

ICSIM

Social Media Creates Competitive Advantages: How Turkish Banks Use This Power? A Content Analysis of Turkish Banks through Their Webpages

Burcu Mucan^a, Eda Yaşa Özeltürkay^{b*}

^a*Burcu Mucan, Dumlupınar University, Kütahya, 43780, Turkey*

^b*Eda Yaşa Özeltürkay, Çağ University, Mersin, 33800, Mersin*

Abstract

Aim of this study is to demonstrate how Turkish banks use social media tools such as Facebook, Twitter, YouTube, and Blogs and others, while they are trying to create competitive advantages in Turkey. Based on the coding schema, we analyze their usage types. According to 45 Turkish Banks statistical results, 38% of them have Facebook account, % 36 of them have Twitter account and 16% of them have LinkedIn account. % 38 of them have social media tools in their home page. % 33 of them do not let fans post anything else without permission. They uploaded the photos related to their Corporate Social Responsibility (CSR) subjects mainly and equally education, health, and environment (18%). Their photo albums mostly related to their campaigns (36%).

© 2014 Elsevier Ltd. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/3.0/>).

Selection and peer-review under responsibility of the 2nd International Conference on Strategic Innovative Marketing.

Keywords: Social media, Turkish Banks, Official websites, Facebook, Twitter.

1. Introduction

After the advent of the internet, communication methods have sharply changed and interactivity become more important for customers. Especially customer activities such as information search for company or product details, using online services such as banking, online purchase or engaging in social networks in online communities are continue to rise. This interactive technology has enabled blogs and other social networking forums to develop

* Corresponding author.

E-mail address: edayasa@gmail.com

rapidly. Content sharing, personal commentary and private life broadcasting have emerged as the distinct elements of this new media (Özgüven, N., & Mucan, B., 2013). However, the tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer-generated media (Mangold, G.W., Faulds, J.D., 2009). Social media is the use of web based and mobile technologies to turn communication into interactive dialogue (Bhanot, 2012). Fisher & Reuber described social media as “content that has been created by its audience” (Comm, J., 2009). In contrast to content generated by media companies or publishing houses. This content generated media includes some of the technologies such as Facebook, Twitter, Wikipedia, LinkedIn, Youtube, Instagram, Pinterest, Google+, Tumblr. The power of social networks as Facebook and Twitter comes from their ability to quickly share information about your life with other people. But along with that ability, comes the risk of sharing sensitive information with the wrong people, and that risk increases as your network grows well beyond your core circle of friends (Null, C., 2009). So the firm must control and manage these social media tools officially itself otherwise untrue information can spread up fast. Around the world, social media usage is growing sharply. According to Forrester Research, 75% of Internet surfers used “Social Media” in the second quarter of 2008 by joining social networks, reading blogs, or contributing reviews to shopping sites; this represents a significant rise from 56% in 2007 (Kaplan, A. M., & Haenlein, M., 2010), (PewResearch Center, 2013). A late 2012 survey by the Pew Research Center’s Internet & American Life Project shows that young adults are more likely than others to use major social media. At the same time, other groups are interested in different sites and services. As the usage of social media is growing on, managers should aim to measure social media investment and try to manage successfully social media platforms. Therefore in this study we aim to demonstrate how Turkish Banks use social media tools such as Facebook, Twitter, YouTube, and Blogs and what should they do to gain full business value from social media. This article starts by describing social media tools and strategies for companies. Next the authors benefited from the web site of The Bank Association of Turkey by extracting the list of banks in Turkey. Finally social media usage is being analyzed from their web sites. The list of the firms is gathered from the webpage of Bank Association of Turkey in July 2013.

1.1 Internet, Web 2.0 and Social Media

The emergence of internet, as both a communication channel for consumers and companies, and a production, delivery systems for companies, has created new interaction and tracking methods. Consumers can track their orders, communicate with companies directly, even companies reply the complaints about their products through the web. The internet enables the delivery of a range of online services, and these have been subject to investigation. Such devices include the delivery of online banking, news and weather, travel bookings, education programs and knowledge communities (Rose, S., Hair, N., Clark, M., 2011). In these environment online transactions continues to raise, especially bank and online purchase operations, social networking sites, blogging, participating online communities, and so on. The popularity of Web 2.0 has helped in the growth and public popularity of social networks and has created a new world of collaboration and communication (Pookulangara, S., Koesler, K., 2011). Hence we can define Web.2.0 commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web, allowing users to interact with one another or edit or add to website content (Click, I. A., Petit, J., 2010). These technologies allow companies to better communication such as collaborative writing (e.g., wikis), content sharing (e.g., text, video, and images), social networking (e.g., Facebook), social bookmarking (e.g., ratings, tagging), and syndication (e.g., RSS feeds) (Thackeray, R., Neiger, L.B., Hanson, L.C., McKenzie, F.J., 2012). Because of the popularity of these technologies, increase in the purchasing power, availability of cheaper technologies, internet usage statistic figures are increasing all around the world. Europe has the 3rd biggest internet audience. According to, (Comscore, 2013) 2013 Europe Digital Future in Focus report, In Europe Region, Turkey has the biggest proportion of young internet users (aged 15-24) in Europe, whilst Germany has the largest share of older users (aged 55+). 2 in 3 Dutch internet users visited a banking site in December 2012, whilst only 18.8 percent of Swiss users visited a site in this category. 8 in 10 European internet users visited a news/information site in December 2012 – time spent on these sites increased by 10 percent throughout the year. According to Pew Research Center’s Internet & American Life Project Post-Election Survey, Internet users under 50 are particularly likely to use a social networking site of any kind, and women are more likely than men to be on these sites (PewResearch Center, 2013). Statistics from Turkstat suggest that a

Download English Version:

<https://daneshyari.com/en/article/1114301>

Download Persian Version:

<https://daneshyari.com/article/1114301>

[Daneshyari.com](https://daneshyari.com)