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A Qualitative Study by Interpretations of Psychologists about Effects of Media Psychology on Consumer Buying Behavior

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I. Introduction

Media Psychology is an important branch and rising trend to analyze the interaction among consumers, advertising and technology. In Turkey, Media Psychology has a shadowy figure and the relationship between media and consumer behavior is not adequately interpreted. Media, advertising and consumer behavior are grounded their theory form psychology and they are interconnected with each other. The APA (American Psychology Association) named the division 46 as Society for Media Psychology and Technology thus, by definition of media psychology focuses on the people and technology interactions and relationships. The pioneers of the filed Fischoff (2005) has explained the purview of Media Psychology in his article and Luskin (2012) has clarified the usefulness of the branch in his psychology series. Also, Rutledge (2010) has demonstrated the why it is a needed field in her report. Each passing day, there are increasing amount of articles and studies related to the field however, this study primes the subject in terms of the online advertising efficiency on consumers via the interpretations of the psychologists.

The purpose of the study analyzing the reciprocal relationship of internet advertising efficiency and consumer buying behavior from the eye of the psychology professionals in the light of media psychology. To transmit the psychological information and clarify the technological advertising; the literature review has deductively described with media psychology, advertising psychology and internet advertising admitting the name of APA's 46. division. In today's world, people consume media more than water. Formerly media and internet were not taking a place in daily life however, in the 21st-century people consume media more than water. Furaiji et. al. (2012) mentioned the importance of understanding influencers of consumer behavior in their article thus, to understand today's consumption; the consumer behavior knowledge and theory enlighten the subject.

Fiore and McLuhan (1967, p.9) describe the medium as a technological factor that changes our lives interrelatedly. Media has to be considered as an environment to understand the society (Fiore & McLuhan 1967, p.26). People are consuming an idea, service or product via media tools inevitably and there are abundant studies related to the subject. However, there is a gap among conducted researches related with media psychology and consumer behavior relationships which only concerns and examines the domain's specialists as interviewees. Therefore, the analyses of the hypotheses have been questioned to the psychologists to interpret the related subjects of the study. The psychologists have answered the in- depth interview questions not only from the professional perception but also from the consumer perception. for both marketers and media consumers from the professional eyes. This study is beneficial for both brand advertisers and media consumers to provide a causation from the psychologists.

II. Literature Review

a) Media Psychology

The keystones of Media Psychology springs from the application of the psychology in communication. The prime values of the discipline, mostly based on the social psychology theories and the mass communication improvements. The technological developments in mass communication dominate the Media Psychology research fields. The way of how the

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explications are going in media psychology, depends on the eye of the explicator. For instance, the fields such as; marketing and advertising insert a different point of view to the discipline (Dill 2013, p.9).

The establishment of a discipline has to fulfill some requirements such as published books, articles, journals, university programs, organizations and far more than those the distinction needs a 'new media' that encompasses the ideology of the field (Dill, op.cit, p.10). The founder of Gestalt school of psychology Dr. Max Wertheimer, around 1912, submitted a paradigm for the whole figure and its combining but separated parts. Gestalt theories and laws are used for advertisements, brand logos, photography and several other visuals (Zakia 2007, p.28). Thus, psychologists have started to consider the all Gestalt theories are relative to different media forms (Dill, op.cit, p.15). Along these lines, the roots of media psychology started to preoccupy social psychologist minds almost ninety years ago. The social psychologist and pioneer Hugo Münsterberg was mostly interested in how motion picture affects the audience psychologically[1].It was a necessity because only the audience can help the media mediums to survive and only the bystanders can create the new expectations and also technologies[2]. In consideration of the observations, Müstenberg found similarities between the art of film and the human mind perception. Film and the human mind are transforming the information in other words they are not perceiving the information as it is (Dill, loc.cit). The studies of Hugo Münsterberg are still in use for film grammar studies in universities[1].

Back then the television became the main topic of the 1950s and the academics were solicitous about analyzing the influences of advertisements, programs and shows on children[1]. Through the years, while technological developments were influencing the mass communication tools, the comprehension of psychology was becoming clear also. In this manner, mass media became a major communicator and its analysis derived from media psychology[3]. As an illustration, the September 11 Attacks were in front of the eyes of everyone who watched television. Besides the victims and the witnesses of that moment, the whole world watched those terrible seconds over and over again via television and many psychologists analyzed the situation in front of the cameras (Giles 2003, p.2).

b) Advertising Psychology

Due to the human nature, if we hear a sound in a high pitch, a psychophysiological reaction emerges and we rotate ourselves towards the sound. If it is catchy enough we memorized it. It was a known fact since the ancient times, thus the shopkeepers of yore were yelling the product's name loudly as a basic advertising tactic to take attention of customers[4].

Theoretically, psychology methods involved in the advertisement in 1895. The scientific method survey is conducted by Harlow Gale. The survey included unconscious behavioral regulations and mentally cognitive conditions related to the expressions towards advertisements analyzed. The subsequent step arised from Walter Dill Scott. He realized that advertisements can easily take consumers under the control by demand, necessity, and obligation. As a consequence, Harry Hollingworth bolstered the advertisements research to make the structural perception more effective. The psychologist John B. Watson, attached the emotions theory to advertisements to alert people from the mind to sprit for his studies in the 1920s. Moreover, according to Watson, the role of celebrities was important for advertisements in terms of appealing consumers to make a success with the envisioned target market[5].

Even though so much efforts have been made to create an ad for today, customers do not let the advertisement to enter their life in many instances. Nonetheless, the drinks and snacks that we consume while we watch a movie in the theater resemble the movie itself. However, If the audiences realize the reminiscent clues within the advertising, they annoy and it causes uneasy situations. Hence; advertisers derived several methods from psychology theories such as; persuasion, memory, cognition etc. The advertisers expected that their advertisings persuade consumers. They also want that consumers remembered their advertisings. They would like to be 'the one' that gets all the attention based upon to sell an ideology, service or product inside the consumers' mind[6]. In a certain sense, there is a huge rivalry among brands and consumer are more aware of advertisements than ever before thus,

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advertisements have to acquire to be more clever compared to baseline (Giles, op.cit. pp.105-106).

c) The Internet Advertising

Not later than the growing moments of the internet, Madison Avenue realized the role of the digital world. The online advertising started to play a huge role in the expansion of the companies (Tavor 2011).

In case shorten the meaning, online advertising is; commercializing goods, ideologies, services on the internet. There are limitless ways of advertising on the internet thus online platform has more than one face. Thereby, the digital advertising along is not as expensive as traditional advertising media (Nichols 2013, p.62). The 21st century is one of the eras that any kind of small or large business can not survive without advertising on the internet. Internet advertising has the exclusive capacity to reach all wide world in a short amount of time when it used wisely just like all other media advertisement types[7].

Developing technology brought us the Web 1.0, thus advertisements changed their ways. Via online advertisements, consumers were in touch with the companies. Afterward, Web 2.0 emerged social media and everybody started to use the internet for communicating with their friends. People use it for people. Social content changed and along these lines, ordinary people as consumers started to trust their personal experiences about a brand. Companies started to comprehend social media and advertisements changed their fashion again. Although brands reached plenty of people just like they planned, online media has more manipulative features than print or broadcast media. Hence, consumers started to have trust issues[8].

In other words, consumers start to not rely on wide-open digital advertisements, they start to trust consumer ads. Additionally, through internet's nature, people carry the internet with themselves all the time, everywhere via mobile phone or touch pad etc. Taking the internet addiction problem aside, the persuasive abilities of advertisement become even more compelling. Through the medium of apps, banners, pop-ups and all other useful options of digital media start to fascinate the consumers. Plus, consumers start to comment about brands, services or ideologies. The research gate is quite wide open on the internet, therefore honesty emerges[9].

The source of the trust problem of consumers was not the used media tool on its own, because the manipulation is everywhere and brands would like to show the best features of their products. Perhaps due to the visual presentation, sound usage or inaccurate written information cause bias but, misleading factors are omnipresent. To sum up, specific kinds of online advertisements became the most effective promotion tools due to the correlativity of internet and internet of things[10].

Everybody loves everything about social media and its popularity reflects on its user number and increases rapidly. People keep update their pages and they would like to be informed by other pages, too. Thus, they have a feeling named; fear of missing out (FOMO), thus addiction endorsed[11]. Fear is not an adorable emotion so it causes uneasy situations. People refresh the online pages just not to miss anything. Users feel anxious about their real life and real time decisions. Humans always have fear of missing out, however, it raises up with mobile technologies. FOMO can cause being online all the time nevertheless it works for brands advertisers well. Brands desire to take a place in the consumer's mind all the time, and by dint of FOMO, consumers desire to check online pages all the time. Hence advertisers promote the fear because consumers don't want to miss. This negatively perceived situation turns in brands favor[12].

To promote digitally, the survey methods build several opportunities for advertisers while defining their target market audiences. Advertisers know their consumers and their expectations much better than before. In addition to that, their competitor platform and tracked marketing strategy has become stable (Leskovec et al. 2014, pp. 304-305).

Online advertising puts a company in a better position. Advertisers can rapidly seize the market situation as well as if it is an agency, notify the company for price arrangements and consumer expectations. Digital advertising creates an interactive relationship with the consumer as a result of it consumer persistence develops. Internet advertising also provides digital stores, in this way brands have an online personality and have different types of visual merchandising opportunity (Kayode 2014, pp. 161-163).

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d) Factors Affecting Consumer Behavior

The course of actions of a purchaser for a product persists by particular elements. Those elements can be independent of consumer's personal being and psychological condition but also, the essential factors can change in a certain surrounding. The marketers take the effective features, which alters the consumer behavior, into consideration during the preparation of marketing mix. Under four categorization those factors are social, cultural, personal and psychological (Haghshenas et. at. 2013).

i. *Social Factors*

The attached social community of a consumer affects the behavioral attitudes of purchasing. The understanding of norms for a community can be different for the another and that versatility reflects on buying behavior. The possessed position among the members of association or community affects the buyer's behavior (Burnett 2008, pp.109-110).

The reference group and family play an important role to determine social factors (Al-Azzam 2014). Sometimes the person can be a member of a group under the determined categorization without notice. The family factor can affect the member and the same member can have a role in business life. For example; the member can be a girl in a university, considering gender classification. The same girl can be the only child of her family and at the same time, she can be the class president. Thus she prefers social factors oriented products to satisfy the needs (Khaniwale 2015).

ii. *Cultural Factors*

Social class differences are easily monitorable by observing the products consumers use as well as the conversation styles and acceptance of norms are the key indicators of social class. Even if the location is different on the map, the crowds can demonstrate same characteristics in different regions. However, the characteristics can be contrary at different places (Taşdemir and Durmaz 2014).

Culture has a massive impact on societal habits and needs and shows territorial differences regarding the consumer behavior. All the members of a significant culture tend to live in accordance with the direction of the societal knowledge. Also, the subcultures within the culture signify differentiations. From the dressing style to book preferences can change by taking into account the cultural and subcultural differences (Çelik et. al. 2011). Furthermore, religion has an impressionable value on culture. The factor of religion forms from several rules within the region thus, it reflects itself on buying decisions such as; food, clothing, etc. (Lawan and Zanna 2013).

iii. *Personal Factors*

Starting from the personality, personal factors are related to the individual consumer straightforwardly. The occupational situations determine the economic conditions mostly. In accordance with the income level, the preferences of consumer products fluctuate. Also, the age group gives a clue about the consumer's lifestyle and age factor can be the indicative of needs (Purwanto 2013). Lifestyle has a symbolic meaning as the combination of behavioral habits. With reference to specific lifestyle; products, services and ideologies can change. In addition to that, consumed products are the supplementary indicators of the reflection of personality in a material way (Muniady et al. 2014).

iv. *Psychological Factors*

Buying behavior begins with motivation and motivation is an urge to satisfy the needs depending on the range of the necessity of the absence. The momentum of motivation can change considering the biological needs, such as; hunger, feeling chilly etc. Additionally, to rise up the self-esteem, the consumer can act in a hurry with a huge motivation and forceful feeling to compensate the gap. Therewithal, the sense organs not enough to shape the whole picture around us. Humans use the perception to combine all the information with touching to feel the pattern of the surface, tasting to feel the flavor, sniffing to feel the odor, seeing to observe the view, hearing to listen the sound. Perception map creates the phenomenon with background information and inspiration (Mohamed Ali and Ramya 2016). When the consumer determines a value for a product, it happens with the help of perception. The end user's the experiences depending on learning, reflect on the interrelated behavioral buying sequence (Furaiji et al. 2012).

e) Internal Influences on Consumer Psychology

The internal influences can be explained by understanding how a consumer develops reaction towards a revenue generating stimuli. When marketers see through consumers' internal provocateurs, they have more information in favor of consumer buying behavior and they progress financially. These internal influences are motivation, perception, learning, beliefs, and attitudes (Furaiji et al. loc.cit.).

i. *Motivation*

Motivation is an internal power to provoke the proper behavior towards the desired object. The consumers exhibit buying behavior for several reasons besides the basic needs. However the elements of buying progress begin with the recognition of what you desire. According to Abraham Maslow's pecking order of needs, whereafter the elimination of survival necessities, people start to look for higher demands. By taking into account that, if the marketers build a motivational factor for the prospective demand, the success is undeniable (Durmaz 2014).

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ii. *Perception*

Perception is an individual process and it is not objective. It takes a shape after a process and sources from the five senses. The accuracy of perception is not the same for everyone. However, people tend to have similar reactions and opinions towards a perceived situation. The attitudes and feelings obtain their result value from gathered information. Moreover, the perception process happens subconsciously. For the marketers, It is important to create a nearly universal consent to bolster their brand figure (Yakup and Jablonsk 2012).

Also, knowing the physiological thresholds for human perception is considerably important for marketers. For example; being acquainted with the knowledge of the absolute threshold, can be effective for preparing a billboard. If the writings on the billboard are too small, drivers can not see what is written on it. At the same time, using the differential threshold data for a marketing promotion campaign can be beneficial for the marketers. For instance, minimizing the price and maximizing the size or inserting a colorful image among black and white visuals (Solomon et al. 2006, pp.46-47).

iii. *Learning*

The process of learning could be sourced from experiences and interactions (Khaniwale, loc. cit.). Nevertheless, the person can be reluctant and learning can be. That random activity is a result of the continuing nature of learning. Even if they are not into the context the consumers can remember or have information about products, services or ideologies and it happens due to the stimuli intervening effect. People can abstract the ideologies so learning can change its routine fashion by observation. Consumers' purchasing decisions are associated with the memories which sourced from experiences, their emotional reactions and the story behind the occasion (Solomon et al. op.cit. p. 62).

iv. *Beliefs and Attitudes*

Beliefs are based on ideological processes and depicted the concepts. The unfavorable beliefs are against the marketing success of products thus brands attempt to change the beliefs for their product's good via several campaigns or promotions. The attitudes are based on behavioral processes and inclinations for motions. The constructive attitudes towards a product mean marketing achievement however, attitudes can alter regionally. Attitudes and beliefs are relevant to each other and associated with consumer buying behavior. The marketers would like to sustain positive beliefs and attitudes because they have the profitable and direct connection with consumer buying behavior (Durmaz, loc. cit.).

III. Application: A Study of the Effects of Media Psychology on Consumer Buying Behavior

a) *Purpose and Scope of Research*

The study of the the effects of media psychology on consumer buying behavior, conducted to provide beneficial and psychological market information to brand advertisers and media consumers. The main objective of the study is analyzing the reciprocal relationship of internet advertising efficiency and consumer buying behavior from the eye of the psychology professionals in the light of media psychology. Media Psychology is a lesser known field in Turkey thus, the study purpose to create awareness at the same time.

b) *Methods and Sample*

Bearing in mind that the background of media and consumer behavior is psychology, the in-depth interview technique has been used to understand the interpretation of effects by psychology professionals. The qualitative nature of in-depth interview provided intellectual background information from participants' point of views and personal experiences of the psychologist.

Theoretically speaking, 12 open ended and explanatory questions have been asked to investigate and understand the online advertising effects through media psychology on consumer buying behavior. The explanations have been made due to the lesser known information about the media psychology and to give a clue to the psychologists. The structured questions are asked due to abstaining from evaluation risk, such as; the related field is lesser known, economic situation, religion etc.

Face to face and computer base face to face interviews have been made and data collected on the written documents to report and evaluate. To avoid the interviewer effect, questions are answered by interviewees own. The respond timing of interview questions has taken approximately from one to one and half hours. For each hypothetical questions, the answered opinions are represented with conceptual analysis due to the subjectivity of interview technique nature.

The number of 15 psychologists from Istanbul area, answered the structured 12 hypothetical questions to report their professional opinions. Interviewees are specifically selected according to their educational background. The criterion sampling method clarified the hidden methodological pieces of information among the nested hypotheses (Suri 2011). Either master degree, doctor of philosophy or experienced clinical psychologists have answered the questions. The names of the participants are kept secret and some

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characteristics have been changed due to the confidentiality.

c) *Conceptual Analysis and Interpretation of Hypotheses*

i. *The social media channels are used to socialize however, brands advertising promotes FOMO (fear of missing out) when the brand's social media account is posting very much information to stay in the consumer's mind. How do you interpret that the brands are supporting FOMO and promote addiction?*

Many of the psychologists made a consensus on that the brands are behaving like a human. Some of the psychologists presented their opinions on, either usage of fear of missing out (FOMO) needs a limitation or it does not even affect the self-aware consumers.

Considering the opinions about, brands are almost acting like a human on the socail media; it is an unsolvable problem and anyone can not expect anything from the brands and no one can make a step to stop them as long as brands have their followers. Also the user's anal stage makes matter due to the control mechanisim development. Keeping in mind that, brands are using FOMO for their target market and FOMO is the characteristic of generation Y thus, consumers have bigger chance to buy a product which promoted by FOMO if they are belong to generation Y.

Considering the limitation, some of the psychologists thinks that it is not ethical because it is provoking the comsuption more than ever. However, the unignorable fact of the competition is so high for the companies, that is why brands are using it massively. In early days, brands were staying just behind if they are not posting but, nowadays if they stay one step behind, they disappear. FOMO is not only for people but also for companies are suffering from the same reason, too.

In addition to them, one of the opinions was about the 'awake consumers'. Even if a brand does its best to catch the costumer, for a specific amount of people, FOMO is not effective because they can protect themselves.

ii. *The manipulated emotions via advertising (for example: the fear of aging) is in front of media consumers' eyes every time. Do you have any patient related with the over consumption causing from over manipulation?*

Findings of the manipulated emotions via advertising causing over-consumption for the patients, on the whole, mentioned for the cosmetic industry. The brands are creating the monotype sense of beauty thus the demands for their products are getting higher each day. The exploitatory advertisings of the cosmetic sector are making this situation to spend more money and time for therapy, shopping for cosmetic products and surgery; to reach the admired and accepted- self.

However one of the psychologists mentioned a different self-representation example which is a result of effective advertising. The results of the brand slogans as a given message are observable in daily life speeches. For instance, the client is representing her anxieties via a motto of a brand and she is using the slogans of the cosmetic brands while she is going through a change for their life.

iii. *Which one is the more effective advertising tool (printed, tv, radio, internet)?*

The psychologists agreed on the internet that includes all the other mediums, contains other communication types and moves ahead of them thus, the advertisers use social media and other channels heavily.

The psychologist who thought, the most effective advertisement tool is TV, taking into the consideration of important shows such as SuperBowl. On the other hand, the TV defense is not for the long term effect, it is just for now.

A few psychologist, based their opinions on the inclusiveness of the ads and the import thing is the user has the control or not. When the control is on the user if he or she is not looking for a product the ads are not effective. The effective ads are sinking into the subconscious and they are on the tongue in daily life. In addition to that, the social media appearance number is important for effectivity.

iv. *What do you think about the used media medium persuasive effects?*

According to the half of psychologist the media tool is not that important; in terms of the personalization, need, and feelings. The psychologists who think that the message is far beyond the medium, attach importance to the content of the advertising and the ultimate need of believing in something. In addition to that, consumers already know that the advertisements are prepared to sell a product, thus the importance of the message than the medium places one step above.

The evaluations of psychologists regarding the represented medium are important in terms of the persuasion; agreed on the social media and internet advertising have disadvantages. However right advertising on the internet is more effective. On the internet or for print media, the user can eliminate the advertising. TV has the most detailed visual material so the perception is the highest. The attention of the user is on the screen and the advertisement on the television takes the attention.

v. *People can skip the ads, change the channel, use ad-blocks etc. However, humans are in the form of advertisement nowadays (bloggers, Instagram celebrities etc.). Do you think that it is ethical?*

Some psychologist sourced their opinions from the fast consumption attitudes. If it is wrong information, it is definitely not ethical by all means. Due to the style of

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fast consumption to spread the product popularity, brands are taking on the responsibility for different options. Already "Is the advertising ethical or not?", it is the question according to them. However, instead of watching heart-wrenching ads on TV, they prefer to watch an entertaining representation episode of an Instagram famous.

Some of the psychologists think that the responsibility is on the consumer. Any of the consumers can be the advocate or the enemy of a brand. Some of them are agreed on the issue in terms of there is nothing to evaluate unethical however it is not realistic. The followed bloggers never say anything bad about the products they use. Ambition to make money is getting ahead of everything. On the other hand, if someone accepts to be a product for an advertising, it is not evaluable for ethical values.

vi. *The internet has limitless options to reach the wanted information thus, research is easier. Do you think that it is more effective than printed media or TV advertising?*

Even if the participant psychologists think that the internet opens up the door of multiple information sources thus, this makes its advertisements more effective than other media tools, there are some critical approaches towards the internet medium.

The assistive opinions of the internet's effectivity agreed on the measurable nature of the internet. Success is some sort of measurable for the internet however for traditional media it is not possible. In addition to that, the traditional media campaigns can reflect on online campaigns. They are different channels and connected to each other. One of the supportive but negative criticisms about the internet was related with the attention and pop-ups. The pop-ups don't take the attention in a good way and after a while user just ad-blocks them.

The psychologists who have a different angle mentioned that the users who use the internet mostly for research purposes absolutely approved the internet information and advertisement effectivity. According to opinions, the internet is very clever and makes it easy to reach information but it is not that clever to figure out what we want really. One of the psychologists gave as an example of footprints. When she was conducting a research article for residences and visiting a lot of residences' web pages, the websites followed her footprints and they sent her ads all the time. After six months have gone, the residences' websites kept on sending her ads and probably they thought that she was a potential residence buyer.

vii. *What do you think about, even if the participant is not there, the repetitive exposure of bad news sch as September 11, terror attacks etc. via media, can cause PTSD (post traumatic stress disorder)?*

Findings of the assumption agreed on the limitation of the bad news presentations. However, some ideological differences shared by the psychologists.

According to the psychologists, under the exposure of repetitive representations, the audience who has been exposed, can feel forced to think about it. Today, the audience does not only think, after thinking, the audience shares this ideology on social media thus, this situation turns into the ideological activism.

Due to the ideological differences of psychologists, besides the negative effect of representations the received opinions have agreed on the media is carrying out a conscious propaganda. Media mediums create a virtual reality and pushing people to believe it. This kind of broadcast visuals used for terrorizing the public.

viii. *What do you think about the multitask nature of the internet, can it provoke us to be a multitask people or make us lazy?*

The psychologists who agreed on, the multitask nature of the internet makes us lazy, submit that; while we are using the internet, we are not using several functions of our brains. If we look at from a wider view the user is only doing one thing 'using the computer'. According to them; there is nothing creative, only muscle memory is used during this activities.

The psychologists who agreed on the internet makes us multi tasked people, submit that; using the internet helps to develop motor skills due to the fact of doing several things at one time. In addition to that, in today's world, we need to handle several things at one time. According to the consensus; if we can't adapt ourselves to multitasking behavior, we can not finish what we need to do. Besides the internet makes us multi tasked, being multi tasked is a necessity.

One of the psychologists proclaimed that, the personality differences can change the case. Some people are better with one work but others are better when they are doing several things. At this point, technology is effective and beneficial. However, if someone is already diagnosed with attention deficit hyperactivity disorder (ADHD) or heavily impatient, the e-mails, calls, social media notification create interruption.

ix. *To what extent, the fake avatars can create an impact with social media comments on consumers?*

The psychologists who think that fake avatars are effective on consumers, consider the subject; if the created lower-self has been accepted on social media, it is effective. On the other hand, they explained it from personality differences point of view and the affection

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dependency is on the person's interactivity and changes from person to person. In addition to that, the sub-personalities are the ones which are in front of our eyes all the time thus, the consumers are going to get used to them and it creates a normality feeling.

The explanations from the consumer side are based on the experiences. Getting the message and ideas from digital world plus the advice from the inner circle strengths the persuasion and supports buying behavior. In addition to that, Consumers are taking into the care a lot of criteria while reading the comments about a product. Today, the consumers became wiser and they can easily understand the purchased comments. It is hard to persuade and trick the consumer for today.

x. *'People like to talk about themselves' Regarding this, what do you think about the Twitter-like channels?*

According to the majority of psychologists, if we take a look at to the human nature, people needed to be looked by others. As long as people find someone to look at, it will remain on the agenda. In the digital world, presenting personal opinions are a part of daily life, submitting it as a detail and turning them into an explanation.

xi. *How do you interpret the online game advertising, considering the over-focused situation of the gamer to the screen?*

The majority of the psychologist based their opinions on the disturbance. According to the explanations, nobody wants to be interrupted during a pleasurable and joyful game and those ads can give damage to brands due to the annoyance. Eventually, there is something interruptive.

Some of the psychologists found in-game advertising effective if there is something beneficial for the played game. If it is a new game advertisement, the probability of buying the new game is high for the game player because the target group is right over there. Those type of ads can take the attention completely. Due to the fact that, the user is locked on the screen and in-game ads can be disturbing but if the online game player is watching the ads to not pay money for the played game, the in-game advertising is effective.

xii. *The virtue of changing channels has begun with TV and radio moreover, continued on the internet even faster. What do you think about it can cause hyper activity and attention disorder?*

Many of the psychologists explained it as a result of today's world condition and sources from the system. The psychologists who considered ADHD as a result of today's world condition, supported their opinions. According to the findings, instead of being a pathology, it is turning into a lifestyle. In addition to that, changing channels and contents are sourcing from the consumption society. It is normal if the people keep acting hyperactively without living the moment. Hyperactivity is observable on the from eating habits to friends meetings. The disrupted attention is an issue for today. However, TV, radio, the internet are the backbone of the consumption society.

The different point of view of psychologists was explaining the change fashion, in terms of the media forms. If someone who suffers from ADHD, the patient can catch an eye on irrelevant advertising. Due to the lack of focus, the user watches the irrelevant ads however, if the users know what they want and very focused on what they want to watch, they would like to skip the ads as soon as possible. The impulse to skip the ads quickly can seem like an ADHD attitude but, it does not mean ADHD, refers to it solely.

However one of the psychologists explained it as it is a source to do more free-association and it can open a discussion in terms of the benefits and losses. For a personality who is able to take the risk of all advantages and disadvantages, the assumption can be considered as a contribution to flexible personalities.

IV. Conclusion and Indications

The analyze of the results of interviews with 15 psychologists contributes understanding of consumer buying behavior in the light of media psychology. The majority of findings give support to online advertising efficiency in comparison with other tools of advertising for marketers. Especially considering the psychological factors affecting consumer behavior must be underlined by marketing strategists to get acquisitions. However disclosing and utilizing the internal influences of consumer psychology is beneficial for marketers but can cause a set of problems on consumers' psychology.

The major findings gathered from psychology professionals opinions indicated that the functionalist nature of internet increased the spending time in front of the computer-like tools. As a result of it, multi tasked nature of the internet reflects daily attitudes and daily attitudes are reflecting disturbingly to the real life from time to time. The internet connection is in the hands of the users all the time thus, users tend to skip, change or overlook the items. Those speedy behaviors refer to ADHD during the daily life. For instance; even in a restaurant, if people can not even wait till their ordered food comes to the table, this situation refers to ADHD.

Due to the media consumption, ads are getting clever each day via resolution of consumer psychology and that situation is causing new psychological problems just like FOMO. Brands are promoting FOMO thus addiction is being endorsed and particularly cosmetic industry is using emotional manipulation via advertising. Those situations are more effective on introvert personalities and cause to move off from reality. As a result of it, extreme consumption of goods, services or ideologies emerges and all those factors show themselves in a stress disorder from such as

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PTSD. The habit formed consumption is beneficial for brands however extravagant manipulation via advertising can cause the need of psychological help on consumers. Thus, the limitation on advertising is suggested.

On the other hand, advertising can be good for both the brand and the consumer. The mutual benefit factor brings prestige to the brand and also does not bother the consumer. To exemplify that, perceptively used in-game advertising is very successful in comparison with non-contextual advertising by far. This is because it is profitable for game player and the in-game advertiser. On the other hand, casting an everyday people as a method of advertising such as sponsoring a YouTuber, can help to promote brand popularity and contribute financially for the brand's products. As an inference from the opinions of the psychologist; all the other advertisers should be attentive to the content-relation when they advertise because instead of the media, the content comes into prominence.

V. Discussion

Unlike the McLuhan's (1967) submission "*The medium is the message.*", the gathered implications from psychologists showed the importance is on the content of message not the media tools. However considering the marketing 4P and the nature of advertising, the preferred media alter the perception and buying behavior.

VI. Further Research

The study needs to be conducted with more amount of psychologists. The Media Psychology branch must be known more by psychologists to get more precise results. In addition to that apart from in-depth interviews, the quantitative research has to be conducted for consumers to evaluate statistical results of nonprofessionals. Only with the quantitative and qualitative combinations of results can open up a better way for the understanding application of media psychology's usefulness.

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