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Changes in Lifestyle Advertising During and After COVID-19 Pandemic Period

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Abstract

Lifestyle allows marketers to access detailed personal information about consumers, presents images they can identify with through brands, and appeals to consumers by presenting similar or different lifestyles. The study presents conceptual information on lifestyle marketing and advertising through a literature review and content analysis for lifestyle advertisements during the pandemic and post-pandemic periods. This research aimed to examine the changing lifestyle advertising understanding during and after the Covid-19 pandemic period using the content analysis method. It is concluded in the research that advertisements during the pandemic period revealed lifestyles that offer values and role models for consumers to put into practice, as stated in the social learning theory. On the other hand, during the post-pandemic period, the dynamics have changed commercially, with advertisers concentrating on messages imposing that the pandemic was overcome. In the advertisements of the pandemic period, lifestyles such as e-socialization, family relations, working from home, e-consumption, and messages such as hope, spiritual belief, and healthy life were conveyed to consumers. In the post-pandemic period, the lifestyles proposed in the advertisements comprise family relations, fashion, working from home, loneliness, e-socialization, e-consumption, leisure activities, and digitalizing. In addition, the messages given include success, hope, nostalgia, and beliefs.

keywords: Covid-19 pandemic period lifestyle, post Covid-19 pandemic period lifestyle, lifestyle marketing, social media.

Résumé

Changements dans la publicité sur le mode de vie pendant et après la période de pandémie de covid-19

Le style de vie donne aux spécialistes du marketing la possibilité d'accéder à des informations personnelles détaillées sur les consommateurs, présente des images auxquelles ils peuvent s'identifier par le biais des marques, et séduit ainsi les consommateurs en présentant des styles de vie similaires ou différents. L'étude présente des informations conceptuelles sur le marketing et la publicité liés au style de vie à travers une revue de la littérature, ainsi qu'une analyse de contenu des publicités liées au style de vie pendant les périodes pandémie et post-pandémique. Dans cette recherche, l'objectif est d'examiner l'évolution de la compréhension de la publicité sur le style de vie pendant et après la période de pandémie de Covid-19 en utilisant la méthode d'analyse de contenu. La recherche conclut que les publicités pendant la période de pandémie révèlent des styles de vie qui offrent des valeurs et des modèles à mettre en pratique pour les consommateurs, comme le stipule la théorie de l'apprentissage social. D'autre part, pendant la période post-pandémique, la dynamique a changé sur le plan commercial avec les annonces qui se concentrent sur des messages répétant que la pandémie a été surmontée. Dans les publicités de la période de pandémie, des modes de vie tels que l'e-socialisation, les relations familiales, le travail à domicile, l'e-consommation et des messages tels que l'espoir, la croyance spirituelle et une vie saine étaient transmis aux consommateurs. Dans la période post-pandémique, les modes de vie proposés dans les publicités comprennent les relations familiales, la mode, le travail à domicile, la solitude, l'e-socialisation, l'e-consommation, les activités de loisirs et la numérisation. De plus, les messages donnés comprennent : nous avons réussi, l'espoir, la nostalgie et les croyances.

mots-clés: *mode de vie après la période de pandémie de covid-19, mode de vie de la période pandémie covid-19, marketing pour le mode de vie, des médias sociaux.*

Öz

COVID-19 Pandemi Dönemi ve Sonrasında Değişen Yaşam Tarzı Reklamcılık Anlayışı

Yaşam tarzı, pazarlamacılara tüketiciler hakkında ayrıntılı kişisel bilgilere ulaşabilme imkânı vererek markalar aracılığıyla tüketiciye özdeşleşebilecekleri imajları sunmakta ve benzer ya da farklı yaşam tarzları ortaya koyarak tüketicilere bu yolla çekici gelmektedir. Çalışma, yaşam tarzı pazarlama ve yaşam tarzı reklamcılık üzerine bir literatür taraması ile kavramsal bilginin yanı sıra pandemi ve post-pandemi dönemleri yaşam tarzı reklamlarına yönelik bir içerik analizi sunmaktadır. Bu araştırmada içerik analizi yöntemi kullanılarak Covid-19 pandemi dönemi ve sonrasında değişen yaşam tarzı reklamcılık anlayışını incelemek amaçlanmıştır. Araştırma sonucuna göre pandemi dönemindeki yaşam tarzı reklamlarında sosyal öğrenme kuramında belirtildiği gibi tüketicilerin uygulamaya geçirmesi için onlara bir değer sunan ve bir rol modeli teşkil eden yaşam tarzları ortaya konulduğu görülmüştür. Post pandemi döneminde ise reklam içerikleri pandeminin atlatıldığı şeklinde mesajlara yoğunlaşarak ticari yönlü değişmiştir. Öte yandan pandemi dönemi reklamlarında tüketicilere e-sosyalleşme, aile ilişkileri, evden çalışma, e-tüketim gibi yaşam tarzları ile umut, inanç ve sağlıklı yaşam benzeri mesajlar iletilmiştir. Post pandemi döneminde ise tüketicilere aile ilişkileri, moda, evden çalışma, yalnızlık, e-sosyalleşme, e-tüketim, boş zaman aktiviteleri, stres yönetimi ve dijitalleşme gibi yaşam tarzları ile başardık, umut, hasret ve inanç gibi mesajlar iletilmiştir.

anahtar kelimeler: Covid-19 pandemi dönemi yaşam tarzı, post Covid-19 pandemi dönemi yaşam tarzı, yaşam tarzı pazarlama, sosyal medya.

Introduction

Lifestyle is defined as how and doing which activities individuals spend their time, who and what is important to them within their habitat, their views about various issues, and their interest areas (Michman et al., 2003, p. 3). Lifestyle results from individual genetic specifications that shape and exist as a person moves forward in his/her life circle. Furthermore, lifestyle forms through factors like culture, values, demographics, sub-culture, social class, reference groups, family, motivations, emotions, and personality. Individuals develop their personalities through this means (Hawkins et al., 1998, p. 433). Lifestyle, the external reflection of our identity concept, defines how we live and is one of the most critical factors that impact consumers' purchasing decisions. Our culture, demographic specifications, past experiences, present status, economic status, and psychological status are among the factors that impact lifestyle (Odabaşı, 2006, pp. 218-219).

Especially as a result of the limitations and the social, political, economic, and cultural changes during the Covid-19 pandemic, new norms like a mask, social distancing, extreme hygiene, avoidance of personal contact, and individualization have emerged in our lives. Following the Covid-19 pandemic, our daily routines have radically changed; socio-cultural norms like e-business lives, spending leisure time on the internet, e-socialization, digital flirt, and online consumption have become daily norms as well as our new lifestyles during the Covid-19 pandemic period.

During this period, new consumer behaviour emerged. Consumers have begun to shop mainly online and consume different products like hygiene goods, cleaning products, and masks due to the Covid-19 pandemic. Furthermore, due to the economic crisis, they have begun to spend more economically, and instead of shopping daily, they have started to shop in bulk and for longer terms. This differentiation in lifestyles and consumer profiles has resulted in major differences in advertising and marketing. Advertisers have begun to use the communication dimension of the Covid-19 pandemic period, stressing health-related issues using different advertising strategies (Çetinkaya, 2021, p. 1099).

Furthermore, the advertisements throughout this period have begun to use social marketing and role models more and more for the audiences to gain social behaviours as precautions to prevent the spread of the Covid-19 virus. According to the social learning theory, which draws attention to social learning through observation and given cognitive messages as reinforcement, role models play an important role in the masses to gain new social behaviours (Aslan & Özgün, 2009, as cited in Cairns, 1998). Therefore, social learning through given role models and social advertising messages is one of the outcomes of the pandemic advertisements. However, how the situation has changed after the pandemic is one of the main focuses of this research. In this research, lifestyle

advertisements during and after the Covid-19 pandemic have been examined, and the changes in lifestyle advertising during and after the Covid-19 pandemic have been found.

Lifestyle Concept and Lifestyle Advertising

The person who has introduced the lifestyle concept to the social sciences literature is Weber. According to Weber the status of an individual develops by adapting to the internalized actions of a particular group rather than imitating the lifestyle of that group. An individual who wants to be accepted by American high society, needs to live in a certain district or take certain internalized actions like following fashion, eating different ethnic food, going to auctions as well as participating in various social responsibility activities and art events. According to Weber, the lifestyle of a status group is generally determined by economic factors (Weber, 2004, pp. 278-281).

Adler, who argues that a person develops unique behaviour as a result of the interactions he or she has in childhood, defines lifestyle as the reflection as early childhood life interactions on human behaviour and thoughts. The individuals develop their views about themselves and the world they live in, and by adopting goals in this direction, they create some form of behaviours to achieve these goals. Adler argues that people regulate all their behaviour according to their lifestyles. A person's value judgments, interests, intellectual abilities and perceptual responses are dominated by the person's developed goals and established worldview (İslamoğlu, 2003, p. 148).

From an economic point of view, lifestyle refers to how a person chooses to divide his or her income. Social classes can be grouped according to their consumption patterns, such as those who allocate a large part of their income to food, those who allocate to advanced technology, or those who allocate to entertainment and education. While useful for keeping track of priorities of large sections of society, the symbolic differences that distinguish lifestyle groups are thus excluded. Lifestyle is much more than how individuals divide their income (Solomon, 1996, pp. 439-440).

Lifestyle advertising is a creative advertising type that reveals the lifestyle of the target audience by product matching. Product matching is to use the specific product together with the indicators that reveal the lifestyle of a particular target audience in the advertisement. If lifestyle advertisements are intended to appeal to the upper social classes, the product is matched with social status indicators or product groups that are considered as luxury items. Furthermore, in these advertisements images that reveal the lifestyle of the upper social classes are used, thus benefiting from brand image strategy. Likewise, the product can be identified with signs belonging to lower social classes and a social advertisement or a commercial advertisement appealing to this class may be produced. Lifestyle advertising

can also be used for market segmentation purposes and along with middle-class appealing product matching and appropriate messages, the advertisement can attract the attention of the middle classes. Lifestyle advertising presents specific images to target audiences with which they can identify and in this way appeal to them. Consumers can also imitate the lifestyles of social classes higher than themselves through lifestyle advertising as Veblen puts forward with his theory of conspicuous consumption. Conspicuous consumption is the consumption of expensive products or services consciously or unconsciously in order to display or enhance one's social status instead of consuming cheaper alternatives with similar functionality (Hammerl and Kradischnig, 2018). Lifestyle advertising can also be used to demonstrate social status indicators. Furthermore, in order to indicate social status, celebrity endorsement strategy can be used in lifestyle advertising (Krom, 2007, p. 112). How lifestyle advertising is used for market segmentation is explained in detail in the following sections.

Lifestyle Marketing and Market Segmentation

In all respects, each member of the society is a market segment in itself, because there are no two people, who are exactly the same in their motivations, needs, decision-making processes and purchasing behaviours. Services such as tailoring, beauty treatments or landscaping take advantage of this approach by offering individual service. However, it is obviously not possible to use this individual service approach in a large-scale marketing phase. The aim is to identify groups that are similar to each other in terms of characteristics and behaviour within a wider market (Schiffman and Kanuk, 1997, p. 663).

Consumer research that has accumulated for over many years has revealed that consumer behaviour cannot be based on demographic factors alone. The weakness of a market segmentation based on demographic factors is the assumption that consumer behaviour is determined by income, gender, age, and education factors. On the contrary, consumers' purchasing decisions are not related to their identities, but to the process of making this decision and what has an impact on them while making the decision (İslamoğlu, 2003, p. 147).

Lifestyle can be defined in terms of shared values and tastes, which are also reflected in consumption patterns. Lifestyle marketing is about what people like to do, how they spend their free time and how they choose to spend the portions of their income while consuming. These choices create opportunities to identify the products and brands appealing to a specific market segment for market segmentation strategies that define the lifestyle potential of the consumer (İslamoğlu, 2003, p. 147).

Lifestyle marketing is the process of establishing relationships between products offered in the marketplace and targeted lifestyle groups. Lifestyle marketing involves segmenting the market according to lifestyle dimensions and

positioning the product so that it appeals to the activities, interests, and opinions (AIO) of the target market. In addition, lifestyle appeals that will improve the market value of the product are included in advertising campaigns conducted through lifestyle marketing (Sathish and Rajamohan, 2012).

Psychographic Segmentation

The term psychography, which is derived from the combination of the words 'psychology' and 'demography', was introduced to the marketing literature by Demby (Vynecke, 2002). Marketers who apply to psychography to "add life to the demographics" can segment the market accordingly by researching the tendencies of the groups in the market with this method, which is based on the use of psychological, sociological and anthropological factors (Solomon, 1995, p. 446).

Psychography is a term that replaces the lifestyle term used for people who live, spend time and spend money in the same way (Schiffman and Kanuk, 1997, p. 670). Since instinct research and demographic analysis used traditionally in consumer research could not meet the needs of marketing experts, a research and measurement method called psychographics was developed in the 1960s. While trying to reveal consumer profiles with demographic analysis, questions about why these people purchase are answered through psychographic analysis. Psychographic analyses are intended to measure and describe the lifestyle (Odabaşı and Barış, 2006, pp. 220-221).

In the beginning, most of the psychographic analyses were comprised of analyses that were composed of three variables including activities, interests, and opinions (AIO).

Table 1. AIO Components

Activities	Interests	Opinions	Demography
Job	Family	Individual/ Family	Age
Hobbies	House	Social Subjects	Education
Social events	Job	Politics	Income
Holiday	Environment	Business Life	Job
Entertainment	Leisure Activities	Economy	Family Size
Club Membership	Fashion	Education	Housing
Environment	Food	Products	Accommodation
Shopping	Media	Future	Town Size
Sports	Achievements	Culture	Life Cycle Period

Source: Odabaşı and Barış, 2006, p. 220.

As a result of the second wave of research, this comprehensive and challenging AIO approach was replaced by the concept of value. Values are generally defined as desirable goals that guide people on how to lead their lives and their importance varies from condition to condition (Vyncke, 2002). Based on Maslow's hierarchy of needs and previous research Rokeach (1973), has developed as a value measurement system, consisting of 18 purposeful values such as family security, happiness, self-esteem and equality as well as 18 instrumental variables such as open-minded, cheerful, clean, courageous and forgiving. In addition to shaping our personality, the values we have can also affect our consumption patterns (Odabaşı and Barış, 2006, p. 213). For instance, someone who pays attention to their cleanliness may tend to consume cleaning products, while a cheerful person may be in the habit of buying gifts. As seen with examples, our values are related to our personality and self and can shape our consumption habits (Odabaşı and Barış, 2006, p. 213).

During the short period, it had presence in the marketing literature, Rokeach's research has been criticized because this value system is not universal and because it was not based on a strong theoretical and/or empirical ground (Vyncke, 2002).

The List of Values (LOV), on the other hand, which is used in lifestyle research and developed theoretically based on Feathers, Maslow's hierarchy of needs and the Rokeach Values System, is used in consumer research to measure the similarities and differences of consumers. It is closely related to social adaptation theory (Kahle, 1984). This method has nine values including self-esteem, security, close relationships with others, sense of accomplishment, personal satisfaction, sense of belonging, dignity, enjoyment, enjoying life as well as excitement. These values are used to group consumers based on Maslow's hierarchy of needs. Unlike the Rokeach Values System, the values in the List of Values include important roles in life such as marriage, parenting, work, leisure time activities and daily consumptions (Beatty et al., 1985).

Among the market segmentation methods, the most well-known and widely used method is the Values and Lifestyle System or VALS (Values and Lifestyles), with its original name. Arnold Mitchell developed VALS in a study conducted in the United States in 1980 by gathering 1600 households under nine lifestyle groups, and it is used by hundreds of companies today. VALS consists of two dimensions that make up the lifestyle. The first of these dimensions is Maslow's hierarchy of needs. The second dimension of the system reveals the sociologist Riesman's distinction between introverted and extroverted people (Solomon, 1996, p. 588). The developers of the scale set out believing that people buy products that support their identities and shape and satisfy them in terms of personality and grouped people in this way depending on the distinction between "introverted" and "extroverted" (Odabaşı and Barış, 2006, p. 214). According to Riesman, while extroverts tend to be influenced by the behaviour

and reactions of others, introverts give importance to self-expression and personal pleasures. VALS analysis groups individuals into different categories like "socially conscious", "belonging seekers" and "success seekers" depending on whether these individuals are introverted or extroverted and according to their status in Maslow's hierarchy of needs. For example, both "success seekers" and "socially conscious" consumers are quite wealthy. However, while people in the extroverted "success seekers" group think more status-centred and flaunt in their spending, introverted "socially conscious" people give importance to saving and make their purchases accordingly. Although this method is widely used, it has been subjected to various criticisms on the grounds that individuals are grouped only within a single VALS category and many consumers cannot buy these products due to insufficient income. Therefore, considering the changing trends, in 1989 VALS 2 scale has been developed. In the VALS 2 scale, individuals are grouped under wight categories according to different lifestyles (Solomon, 1996, pp. 588-589).

In comparison to VALS, which is activity and interests focused, VALS 2 has a psychological focus up to a greater extent. This psychological basis is intended to measure the attitudes and behaviours of individuals. In this method, participants are asked 42 questions that they agree or disagree with. Some of these questions are, "I usually look for excitement," "I like to be a group leader," and "I admit that I like to show off." These questions are used for positioning individuals, which is one of the dimensions of VALS. The individual positioning dimensions in VALS are (Hawkins et al., 1998, p. 439):

- Principle Oriented: These individuals make their choices based on beliefs and principles rather than emotions, events, or a desire for approval.
- Status Oriented: These individuals are highly influenced by the behaviour, approval and opinions of others.
- Activity Oriented: These individuals seek social and physical activity and risk-taking.

These three different positions reveal the goals and behaviour patterns that individuals seek.

Table 2. VALS 2 Lifestyle System

Rich Resources Actualizers		
Principle Oriented Ones	Status Oriented Ones	Activity Oriented Ones
Fulfilleds	Achievers	Experiencers
Believers	Strivers	Makers
Minimum Resources Strugglers		

Source: Hawkins et al., 1998, p. 439.

The second dimension of VALS 2 reflects the capacity of individuals to realize their dominant individual positioning. This dimension is comprised of eight categories (Hawkins et al., 1998, p. 438). Actualizers have rich resources. "Achievers", "successors," and "experiences," who have less resources than "Actualializers", but who still can be accepted as rich in resources, have different life views. The next three groups, on the other hand, have less resources. Strugglers group is the one with the minimum resources. These individual positionings are explained in detail below (Hawkins et al., 1998, p. 438; Solomon, 1996, p. 452):

- Actualizers: Actualizers are successful, intellectual, active and leader-charactered individuals. They are very confident in themselves. They have a high income and a good education level. They are interested in social issues and open to change.
- Fulfilleds: Fulfilleds are satisfied with their lives and can freely express their feelings. They give importance to practical thinking and functionality.
- Achievers: Although they are career and status oriented, they do not like situations of uncertainty such as takings risks or discovering things on their own.
- Experiencers: This group of emotionally driven young people enjoy extraordinary and risky experiences.
- Believers: They are principle-oriented people and they prefer well-known brands.
- Strivers: They are status-oriented and they give utmost importance to other people's approval.
- Makers: This activity-oriented group also strives to become self-sufficient. They are often seen while canning their own vegetables, repairing their cars, or building their own house.
- Strugglers: This group is at the lowest level in terms of resources. Meeting their urgent needs is especially important for his group.

The Uses of Lifestyle in Marketing

Lifestyle is the most integrated market segmentation approach that helps marketers identify target markets and reach desired target markets (Gonzalez and Bello, 2002). It promises that individuals, who are similar in terms of lifestyle behaviours, ideas, motivations, access to resources, individual positioning, values and interests also display similar purchasing behaviours in terms of consumption (Ahuvia et al., 2006). On the other hand, life-style advertising is proposing high-status, similar or targeted lifestyles to the consumers through product matching, high-status symbols, AIO (Activities, Interests and Opinions), VALS models, celebrity endorsement, and practices like proposed advertising appeals and given advertisement messages. Lifestyle advertising is often used in traditional media, new media and social media advertisements. While traditional media proposes lifestyles targeted by the advertisers, lifestyle advertisements in social media such as the ones in Pinterest enable the marketers to promote their messages even through personal sharings (Sezgin & Karabacak, 2018, p. 280). Lifestyle can be used in different areas in marketing such as determining the tar-

get market, bringing a new scope to the market, positioning the product, better communicating the product features, developing a general strategy, marketing social and political issues, and developing brand image (Solomon, 1996, p. 586; Odabaşı and Barış, 2006, p. 222):

- Determining the Target Market: The insights gained through psychographic analysis allow the marketers to go beyond simple demographics such as middle-aged men or simple product usage behaviours such as frequent users.
- Bringing a New Scope to the Market: From time to time, marketers have a typical consumer profile in mind. This bias may not be true, as the real consumer may not be similar to these assumptions.
- Positioning the Product: Psychographic information may allow the marketer to highlight product features in a way that adapts them to an individual's lifestyle. Marketers can position the product based on target market's searches or product descriptions.
- Better Communicating the Product Features: Psychographic information can provide ad creators with useful information about who should provide information about the product. In order to appeal to the right target audience, the copywriter can create more useful content in line with psychographic information rather than using statistics.
- Developing a General Strategy: Whether the product fits the lifestyle of the consumer, can be helpful to the marketers in developing new products.
- Marketing Social and Political Issues: Psychographic segmenting can be an important tool to reach different target markets in social advertising campaigns that focus on traffic, environment and birth control as well as political advertising campaigns.
- Developing Brand Image: Lifestyle can also be used in advertising by associating the product with the lifestyle of upper social classes and thus gaining a brand image to the product.

The Impact of COVID-19 Pandemic Period on Advertising Industry

The Covid-19 pandemic period, which started in Wuhan, China in 2019 and has affected the whole world starting from 2020, has resulted in the death of more than 6 million 415 thousand 072 people (Worldometer, 2022). Furthermore, the pandemic period has had important economic, political, and social consequences. Due to the pandemic, countries have imposed curfews and enterprises have stopped production or giving service. International circulation and trade have been suspended from time to time and the resulting crisis have had an impact on many sectors. In addition, calls were made from the media, such as "stay at home" and "keep your social distance" so that people did not go out and maintained social distance. The pandemic has introduced a new lifestyle and advertising is one of the sectors affected by these changes.

According to the Deloitte Estimated Media and Advertising Investments in Turkey (2021) report, total media and advertising investments, together with

non-media advertising investments increased by 24 percent compared to the previous year and amounted to 17 billion 469 million TL in 2020. The sectors with the highest growth in advertising investments in 2020 were retail, health and medical and household cleaning products sectors.

When the print media sector is examined, the number of newspapers and magazines decreased by 13.5 % in 2020 compared to 2019, and magazines constituted 54.4% of these publications (TÜİK, 2021). Some of the magazines and newspapers, which are a medium whose share is constantly falling among media investments, were closed every year and especially newspapers continued to reach their readers through digital printing. Due to the pandemic, there has been an increase in TV viewing times on the basis of all target audiences in 2020 (TİAK, 2021). These effects were observed especially in the second quarter of the year with the increase in the time spent at home, and especially in the last quarter of the year with the effect of re-closures (Deloitte, 2020). In the basis of all target audiences, the type of program with the highest total viewing share is "TV series" with 29%, "Children's Programs" with 22.1% and news with 16% in the third place (TİAK, 2021). While the viewing rate of news channels increased especially in the March-May period, investments in live broadcast advertisements in these channels gained momentum. However, due to the cancellation of most of the program shootings because of the restrictions, their re-broadcasts came to the fore, and this situation, which negatively affected the channels, highlighted the performances of certain channels. The fact that sports competitions were not broadcasted live also negatively affected advertising investments. Some advertisers cancelled their campaigns or continued with desktop spot broadcasts as a result of the interruption of their advertising production due to some restrictions caused by the pandemic. In this period, advertisers in general put forward advertisements containing social messages. Despite the negative developments under the pandemic conditions, television investments continued to grow in the first half of the year, and in the second half of the year, they were well above seasonal demands due to postponed demands (Deloitte, 2021). In 2020, internet use among individuals aged 16-74 increased by 3.7% compared to 2019 and reached 79%. 90.7% of the households accessed the internet from their homes (TÜİK, 2020). When compared to 2019, in 2020 a 39% growth was achieved in digital media and a total of 7 billion 528 million TL of media and advertising expenditures took place. Among the reasons for the increase in digital content consumption are the practices of staying at home and remote working, which took place as a result of the pandemic period that started in March. Even though the bans ended in June, the internet became the most used medium in 2020 along with the closure after October. In 2020, the market share of search-based media among digital media investments increased by 37% compared to 2019 and reached 38%, the share of impression-based media increased by 32% compared to 2019 and reached 35%, and the share of video-based investments increased by 61% compared to 2018 and reached 20 %. With the decrease in the time spent by consumers and the pandemic conditions,

e-commerce gained momentum and many new consumers, who experienced this field for the first time were gained (Deloitte, 2021).

Comparison of Covid-19 Pandemic Period Lifestyle Advertising with the Post-pandemic Period Lifestyle Advertising

Purpose, Importance and Limitations of the Research

This research aims to reveal the lifestyle advertising concept that has changed after the Covid-19 pandemic period, by comparing the lifestyle advertisements of the Covid-19 pandemic period with the post-pandemic lifestyle advertisements through the content analysis method. The main purpose of categorizing advertising practices in this study is to discover new lifestyles/rituals that the advertising industry is trying to bring to our lives along with the pandemic and along with the transition to post-pandemic period. This purpose constitutes the main aim and starting point of the research. In the study, it is also aimed to reveal the differences and similarities in the advertising practices of the advertisers including the advertising strategies and messages during the pandemic and the post-pandemic period, and how lifestyle advertising relates to these advertising practices.

The most important benefits of lifestyle research are that they provide an opportunity to better understand consumers and to reach and address them more effectively. Lifestyle research, in other words, research in the field of psychographics, can be used for different purposes such as market segmentation and defining the target market, accurately determining the consumer profile in the market, positioning the products, better converting the product features to the consumers by creating a basis for creative studies, gaining the product a brand image as well as for developing new products. One of the most important benefits of lifestyle advertising is that it can be used for social or political marketing purposes. Since the lifestyle advertisements examined in this study reflect the Covid-19 pandemic period and the post-pandemic period, they aim to develop social behaviour in consumers in line with the role models in the advertisements and the emotional advertising messages, as revealed in the social learning theory and set an example for social marketing. According to the information provided above, the study is critical for both sectoral and academic fieldwork.

It cannot be said that we have already fully returned to the old normal after Covid-19, but the pandemic rules (mask, travel restrictions, curfews, isolation period, etc.) applied in Turkey and all other countries between 2020 and 2021 have been gradually eased in 2022 or completely removed. For this reason, while the time period between 2020 and 2021 is expressed as the Covid-19 pandemic period, the period after January 2022 is expressed as post-pandemic period in the study. In this context, the most basic limitation of the research includes the advertising shares in the COVID-19 period and post-COVID-19 phase. On the other hand, the advertisements examined in the study were limited to the shares

of brands only on official YouTube channels. Therefore, advertisements on other social media platforms of institutions were not included in the research.

Population and Sample of The Research

In the research, purposive sampling (homogeneous), a technique of purposive sampling, was used (Bornstein et al., 2013, p. 363). After searches on YouTube for the two major keywords (Covid-19 and lifestyle advertising) that constitute the major limitation of the research and their derivatives, a total of 24 advertisements regarding the pandemic (13) and post-pandemic period (11) were determined as sample. For the pandemic period sample, Akbank, Barilla, Beko, Carrefoursa, Getir, İş Bankası, Kuveyt Türk, Molped, Supradyn, Tadım, Turkcell, Ülker Golf, Vakıfbank firms' advertisements; and for the post-pandemic period Pereja, AGESA, Bepanthol, Boyner, Hepsi Burada, LC Waikiki, Pegasus, Türk Hava Yolları, Trendyol, Turkcell ve Vakıfbank firms' advertisements were examined in the research.

Research Questions

In accordance with the relevant target and purpose, four research questions were determined and these questions were analysed through the MAXQ-DA program.

RQ1: What kind of lifestyle has been revealed in the lifestyle advertisements during the Covid-19 pandemic period and the post-pandemic period?

RQ2: What differences and similarities are seen in the variables that appear in the advertisements during the pandemic and post-pandemic period?

RQ3: What is the relationship between the lifestyle presented in advertisements and the advertising practices in terms of advertising appeals/dimensions, advertising strategy and message?

RQ4: What is the relationship density of the social marketing strategy, which is frequently used in the pandemic and post-pandemic advertisements with the pandemic, advertising appeals, advertising messages and location independent variables?

Methodology of the Research

The fact that the advertising industry has a very dynamic structure makes it necessary to adapt to new and extraordinary conditions almost every day. For this reason, in the study, lifestyle advertisement contents shared on the official YouTube channels of institutions during the Covid-19 pandemic (March 2020-December 2021) and post-pandemic period (starting from January 2022) were analysed by the content analysis method.

Prior to the coding of the advertisements examined in the research, a code table was prepared within the framework of the related studies in the literature (Walker and Hill-Polerecky, 1996; Kahle and Valette-Florence, 2011; Husnain and Akhtar, 2015; Önder, 2021; Blom, 2021) and the new codes that have emerged throughout the research period. In the light of data coding processes set forth in the literature (Maxwell, 2009), the entire data set was coded according to this scale. At the end of the coding process for the data set, the relevant codes were classified under the determined themes (Yıldırım and Şimşek, 2008, p. 228; Schreier, 2012, pp. 59-65). In this respect, the study is compatible with the meta-synthesis (thematic content analysis) technique of content analysis. With the technique in question, a limited number of samples are classified under certain themes, helping researchers to make comparisons on the subject and providing a more holistic view of the researched phenomenon (Çalık and Sözbilir, 2014, p. 34). In order to ensure the reliability of the data encoded in the research, the relevant data set was sent to an external coder, and with the inter-coder compatibility test, a reliability value above the reliability threshold determined by literature (Graham et al., 2012, p. 7) was found and the research in question was proven to be reliable.

Findings

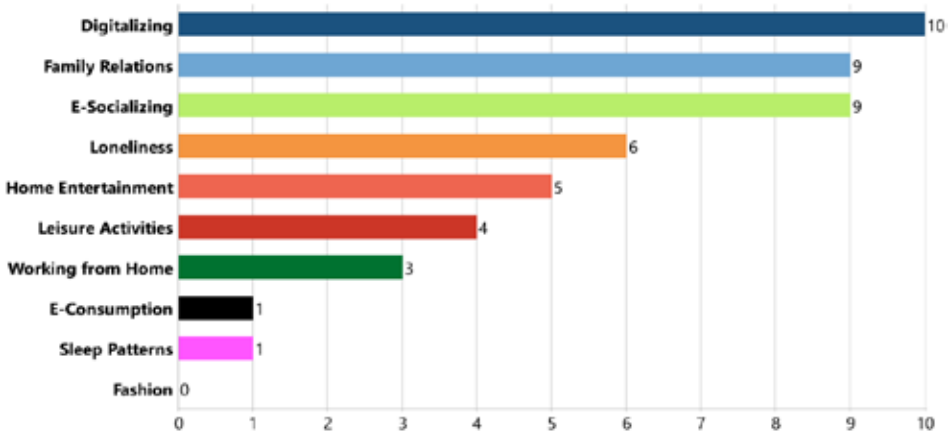
RQ1: What kind of lifestyle has been revealed in the lifestyle advertisements during the Covid-19 pandemic period and the post-pandemic period?

A total of nine themes emerged at the end of the coding of the data set of the research. Health workers, stay home, social distance and mask codes in pandemic theme; family relations, digitalizing, e-socializing and loneliness in lifestyle theme; interpersonal relations, nutrition and health responsibility in a healthy lifestyle; as well as mediated, intrapersonal and bodily communication in communication were the among the initially most used codes. On the other hand, 11 of the analysed advertisements are for the service, seven for the product, and three for the food and mobile app sectors. Almost half of these advertisements used indoors as location. When advertising practices are considered respectively advertising appeals/dimensions include status consciousness, humour and fear; advertising messages are comprised of hope, longing and believes and when advertising strategies are considered, social marketing, brand image and positioning were among the most frequently used strategies.

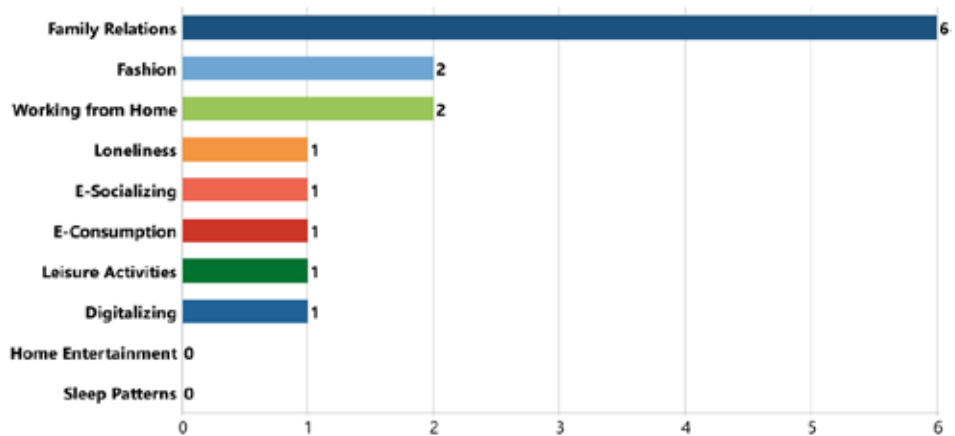
In the Covid-19 pandemic period, digitalizing (10) has been the most prominent variable in the advertisements shared by firms on the YouTube platform. The following variables in question are family relations (9), e-socializing (9), loneliness (6), home entertainment (5), leisure activities (4), working from home (3), e-consumption (1) and sleep patterns (1) respectively. It has been observed that advertisers offer digitalizing, e-socializing, loneliness, working from home, e-consumption and sleep patterns as the new lifestyle of Covid-19 era, and in this

direction, they give various verbal or visual messages to the audience in their advertising content. In this period, which is called the new normal, we can say that advertising companies mainly try to highlight lifestyle content for online tools, domestic activities, individuality, and family relations.

Figure 1. Pandemic Period Lifestyle Advertising



In the year 2022 which we express as post-pandemic period, the most frequently used lifestyle technique in the advertisements the firms have shared on YouTube platform is family relations (6). Fashion, which was not observed in pandemic period lifestyle advertising was observed in two advertisements during the post-pandemic period. On the other side concepts like working from home, e-socializing and e-consumption lifestyles which the pandemic has introduced to our lives were also prevalent in the advertisements produced by advertising agencies during the post-pandemic period. Therefore, we can easily say from these findings that emerged in the post-pandemic advertisements that the Covid-19 pandemic has brought new habits to our daily lifestyle. During the pandemic period, the variables of home entertainment and sleep patterns were not encountered in YouTube ads broadcasted in the first half of 2022. This finding also shows that new lifestyles individuals gain with the course of the pandemic are replaced by new lifestyles or may disappear completely over time. In addition to the course of the pandemic, it can be claimed that legal restrictions on the social life of individuals also play an important role here.

Figure 2. Post-Pandemic Lifestyle Advertising

RQ2: What differences and similarities are seen in the variables that appear in the advertisements during the pandemic and post-pandemic period?

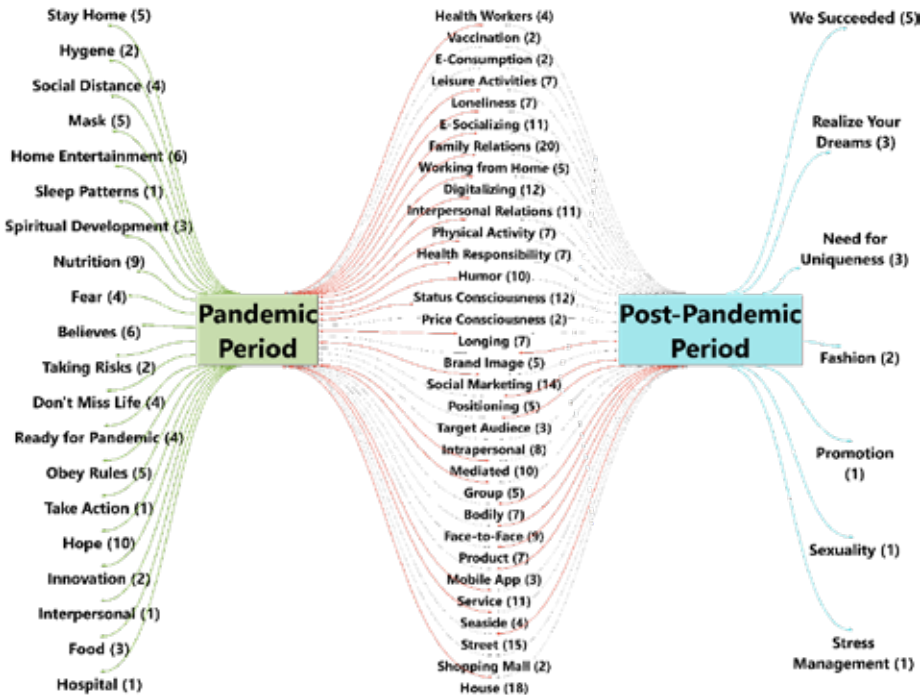
The differences and similarities that emerged in the nine themes determined during the pandemic and post-pandemic period are as follows. Six codes have been determined under the theme of pandemic. Among these codes, stay home, hygiene, social distance and mask variables were found only among the pandemic period advertisements. During the post-pandemic period, no references were made to these four elements. Health workers and vaccination titles existed similarly in both periods.

While home entertainment and sleep patterns remained specific to the pandemic period regarding the lifestyle apparent in the advertisements, fashion remained unique to the post-pandemic period. Other codes were visible in both periods. In the healthy lifestyle title, nutrition and spiritual development came to the fore during the pandemic period, and stress management in the post-pandemic period. In the post-pandemic period, the cases of crowd, traffic and work life have been more evident as in the pre-pandemic advertising understanding. During the pandemic period, it has been observed that travel companies in particular lead with discourses like, "reward yourself with a holiday" and moreover, such discourses such as food and service have been remarked in their advertisements. Advertising messages have been structured to be related to the months spent at home, travel restrictions and longing for the city life especially due to the pandemic. In the face of all these, we can say that during the pandemic period, the variables of spiritual development, especially nutrition, are tried to be imposed on the audience in the name of healthy life along with the advertising messages.

According to the findings, when both periods are examined only in terms of advertising practices, during the pandemic period fear in the title of appeals/dimensions; believes, taking risks, don't miss life, ready for pandemic, obey rules, take action and hope regarding the advertising message and in the advertising strategy, innovation variables stood out, while in the post-pandemic period, sexuality, need for uniqueness (appeals/dimensions), realize your dreams, we succeeded (advertising message) and promotion (advertising strategy) codes were differentiated in related themes, respectively. All other codes remained similar. However, although the social marketing advertising strategy was used in both periods, it was used more frequently during the pandemic period (10) in comparison to the post-pandemic period (4).

Among the communication theme which relates to the type of relationship in between the actors in the advertisements, only interpersonal communication was used during the pandemic period. Although other communication variables were used in both periods, bodily and face-to-face communication was more frequently used in the post-pandemic period. Except food sector (pandemic period), all the sectors broadcasted lifestyle advertisements during both periods when we examine the sector distribution of the advertisements.

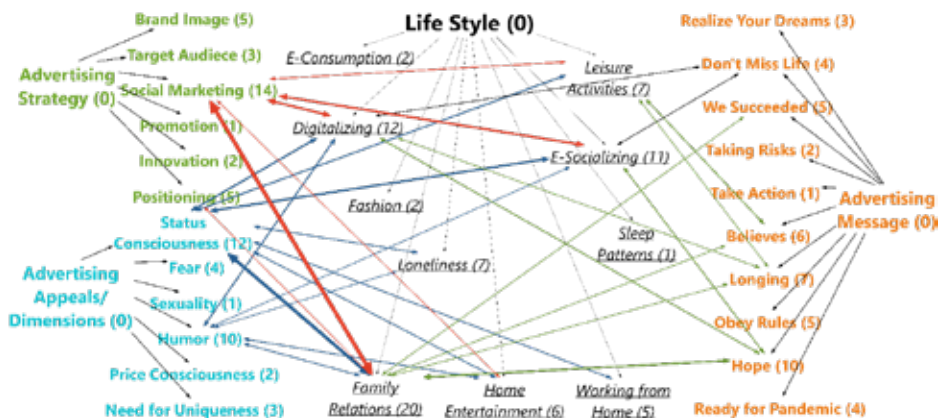
Figure 3. Differences and similarities in pandemic and post-pandemic period advertisements



RQ3: What is the relationship between the lifestyle presented in advertisements and the advertising practices in terms of advertising appeals/dimensions, advertising strategy and message?

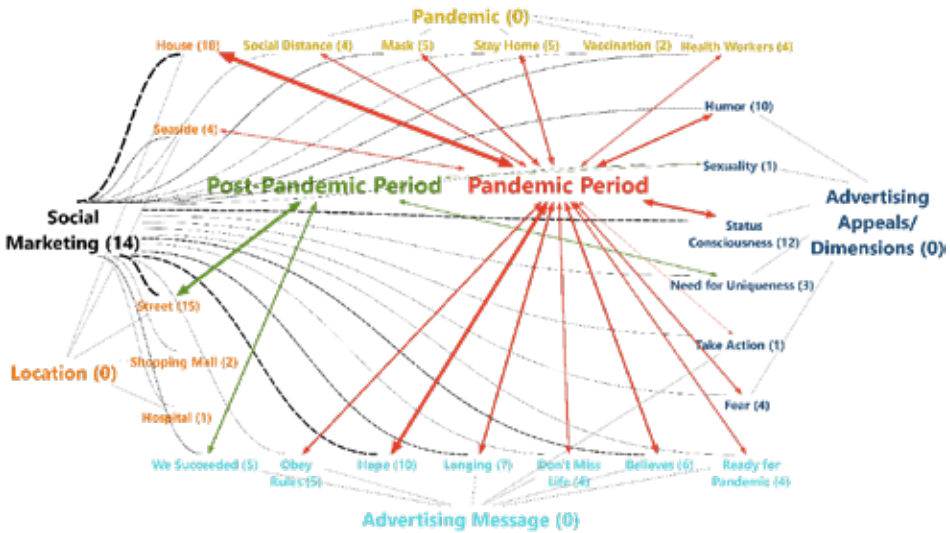
In the figure below, a model has been drawn and analysed within the framework of the lifestyle advertising approach that stands out in the pandemic and post-pandemic advertising practices. According to the model, social marketing, and family relations (15), e-socializing (8), digitalizing (8), leisure activities (4), and home entertainment (3) have been the structures that most frequently associate with social marketing under the title of advertising strategy in lifestyle advertising practices along with the pandemic. Under the advertising appeals/dimensions theme two variables stand out: status consciousness and humour. Status consciousness and family relations (12), e-socializing (7), digitalizing (6), leisure activities (5), home entertainment (4), working from home (4) and loneliness (4); as well as humour and digitalizing (5), family relations (4), home entertainment (4), and loneliness (3) have been observed as two codes, which have dense relationships. On the other hand, regarding the given advertising messages a dense relationship web have been observed between don't miss life – e-socializing (3), don't miss life – digitalizing (3), we succeeded – family relations (3), believes – family relations (3), hope – family relations (6), hope – e-socializing (4) and hope – digitalizing (4).

Figure 4. Advertising Practices Associated with Lifestyle Advertising



RQ4: What is the relationship density of the social marketing strategy, which is frequently used in the pandemic and post-pandemic advertisements with the pandemic, advertising appeals, advertising messages and location independent variables?

Figure 5. The difference in using a pandemic and post-pandemic social marketing strategy



The firms which have shared their lifestyle advertisements on the YouTube platform during the pandemic and post-pandemic period have mainly used social marketing strategy (15) Figure 4, which presents the information regarding the advertising appeals, messages, and location for this strategy, clearly shows that brands have used social marketing strategy in both periods, however, its' main use has been during the pandemic period. While the brands have made use of social marketing in the pandemic period with discourses like, "keep your health, avoid contact and life goes on," in the post-pandemic period the advertisements mainly have advertisement practices as if the pandemic has been over. Furthermore, most of the advertisements during this period take place in the streets and sexuality has been one of the main advertisement appeals for the needs of goods that are not related to pandemic. Therefore, the year 2022 has been a period when the pandemic is accepted to be over by the advertisement producers. This finding shows us that instead of using social marketing for the benefit of public (İlter and Bayraktaroğlu, 2007; Kataria and Larsen, 2009), it was used for commercial concerns.

Results and Discussion

It has been determined that the lifestyle advertising during the pandemic period presents health as a basic need, and at this point, it conveys lifestyles aimed at adapting to life at home to the audience. The main finding that stands out here is that the discourse of missing life is tried to be compensated by digitalization. Similar research in the field regarding the impact of Covid-19 pandemic

on lifestyles also reveal this social interaction adaptation towards e-socialization especially among young people (Panarese & Azzarita, 2021; Thygesen, et al., 2021; Volkmer, 2021; Bravo-Cucci, et al., 2022). In the transition to the post-pandemic period, it has been found that such an approach has weakened and now tends to elements outside home such as fashion. The pandemic and post-pandemic period advertisements are so to speak scripted from the perspective of hierarchy of needs. During the pandemic period, the basic need is to survive and not to catch the virus. As a matter of fact, this situation also appears under the theme of pandemic that emerged in the research. It has been observed that during the pandemic period, messages specific to the pandemic such as stay home, hygiene, social distance and mask were abandoned in the post-pandemic advertising approach, but healthcare professionals and the vaccine still remain within the advertising content. Although this gives the feeling that the pandemic is suddenly forgotten, the advertisers try to give subliminal messages to the individuals at this point by reminding the health workers, who came to the fore during the pandemic period. Furthermore, the advertisement contents also carry reminders regarding the vaccine.

Mediated communication was the most frequently used communication type in the lifestyle advertisements. On the other hand, in the pandemic period advertisements, e-socializing and digitalization was frequently apparent and this situation has been the same during the post-pandemic period. Therefore, it is determined in the research that although mediated communication, e-socialization have been in our lives during the pre-pandemic period, these terms have begun to be more frequently seen in the advertisements along with the pandemic. Thus, the argument that the dependency on digitalization is tried to be increased among the new norms brought by the pandemic can be put forward here. The Covid-19 pandemic, which has affected the entire world has undoubtedly also affected the advertising practices. However, the nature of that impact has not entirely been determined. Although we cannot generalize the model of the research for all the broadcasted advertising practices due to the qualitative nature of the research, the research presents a guideline for the qualitative researches in the lifestyle advertising field.

According to the model proposed, it is determined that along with the pandemic the advertisers have begun to densely relate lifestyle advertising with mainly family relations, e-socializing and digitalizing and furthermore with loneliness, working from home and home entertainment. What stands out here is that advertising practitioners emphasize social marketing as an advertising strategy during the pandemic. For the advertising appeals title they have emphasized status consciousness and humour and for advertising message, they have emphasized hope, longing and believes.

It has been determined that in the lifestyle advertisements of the pandemic period, messages of longing for the past, the belief that this situation

will end, and hope messages to keep the individuals alive are frequently given. These three main findings, determined in the new era of lifestyle advertising understanding can be read as a breath of fresh air brought by the new normal to the advertising industry. On the other hand, the most important strategy brought by the pandemic regarding the advertising practices was social marketing, and the most frequently used advertising appeal was fear. Therefore, it can be stated that advertising agencies have built the advertising language by blending an emotional approach with a social marketing strategy during the pandemic period.

However, during the post-pandemic period, the lifestyle advertisements been aired as if to celebrate that the pandemic is over and messages like mask, social distance, hygiene and etc. have not been used. There have been some remarks to health workers and vaccine, however, these remarks have only been made to celebrate that the pandemic is over. During the post-pandemic period, the lifestyle advertisements' concern has not been to use social marketing in order for the audience not to give up on precautions for the pandemic. Instead, the brands have mostly focused on commercial concerns using advertising appeals like sexuality and filming the advertisements mostly in outside locations like streets.

This research covers the lifestyle advertisement contents shared by corporate accounts on the YouTube platform, starting from March 2020, when the first case of pandemic was seen in Turkey until the first half of 2022. It is suggested that other lifestyle advertisements broadcasted on social media platforms other than YouTube can be examined for future research. On the other hand, research during the post-pandemic period when the pandemic entirely culminates regarding other contents of the recently shared advertisements in the related platform can be carried out and this situation could enable to find out new variables that can be observed over time regarding the subject. It is also important to compare lifestyle advertising practices during the previous years as well as in the following years in order to make comparisons with the discovered findings of the research.

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Ethics Committee Permission

Ethics Committee Permission is not required for this study.

Author Contribution Statement

These authors contributed equally.

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No potential conflict of interest was reported by the author(s).

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