Analysis of Purchasing Behavior`s Within Family Structures and Social Media: In Terms of Impacts on Home Economy

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Abstract

As the household population increases, the expenses of basic needs such as education, health, food and clothing also increase. With the increase in the number of households in the home economy, if there is no change in income or if the increase in income does not provide comfort within the home economy, the problems caused by the resulting needs begin to increase. Within the scope of the purpose of the study, the effects of purchasing behavior as independent variable and family structure, social media ads, product/service quality as mediation variables on home economy were analyzed. As a result of analysis, purchasing behavior, family structure, social media advertisements and product service quality seem to have an effect on the home economy. As a research method, 397 questionnaires (from married individuals) were collected and analyzed. Analyzes were performed using SPSS 25 Program. Correlation analysis was conducted in order to see the degree of relationship between variables. And, regression analysis was performed to test the established hypotheses, while the Sobel test was used for testing mediation variable analysis.

Ev Ekonomisi Üzerindeki Etkileri Açisindan; Satin Alma Davranişlarinin, Aile Yapisinin ve Sosyal Medya Raklamlarinin İncelenmesi

Özet

Hanehalkı nüfusu arttıkça eğitim, sağlık, gıda ve giyim gibi temel ihtiyaçların giderleri de artmaktadır. Ev ekonomisinde hanehalkı sayısının artmasıyla birlikte eğer gelirde bir değişiklik olmazsa ya da gelir artışı ev ekonomisinde bir rahatlık sağlamazsa, ihtiyaçların getirdiği sorunlar artmaya başlamaktadır. Araştırmanın amacı kapsamında bağımsız değişken satın alma davranışı'nın, ve aracı değişkenler aile yapısı, sosyal medya reklamları, ve ürün/hizmet kalitesi'nin, ev ekonomisi üzerindeki etkileri analiz edilmiştir. Analizler sonucunda; satın alma davranışı, aile yapısı, sosyal medya reklamları ve ürün hizmet kalitesi'nin, ev ekonomisi üzerinde etkileri olduğu görülmektedir. Araştırma yönteminde 397 (evli bireylerden) anket toplanarak veriler analiz edilmiştir. Analizler, SPSS 25 Programı kullanılarak yapılmıştır. Korelasyon analizi değişkenler arasındaki ilişkilerin derecesini görmek amacıyla yapılmıştır. Regresyon analizi, kurulan hipotezlerin test edilmesinde ve sobel testi de aracı değişken analizinin testi için yapılmıştır.

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Introduction

The study of the home economy in the concept of a family rather than the individual is of great importance. According to monthly household incomes, fluctuations in spending limits may occur in expenditures other than basic needs, depending on purchasing behavior. Even though expenditures in basic needs differ, depending on income distribution, expenditures other than basic needs can create significant fluctuations in expenses since they are voluntary special needs. Of course, it is natural that there are differences in the expenditures made due to the desire to put comfort in the foreground in families of children or newly married and working couples. Therefore, family structure comes to the forefront for the home economy. As a result of increased inflation in Turkey, people have been compelled to restrict their purchases for fundamental needs. Economically, families, generally, change their purchasing behavior as a result of their income. The cost of living and the decrease in the value of the income of the families against the cost of living can be shown in the change of purchasing behaviors. However, when the other factors that affect the purchasing behavior are taken in order, the socio-cultural factor is the key difference between families. Psychological Factors, such as age, gender and education affect the purchasing behavior of families to a large extent. Especially in families, the cost of living has a significant effect on the purchasing decisions of low-income families, resulting in a tendency to buy low-priced products that are suitable for their budget. In families with high incomes, quality and appearance are given importance before considering the price of the products purchased (or to be purchased). Providing quality service means consistent service delivery in line with customer expectations. Bitner and Hubbert (1994) explain the service quality in terms of the evaluation of the service received by the consumer, according to the satisfaction criteria. According to Taylor and Baker (1994), there is a positive relationship between satisfaction and service quality. Patterson and Johnson (1993) explain that the perception of satisfaction of consumers after the service, together with the value given to them, impact the degree of benefit they receive for the price they pay for the service received. For this reason, family structure and product service quality come into prominence in purchasing behaviors. The structure of families and the number of individuals can influence the purchasing behavior of rural and urban areas. Regardless of the income level, the purchasing behavior of families at each income level is influenced by the preparation of social media advertisements. Social media advertisements might be arranged according to the income level of the families and ad buttons are created for social media users. Family members may tend to purchase products or services in line with their budgets. Within the scope of the research model, the product examines service quality, family structure, social media ads and their effects on the domestic economy.

Literature Review

Purchasing Behavior

Purchasing behavior is a process that starts with the desire of consumers, includes the evaluation of the purchasing behavior and is very important for consumer behavior. There are needs and desires based on expenditures made under the influence of purchasing behavior. According to Philip and Keller (2016), external stimuli that affect purchasing behavior (such as product, price, and location) are the factors that trigger the internal or psychological factors of consumer characteristics, including perception, experience, family members. And, all of these factors make the decision to buy and purchase behavior,

respectively. In order to understand consumer behavior, actions taken before and after the purchase action stages need to be well understood (Korkmaz et al. 2009). Individuals can act on their own, but family members often have some influence on the preferences of their family members. About the purchasing behavior of consumers; Studies have been conducted regarding the processes in which products or services are purchased, and the needs and desires of individuals or groups (Tuten, 2020). Parents play an active role in meeting the needs of the family and making purchasing decisions (Kitapci and Dortyol, 2009). Therefore, family structure is important for purchasing behaviors for family expenses, and these behaviors are undertaken by the father, mother, child or other members of the household (Perner, 2010). To influence purchasing behavior, marketers need to appropriately communicate with family members that meet their targets. For example, As the youngest members of families, children need toys, clothing, and most of their needs purchased by their parents (Durmaz and Bahar, 2011). Diversity in purchasing behaviors and product and service purchases are made according to the needs of individuals in the family, differentiated by the consumption of families in the same income group. The effect of purchasing behaviors on families may change according to various factors as a result of the characteristics of families. For example, the authority structure of the family, the size of the family, and the number of individuals in the family, the place of residence of the family, and the number of employees in the family are considered as factors that affect consumer behavior (Surucu, 1998). Purchasing behavior is defined as the decision of the individuals, especially in the purchase and use of economic products and services, and the activities carried out in relation to them (Odabasi and Baris, 2002). Since the purchasing behavior of families is important for the home economy, the research model is examined with the effect of mediation variables (product/service quality, family structure, social media ads).

H1: Purchasing behavior has an impact on product service quality

H2: Purchasing behavior has an impact on family structure

H3: Purchasing behavior has an impact on social media advertisements

H4: Purchasing behavior has an impact on home economy

Home Economy

Each family has a different economic structure and needs to be met, but parallel to this, each family only has a certain budget. In the book Anatolia University family economics, it describes family economics as follows: Family economics, to explore the resources available in the family, to use them in the best way and to increase the life level of the family by increasing the resources with different methods (Yazicioglu et al. 2002). The family aims to increase the benefits of the services it receives and is not only affected by the economy but also by the influence of purchasing behavior. Culture, social environment, and traditions have an important place in the home economy. In the home economy, problems encountered due to the focus on basic needs brought about by the cost of living or determined by the income of the families results in the breakdown of the relations between the family members, the family structure, and the emergence of psychological problems. The cost of living not only affects the household economy for families but also affects the social lives of families. In the case of a family trying to make a living on minimum wage in the home economy management, the cost of living may continue to increase significantly, while the expenditures start to decrease. Product/service quality, family structure, and social media ads, thereby,

have an impact on the home economy. The home economy has a continuously developing dynamic structure by making use of the findings obtained from the research in social sciences (Gungen et al. 2002). In the understanding of home economy management, family members' needs, family budget, and economic criteria are considered. Families need an understanding of home economy management in order to survive and manage their resources efficiently, and the participation of all family members is required in order to arrange the family budget in the most appropriate way. As family members are both production and consumption individuals, it is an institution where life partnerships exist. In the family, individuals produce economic needs themselves, consumption to meet their needs, and some of the factors causing this consumption are examined within the scope of the research model where the findings are tested with the following hypotheses:

H5: Product service quality has an impact on home economy

H6: Family structure has an impact on home economy

H7: Social media advertisements have an impact on home economy

Product/Service Quality

The concept of quality is first seen in the Hammurabi Laws of 2150 BC. In the 15th century BC, the first quality control study was found in the Ancient Egyptian Civilization where it was discovered that the smoothness of stone blocks was controlled by a special tool, only recognizable in certain family dwellings. As it can be understood from this example, quality is synonymous with correct work (Cetin, 2010). The quality of products that meet the standard needs of customers is defined as quality (Laitinen, 2002). In other words, product/service quality can be affected by purchasing behavior. Individuals refrain from buying the same product/service again when they do not see a value for money they spend in their purchasing behavior. In this case, institutions may have to improve the product/service quality. Therefore, quality is the degree of compliance with the specified conditions. Quality has a positive relationship with the change in waste rate and quality complaints of customers, and thus, the quality performance of the products offered can be determined (Rho and Yu, 1998). Especially in product quality, the importance of non-financial scales, such as customer satisfaction, distribution and supplier reliability, is key (Laitinen, 2002). There are many service quality recognizers in the literature that refer to different dimensions of quality. However, there is no single consensus definition. According to Grönroos (1990), quality is a series of activities or activities based on communication between customers and service providers presented to solve customer problems. Parasuraman et al. (2002) quality of service is defined as a measure of how much the service can meet customer expectations. Lovelock and Wirtz (2004) in their study regarding the quality of service, define quality as economic activities based on performance where an organization has to provide customers with expectations that the service provider usually meets. Fitzsimmons et al. (2008) quality of service definition argues that a service is an abstract experience, where time is non-durable and the customer plays a role as co-producer. In addition, customer satisfaction is thought to affect post-purchase perception and future decisions (Jabnoun and Hassan Al-Tamimi, 2003). Within this scope, the research model examines the impact of product/service quality on the home economy both as an independent and mediation variable:

H8: Product service quality has a mediation variable effect on the relationship between purchasing behavior and home economy

Family Structure

Family is a social structure that is at the center of social classes and adopts each other's thoughts and consumptions, has common values in a wide range, works for each other, strives for each other, and acts mostly within the same thoughts and values. Nirun (1994) concept of family defines itself as an institution that can fulfill its needs by equipping itself with spiritual feelings and having some special rights by cultivating itself in an environment that will maintain and maintain a healthy life. Family, it is a universal institution, but the process of social change causes differences in the functions of the family. Therefore, since modern society and traditional society impose different functions on the family, their explanations regarding the family are quite different from each other (Bozkurt, 2006). As the social structure changed, differences in the functions of the family and expectations among family members were observed. When evaluated in this respect, the family is defined as a group with direct kinship between each other (Giddens, 2000). Social environment and material factors are mentioned as some important factors affecting the purchasing behavior. Emotional and intellectual factors that help individuals' purchasing behavior are also effective in making family decisions. The close relationship between the family and the economy brings the positive effects of these two institutions to each other and may lead to a series of negativities. Therefore, in the research model, in terms of purchasing behavior and family structure, we consider the home economy and the family separately. There is a relationship between each other in the family since the household expenditures directly affect the household economy. Although the home economy and family structure seem to be different concepts, they are actually two elements that complement each other. While the expenditures made by the households revive the economy, fluctuations in the economy can cause families to think while buying a product. Changes in the economy are reflected in the family life and can lead to severe incompatibilities and disrupt the family structure. The changing social structure has also diversified the perspectives of the family. Beck and Beck-Gernsheim (2018) describe our era as a period full of conflicts of interest between family, work, love, and acquiring individual goals. This situation inevitably affects marriage and family life resulting in family structures showing differences, both in terms of income and culture. Socially, the household economies of the families in the lower income, middle income, and upper income groups differ in terms of their income and expenditures. The social mobility that comes with industrialization has turned the families away from production into a unit of consumption (Nirun, 1994). In addition to this, the determinative of the developing technology within industrialization on the social structure has been called into question. The effect of this situation on the family structure is inevitable. The destructive effect of technology on the family institution has become more apparent in post-industrial societies with various arguments (tv, internet, social media). Therefore, within the scope of the research model, the effects of family structure on home economy as both independent variable and mediation variable are examined:

H9: Family structure has a mediation variable effect on the relationship between purchasing behavior and home economics

The Effect of Social Media Advertisements

The rapid development of information technologies, the Internet's integration into an individual's daily life, changes in consumer habits, and increasingly dynamic markets have changed the content and messages of advertisements. As a result of the development of the Internet, there is a new dimension of social media that has quickly entered the lives of individuals. Social media refers to the web and technology-based applications that allow users to create and share content and production (Kaplan and Haenlein, 2010). Clearly, social media advertising contains many things that are important influences today: it is an internet advertising without time and space limitation, has a low cost, appeals to a wide audience, and does not have a geographical limit, and has a great impact on people's purchases and consumption habits (Celik, 2014). The continuous development of technology has made the usage and speed of the internet widespread, changing the habits in the social and business fields, and the emergence of new concepts through the changes. One of them is the concept of social media (Bulunmaz, 2011). With the widespread use of social media, it has become an integral part of human life. With the active use of social media, customers have become an active mass that has a say in the shaping of products, no longer just a consumer consuming products. The fact that consumers convey their opinions and suggestions about the products and services they receive through social media and influence other consumers leads to comments on the point that the effectiveness of the advertisements will remain steady and only increase (Kotler et al. 2019). Due to the impact of social media on consumption, it also has an impact on the home economy. Individuals who cannot reach the desired product from a site or are not satisfied can easily navigate to other social media. Product and service promotions made through social media are intended to facilitate the purchasing process by sharing product information in order to influence the consumer. The main purpose of social media advertising is to try to influence the perception of the individual, and to cause the desire and need for the product/service. The research model examines the impact of social media ads on the home economy as both independent and mediation variables.

H10: Social media advertisements have a mediation variable effect on the relationship between purchasing behavior and home economy.

Methodology

The sample of the study consists of married individuals who are experienced in managing the home economy. Surveys were collected online from married individuals living in Istanbul, where the population is dense and their living conditions are slightly more expensive than other provinces. The reason for choosing the online survey method is that it is easy to reach individuals through social networks and e-mail. The online questionnaire for the article was sent to 1500 married individuals in Istanbul, but only 414 answers were obtained. 17 were excluded from the analysis due to errors in filling out the questionnaire. As a result, 397 questionnaires (from married individuals) were collected and the data were analyzed. In order to eliminate the Common Method Variance problem, while collecting study data, participants' Name-Surname etc. personal information was not requested and the anonymity of the participants was ensured.

The main analysis was performed using a IBM SPSS 25 Statistical Package Program; demographic data were also included. As the Likert scale was used in the implementation of the questionnaire, factor analysis was conducted in the first stage, and reliability analysis was performed in the second stage in the analysis of the questions representing the variables. Correlation analysis was conducted to see the degree of relationship between variables.

Regression analysis was performed to test established hypotheses and the Sobel test was used to test the mediation variable effect. The first part of the questionnaire consists of two parts, and the demographic information of the participants and their questions related to their jobs were included.

Within the framework of the research model, there were survey questions representing 5 variables. After the first part of the survey with demographic information, the questions representing the variables were found in the second part of the survey. *The Purchasing Behavior Scale* was obtained from the scales in the studies conducted by Hwang et al. (2011), Bulbul and Ozoglu (2014), Kumar et al. (2009). For the *Product Service Quality Scale*, Akgun's (2008) study was utilized. *The Family Structure Scale* by Procidano and Heller (1983), Gulerce (1996) and Gulerce (2007) was used as the scales in the study. *Social Media Advertisements Scale* of Celik (2014), Cetinoglan (2017), Islek (2012), Hollebeek et al. (2014), Van den Eijnden et al. (2016)'s year were referenced by making use of the work they have done. Bayoglu's (2002) and Eryasar's (2007) studies were used for the *Home Economy Scale*. In the evaluation of the scales, the use of the 5-point Likert scale was deemed appropriate in order to provide convenience to the respondents and avoid confusion. Therefore, scales used a 5-point Likert scale ranging from "strongly disagree" to "strongly agree".

Demographic Structure of Participants

205 (52%) men and 192 (48%) women answered the questionnaire. 146 (37%) of the participants were in the 30-39 age group; 198 (50%) are in the 40-49 age group The number of individuals aged 50 and over was 53 (13%). While 18 (5%) of the married individuals who answered the questionnaire were high school, 39 (10%) were college graduates, 261 (65%) were university graduates; 79 (20%) have master degree.

Research Framework

Based on the literature review, independent variable were the following: Purchasing behavior, mediation variables, product/service quality, family structure, and social media advertisements. For the dependent variable, research model was applied to the home economy.

In order to analyze the relationships between the concepts, the data obtained from a quantitative approach were analyzed. In a quantitative study, the effects on the dependent variable(s) are analyzed by using dependent and independent variables within the scope of the research model (Thomas et al. 2015)
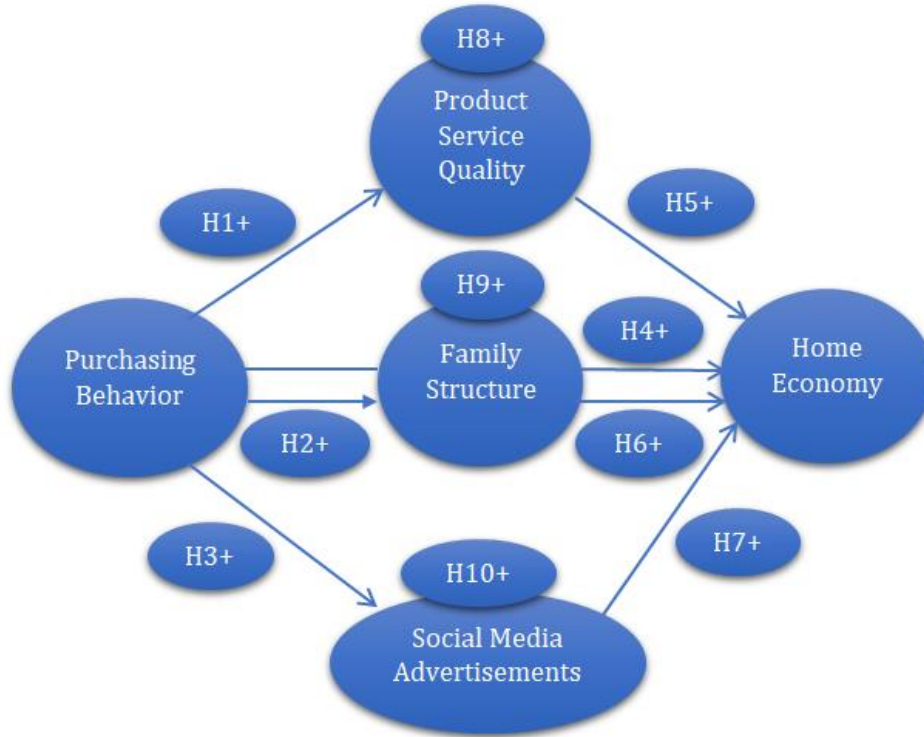
Figure 1. Research Model

Analysis

Factor analysis was used to summarize variables and/or dimensions and to easily interpret them. It is an important method used to measure the accuracy of the questions representing the variables and to reduce the variable or size by removing the dependency structure (Tatlıdil, 1996; Dogan and Basokcu, 2010). In order to test and evaluate the appropriateness of factor analysis, questions representing variables and/or dimensions were analyzed in Kaiser-Meyer-Olkin (KMO) and Bartlett test. If the value obtained in KMO is between 0.50-1.00, it was suitable for factor analysis. If it was less than 0.50, it was not suitable for factor analysis (Hair et al. 2014). The Bartlett test shows the degree of significance for correlation analysis. When the sig. value is less than .05, it is accepted as suitable for factor analysis (Hair et al., 2014). The KMO value of .855 and the Bartlett Test did not seem to be a problem in terms of factor analysis since it emerged at a 0.000 significance level. In our study, variables prepared according to a 5-point Likert scale were measured with a 34-question questionnaire form. Variables, purchasing behavior, product/service quality, family structure and social media advertisements, and home economy were subjected to factor analysis. As a result of the factor analysis, 11 questions were excluded from the scale because they were not suitable for the factor distribution (those below 0.50 and those that disrupted the factor distribution). The remaining 23 questions are divided into 5 factors.

Table 1. Rotated Component Matrix[a]

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
AY5. I will get products and services; the most important thing for me is that it suits my taste	.729				
AY1. I will get products and services; the most important thing for me is that it fits my economic situation	.724				
AY2. I will get products and services; The most important for me is that it fits the family budget	.625				
AY3. I consider the interests and personalities of family members when buying a product	.590				
AY4. I consider my social relationships when buying a product	.588				
SAD3. I am influenced by the environment when buying a product		.799			
SAD1. I'm excited to buy a product I want		.650			
SAD5. I pay attention in advance when buying a product		.597			
SAD4. When buying a product I make sure that the manufacturer is reliable		.591			
SAD2. My priority is to buy the product I need		.539			
SMR2. Social media ads are interesting			.802		
SMR1. Social media ads provide up-to-date information			.783		
SMR5. Social media ads have a positive impact on the economy			.781		
SMR4. Social media ads are trusted			.767		
SMR3. Social media ads are convincing.			.740		
UHK2. The behavior of store personnel affects my purchasing decisions				.651	
UHK1. The cleanliness of the shopping center is effective in my decision to purchase				.631	
UHK3. Prices of products affect my purchasing decisions				.582	
UHK4. Product / service quality affects my purchasing decisions				.575	
EE1. A product I bought should be economical					.881
EE4. When buying a product, I search the price in the market					.696
EE3. I shop when I don't need it					.606
EE2. A product I bought should be useful					.544

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

AY: Family Structure, SAD: Purchasing Behavior, SMR: Social Media Advertisements, UHK: Product Service Quality, EE: Home Economy

Cronbach Alpha, which is used in reliability analysis, is used to explain whether the problems representing the variables are understandable in the questionnaire. In the case of a low Cronbach's alpha, it is explained that the questions representing the variables used in the questionnaire are not consistent with each other (Altunisik et al. 2007). In order to explain that the questions representing the variables are consistent with each other, Cronbach's Alpha should be high (Alpar, 2011; Karasar, 2005). Hair et al. (1998) and Nunnally and Bernstein (1994), in their research, showed that the reliability level of 0.70 and above is appropriate for research in the social sciences, and the values up to 0.60 explained that it can be considered suitable for exploratory research. In the study of Nunnally (1978), it is

accepted that Cronbach's Alpha is 0.50 and above (Nunnally, 1978; Hair et al. 2000; Buyukozturk, 2007).

Table 2. Reliability Analysis

Variables	Number of Questions	Cronbach Alpha (α) Values	AVE	CR
Purchasing Behavior	5	.840	0.41	0.77
Product Service Quality	4	.771	0.37	0.70
Family Structure	5	.815	0.43	0.79
Social Media Advertisements	5	.860	0.60	0.88
Home Economy	4	.795	0.48	0.78

Correlation analysis is used to test, interpret, and explain the degree, strength and direction of the interrelationships between variables within the scope of the research model (Kalayci, 2006; Karasar, 2008). Correlation analysis is used to explain the relationships between the variables and to interpret the relationships between them statistically. For the correlation analysis, the variables, analysis, and comments were made between -1 and +1 values. The values of the variables indicate the direction and degree of the relationship between them (Ural and Kilic, 2013). It can be explained that there is a negative relationship if one of the variables decreases and the other increases or one of the variables decreases. If there is a coefficient of "0", it is stated that there is no relationship between the variables (Kalayci, 2010). Pearson correlation coefficient, which is frequently used to explain the relationships between variables, was used in this research for correlation analysis, family structure, purchasing behavior, social media advertisements, product service quality and home economy. As mentioned earlier, the analysis, so far, (factor analysis, reliability analysis, descriptive analysis) were conducted on 397 questionnaires obtained from institutions.

Table 3. Correlations

	Purchasing Behavior	Product Service Quality	Family Structure	Social Media Advert
Product Service Quality	.532**			
Family Structure	.517**	.521**		
Social Media Advert	.279**	.542**	.234**	
Home Economy	.296**	.245**	.314**	.203**

Correlation analysis: When the relationships between the variables are examined, it was concluded that there is a significant positive relationship between the variables. Purchasing behavior, product service quality, family structure (in terms of income level), social media advertisements (in terms of the impact of advertising) and home economy variables also had a significant relationship.

According to the results of regression analysis to analyze whether the hypotheses are supported and in the analysis of the relationships between independent-dependent variables (except for the effect of the mediation variable) 7 hypotheses were accepted and are shown in Table 4.

Table 4. Supported/Unsupported Status of Hypotheses Examining the Effect of Independent Variables on Dependent Variables

Hypotheses	Supported / Not Supported	Standard β	Sig.
H1: Purchasing behavior has an impact on product service quality	**Supported**	**.532*****	**0.000**
H2: Purchasing behavior has an impact on family structure	**Supported**	**.517*****	**0.000**
H3: Purchasing behavior has an impact on social media advertisements	**Supported**	**.279*****	**0.000**
H4: Purchasing behavior has an impact on home economy	**Supported**	**.296*****	**0.000**
H5: Product service quality has an impact on home economy	**Supported**	**.245*****	**0.000**
H6: Family structure has an impact on home economy	**Supported**	**.314*****	**0.000**
H7: Social media advertisements have an impact on home economy	**Supported**	**.203*****	**0.000**

*: $p<0.05$ **: $p<0.01$ ***: $p<0.001$

As a result of regression analysis of hypothesis tests established between independent and dependent variables, the fact that sig values are less than ***: $p<0.001$ and positively significant support the hypotheses (Guris and Astar, 2014). The hypotheses established between variables were supported by regression analysis. The purchase behavior argument is dependent on the variables impact on product service quality, family structure, social media advertisements and home economy. It also has the role of argument and mediation variable on product/service quality, family structure and social media advertisements, dependent variables; the impact on home economy was supported.

Mediation variable effect analysis, mediation variables, product/service quality, family structure and social media advertisements, and regression analysis were used to test the relationship between purchasing behavior and home economy.

Table 5. Effect of Mediation Variables According to Regression Analysis Results

	Independent Variables	Dependent Variables	Standard β	Sig.	Adjusted R Square	F Value
Regression	Purchasing Behavior	Home Economy	**.231*****	**0.000**	**0.085**	**37.817**
	Product service quality		**.122*****	**0.000**	**0.093**	**21.406**
Regression	Purchasing Behavior	Home Economy	**.182****	**0.01**	**0.085**	**37.817**
	Family structure		**.219*****	**0.000**	**0.118**	**27.547**
Regression	Purchasing Behavior	Home Economy	**.259*****	**0.000**	**0.085**	**37.817**
	Social Media Advertisements		**.130*****	**0.000**	**0.098**	**22.631**

*: $p<0.05$ **: $p<0.01$ ***: $p<0.001$

The Sobel (1982) test was performed in order to test the effect of mediation variable between independent variables and dependent variables. The purpose of testing the effect of the mediation variable was to explain whether there is a meaningful relationship between the Sobel (1982) test, unadjusted regression coefficients, and standard error values of the variables, all of which were analyzed using the effect of the mediation variable. MacKinnon, Warsi and Dwyer (1995), as a result of their work, by extending the use of statistical methods to evaluate the important variables in the evaluation of the mediation variables contributed to the literature there are two versions of the Sobel (1982) test: Aroian (1947) and Goodman (1960).

Table 6. Sobel Test

Sobel/Aroian/Goodman Analysis; Determining whether the product service quality variable has an effect on the relationship between purchasing behavior and home economy.

Variables			Input:		Test statistic:	Std. Error:	p-value:
Independent Variable	Purchasing Behavior	a	0.609	Sobel test:	2.13902	0.02	0.03
Mediation Variable	Product Service Quality	b	0.076	Aroian test:	2.13234	0.02	0.03
		Sa	0.049	Goodman test:	2.14577	0.02	0.03
Dependent Variable	Home Economy	Sb	0.035				

We can explain the effect of the mediation variable between the variables because p value is less than <0.05

Sobel/Aroian/Goodman Analysis; Determining whether the family structure variable has an effect on the relationship between purchasing behavior and home economy.

Variables			Input:		Test statistic:	Std. Error:	p-value:
Independent Variable	Purchasing Behavior	a	0.518	Sobel test:	3.81809	0.02	0.00
Mediation Variable	Family structure	b	0.157	Aroian test:	3.80631	0.02	0.00
		Sa	0.043	Goodman test:	3.82998	0.02	0.00
Dependent Variable	Home Economy	Sb	0.039				

We can explain the effect of the mediation variable between the variables because p value is less than <0.05.

Sobel/Aroian/Goodman Analysis; Determining whether social media advertisements variable has an effect on the relationship between purchasing behavior and home economy.

Variables			Input:		Test statistic:	Std. Error:	p-value:
Independent Variable	Purchasing Behavior	a	0.488	Sobel test:	2.41101	0.01	0.01
Mediation Variable	Social Media Advertisements	b	0.053	Aroian test:	2.38198	0.01	0.01
		Sa	0.084	Goodman test:	2.44113	0.01	0.01
Dependent Variable	Home Economy	Sb	0.020				

We can explain the effect of the mediation variable between the variables because p value is less than <0.05.

Hypothesis results;

Table 7. Supported/Unsupported Status of Hypotheses in which the Mediation Variable Effect is Investigated and Represented

Hypotheses	Supported / Not Supported	Significance Level (Sig.)
H8: Product service quality has a mediation variable effect on the relationship between purchasing behavior and home economy	**Supported**	**P<0.001**
H9: Family structure has a mediation variable effect on the relationship between purchasing behavior and home economics	**Supported**	**P<0.001**
H10: Social media advertisements have a mediation variable effect on the relationship between purchasing behavior and home economy	**Supported**	**P<0.001**

Mediation variable effect is supported by the Sobel test and regression analysis. The effect of product/service quality, family structure, and social media advertisements is accepted when mediation variable effect and enters the purchasing behavior affecting the home economy.

Table 8. Answers to the Classical Questions Asked to the Sample Group

Question 1. What do you think families should pay attention to for the home economy?	397	
	Distribution	**Percentages**
Care should be taken to make saving	44	11%
Pay Attention to Electricity/Water/Gas Bills and Kitchen Expenses	7	2%
Expenditures should be made according to the needs	15	4%
Be careful not to spend too much	110	28%
Care should be taken not to buy unneeded ultrasound products	12	3%
Needs and luxury should be separated	15	4%
Families should have as many children as they can	21	5%
They should create price analysis and need to demand axis	24	6%
They must act according to their income	46	12%
Attention should be paid to the quality of the products to be purchased	16	4%
Receive list before shopping	12	3%
The family should spend in accordance with the budget	75	19%
Question 2. What do you think the state should do in terms of contributing to the family economy?	397	
	Distribution	**Percentages**
Should not raise the invoices	28	7%
Provision can be provided to families with low income	26	7%
Market prices need to be lowered	33	8%
Minimum living allowance support should be increased and child support should be given every month	34	9%
We wish our state to pay more attention to its citizens	30	8%
Provide tax rebate	35	9%
More investment incentives should be provided for employment opportunities	37	9%
Free market economy should be noted	11	3%

Ensure minimum wage increases in connection with rising inflation	45	11%
Families should be informed according to economic income	30	8%
Domestic production should be encouraged	40	10%
Economy planning should be done properly	48	12%

Questions 3. How do you prevent excessive consumption?	397	
	Distribution	**Percentages**
Determining where we should spend our money	23	6%
We can prevent over-consumption by raising people's awareness	30	8%
Public spots about the home economy can be impressive	34	9%
Consuming considering needs	12	3%
Avoiding unnecessary luxury spending	15	4%
Avoiding excessive and expensive expenses	56	14%
The family should spend in accordance with the budget	62	16%
Avoiding arbitrary expenditure	50	13%
Thrifty spending	42	11%
By limiting our spending	38	10%
Taking what is necessary, avoiding unnecessary products	10	3%
Low consumption	25	6%

Questions 4. What do you think should be considered while spending shopping?	397	
	Distribution	**Percentages**
Should be Appropriate, good quality	30	8%
Not need to buy, product price, cleanliness should be considered	36	9%
What is needed should be taken	34	9%
Should be used at home and needed	38	10%
Price and market research should be done	28	7%
The product must be of good quality for the money given	41	10%
Pay attention to family budget	52	13%
Product, quality, and price should be considered	43	11%
Arbitrary expenditures should be avoided	45	11%
Discounted cheap product purchases must be made	50	13%

In line with the answers given to the question of what should families do for the home economy, families are concerned that the products they buy will be suitable for their own budget before they start shopping. For products exceeding their budgets, the importance of the level of the products depends on whether they need them as an exception or not. It is foreseen that avoiding unnecessary and excessive expenditures can be achieved by making budget plans and increasing savings. What should the state do to contribute to the family economy? In line with the answers given to the question, it is argued that there should be information about the home economy, there should be activities related to it, and that such activities should be made widespread and families should be made more aware. Because economic decisions should be made and a minimum wage should be at the level of living standards, they can give more importance to special and basic needs such as children's education. It is seen in the answers given that the quality of the products is given importance in the purchases made. As well as the quality of the product, the prices stand out. Individuals shape their purchases by paying attention to the details in their home-family budget, product quality and durability of this product, and the expiration date in food type products.

Discussion

The basis of the home economy, spending, according to income, is important for the family budget. The family's purchasing behaviors are shaped according to their monthly income status, and home economics is managed according to their monthly income. At the same time, the effects of the economic/financial crises on the basis of the home economy, the turnover, and the decline or rise of the monthly income situation are the effects of such factors. In general, before purchasing behavior, individuals engage in information and research on the product they want to buy. In the face of this behavioral orientation, product/service companies start marketing/advertising activities in line with customer interest. One of the most important steps in this activity is social media advertising. In particular, considering the various recommendations provided by Neuro marketing research (Bridger, 2017), or behavioral economics (Pappas et al. 2017), product/service providers implement social media advertisements to enhance the purchasing activities of individuals. When the findings of the research are examined, it is seen that the product/service quality and social media advertisements have an effect on the home economy in the mediation roles. When the relationship between the independent variables and the dependent variable is examined, it is seen that the analysis that affects the home economy is dependent on multiple variables: purchasing behaviors, product/service quality, social media advertisements and family structure. We can explain that in purchasing behaviors, if the individuals act in the direction of their wishes and if the product is purchased with the effect of social media advertisements, the home economy is affected. In an important study supporting the results of the research, there are researchers examining the impact of social media advertising on trade in Latin America (Grandón et al. 2011; Nasco et al. 2008). The findings provide persistent information that social media has the most impact on spending. We can explain in the analysis results that purchasing behaviors affect product/service quality, social media advertisements, and home economy.

Conclusion

When the limitations of the study are considered, it is not possible to measure the purchasing behavior according to the income distribution depending on the home economy. The reason for this is that in the data collected from married individuals, according to income distribution, homogeneous distribution of low income, middle income and upper income families. At the same time, it is not easy to exactly determine the range of lower income, middle income, and upper income due to economic conditions. Since the number of individuals and the amount of expenditure in the family could not be precisely determined in calculating the income levels, it was not possible to determine the families according to their income and expenditure levels. As a recommendation for future studies, in a similar study, it will be possible to obtain healthier results from data distributed homogeneously according to income distribution and amount of family members. Only in this case should the economic spending standards between regions and cities be taken into account: because there would be differences in the amount of expenditure between a developed metropolitan city and families living in a small city with the same income and the same number of individuals. However, the research reveal that consumption level is higher than the amount of expenditure in families with high social class levels (Maldifassi and Canessa, 2009). Findings show that product/service quality, social media ads and family income affect the home economy. In particular, the tendency to trust product/service quality and social media advertising should not be interpreted as a high expenditure for families. Families may have a tendency or intention to buy their favorite brands, but when the economic situation comes to

the fore, it is unlikely that such purchasing behavior will occur. In his study, Gong (2009) states that with the widespread use of internet facilities, it is expected that intense purchasing behavior can be expected with the effect of social media advertising on consumers and that purchasing behavior on the internet causes more intensive consumption. Since this study is not an intercultural study, it may be possible to compare the findings with new findings in case of studies on cultural effects. In future studies, it is important to investigate the perceived benefits of consumption and the precursors of purchasing behaviors such as social norms.

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