associated with the acquisition choice is the customer's perceived hazard that a given product will now not deliver as favored. Pre-COVID-19, consumers normally addressed their perceived threat by in search of product validation from their own family, buddies, perceived experts, and opinion leaders (Delener, 1990; Voyer & Ranaweera, 2015). But, the COVID-19 pandemic has restrained consumers' capability to directly contact their social influencers. Fortuitously, social media structures permit customers to interact with a greater variety of clients without the need to make physical touch. Therefore, within the COVID-19 pandemic surroundings, social media may additionally play an increased role in consumers' engagement with influencers as they are trying to find to lessen their perceived threat. In other phrases, the function of social media for purchase choice behaviors is likely to boom

## **1.7. Turkish People Food Consumption in the Time of COVID-19: An Analysis of Changing Consumption and Eating Habits**

Turkey is a country steeped in history and tradition, with a rich culinary heritage that spans centuries. The cuisine of Turkey is diverse and flavorful, incorporating influences from neighboring regions such as the Middle East, Europe, and Central Asia. However, recent events have brought about significant changes in food consumption and eating habits in this vibrant nation. The COVID-19 pandemic has disrupted daily life around the world, causing widespread illness and economic upheaval. In Turkey, the impact of COVID-19 on food consumption patterns has been significant. With stay-at-home orders and social distancing guidelines in place for much of 2020 and into 2021, many Turks have had to adjust their eating habits to accommodate these new realities. One notable change has been an increase in home cooking as people spend more time indoors. This shift toward homemade meals has led to greater awareness of nutrition and healthy eating habits among some segments of the population but also highlights disparities related to access to nutritious ingredients for individuals who are economically vulnerable or living under quarantine measures. At the same time that there has been an increased emphasis on home cooking during quarantines, there have also been disruptions to traditional supply chains due to lockdowns affecting Turkey's agriculture sector which created challenges for accessing fresh produce or meat products leading some consumers towards cheaper less nutritious options like processed foods. These changes emphasize the need for increased emphasis on nutrition education along with accessibility standards that promote healthy choices - especially now when families are struggling financially due not only Covid-19 restrictions but also because of inflationary pressures throughout Turkish society at large; finding affordable yet wholesome foods can be challenging but necessary during times like these where remaining healthy should be a top priority. In conclusion, the COVID-19 pandemic ushered unprecedented shifts across all aspects of human life including dietary practices worldwide impacting economies globally thereby presenting both opportunities (such as healthier lifestyles) as well as obstacles requiring immediate action by policy makers addressing issues like affordability while promoting nutritional education for citizens.

Highlighting the need for increased emphasis on nutrition education and access to healthy nutrition options. This study provides insight into changes in Turkish consumers' eating, grocery shopping, and food label reading habits during the pandemic. In a study conducted by Akpolat et al. (2023), it was revealed that there have been significant changes in Turkish consumers' food-related behaviors since the onset of the pandemic. The research showed that people had started to focus more on healthier dietary choices. In contrast, fast-food consumption experienced a sharp decline among individuals across different age ranges within Turkey. Interestingly, SIÇRAMAZ et al.'s (2022) findings indicate that despite controlled normalization measures and efforts at flattening the curve with vaccination programs implemented countrywide in Turkey, 90% of participants reduced or did not consider eating out until after the COVID-19 pandemic is over. Instead of relying on meals from restaurants or fast-food chains as they once did before lockdowns were enforced nation-wide throughout Turkey; citizens opted for cooking at home with products bought through online groceries stores like Migros Sanal Market or Bim A101 Online. Furthermore, Erenoğlu Son (2021) reported a noticeable decrease in ready-to-eat foods during quarantine periods compared to pre-COVID times when such convenience items are much sought-after staples among many households across all demographics living within Turkish cities. These findings illustrate how dramatically coronavirus has influenced Turkish consumer behavior regarding their diets amid an unprecedented health crisis worldwide affecting millions of people globally. Such impacts highlight how critical it is for governments worldwide to promote better nutritional awareness campaigns while also encouraging regular exercise routines tailored towards promoting healthy lifestyles beyond just personal hygiene practices alone during pandemics like this one currently ravaging our planet today! Overall then: With these results indicating significant shifts toward healthier choices made by Turks concerning their dietary intake amidst Covid's uncertainties, it is urgent that educational programs aimed at improving nutrition education should be prioritized. The government should also work towards increasing access to healthy nutrition options for citizens within Turkey's borders even beyond this pandemic crisis situation since we all need to take care of our health in these trying times.

## **1.8. The Influence of Social Media in Promoting Healthcare Awareness: Healthcare Advertisements on Social Media Platforms**

The field of healthcare has been constantly evolving with the advancement of technology and research. One such technological innovation that has revolutionized the healthcare industry is social media. Social media platforms have become an integral part of our daily lives, and their impact on various fields including healthcare cannot be denied. In recent years, there has been a noticeable trend towards using social media platforms for promoting health-related information and education through advertisements. These healthcare advertisements are designed to create awareness about different health issues, diseases, prevention measures, treatments available and other related topics. Social media-based healthcare advertisements offer significant advantages over traditional methods of advertising in terms of reach and engagement. They allow for targeting specific demographics based on age, gender or location resulting in more effective communication between patients and medical professionals. Moreover, social media-based ads provide the opportunity to interact with potential patients by offering them valuable information that can improve their quality of life significantly. This interaction builds trust between patients and medical professionals resulting in better outcomes. Therefore it can be concluded that Social Media based Healthcare Advertisements play a crucial role in educating individuals about health issues while creating awareness among the masses regarding preventive measures that could help combat these issues effectively. To sum up - Social media has become an integral part of healthcare promotion and awareness campaigns; therefore the significance of social-media-based healthcare advertisements in reaching out to wider audiences cannot be ignored.

Social media has revolutionized the way healthcare information is communicated and disseminated to the masses. In recent years, social media platforms such as Facebook, Twitter and Instagram have become an integral part of healthcare promotion and awareness campaigns. The significance of social media-based healthcare advertisements in reaching out to a wider audience cannot be ignored. As Howell and Silapabanleng (2022) highlight, social media had a significant impact on healthcare decisions with regards to both positive and negative health information. Accordingly, hospitals have recognized the potential of social media as an effective educational tool for their patients. According to Howell and

Silapabanleng (2022), 88% of hospitals had a Facebook page which they utilized for patient education purposes. Social networking sites have also proven useful in providing support to those who are suffering from chronic illnesses such as psoriasis. A questionnaire search revealed that 72% of psoriasis patients looked for disease-related information on Facebook to help cope while over 50% of them benefited from exchanging advice on the platform (Howell & Silapabanleng, 2022). Furthermore, it is no longer news that patients are now relying on social media as a source of health information which has undoubtedly led to changes in communication strategies employed by healthcare providers as observed by Cash (2012). This observation implies that there has been a shift towards using more innovative methods like digital marketing tools such as influencer marketing or sponsored posts rather than traditional means like print advertising or billboards. Another important aspect worth considering is how Turner (2017) highlighted that "social media presents a new tool for healthcare provider(s) to connect with and interact with their patients outside of the traditional means". This statement emphasizes how vital it is for doctors or nurses working in remote locations where access may be limited due either because transportation costs will not allow them travel far distances frequently or other reasons -have found ways through these online channels- To reach out and interact with their patients on a more personal level, regardless of distance or location. In conclusion, social media-based healthcare advertisements are becoming increasingly important in the promotion of healthcare awareness. The use of social media platforms presents an opportunity for healthcare providers to connect with their patients outside traditional means. However, it is essential to bear in mind that while these channels present a unique opportunity for sharing information and engaging with audiences, they also demand careful consideration regarding privacy regulations as well as ethical concerns related to advertising practices online (Turner 2017). As such, care must be taken by all stakeholders involved when creating content or disseminating information via these channels so that the intended message reaches its target audience without being misinterpreted.

## **1.9. The Power of Social Media in Healthcare Advertising: Amplifying Awareness and Access to Vital Services**

Social media has revolutionized the way we communicate, share information, and connect with people around the world. Healthcare is no exception to this trend. In recent years, social media platforms have emerged as a powerful tool for healthcare providers and organizations to promote their services and engage with patients. Social media healthcare advertisement involves using various online platforms such as Facebook, Twitter, Instagram, or LinkedIn to reach out to potential patients and share valuable health-related information. With over 3 billion active users worldwide on these platforms combined, social media presents an enormous opportunity for healthcare providers to expand their reach beyond traditional marketing channels. The importance of social media healthcare advertising cannot be overstated. It plays a significant role in promoting health awareness among the public by disseminating up-to-date medical information about diseases and treatments that can prevent illness or provide early intervention. Moreover, it enhances patient engagement by providing them with access to reliable sources of information related to their medical conditions in real-time. Patients can also use these platforms as a means of communicating with doctors directly through private messaging options or virtual consultations. In light of all these benefits associated with social media healthcare advertising; it is clear that its relevance cannot be ignored in today's fast-paced digital age. By leveraging the power of social media advertisements strategically; we can effectively increase public awareness about essential health issues while engaging patients more actively in managing their own care leads towards improved overall health outcomes. Therefore, Social Media Healthcare Advertisement is not just another marketing tool but rather a critical component in promoting better well-being for all individuals across different communities worldwide.

Social media healthcare advertisement has become increasingly important in recent years. As Cash (2012) notes, with the immergence of the Internet and web sites, media has not only been able to cover health care, but now can cover the news much faster in a more detailed way. This means that millions of people are turning to social media as a source of health information (Broom, 2009). Given this trend, it is essential for healthcare organizations to familiarize themselves with efficacious ways

to reach people of all ages. One such approach is through social media platforms like Facebook. According to Padilla (2014), Facebook has been widely used in various industries including healthcare as a means to create direct-to-consumer interactive opportunities. In addition, Howell and Silapabanleng's (2022) study found that 40% of adults gather their health information from Facebook. This indicates that such platforms could be used as an effective tool for spreading positive or negative health information. Furthermore, Turner (2017) suggests that social media presents a new tool for healthcare providers to connect with their patients and interact with them outside traditional means. However, there are limitations when using social media in healthcare due to legal and ethical barriers which must be carefully navigated by those who choose this path. Despite these challenges though, utilizing social media platform advertising strategies can lead ultimately lead towards improved patient engagement rates and better overall outcomes within the industry itself. For instance; accordinging Cash(2012), "healthcare advertisers have successfully utilized Twitter hashtags like #HealthyLivingWeekend or #CancerAwarenessMonth" which effectively stimulates conversation between both medical professionals and patients alike about timely issues surrounding specific diseases or treatments. The potential reach provided by Social Media Advertising cannot be overstated either- particularly considering just how many users frequent these platforms on any given day; indeed according again to Padilla(2014), "Facebook alone boasts over one billion active users" which can be an effective way to engage with patients not just in the United States, but also worldwide. In light of all these benefits then, it is clear that Social Media Healthcare Advertising represents a crucial tool for promoting healthcare services and increasing public awareness. By creating more direct interaction opportunities between medical professionals and their patients alike , social media platforms stand poised to become one of the most powerful tools available today when it comes to improving health outcomes over time.



## CHAPTER TWO

### IMPERICAL ANALYSIS

#### 2.1. Research Design

To investigate the effect of social media marketing on nutritional patterns and customer purchasing behavior during pandemics in Turkey, educational articles were used as sources for this study. The research followed a quantitative approach where data was collected through an online survey distributed to a sample size of 500 participants within Turkey. Participants were selected based on their age (18 or above) and frequent use of social media platforms during the pandemic period. The survey questionnaire comprised questions related to participant demographics, frequency of exposure to social media marketing related to food items, dietary habits during the pandemic period, and changes in purchasing behavior due to promotional campaigns they encountered on social media platforms. Data analysis was carried out using statistical software SPSS version 25 with descriptive statistics being used to present results obtained from the study.

Based on the findings of earlier studies regarding the Social Media effects on nutritional patterns and customer purchasing behaviors during pandemics. the survey was distributed as part of the research to investigate how COVID-19 panic in social media may have inspired possible changes in nutritional patterns, food consumption, and purchasing behavior.

As the study was planned to include people who lived in Turkey during or after COVID-19, and were based on different backgrounds and languages, the questionnaire was translated into Turkish, and Arabic for distribution among the multicultural community who lived in Turkey.

The questionnaire consisted of 24 different questions (multiple-choice and one option), split into four sections. The first section solicited respondents' demographics. The second section focused on respondents' Social media use consumption and the effect on their "conscious" purchasing promoted healthy nutrition compared with before and after the pandemic. The next section aimed to investigate the likelihood that respondents got affected by the promoted social media healthy nutrition

campaigns. The last section was intended to provide a snapshot of respondents' mindsets and purchasing and lifestyle compared with before and after the pandemic.

## **2.2. Data Collection**

The information had been gathered with an established questionnaire created by Google Forms. The hyperlink to the online survey was shared thru social media (Facebook, Instagram, and WhatsApp), and via public and non-public contacts of the research group individuals from April 1 to April 30 . The respondents have been recruited voluntarily. We additionally asked the members to proportion the study hyperlink to boom the range of folks who get hold of the invitation to take a look at and hence growth have a look at contributors. Before starting the survey, the individuals have been acquainted with a quick description of the research and its purpose. They had been additionally informed of anonymity and confidentiality. The respondents did not provide their names or contact details and have been capable to complete the survey at any level of its finishing touch. The answers were sent after Responses clicked the "send" button and finished the survey. Participants were not rewarded for participating and collaborating with the study.

## **2.3. Procedure and Ethical Consideration**

Previous to distribution, the questionnaire changed into verified based totally on steps. First of all, qualitative content validity become executed through an expert panel to help improve the validity and reliability of the examination. Irrelevant items had been removed based on professionals' opinions, and modifications had been made to the remaining gadgets to make them more accurate and boom clarity. The examination conforms to the moral ideas of non-maleficence, beneficence, justice, and autonomy enshrined within the ethical resolutions of every U.S.An According to Helsinki's statement,2000).

## **CHAPTER THREE**

### **FUNDING ANALYSIS**

The present study aimed to investigate the impact of social media marketing on the nutritional pattern and purchasing behavior of customers in Turkey during pandemics. To achieve this goal, a comprehensive methodology was proposed that incorporated both quantitative and qualitative approaches to enhance the validity and reliability of the results. As confirmed by Öztürk and Dilek (2021), attitude and perceived behavioral control variables positively affect the intention of buying complementary and alternative medicine. Therefore, it is reasonable to hypothesize that social media marketing can also have a positive impact on customer purchasing behavior towards healthy nutrition products during pandemics. Assadi Moghaddam and Fedak's (2022) study explored "the impact of Covid-19 pandemic on customer buying behavior towards online shopping" through the Theory of Planned Behavior. They found that there was a slight increase in Swedish customers' online shopping levels during pandemic times but no significant change in their habits regarding online shopping. This finding implies that while pandemics may cause changes in behavior patterns, not all changes are significant enough to be statistically proven. Abou Jeb et al.'s (2021) research highlighted how COVID-19 has shifted customer buying behaviors toward online channels for shopping and buying; thus, impacting retail sectors such as e-commerce or offline stores. The emergence of these new consumer patterns due to COVID-19 shows an opportunity for businesses operating within these industries who adopt more effective strategies like social media marketing campaigns targeting specific segments based on factors such as age group or income level. Therefore, our proposed methodology will incorporate qualitative methods focused on platforms such as Facebook or Instagram, WhatsApp ,and Twitter concerning perception-related aspects related specifically targeted demographics including Who lived in turkey at that time where they commonly shop in supermarkets or online. In conclusion, the results of our proposed research study will shed light on the impact of social media marketing on customer purchasing behavior and nutritional patterns during pandemics. Such findings can be useful for businesses looking to maximize their marketing efforts during these times

while also providing valuable insights into how consumers perceive healthy nutrition products advertised via social media platforms like Facebook or Instagram, WhatsApp ,and Twitter . Statistical analysis of the data was conducted using descriptive statistics in the SPSS 25.0 IBM, USA package program.

### 3.1. Socio-Demographic Characteristics

The distribution of 750 participants in the study according to the tables and pie graphs , their social demographic characters where shown in table 1,2,3,4 .Participants range from 13 - 44 and above the measurability was among the age from 18 to 34 age total of 72% of the participants were woman, as well as education level, the percentage were high in Bachelor degree with 45% and Master’s degree where around 20% ,surprisingly the study was conducted in Turkey, only 85.3% answered by “Yes” where the other 14.7% answered “No” but were living previously in Turkey.

**Table 1. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	210	28.0	28.0	28.0
	Female	540	72.0	72.0	100.0
	Total	750	100.0	100.0	

**Table 2. Age**

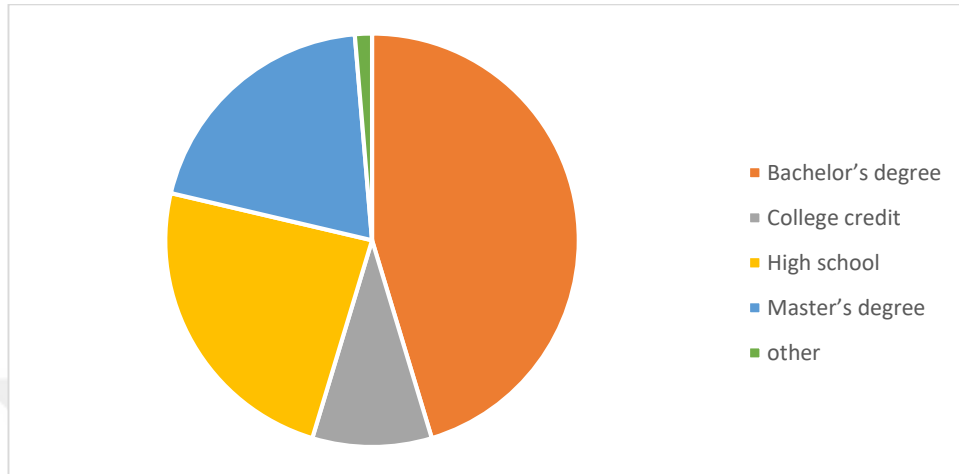
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12-17	40	5.3	5.3	5.3
	18-24	310	41.3	41.3	46.7
	25-34	120	16.0	16.0	62.7
	35-44	180	24.0	24.0	86.7
	44 and above	100	13.3	13.3	100.0
	Total	750	100.0	100.0	

**Table 3. Highest degree of education**

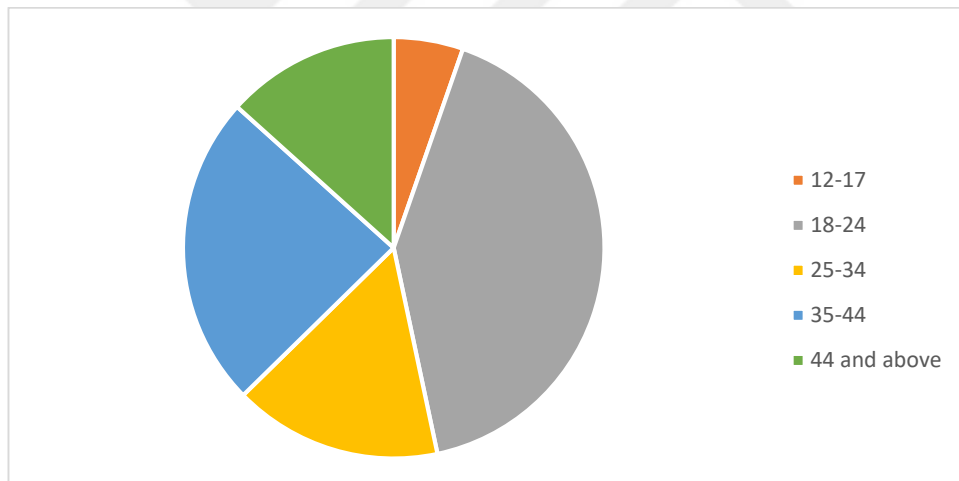
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor’s degree	340	45.3	45.3	45.3
	College credit	70	9.3	9.3	54.7
	High school	180	24.0	24.0	78.7
	Master’s degree	150	20.0	20.0	98.7
	other	10	1.3	1.3	100.0
	Total	750	100.0	100.0	

**Table 4.** Place of resedance either turkey or no

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	640	85.3	85.3	85.3
	No	110	14.7	14.7	100.0
	Total	750	100.0	100.0	



**Graph 1.** Highest degree of education



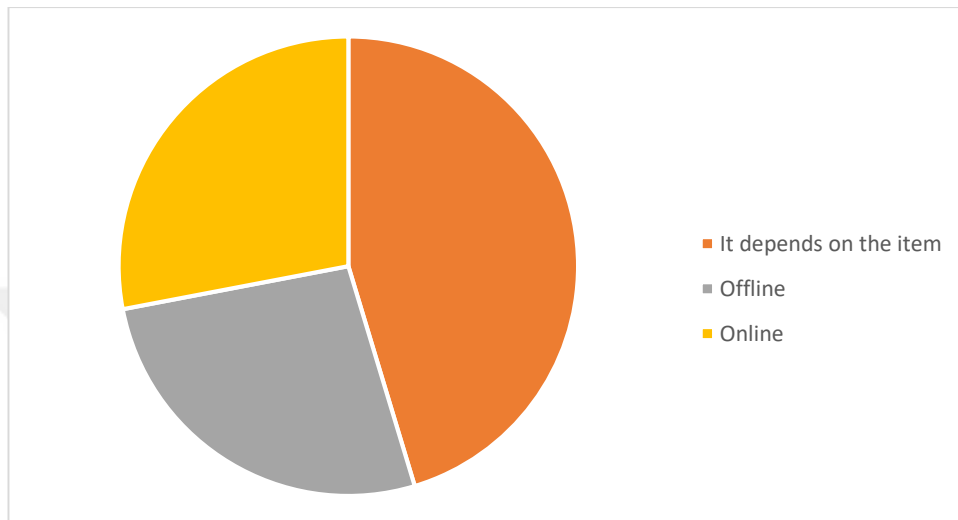
**Graph 2.** Age

### 3.2. Online Purchase

The question was aimed to detect the percentage of people buying online grocery after the pandemic. As shown in (table 5) and pie chart, the answers wear either online or offline (market and grocery shops), or it depends on the item, 73% were answered either “online “with 28% ,and 45% for “depends on the item” in comparing to “offline” where 27%.

**Table 5.** Groceries shopping either online or offline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It depends on the item	340	45.3	45.3	45.3
	Offline	200	26.7	26.7	72.0
	Online	210	28.0	28.0	100.0
	Total	750	100.0	100.0	



**Graph 3.** Groceries shopping either online or offline

### 3.3. Social Media Use And Purchasing Behavior

In fact, of the intention of purchasing and social media use have been showing some correlation between the time spent on social media, and the content been posted on these platforms. Table 6 shows the time spent an hour on social media per day , almost 89% agreed that they spend more than one hour per day with 73% for 2 to 3 hours 33% for 3 to 5 hours and 19% for more than five hours comparing to the percentage of one hour was 11% In order to do identify the most used Platform , we ask the following question showing in table 7 with the right to select more than one Platform, with majority agreement Instagram comes first with 32% then it followed by Instagram Twitter use for 11% then Facebook it's up with 7%. In table 8, the question aimed to link between social media use and its influence on product choice , answers were split between “very often “with 35% and “seldom” showed 36% comparing to “not at all “answer with 29%

**Table 6. Social Media Using Count In Hours**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 hour	80	10.7	10.7	10.7
	2-3 hours	280	37.3	37.3	48.0
	3-5 hours	250	33.3	33.3	81.3
	More than 5 hours	140	18.7	18.7	100.0
	Total	750	100.0	100.0	

**Table 7. Social Media Channels Most Actively Use**

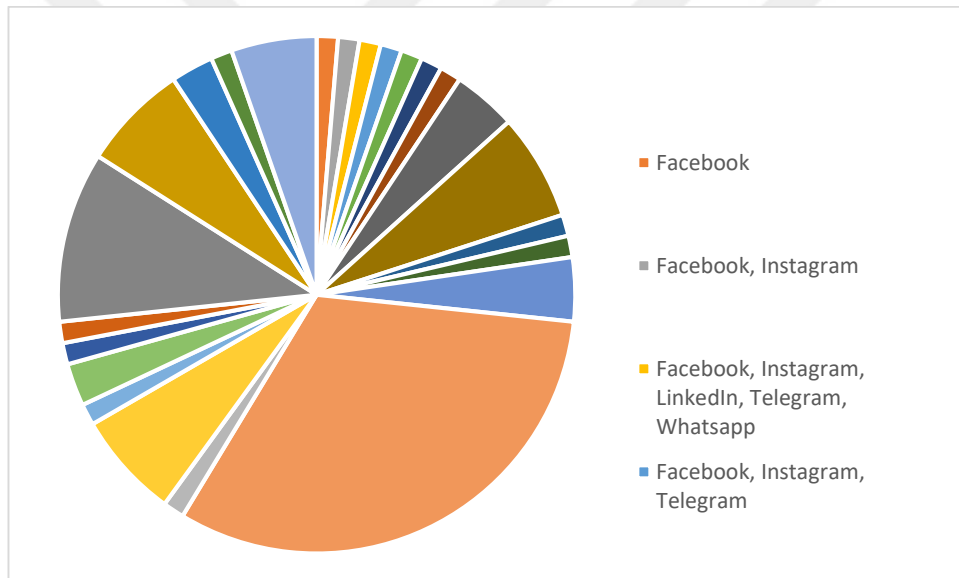
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Facebook	10	1.3	1.3	1.3	
	Facebook, Instagram	10	1.3	1.3	2.7	
	Facebook, Instagram, LinkedIn, Telegram, WhatsApp	10	1.3	1.3	4.0	
	Facebook, Instagram, Telegram	10	1.3	1.3	5.3	
	Facebook, Instagram, Telegram, WhatsApp	10	1.3	1.3	6.7	
	Facebook, Instagram, Twitter, LinkedIn, Telegram, WhatsApp	10	1.3	1.3	8.0	
	Facebook, Instagram, Twitter, Telegram, WhatsApp	10	1.3	1.3	9.3	
	Facebook, Instagram, WhatsApp	30	4.0	4.0	13.3	
	Facebook, LinkedIn, WhatsApp	50	6.7	6.7	20.0	
	Facebook, Twitter, LinkedIn, WhatsApp	10	1.3	1.3	21.3	
	Facebook, Twitter, WhatsApp	10	1.3	1.3	22.7	
	Facebook, WhatsApp	30	4.0	4.0	26.7	
	Instagram	240	32.0	32.0	58.7	
	Instagram, LinkedIn	10	1.3	1.3	60.0	
	Instagram, LinkedIn, WhatsApp	50	6.7	6.7	66.7	
	Instagram, Telegram, WhatsApp	10	1.3	1.3	68.0	
	Instagram, Twitter	20	2.7	2.7	70.7	
	Instagram, Twitter, Telegram	10	1.3	1.3	72.0	
	Instagram, Twitter, Telegram, WhatsApp	10	1.3	1.3	73.3	
	Instagram, Twitter, WhatsApp	80	10.7	10.7	84.0	
	Instagram, WhatsApp	50	6.7	6.7	90.7	
	LinkedIn, WhatsApp	20	2.7	2.7	93.3	
	Twitter, WhatsApp	10	1.3	1.3	94.7	
	WhatsApp	40	5.3	5.3	100.0	
	Total		750	100.0	100.0	

**Table 8.** Social media influence product choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	220	29.3	29.3	29.3
	Seldom	270	36.0	36.0	65.3
	Very often	260	34.7	34.7	100.0
	Total	750	100.0	100.0	

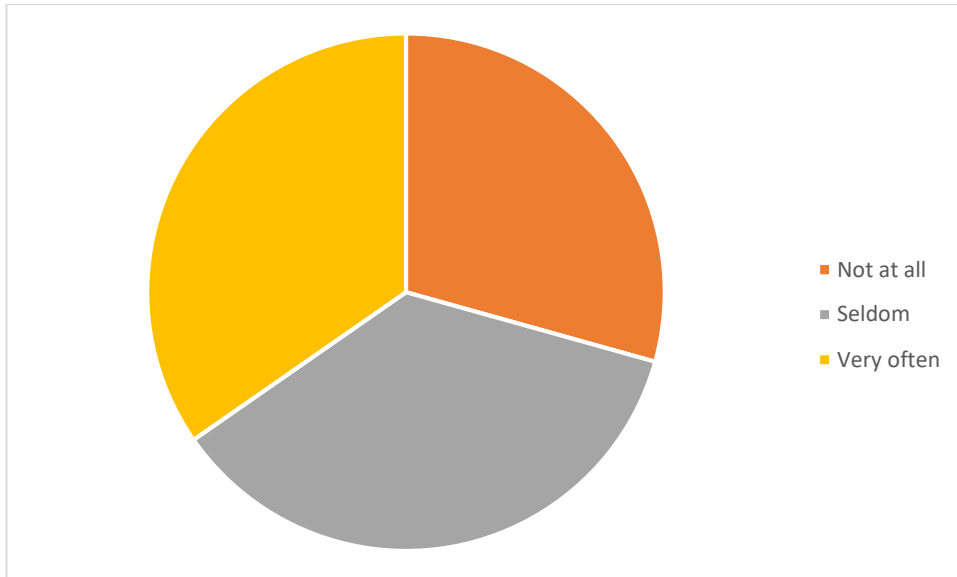
**Table 9.** Social media affect on healthy nutrition purchasing dissuasion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	260	34.7	34.7	34.7
	Somewhat Often	360	48.0	48.0	82.7
	Very Often	130	17.3	17.3	100.0
	Total	750	100.0	100.0	

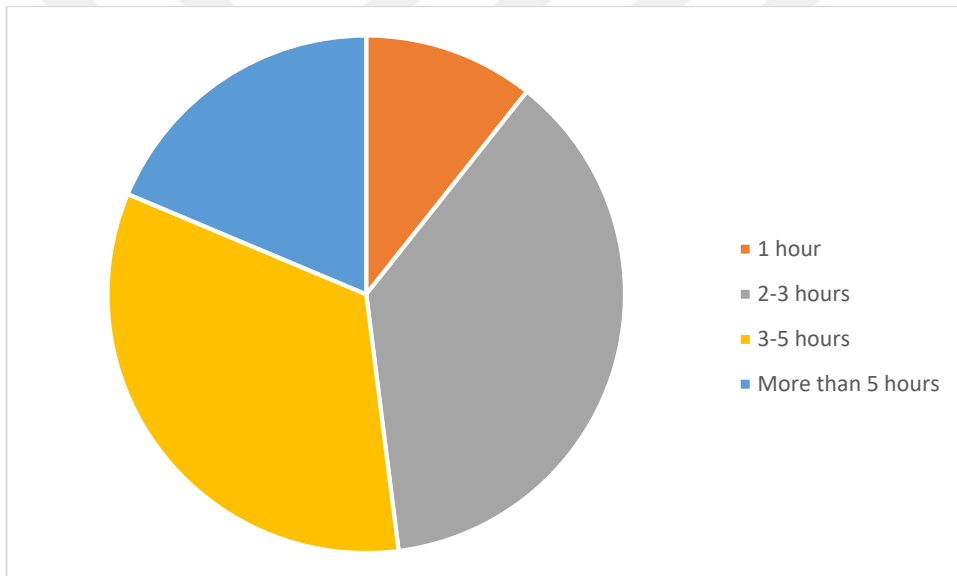


**Graph 4.** Social media channels most actively use





**Graph 5.** Social media Influence product choice



**Graph 6.** Social media using count in hours

### 3.4. Healthy Nutrition Advertisement On Social Media

Social media has taken its place when it comes to advertising .in order to accumulate the power of social media widespread platforms were performed during and after Covid-19. (Table 10) shows how often you might have come across a healthy nutrition on social media during the pandemic the answers were split between “seldom” and “very often” with a percentage of 53.3%for seldom and 26.7%, for very often, compared to “not at all” with 20%, comparing to the answers, for how likely are you to buy healthy health products recommended online in (table

11) the answers were revolved around “somewhat likely” with 45.3% and “very likely” with 13.3% in considering very unlikely and quiet unlikely has taken 24.0 and 17.3%. In order to understand the type of recommended healthy recommended product that they’ve come across previously, we asked the following question in able 12 about how many numbers promotion they see every day on social media either ads or influencers that is related to food vitamins, and health-related products, surprisingly, the percent was low for 1-10 times with 65.3% for the number of health-related promotion they see every day, and 20% for 10- 30times comparing to 50-100 times it shows only 1.3%. The next question in (table 13) was precise about asking to what extent they trust marketing campaigns presented by influencers or content creators on social media the answers were Shockley low for a “large extent about 9.3% and seldom to never with a percentage of 65.3 %and 25.3%. The question in (table 14) was performed to understand if the participant might regularly purchase food or health product vitamins, etc. promoted by the influencers or content creators of social media. The answer wear 24% for ‘never’ and 40% for “rarely”, “often” and “very often” showed only 28 % and 8% which correspond to the previous data on (Table 13).

**Table 10.** The frequency healthy products on social media during the pandemic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	150	20.0	20.0	20.0
	Seldom	400	53.3	53.3	73.3
	Very often	200	26.7	26.7	100.0
	Total	750	100.0	100.0	

**Table 11.** Buying healthy product by online recommendation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite Unlikely	180	24.0	24.0	24.0
	somewhat likely	340	45.3	45.3	69.3
	Very likely	100	13.3	13.3	82.7
	Very Unlikely	130	17.3	17.3	100.0
	Total	750	100.0	100.0	

**Table 12.** Social media ads/influencer promotions appearance of food, vitamins, health-related products

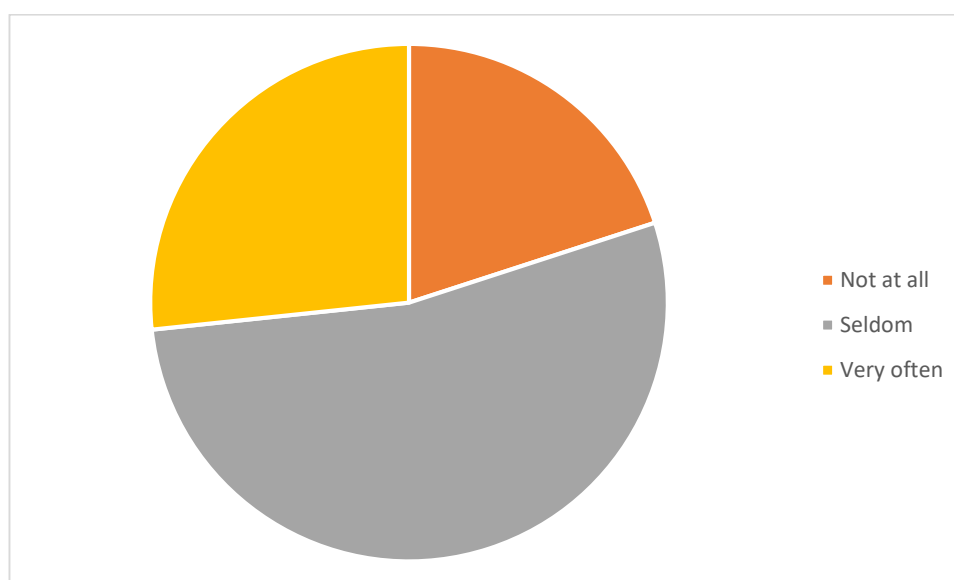
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-10	490	65.3	65.3	65.3
	10-30	150	20.0	20.0	85.3
	30-50	100	13.3	13.3	98.7
	50-100	10	1.3	1.3	100.0
	Total	750	100.0	100.0	

**Table 13.** The trust of marketing campaigns for “influencers” or “content creators” on social media

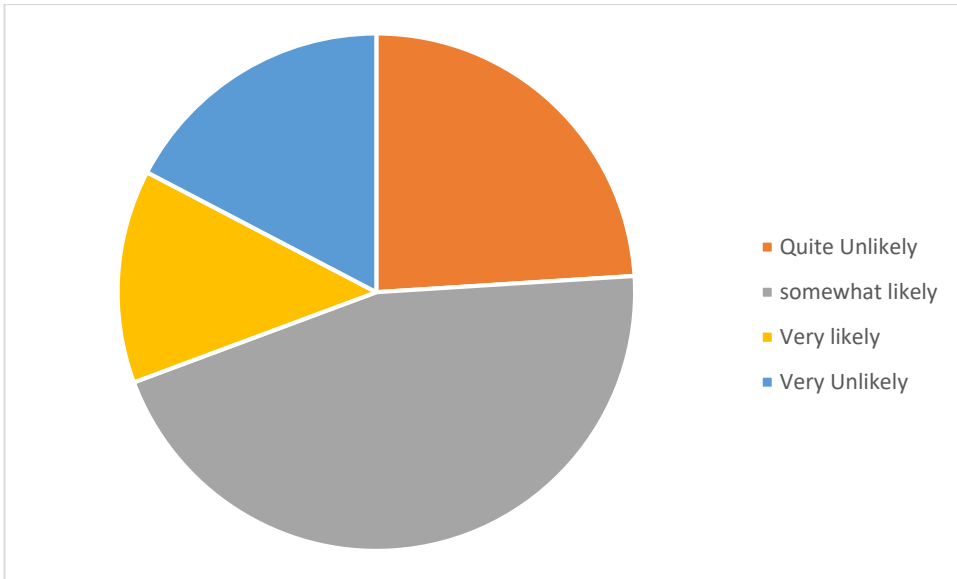
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	190	25.3	25.3	25.3
	Seldom	490	65.3	65.3	90.7
	To large extent	70	9.3	9.3	100.0
	Total	750	100.0	100.0	

**Table 14.** The regularity of purchase food/ health products / vitamins etc. Promoted by “influencers” or “content creators” on social media

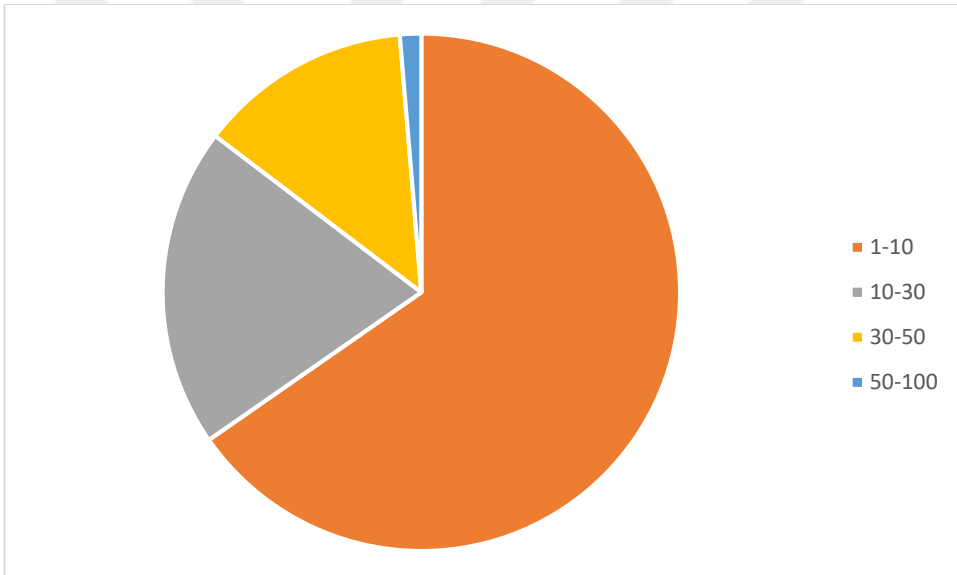
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	180	24.0	24.0	24.0
	Rarely	300	40.0	40.0	64.0
	Somewhat often	210	28.0	28.0	92.0
	Very Often	60	8.0	8.0	100.0
	Total	750	100.0	100.0	



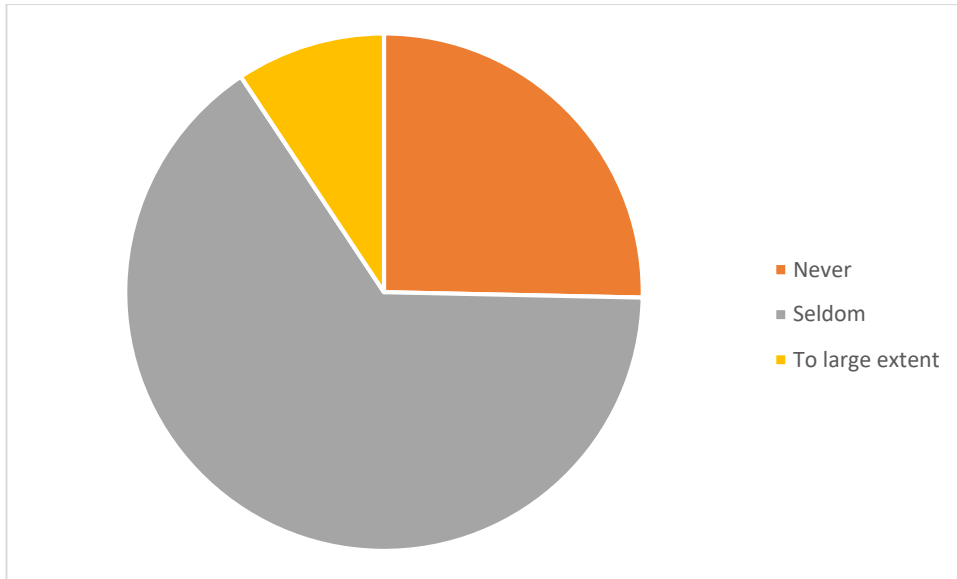
**Graph 7.** The frequency healthy products on social media during the pandemic



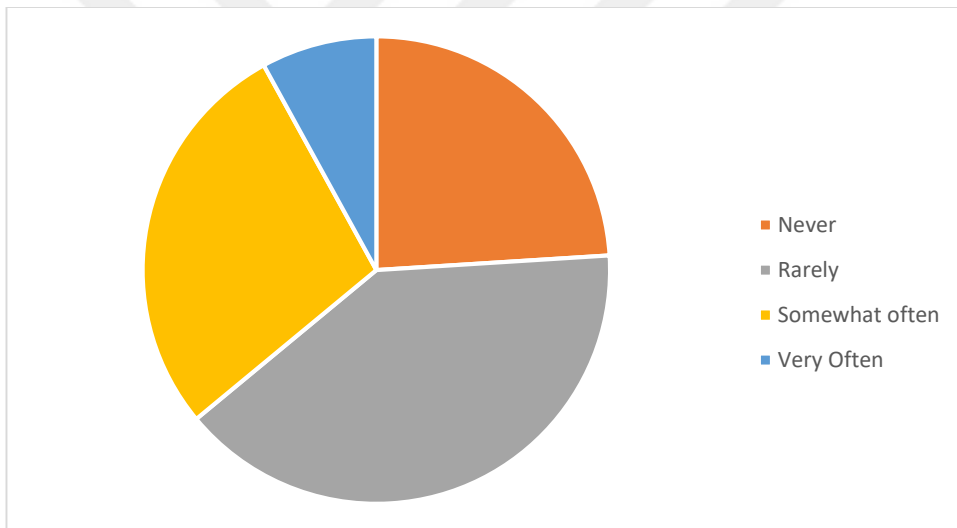
**Graph 8.** Buying healthy product by online recommendation



**Graph 9.** Social media ads/influencer promotions appearance of food, vitamins, health-related products



**Graph 10.** The trust of marketing campaigns for “influencers” or “content creators” on social media



**Graph 11.** The regularity of purchase food/ health products / vitamins etc. promoted by “influencers” or “content creators” on social media

### **3.5. The Impact Of Social Media On Nutritional Patterns And Purchasing Awareness During And After Covid-19**

As indicated in (table 15) if they think that social media ad and promoted campaigns might affect their healthcare vision during or after Covid-19, around 49.3% answered “Yes” compared to “No” with 36%. Social media panic was popular in the COVID-19 period, as assembled in (table 16) people might be affected by the “Health panic” encouraged them to change their lifestyle, surprisingly 45.3%

answered with “Yes” and 38.7% answered “No” only 16% wasn’t sure about the outcome after the pandemic period. The previous two tables showed general aspects, (table 17) reviews specific questions answered about if the participants are influenced by diet trends and healthy marketing campaigns posted on social media the answer split between “Maybe” and “No” with 38.7 %for both and yes with 22.7%. Going deep into how effectively these campaigns encourage participants in COVID-19 to purchase products labeled as “Healthy” or “boosts the immune system” after the pandemic, around 24% and 46.7% answered as “Quite likely” and “Very likely” only 14.7% answered as “Very unlikely”. Given that “Healthy Nutrition campaigns” and “Stay healthy” was all over social media in (table 19) We ask if you had any effect on their purchasing decision ,more than half answered “Sometimes” by 52%. The rest answered as “Never” with 22.7% and “Seldom” with 18.7% .In comparison to lifestyle and diet patterns before and after COVID-19. In (Table 19) the participant asked if they noticed any change before and after COVID-19. The participants answered “Sometimes” by 40% and “Never” by 29.3%. in order to sum up the survey ,core question putting forward, if they compare their diet patterns, purchasing behavior and social media role in awareness during and after the pandemic of COVID-19 did they notice any measurable change in the criteria that have been tested in the survey, participants, were split between maybe with 44% and Yes by 32%with slight percent for “No” and “To certain extant “ by 12.0% for both

**Table 15.** The effect of social media ads and promoted campaigns on healthcare vision during/after covid-19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I Don't know	110	14.7	14.7	14.7
	No	270	36.0	36.0	50.7
	Yes	370	49.3	49.3	100.0
	Total	750	100.0	100.0	

**Table 16.** Covid -19 pandemic and social media "health panic" courage to change your lifestyle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I Don't Know	120	16.0	16.0	16.0
	No	290	38.7	38.7	54.7
	Yes	340	45.3	45.3	100.0
	Total	750	100.0	100.0	

**Table 17.** Diet trends and "healthy" marketing campaigns posted on social media influence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	290	38.7	38.7	38.7
	No	290	38.7	38.7	77.3
	Yes	170	22.7	22.7	100.0

**Table 18.** Purchasing variability product labeled as "healthy" or "boosts the immune system " after the covid-19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite Likely	180	24.0	24.0	24.0
	Somewhat Likely	350	46.7	46.7	70.7
	Very Likely	110	14.7	14.7	85.3
	Very Unlikely	110	14.7	14.7	100.0
	Total	750	100.0	100.0	

**Table 19.** Food choices change before and after the covid-19 pandemic

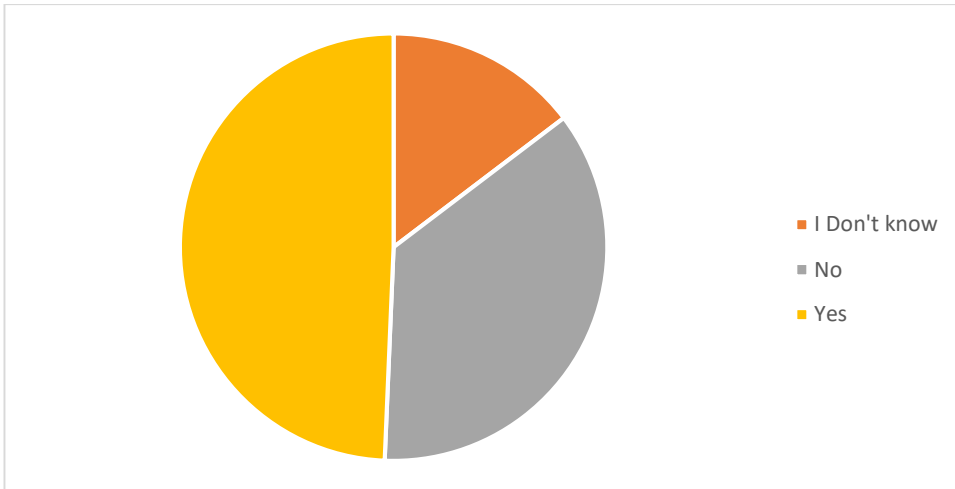
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	220	29.3	29.3	29.3
	Seldom	90	12.0	12.0	41.3
	Sometimes	300	40.0	40.0	81.3
	To large extent	140	18.7	18.7	100.0
	Total	750	100.0	100.0	

**Table 20.** The reduce effect of purchase on getting infected by covid-19 with the " healthy nutrition "campaigns and "stay healthy" mindset.

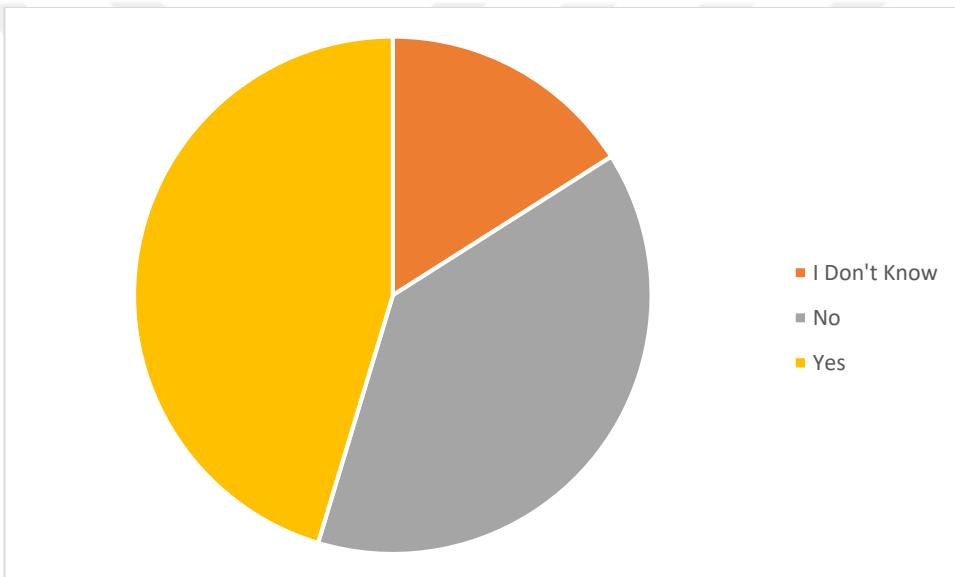
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	170	22.7	22.7	22.7
	Seldom	140	18.7	18.7	41.3
	Sometimes	390	52.0	52.0	93.3
	To large extent	50	6.7	6.7	100.0
	Total	750	100.0	100.0	

**Table 21.** The change in the overall view after the pandemic of covid-19, comparing your diet pattern, purchasing behavior, and social media's role in awareness/panic during and after the covid-19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	330	44.0	44.0	44.0
	No	90	12.0	12.0	56.0
	To certain extent	90	12.0	12.0	68.0
	Yes	240	32.0	32.0	100.0
	Total	750	100.0	100.0	

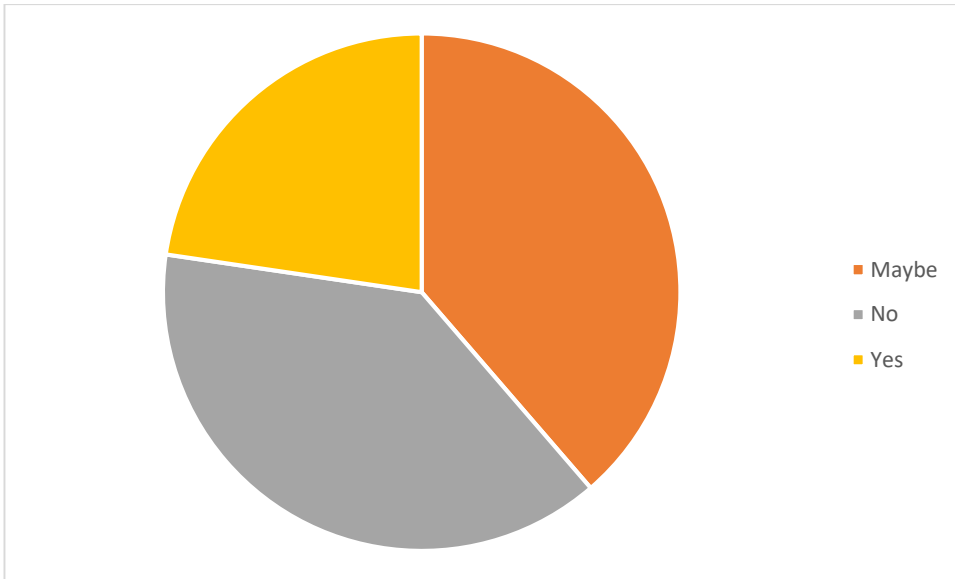


**Graph 12.** The effect of social media ads and promoted campaigns on healthcare vision during/after Covid-19

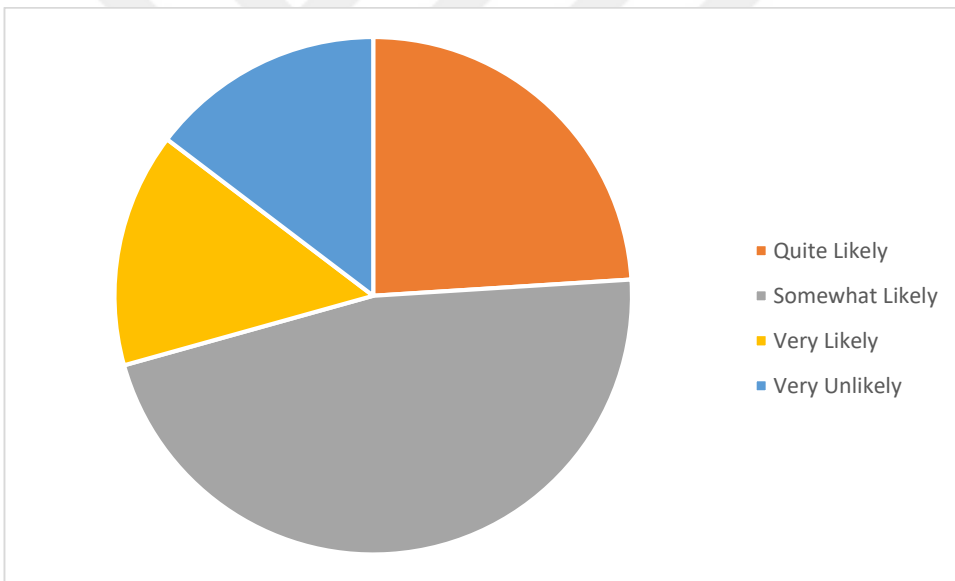


**Graph 13.** Covid -19 pandemic and social media "health panic" courage to change your lifestyle

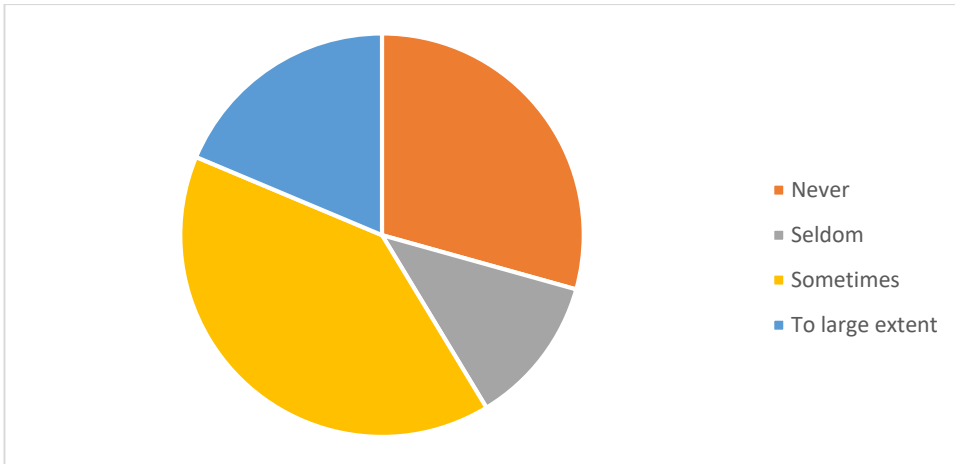




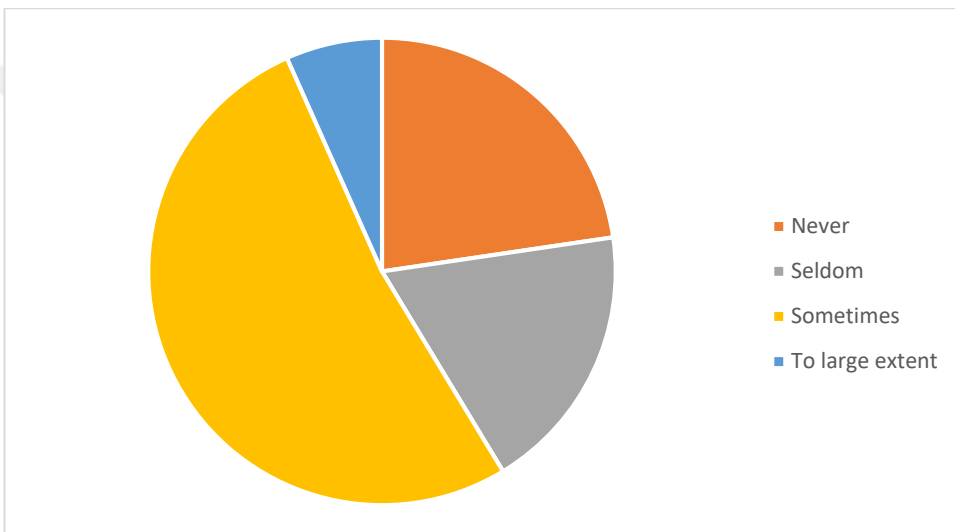
**Graph 14.** Diet trends and "healthy" marketing campaigns posted on social media influence



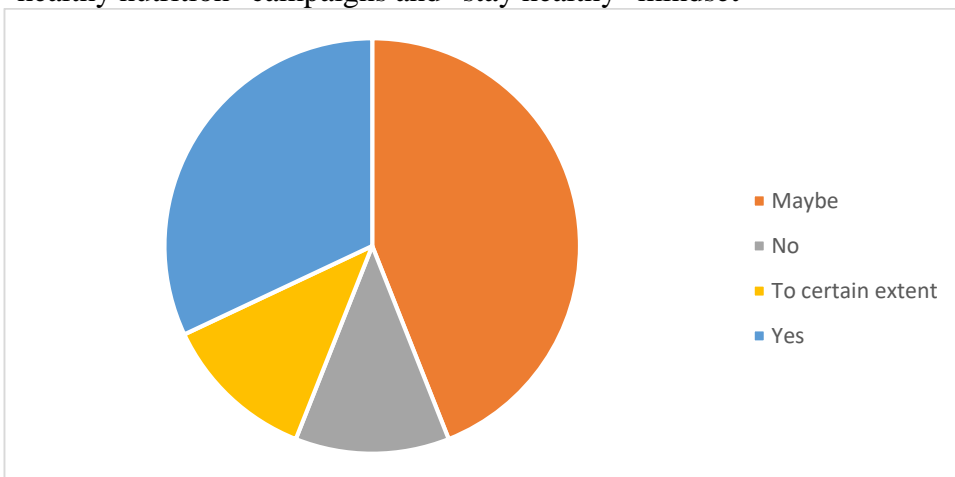
**Graph 15.** Purchasing variability product labeled as "healthy" or "boosts the immune system " after the Covid-19



**Graph 16.** Food choices change before and after the Covid-19 pandemic



**Graph 17.** The reduce effect of purchase on getting infected by Covid-19 with the "healthy nutrition" campaigns and "stay healthy" mindset



**Graph 18.** The change in the overall view after the pandemic of Covid-19, comparing your diet pattern, purchasing behavior, and social media's role in awareness/panic during and after the covid-19

## **CHAPTER FOUR**

### **DISCUSSION AND CONCLUSION**

#### **4.1. Discussion**

The thesis statement for the research study on social media marketing and its impact on nutritional patterns and purchasing behavior in Turkey during pandemics proposes a comprehensive methodology that incorporates both quantitative and qualitative approaches to enhance the validity and reliability of the results. This study is significant because it addresses an important issue regarding how customers' eating habits have been influenced by social media advertising, especially during pandemics when people have limited access to healthy nutrition options. To begin with, this research will provide insight into how social media influences people's decisions regarding their food choices. The use of both quantitative and qualitative methods will allow researchers to gain a deeper understanding of customer behavior, which could be used to develop more effective marketing strategies in the future. Additionally, this study could help policymakers understand better how social media can affect public health outcomes such as obesity rates or chronic illnesses related to poor nutrition. However, there are some limitations associated with this type of research. One limitation is that self-reported data may not always accurately reflect actual behaviors due to biases or other factors like memory recall issues. Another limitation is that findings from a single country (Turkey) might not be generalizable across different cultures or regions globally. Therefore, future studies should aim at replicating these findings in different contexts while also exploring other variables that may influence customers' buying behavior such as product labeling requirements or pricing strategies for healthier foods through online channels like e-commerce websites. In conclusion, examining the impact of social media marketing on nutritional patterns and purchasing behavior in Turkey during pandemics has many implications for Public Health policies worldwide. Conducting further studies using larger sample sizes across various geographic locations would provide more robust evidence about trends observed within communities influenced by technological advancements like Social Media Marketing (SMM).

## 4.2. Conclusion

In conclusion, the impact of social media marketing on nutritional patterns and customer purchasing behavior during pandemics in Turkey is a complex issue that requires careful consideration. This study aimed to explore and examine this phenomenon, including surveys, and deep research into available literature review. Overall, the findings suggest that social media marketing can have both positive and negative effect on consumer behavior. On one hand, it can increase awareness of healthy eating habits and promote the consumption of nutritious foods. On the other hand, it can also contribute diet trends and exaggerated healthy supplants promoted by Public figure and influencers. Despite these complexities, there are several key takeaways from this research that may be useful for policymakers and marketers. First and foremost is the importance of targeted messaging that considers cultural norms and individual preferences. Second is the need for continued monitoring of social media platforms to identify emerging trends or shifts in consumer behavior. Finally, it is worth noting that this topic remains an area ripe for further investigation. Future research could explore additional factors such as demographic differences or changes in dietary habits over time. Ultimately though more work will need to be done before we gain a complete understanding of how social media affects nutritional patterns during pandemics in Turkey. In closing therefore, this study highlights some important considerations when examining how social media impacts nutrition-related behaviors among consumers living through pandemic situations . By using appropriate methods like surveys , deep understanding for limited available literature review were able to gather data about consumer attitudes towards different types foods which helped inform policy decisions within industries targeting specific markets segments while also providing insights into mechanisms driving behavioral change amongst customers over time without resorting to overly simplistic explanations based purely on technological determinism or market forces alone .

## REFERENCES

- "Leveraging Social Media to Maximize Reach: Health Equity A toolkit for every organization—and every budget". <https://selfmadehealth.org/wp-content/uploads/sites/11/SelfMade-Health-Network-Social-Media-Toolkit-Final-Version.pdf>
- A. Abd-Alrazaq, D. Alhuwail, M. Househ, M. Hamdi, Z. Shah, Top concerns of tweeters during the COVID-19 pandemic: infoveillance study, *J. Med. Internet Res.* 22 (4) (2020), e19016, <https://doi.org/10.2196/19016>.
- A. Ali, W. Bahadur, N. Wang, A. Luqman, A. Khan, Improving team innovation performance: role of social media and team knowledge management capabilities, *Technol. Soc.* (2020), 101259, <https://doi.org/10.1016/j.techsoc.2020.101259>.
- Abou Jeb, Saria and Choura, Abdulrahman, 2021, "The Impact of Covid-19 on the Change of Customer Buying Behavior". <https://www.diva-portal.org/smash/get/diva2:1568689/FULLTEXT01.pdf>
- Agarwal, R., & Karahanna, E. (2000). Time flies when you are having fun: Cognitive absorption and beliefs about information technology usage. *MIS Quarterly*, 24(4), 665–694. <https://doi.org/10.2307/3250951>
- Ahmed, S.; Downs, S.M.; Yang, C.; Chunlin, L.; ten Broek, N.; Ghosh-Jerath, S. Rapid tool based on a food environment typology framework for evaluating effects of the COVID-19 pandemic on food system resilience. *Food Secur.* 2020, 12, 773–778. [CrossRef] [PubMed]
- Akpolat, Hacer; Bayraktar, Mukaddes Kılıç; Demirer, Büşra, 2023, "The impact of the COVID-19 pandemic on eating and food shopping habits", Central Research Institute of Food and Feed Control, Bursa, Türkiye. <https://dergipark.org.tr/tr/download/article-file/3067634>
- Akter, S. The impact of COVID-19 related ‘stay-at-home’ restrictions on food prices in Europe: Findings from a preliminary analysis. *Food Secur.* 2020, 12, 719–725. [CrossRef]
- Aldaco, R.; Hoehn, D.; Laso, J.; Margallo, M.; Ruiz-Salmón, J.; Cristobal, J.; Kahhat, R.; Villanueva-Rey, P.; Bala, A.; Batlle-Bayer, L.; et al. Food waste management during the COVID-19 outbreak: A holistic climate, economic and nutritional approach. *Sci. Total Environ.* 2020, 742, 140524. [CrossRef]
- Assadi Moghaddam, Payam & Fedak, Tobias, 2022, "The impact of the Covid-19 pandemic on consumer buying behavior towards online shopping in Sweden". <https://hj.diva-portal.org/smash/get/diva2:1732896/FULLTEXT01.pdf>

- Atalan-Helicke, N. & Abiral, B., 2021, Alternative food distribution networks, resilience, and urban food security in Turkey during the COVID-19 pandemic, Lyson Center for Civic Agriculture and Food Systems. <https://www.foodsystemsjournal.org/index.php/fsj/article/download/939/912/1871>
- B. Gokalp, N. Karkin, H.S. Çalhan, The political use of social networking sites in Turkey: A systematic literature analysis, in: R. Boateng (Ed.), Handbook of Research on Managing Information Systems in Developing Economies, IGI Global, 2020, pp. 503–521, <https://doi.org/10.4018/978-1-7998-2610-1.ch025>.
- Balamir Coşkun, 2021, "Turkey's New Internet Law and Its Effects on Freedom of Media". <https://ccrd-berlin.de/wp-content/uploads/2021/07/01-Coskun.pdf>
- Balanzá-Martínez V, Atienza-Carbonell B, Kapczinski F, De Boni RB. Lifestyle behaviours during the COVID-19–time to connect. *Acta Psychiatr Scand.* 2020;141:399-400. doi:10.1111/acps.13177
- Banerjee, S., & Dash, S. K. (2013). Effectiveness of disease awareness advertising in emerging economy: Views of health care professionals of India. *Journal of Medical Marketing: Device, Diagnostic and Pharmaceutical Marketing*, 13(4), 231–241. <https://doi.org/10.1177/1745790413516479>
- Basu S, Karmakar A, Bidhan V, et al. Impact of lockdown due to COVID-19 outbreak: lifestyle changes and public health concerns in India. *International Journal of Indian Psychology.* 2020;8(2):1385-1411. doi:10.25215/0802.159
- Ben Hassen, T.; El Bilali, H.; Allahyari, M.S.; Berjan, S.; Fotina, O. Food purchase and eating behavior during the COVID-19 pandemic: A cross-sectional survey of Russian Adults. *Appetite* 2021, 165. [CrossRef] [PubMed]
- Bennett G, Young E, Butler I and Coe S. The Impact of Lockdown During the COVID-19 Outbreak on Dietary Habits in Various Population Groups: A Scoping Review. *Front Nutr.* 2021;8:626432. doi: 10.3389/fnut.2021.626432
- Bolek, Sibel, 2021, "Food purchasing, preservation, and eating behavior during COVID-19 pandemic: A consumer analysis", Codon Publications. <https://jfdc.org/index.php/journal/article/download/34898482/2661/143515>
- Boylard EJ, Nolan S, Kelly B, Tudur-Smith C, Jones A, Halford JC, Robinson E. Advertising as a cue to consume: a systematic review and meta-analysis of the effects of acute exposure to unhealthy food and nonalcoholic beverage advertising on intake in children and adults, 2. *Am J Clin Nutr.* 2016;103(2): 519–33.
- Buckland, N.J., Swinnerton, L.F., Ng, K., Price, M., Wilkinson, L.L., Myers, A., Dalton, M., 2021. Susceptibility to increased high energy dense sweet and savoury food intake in response to the COVID-19 lockdown: the role of

craving control and acceptance coping strategies. *Appetite* 158, 105017. <https://doi.org/10.1016/j.appet.2020.105017>.

Buijzen M, Van Reijmersdal EA, Owen LH. Introducing the PCMC model: an investigative framework for young people's processing of commercialized media content. *Commun Theory*. 2010;20(4):427–50.

Bukhari, Israa, 2014, "Perceptions and Expectations About the Use of Social Media to Raise Situational Awareness in Emergency Events". [https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1175&context=open\\_access\\_theses](https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1175&context=open_access_theses)

Buying Behavior in Complementary and Alternative Medicine Products: A Study in the Framework of the Theory of Planned Behavior", *Journal of Management and Economics Research*. <https://dergipark.org.tr/en/download/article-file/1782530>

C, evik Tekin I. Pandemi Sürecinde Değişen Tüketici Davranışları. *BMIJ*. 2020;8(2):2331-47. Mattioli AV, Pinti M, Farinetti A, Nasi M. Obesity risk during collective quarantine for the COVID-19 epidemic. *Obesity Medicine*. 2020;20:100263.

Cancello, R., Soranna, D., Zambra, G., Zambon, A., Invitti, C., 2020. Determinants of the lifestyle changes during COVID-19 pandemic in the residents of northern Italy. *Int. J. Environ. Res. Publ. Health* 17 (17), 6287. <https://doi.org/10.3390/ijerph17176287>.

Carroll, N., Sadowski, A., Laila, A., Hruska, V., Nixon, M., Ma, D., Haines, J., 2020. The impact of COVID-19 on health behavior, stress, financial and food security among middle to high income Canadian families with young children. *Nutrients* 12 (8), 2352. <https://doi.org/10.3390/nu12082352>. On Behalf Of The Guelph Family Health Study.

Cash, M. (2012). Social media influence on evolving health care marketing communication communication

Cash, Michele, 2012, "Social media influence on evolving health care marketing communication". <https://rdw.rowan.edu/cgi/viewcontent.cgi?article=1497&context=etd>

Cash, Michele, 2012, "Social media influence on evolving health care marketing communication". <https://rdw.rowan.edu/cgi/viewcontent.cgi?article=1497&context=etd>

Chopra S, Ranjan P, Singh V, et al. Impact of COVID-19 on lifestyle-related behaviours-a cross-sectional audit of responses from nine hundred and ninety-five participants from India. *Diabetes & Metabolic Syndrome Clin Res Rev*. 2020;14(6):2021-2030. doi:10.1016/j.dsx.2020.09.034

Cipriani, V. Charities Warn COVID-19 Will Hit Vulnerable as Some Foodbanks Struggle for Supplies. Available online: <https://www.civilsociety.co.uk/news/charities-warn-coronavirus-will-hit-vulnerable->

as-some-foodbanks-struggle-for-supplies.html (accessed on 12 September 2020).

- Coates AE, Hardman CA, Halford JC, Christiansen P, Boyland EJ. Social media influencer marketing and children's food intake: a randomized trial. *Pediatrics*. 2019;143(4). <https://doi.org/10.1542/peds.2018-2554>.
- Corke, Susan, Finkel, Andrew, Kramer, David J., Robbins, Carla Anne, Schenkkan, Nate, "Democracy in Crisis: Corruption, Media, and Power in Turkey Executive Summary", Freedom House. [https://freedomhouse.org/sites/default/files/2020-02/SR\\_Corruption\\_Media\\_Power\\_Turkey\\_PDF.pdf](https://freedomhouse.org/sites/default/files/2020-02/SR_Corruption_Media_Power_Turkey_PDF.pdf)
- Coulthard, H., Sharps, M., Cunliffe, L., van den Tol, A., 2021. Eating in the lockdown during the Covid 19 pandemic; self-reported changes in eating behaviour, and associations with BMI, eating style, coping and health anxiety. *Appetite* 161,
- Cruwys T, Bevelander KE, Hermans RC. Social modeling of eating: a review of when and why social influence affects food intake and choice. *Appetite*. 2015;86:3–18.
- De Veirman M, Cauberghe V, Hudders L. Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *Int J Advert*. 2017;36(5):798–828.
- Deloitte How Modernized IT Systems Can Help Businesses Thrive in a Post-Pandemic World. Available online: <https://www.deloitte.com/content/dam/Deloitte/us/Documents/process-and-operations/us-how-modernized-it-systems-can-help.pdf> (accessed on 7 June 2020). Accenture. COVID-19 Increasing Consumers' Focus on "Ethical Consumption". Available online: <https://newsroom.accenture.com/news/covid-19-increasing-consumers-focus-on-ethical-consumption-accenture-survey-finds.htm> (accessed on 10 November 2020).
- Dhir, A., Kaur, P., Chen, S., & Londa, K. (2016). Understanding online regret experience in Facebook use – Effects of brand participation, accessibility & problematic use. *Computers in Human Behavior*, 59, 420–430. <https://doi.org/10.1016/j.chb.2016.02>.
- Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018). Online social media fatigue and psychological wellbeing: A study of compulsive use, fear of missing out, fatigue, anxiety, and depression. *International Journal of Information Management*, 40, 141–152. <https://doi.org/10.1016/j.ijinfomgt.2018.01.012>
- Di Renzo L, Gualtieri P, Pivari F, et al. Eating habits and lifestyle changes during COVID-19 lockdown: an Italian survey. *J Transl Med*. 2020;18:229. doi:10.1186/s12967-020-02399-5



- Di Renzo, L., Gualtieri, P., Pivari, F., Soldati, L., Attina, A., Cinelli, G., Leggeri, C., Caparello, G., Barrea, L., Scerbo, F., Esposito, E., De Lorenzo, A., 2020. Eating habits and lifestyle changes during COVID-19 lockdown: an Italian survey. *J. Transl. Med.* 18 (1) <https://doi.org/10.1186/s12967-020-02399-5>.
- Di Renzo, L.; Gualtieri, P.; Pivari, F.; Soldati, L.; Attinà, A.; Cinelli, G.; Leggeri, C.; Caparello, G.; Barrea, L.; Scerbo, F.; et al. Eating habits and lifestyle changes during COVID-19 lockdown: An Italian survey. *J. Transl. Med.* 2020, 18, 229. [CrossRef] [PubMed]
- Di Renzo, L.; Gualtieri, P.; Pivari, F.; Soldati, L.; Attinà, A.; Cinelli, G.; Leggeri, C.; Caparello, G.; Barrea, L.; Scerbo, F.; et al. Eating habits and lifestyle changes during COVID-19 lockdown: An Italian survey. *J. Transl. Med.* 2020, 18, 229. [CrossRef]
- Eat Behav. 2020;36:101367. Lo'pez-Moreno M, Iglesias Lo'pez MT, Miguel Mand Garce's Rimó n M. Physical and Psychological Effects Related to Food Habits and Lifestyle Changes Derived from COVID-19 Home Confinement in the Spanish Population. *Nutrients.* 2020;12:3445. doi:10.3390/nu12113445
- Eysenbach G. Infodemiology and infoveillance: a framework for an emerging set of public health informatics methods to analyze search, communication and publication behavior on the Internet. *J Med Internet Res.* 2009;11(1):e11. doi:10.2196/jmir.1157 <https://oosga.com/social-media/tur/>
- Folkvord F, Anastasiadou DT, Anshütz D. Memorizing fruit: the effect of a fruit memory-game on children's fruit intake. *Prev Med Rep.* 2017;5:106–11.
- Folkvord F, Anshütz DJ, Boyland E, Kelly B, Buijzen M. Food advertising and eating behavior in children. *Curr Opin Behav Sci.* 2016;9:26–31.
- Folkvord F, Anshütz DJ, Buijzen M. Attentional bias for food cues in advertising among overweight and hungry children: an explorative experimental study. *Food Qual Prefer.* 2020;79:103792.
- Folkvord F, Bevelander KE, Rozendaal E, Hermans R. Children's bonding with popular YouTube vloggers and their attitudes toward brand and product endorsements in vlogs: an explorative study. *Young Consum.* 2019.
- Folkvord F, editor. *The Psychology of Food Marketing and Overeating*: Routledge; 2019.
- Folkvord F, Laguna-Camacho A. The effect of a memory-game with images of vegetables on children's vegetable intake: an experimental study. *Appetite.* 2019;134:120–4.
- Folkvord F, van't Riet J. The persuasive effect of advergames promoting unhealthy foods among children: a meta-analysis. *Appetite.* 2018;129: 245–51.

- Folkvord F. The Promotion of healthy foods: a review of the literature and theoretical framework. In: Folkvord F, editor. *The Psychology of Food Marketing and Overeating*. London: Routledge; 2019.
- Galali Y. The impact of COVID-19 confinement on the eating habits and lifestyle changes: A cross sectional study. *Food Sci Nutr*. 2021;9:2105-13. doi: 10.1002/fsn3.2179.
- Giacalone, D., Frøst, M.B., Rodríguez-Pérez, C., 2020. Reported changes in dietary habits during the COVID-19 lockdown in the Danish population: the Danish COVIDiet study. *Front. Nutr.* 7, 592112. <https://doi.org/10.3389/fnut.2020.592112>.
- Halzack, S. (2016). Why the social media ‘buy button’ is still there, even though most never use it. *Business Magazine*. Retrieved June 2, 2020, from <https://www.washingtonpost.com/news/business/wp/2016/01/14/why-the-social-media-buy-button-is-still-there-even-though-most-never-use-it/>
- Delener, N. (1990). The effects of religious factors on perceived risk in durable goods purchase decisions. *The Journal of Consumer Marketing*, 7(3), 27–39. <https://doi.org/10.1108/EUM0000000002580>
- Howell, Madison K. and Silapabanleng, Jirakamon, 2022, "Social media by providers and patients in healthcare". <https://mds.marshall.edu/cgi/viewcontent.cgi?article=2590&context=etd>
- Husain, W.; Ashkanani, F. Does COVID-19 change dietary habits and lifestyle behaviours in Kuwait? Preprints 2020. [CrossRef]
- in dietary patterns among youths in China during COVID-19 epidemic: the COVID-19 impact on lifestyle change survey (COINLICS). *Appetite* 158, 105015. <https://doi.org/10.1016/j.appet.2020.105015>.
- J. Hua, R. Shaw, Corona virus (COVID-19) "infodemic" and emerging issues through a data lens: the case of China, *Int. J. Environ. Res. Publ. Health* 17 (7) (2020) 2309, <https://doi.org/10.3390/ijerph17072309>.
- Jia, P., Liu, L., Xie, X., Yuan, C., Chen, H., Guo, B., Zhou, J., Yang, S., 2021 Mar. *Changes*
- Kaur, P., Dhir, A., & Rajala, R. (2016). Assessing flow experience in social networking site based brand communities. *Computers in Human Behavior*, 64, 217–225. <https://doi.org/10.1016/j.chb.2016.06.045>
- Kaur, P., Dhir, A., Rajala, R., & Dwivedi, Y. (2018).
- Kilani HA, Bataineh MF, Al-Nawayseh A, et al. Healthy lifestyle behaviors are major predictors of mental wellbeing during COVID-19 pandemic confinement: a study on adult Arabs in higher educational institutions. *PLoS One*. 2020;15(12):e0243524. doi:10.1371/journal.pone.0243524

- Knowles, J. R., Ettenson, P. L., & Dollens, J. (2020). Growth opportunities for brands during the COVID-19 crisis. *MIT Sloan Management Review*: Cambridge, 61(4), 2–6. <https://shop.sloanreview.mit.edu/store/growthopportunities-for-brands-during-the-covid-19-crisis>
- Kumar, S., Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2020). What drives brand love for natural products? The moderating role of household size. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102329>
- Lazzerini, M.; Putoto, G. COVID-19 in Italy: Momentous decisions and many uncertainties. *Lancet Glob. Health* 2020, 8, e641–e642. [CrossRef]
- Leng G, Adan RAH, Belot M, Brunstrom JM, de Graaf K, Dickson SL, et al. The determinants of food choice. *Proceedings of the Nutrition Society*. 2017; 76 (3): 316-27. Pérez-Escamilla, R.; Cunningham, K.; Moran, V.H. COVID-19 and maternal and child food and nutrition insecurity: A complex syndemic. *Matern. Child Nutr.* 2020, 16, e13036. [CrossRef]
- Loiseau, Estelle and Nowacka, Keiko, 2015, "Can social media effectively include women's voices in decision-making processes?", OECD Development Centre. [https://www.oecd.org/development/gender-development/DEV\\_socialmedia-issuespaper-March2015.pdf](https://www.oecd.org/development/gender-development/DEV_socialmedia-issuespaper-March2015.pdf)
- MacKinnon DP, Lockwood CM, Williams J. Confidence limits for the indirect effect: distribution of the product and resampling methods. *Multivar Behav Res.* 2004;39(1):99–128.
- Malik, A., Dhir, A., & Nieminen, M. (2016). Uses and gratifications of digital photo sharing on Facebook. *Telematics and Informatics*, 33(1), 129–138. <https://doi.org/10.1016/j.tele.2015.06.009>
- Mattioli AV, Pinti M, Farinetti A, Nasi M. Obesity risk during collective quarantine for the COVID-19 epidemic. *Obesity Medicine*. 2020;20:100263. doi:10.1016/j.obmed.2020.100263
- Mattioli AV, Puviani MB. Lifestyle at time of COVID-19: How could quarantine affect cardiovascular risk. *Am J lifestyle Med.* 2020;14(3):240-242. doi:10.1177/1559827620918808
- Miller V, Cudhea F, Singh G, Micha R, Shi P, Zhang J, Onopa J, Karageorgou D, Webb P, Mozaffarian D. Estimated Global, Regional, and National Cardiovascular Disease Burdens Related to Fruit and Vegetable Consumption: An Analysis from the Global Dietary Database (FS01–01-19). *Curr Dev Nutr.* 2019;3(Supplement\_1):nzz028-FS01.
- Monroe, B. (2016). Targeting Effectiveness in Digital Healthcare Advertising. <https://doi.org/https://doi.org/10.3929/ethz-b-000238666>

- Mumena, W.A. Impact of COVID-19 Curfew on Eating Habits, Food Intake, and Weight According to Food Security Status in Saudi Arabia: A Retrospective Study. *Prog. Nutr.* 2020, 22, e2020075.
- Owusu-Acheaw and Larson, 2015, "Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana". <https://files.eric.ed.gov/fulltext/EJ1083595.pdf>
- Öztürk, A. and Dilek, Ö., 2021, "The Effect Of Covid-19 Pandemic On The
- P. Nulty, Y. Theocharis, S. Popa, O. Parnet, K. Benoit, Social media and political communication in the 2014 elections to the European Parliament, *Elect. Stud.* 44 (2016) 429–444, <https://doi.org/10.1016/j.electstud.2016.04.014>.
- Padilla, Jessica, 2014, "Social Media Marketing for the Medical Industry: Best Practices to Avoid Legal and Ethical Issues". <https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1086&context=joursp>
- Padilla, Jessica, 2014, "Social Media Marketing for the Medical Industry: Best Practices to Avoid Legal and Ethical Issues". <https://mds.marshall.edu/cgi/viewcontent.cgi?article=2590&context=etd>
- risks# fitspo”: exploring correlates of fitspirational social media use among
- Rodríguez-Martín BC, Meule A. Food craving: new contributions on its assessment, moderators, and consequences. *Front Psychol.* 2015;6:21. Jayne JM, Ayala R, Karl JP, Deschamps BA, McGraw SM, O’Connor K et al. Body weight status, perceived stress, and emotional eating among US Army Soldiers: A mediator model.
- Rodríguez-Pérez, C., Molina-Montes, E., Verardo, V., Artacho, R., García-Villanova, B., Guerra-Hernández, E.J., Ruíz-López, M.D., 2020. Changes in dietary behaviours during the COVID-19 outbreak confinement in the Spanish COVIDiet study. *Nutrients* 12 (6), 1730. <https://doi.org/10.3390/nu12061730>.
- Roe, B.E.; Bender, K.; Qi, D. The Impact of COVID-19 on Consumer Food Waste. *Appl. Econ. Perspect. Policy* 2020, 43, 401–411. [CrossRef]
- S. Fernandes, A. Belo, G. Castela, Social network enterprise behaviors and patterns in SMEs: lessons from a Portuguese local community centered around the tourism industry, *Technol. Soc.* 44 (2016) 15–22, <https://doi.org/10.1016/j.techsoc.2015.11.004>.
- Salako SE. *Med Law.* 2006 Jun;25(2):341-54. PMID: 16929810 Samet, A. (2020). 2020 US social media usage: How the coronavirus is changing consumer behavior. *Business Insider*, June 9. Retrieved November 9, 2020, from [www.businessinsider.com/2020-us-social-media](http://www.businessinsider.com/2020-us-social-media) usage-report

- Samet, A. (2020). 2020 US social media usage: How the coronavirus is changing consumer behavior. Business Insider, June 9. Retrieved November 9, 2020, from [www.businessinsider.com/2020-us-social-mediausage-report](http://www.businessinsider.com/2020-us-social-mediausage-report) Sheth, J. Impact of Covid-19 on consumer behavior: Will the old habits return or die? J. Bus. Res. 2020, 117, 280–283. [CrossRef]
- Sıçramaz, Hatice, Haskaraca, Güliz, Arslan, Yusuf, 2022, Changes in Food Supply and Consumption Practices of People in Turkey During the COVID-19 Pandemic, Sakarya University. <https://dergipark.org.tr/en/download/article-file/1988891>
- Sidor, A., Rzymski, P., 2020. Dietary choices and habits during COVID-19 lockdown: experience from Poland. Nutrients 12 (6), 1657. <https://doi.org/10.3390/nu12061657>.
- Smit CR, Buijs L, Klein M, Buijzen M. Identifying influence agents that promote physical activity through the simulation of social network interventions: agent-based modeling study. J Med Internet Res. 2019;21(8): e12914.
- Smit CR, de Leeuw RN, Bevelander KE, Burk WJ, Buijzen M. A social network-based intervention stimulating peer influence on children's self-reported water consumption: a randomized control trial. Appetite. 2016;103:294–301. Van Woudenberg TJ, Simoski B, de Mello Araújo EF, Bevelander KE, Burk WJ,
- Statista, Global digital population as of January 2020, Retrieved from, <https://www.statista.com/statistics/617136/digital-population-worldwide/>, 2020.
- Sumter SR, Cingel DP, Antonis D. “To be able to change, you have to take
- T. Kaya, M. Sagsan, T. Medeni, T. Medeni, M. Yildiz, Qualitative analysis to determine decision-makers’ attitudes towards e-government services in a de-facto state, J. Inform. Commun. Ethics Soc. (2020). In press.
- Teresa A, Grey I. Health behaviour changes during COVID-19 and the potential consequences: a mini-review. *J Health Psychol.* 2020;25(9):1155-1163. doi:10.1177/1359105320937053 The declaration of Helsinki 2000: ethical principles and the dignity of difference.
- Thota, S. (2018). Social media: A conceptual model of the why’s, when’s and how’s of consumer usage of social media and implications on business strategies. Academy of Marketing Studies Journal, 22(3), 1–12. <https://www.abacademies.org/articles/socialmedia-a-conceptual-model-of-the-whys-whensand-hows-of-consumer-usage-of-social-mediaand-implications-on-business-strategi-7531.html> United States Census. (2020, November 8). [www.census.gov](http://www.census.gov)
- Turner, Jerrod S., 2017, "Social Media and Healthcare: An Analysis of Research and Limitations". [https://opensiuc.lib.siu.edu/cgi/viewcontent.cgi?article=2041&context=gs\\_rp](https://opensiuc.lib.siu.edu/cgi/viewcontent.cgi?article=2041&context=gs_rp)

- Turner, Jerrod S., 2017, "Social Media and Healthcare: An Analysis of Research and Limitations".  
[https://opensiuc.lib.siu.edu/cgi/viewcontent.cgi?article=2041&context=gs\\_rp](https://opensiuc.lib.siu.edu/cgi/viewcontent.cgi?article=2041&context=gs_rp)
- Ugurlu, Hakan and Ozutku, Fatih, 2014, "An Evaluation on the Use of Social Media in Turkey", Elsevier Ltd. <https://core.ac.uk/download/pdf/82300612.pdf>
- Vikram - WIPRO. (2010). Transforming Healthcare through Social Media. Wipro.
- Voyer, P., & Ranaweera, C. (2015). The impact of word of mouth on service purchase decisions. *Journal of Service Theory and Practice*, 25(5), 636–656. <https://doi.org/10.1108/JSTP-04-2014-0070>
- WHO. *COVID-19 and Violence Against Women: What the Health Sector/System Can Do*; 2020. Accessed March 02, 2021. <https://apps.who.int/iris/bitstream/handle/10665/331699/WHO-SRH-20.04-eng.pdf>
- Why people use online social media brand communities: A consumption value theory perspective. *Online Information Review*, 42(2), 205–221. <https://doi.org/10.1108/OIR-12-2015-0383> Knowles
- Y. Wu, L. Xie, S. Huang, P. Li, Z. Yuan, W. Liu, Using social media to strengthen public awareness of wildlife conservation, *Ocean Coast Manag.* 153 (2018) 76–83, <https://doi.org/10.1016/j.ocecoaman.2017.12.010>.
- Yang G, Lin X, Fang A, Zhu H. Eating Habits and Lifestyles during the Initial Stage of the COVID-19 Lockdown in China: A Cross-Sectional Study. *Nutrients*. 2021;13:970.
- Yom-Tov, E., Shembekar, J., Barclay, S., & Muennig, P. (2018). The effectiveness of public health advertisements to promote health: a randomized-controlled trial on 794,000 participants. *Npj Digital Medicine*, 1(1), 1–6. <https://doi.org/10.1038/s41746-018-0031-7> young women. *Telematics Inform.* 2018;35(5):1166–75.
- Z. Shah, J. Chu, B. Feng, S. Qaisar, U. Ghani, Z. Hassan, If you care, I care: perceived social support and public engagement via SNSs during crises, *Technol. Soc.* 59 (2019) 101195, <https://doi.org/10.1016/j.techsoc.2019.101195>.
- Zhao, A., Li, Z., Ke, Y., Huo, S., Ma, Y., Zhang, Y., Zhang, J., Ren, Z., 2020. Dietary diversity among Chinese residents during the COVID-19 outbreak and its associated factors. *Nutrients* 12 (6), 1699. <https://doi.org/10.3390/nu12061699>.
- Zhu Q, Li M, Ji Y, Shi Y, Zhou J, Li Q, Qin R, Zhuang X. “Stay-at-Home” Lifestyle Effect on Weight Gain during the COVID-19 Outbreak Confinement in China. *Int J Environ Res Public Health*. 2021;18:1813. <https://doi.org/10.3390/ijerph18041813>
- Zhu, T., Liu, Z., 2020. A comparative study of cultural differences between English and Chinese—a case study of Chinese and English greetings. In: *Proceedings of the 2nd International Conference on Literature, Art and Human Development (ICLAHD 2020)*, pp. 713–719. Atlantis Press.