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Researches and Evaluations in the Field of *MARKETING*

December
2024

İmtiyaz Sahibi / Yaşar Hız
Yayına Hazırlayan / Gece Kitaplığı
Birinci Basım / Aralık 2024 - Ankara
ISBN / 978-625-388-147-4

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RESEARCHES AND EVALUATIONS

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gece kitaplığı

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CHAPTER 1

THE DYNAMICS OF DIGITAL ADVERTISING AND GLOBAL MARKET OUTLOOK

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INTRODUCTION

In today's dynamic business ecosystem, digital communication is a central strategy. Today, using the power of digital marketing in the business world has become a necessity rather than a choice. In particular, the value and power of digital advertising in digital marketing communication is gradually increasing in the face of the new communication structure brought about by innovative approaches offered by developing technologies and changing consumer behaviors. Digital advertising is generally defined as "brand-initiated communication intent on impacting people" through digital media channels (Dahlen & Rosengren, 2016). In the last few years, the potential of digital advertising has reached an important dimension with the impact of advanced technological infrastructure, creativity that technology has expanded the boundaries of, and global changes. Thanks to increasing internet penetration rates and the ever-increasing demand for online content, digital advertising has become one of the most indispensable marketing tools worldwide. This position has made digital advertising a serious challenger in the media environment; perhaps more than any other mechanism, it has had to adapt rapidly to ever-changing technological revolutions, regulatory conditions and consumer trends. However, it would not be wrong to say that this rapid adaptability is the reason why digital advertising is such an important market. This research provides an overview of the current state of the digital advertising market and discusses different digital advertising segments such as social media, video, influencer and search engine advertising. It also presents market figures and forecasts for recent years and the future, as well as current trends, key players in the industry and insights into the future of digital advertising market.

DEVELOPMENT OF DIGITAL ADVERTISING

Research indicates that the first steps of advertising date back to the ancient empires. Initially, advertising was not used for product promotion and marketing; it was used through papyri to promote the sale and reward of slaves in Egypt and to provide information about lost items in ancient Greece and Rome. The Egyptians were one of the first civilizations to consciously use advertising for business purposes; papyrus reeds were used to make posters to promote specific businesses or trade products. Between the 11th and 7th centuries BC, the Chinese used the "Poetry Classic" to encourage people to buy candy with bamboo flutes, one of the first advertising efforts (Richard, 2025). The commercialization of advertising began with the publication of weekly newspapers in Venice in the 16th century. The Daily Courant, the first daily newspaper, was published in England between 1701-1734 and devoted a significant portion of its pages to advertisements. In the early 19th century, advertisements became one of the main sources of income for print media in the process of commercialization. Emile de

Girardin, the editor of La Presse newspaper, started to reduce newspaper costs by using paid advertising in 1836 and this method was soon adopted by other newspaper publishers (Pincas & Loiseau, 2015). The merger of advertising with electronic systems took place towards the middle of the 20th century. With the invention of radio, mass advertising broke away from the dominance of paper for the first time and entered the electronic world (Demir, 2023). While the first radio advertisement was broadcast by AT&T in the 1920s, the transition to television advertising was realized in 1941 with the match between the Brooklyn Dodgers and the Philadelphia Phillies in New York, USA. Towards the end of the 20th century, the acceleration in information communication technologies, especially the combination of the Internet and wireless telecommunications, led to the rapid development of digital media and the meeting of advertising with digital technologies. In the early 21st century, advertising activities, which gained popularity and strength in both print and electronic media, became an indispensable communication channel for the business world and consumers with the revolution in mobile technologies and the emergence of search engines, social media, online channels and online shopping models.

OF DIGITAL ADVERTISING AND LEADING SEGMENTS

The convergence of the internet and wireless telecommunications in the late 1990s and the widespread use of mobile devices in the 2000s paved the way for a large number of data exchanges, especially for mobile device users. With the processing of this data through emerging technologies, brands have increasingly adopted a direct-to-consumer (D2C) strategy to build strong connections with consumers.

Today, digital advertising offers significant advantages over traditional mechanisms. One of the biggest gains offered by digital advertising for businesses is that the message can be delivered to the selected target audience in the fastest way (Elden, 2003). Technologies such as big data, data mining, etc., which use systems to follow consumers' movements more closely, are also triggering the spread of an advertising approach that allows companies to get to know their target groups more closely. The data collected from digital channels using relevant technologies enables the effects of advertising to be measured, and many performance criteria related to advertising to be monitored and evaluated.. In addition, interactivity in digital advertising creates one-to-one interaction between consumers and the organization and simulates the communication. Therefore, digital channels provide consumers with a more intensely personalized experience than traditional channels.

On the other hand, not only data management but also the possibilities offered by technology to increase creativity expand the boundaries of digital advertising and support the creation of innovative communication content to interact with consumers and build close relationships with them. This creative content plays an important role in the success of targeted advertising strategies. From the consumer's perspective, digital advertising supports the consumer to take a more active role in the advertising process and to move beyond being a passive recipient to becoming a creator. The ability of consumers to comment in a public online environment provides important references for enriching and even recreating content. Therefore, the consumer becomes a content manager. At the same time, the consumer also assumes the role of an active distributor in terms of disseminating the relevant message to a wider audience by sharing the advertising content with the immediate environment.

Digital advertising offers organizations a plethora of opportunities across a multitude of channels. Online advertising, which today constitutes a significant part of digital advertising, naturally contributes much more than traditional media with the ability to constantly edit, improve and use optimization tools. Recent research also shows that online advertising has a major impact on offline buying patterns; for example, even many offline car buyers have first researched the product through online ads and channels (Barnes, 2004). At the same time, online ads can give consumers choices about which ads they want to see, when, where and for how long (Gallagher et al., 2001). It has also been significantly improved in recent years with the development of a range of online customer relationship management (CRM) tools and techniques that can be electronically linked to back-end systems for customer profiling, tailored offers, interactive e-mail campaign management, etc. (Adflight, 2000).

Another important area of digital advertising is search engine advertising, which is an advertising method that allows direct display among search results on various search engines such as Google, Bing and Yahoo. Search engine advertising is used with interest by businesses interested in displaying advertisements for their products/services/sites alongside search engine results. Businesses bid for keywords and their ads are displayed when the keyword is queried in the search engine (Fuxman et al., 2008). Given the critical role of search engines in driving web users' actions and traffic to websites, many business organizations have realized the importance of achieving a high position on the search results page (Feng et al., 2007a). In reality, however, it is not easy for a business to achieve a high position on the search results page when thousands of websites compete for the same thing (Karjaluoto and Leinonen, 2009). Search Engine Advertising is an emerging solution to overcome this challenge (Feng et al., 2007a). Over the last few years, search advertising has become one of the leading forms of digital advertising worldwide, with significant annual growth in spending. Given that, according to the latest data, around 30% of global web traffic is generated through search engines each year, it should come as no surprise that search engine advertising is set to become one of the leading digital advertising formats worldwide. These platforms also take a large share of global digital advertising revenues each year.

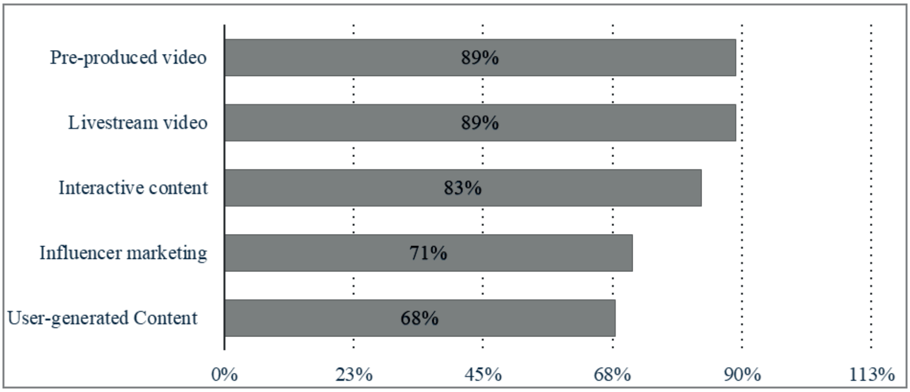
With the development of mobile technologies, mobile devices have become one of the most important channels used by digital advertising. In particular, there is a continued growth in mobile addiction, including the effects of COVID-19. Millions of internet users browse the web every day via smartphones and tablets, making mobile advertising an important aspect of digital advertising. Moreover, the ubiquity of mobile devices plays a crucial role in providing instant access to customers' personalized information through GPS built into mobile devices. Behavioral and environmental mobile data enables advertisers to develop more adaptive and personalized pricing and promotion strategies. Emerging mobile channels and services such as apps, smart speakers and mobile Vblog offer more interactive features to engage with customers and are considered more personalized for users. Therefore, mobile marketing extends the traditional marketing mix by offering a central personalization piece (Tong, et al., 2020).

Although it is not a result of the development of mobile technologies, people have been involved in an unlimited and endless journey in the social media world through mobile devices. Social networks, which are considered to be the virtual version of the real world, have gone beyond being a virtual world where individuals communicate with each other and created a world where businesses can communicate with consumers almost unlimitedly independent of time and space under the D2C approach. It is generally accepted that social media has become one of the most important advertising channels for marketers (Li, 2011; Okazaki and Taylor, 2013; Saxena and Khanna, 2013). Today, social media has revolutionized consumers' buying behavior through social networking and intensified communication capacity (Ioanas, 2014), and all recent research shows that consumer behavior and buying behavior is strongly influenced by social media, online communication and consumers' online search attitudes. It has also been noticed that social media channels such as Facebook and Instagram have a huge impact on consumer behavior as they provide consumers with the opportunity to interact and communicate with their peers to share their opinions about products (Ioanas, 2014). On the other hand, emerging video advertising is one of the tools that make social media advertising powerful. Although Facebook, Instagram and TikTok stories and reels have been added to the social media world in recent years, video sharing has become a highly demanded marketing channel. Not surprisingly, around 90% of companies use YouTube to promote their video content. Facebook is in second place, used by 86% of brands, followed by Instagram (79%) and LinkedIn (79%). Surprisingly, major video platforms such as TikTok and Snapchat have a lower percentage than expected, used by only 35% and 13% of brands respectively (Hostinger, 2014). That video marketing is so attractive is evident from the app's high download figures, audience reach and impressive engagement rates. Overall, as social media apps continue to gain global demand and Gen Z users seek more social media presence, it is clear that social media will not lose its popularity for many years to come.

One of the most popular areas of digital advertising in recent years is influencer advertising, which has been strengthened by the proliferation of social media channels. Especially thanks to the impressive user numbers and interaction rates of platforms such as Instagram and TikTok, influencer advertising stands out as a form of social media marketing that includes product placements and endorsements from online content creators. It has shown tremendous growth over the last decade. This impressive growth is predicted to be permanent in the digital world (Campbell and Farrell Citation2020). Rundin and Colliander (2021) show that influencers play a variety of different roles in collaborations with advertisers and brands, many of which build deeper relationships than simple endorsement. Yang et al. (2021), in their research on content related to the Black Lives Matter movement, show that influencers are more likely to create engagement with brands, especially when they are aligned with the cause.

The most prominent channels in digital advertising today are described above. In the 2022 surveys of marketing leaders worldwide, 89% of respondents indicated that they use pre-production videos as a digital consumer engagement tactic. Another 89% said they use a live streaming video format as a digital engagement technique. And 68% of global marketers used User Generated Content (UGC) in their online engagement efforts.

Figure-1: Leading digital consumer engagement tactics according to marketers worldwide (2022)

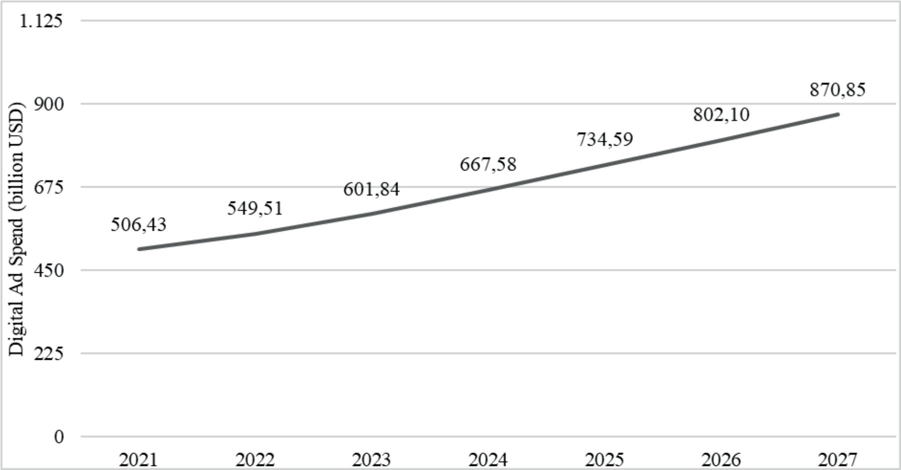


Source : Statista, 2022

GLOBAL DIGITAL ADVERTISING MARKET

The digital advertising sector is also often referred to as online marketing, Internet advertising and web advertising. The sector market includes advertising activities carried out by organizations targeting consumers through internet-enabled mobile devices and personal computers. In this sense, first of all, data on internet usage provides insights into the expansion of the sector. As is well known, the internet has become a vital part of global life with its growing impact on individuals, organizations and economies. As of 2024, there are 5.5 billion internet users worldwide. This number corresponds to 68% of the total world population (The International Telecommunication Union [ITU], 2024). These rates show that the digital population has increased significantly in many parts of the world. On the other hand, the development of mobile technologies and the increasing prevalence of smartphones in the last few years have enabled users to browse the Internet on the go. This mobility has also increased the mobility of the internet, with mobile internet accounting for approximately 59% of total web traffic worldwide in 2023. Thanks to the internet, the digital advertising sector has seen tremendous growth in recent years. Especially in the last few years, the market has witnessed remarkable growth as new advertising areas such as mobile, social media, influencer, etc. have emerged as the driving forces behind digital ad spending. Thanks to rising internet penetration rates and the ever-increasing demand for online content, global digital ad spending has been on a steady rise since 2010, with the exception of 2020, the period of the Covid-19 Pandemic. Figure-2 shows digital ad spending worldwide from 2021 to 2027, including ads appearing on desktops and laptops, mobile phones, tablets and other internet-connected devices, and all the various ad formats on these platforms.

Figure-2: Worldwide digital ad spending from 2021 to 2027 (USD billion)



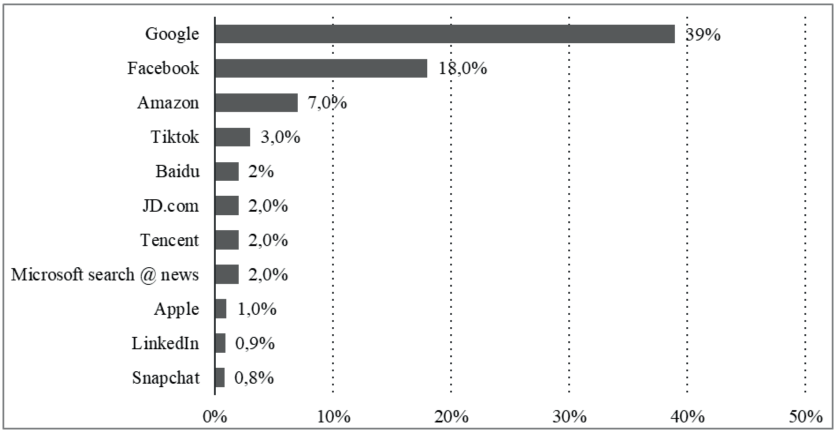
Source : Statista, 2024a

Worldwide digital ad spending is projected to end 2024 at USD 667.58 billion and reach USD 870.85 billion by 2027 (Statista, 2024a). Considering that this figure accounts for 70% of total global advertising investments, it is possible to understand the value of digital advertising. This dynamic advertising is becoming more competitive every year.

On the other hand, mobile internet advertising is seen as a heavily invested sub-sector of the digital advertising industry. In 2022, mobile ad spending reached a record high of USD 327 billion worldwide, and according to the latest estimates, this figure is expected to approach USD 400 billion by the end of 2024. Among mobile advertising segments, the Social Media Advertising Mobile segment has the largest ad spend at USD 170.3 billion. In contrast, the Banner Advertising Mobile segment ranks last with USD 115.4 billion. Overall, the mobile marketing market size is expected to increase five-fold by 2030. This growth emphasizes how deeply embedded mobile technologies are in today's digital infrastructure and interconnected personal lives Statista, 2023a). Therefore, due to these advances in technology and changing consumer preferences, it is observed that there has not been heavy investment in non-digital media channels.

Looking at the players in this rapid development of the digital advertising world, Google ranks at the top of the internet companies that generate the highest digital advertising revenues worldwide. In 2023, the Google search engine platform generated 39% of global digital advertising revenues. Although Facebook is Google's biggest competitor in the digital advertising world, it has a 19% market share, which is only half of Google's market share. Figure 3 shows all the leading players dominating the market.

Figure-3: Companies with the largest share of global digital advertising revenues (2023)

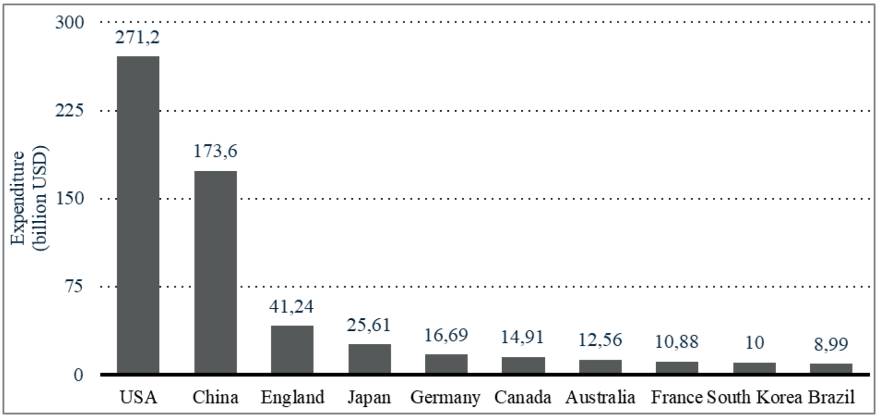


Source : Statista, 2024b

When projections for the future are evaluated, Google's market dominance is expected to continue. By 2026, the Google search engine platform is projected to generate revenues of approximately 357 billion dollars, accounting for 44% of global advertising revenues. The second largest player in the world of digital advertising is Facebook, which is expected to earn 203 billion dollars from advertising in the same period. Facebook's advertising revenue is expected to reach approximately USD 127 billion by the end of 2027 (Hostinger, 2024).

In digital advertising markets, many developed economies, led by the US, are rapidly increasing their advertising spending. Figure-4 shows the leading digital advertising markets by digital advertising expenditure.

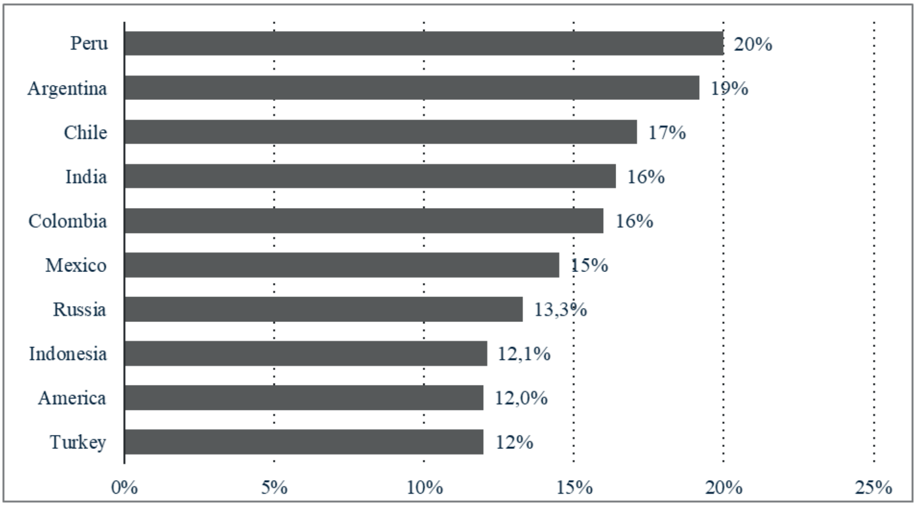
Figure 4: Leading digital advertising markets worldwide (2023)



Source : Statista, 2024c

The United States ranks first in the digital advertising market with USD 271.2 billion in advertising expenditures. China shares a significant portion of the market with the US with USD 173.56 billion. However, although spending on digital ads is high in developed countries, there are also remarkable growth figures in emerging markets. Looking at the growth rates of the countries in Figure-5, the data also shows that the market shares of the most important players may change in the coming years

Figure 5: Fastest growing digital advertising markets worldwide in 2022 (annual growth rate)



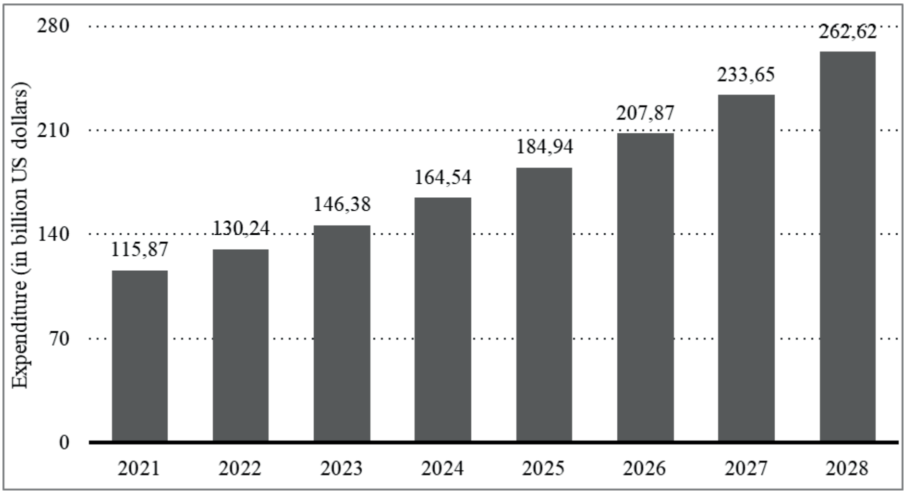
Source: Statista, 2024d,

For 2022, Peru is ranked first as the world's fastest growing digital advertising market with an annual growth rate of approximately 20%. Argentina and Chile are in the top three with annual increases of approximately 19% and 17% respectively. Turkey entered the list at 10th place with a growth rate of 12%. According to the data, five of the 10 fastest growing digital advertising markets are located in Latin America.

Digital advertising is divided into various segments. Segments such as influencer marketing, search engine advertising, social media advertising, mobile advertising and content generation advertising, which cover a significant portion of the market, are significantly effective in increasing the market value of the sector. After this section, evaluations on these segments are given.

Among digital advertising segments, social media has shown significant potential in recent years. In particular, spending on social media advertising is increasing rapidly. This is a clear indication of the demand for social media. The development process regarding social media advertising expenditures is shown in Figure-6. When the data presented in the graph is evaluated; while global social media advertising expenditures were approximately USD 116 billion in 2021, it is predicted that this figure will more than double by 2028 and exceed 262 billion.

Figure 6: Social media ad spending worldwide (2016-2028)



Source: Statista, 2024e

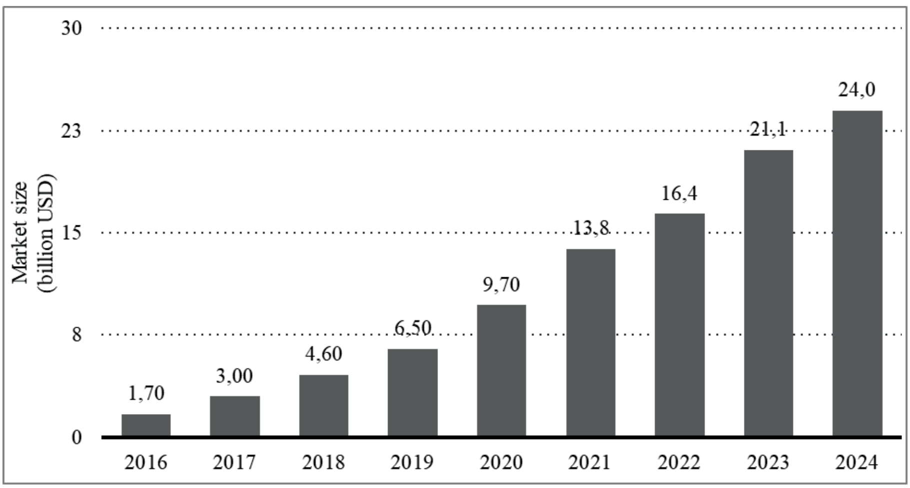
While there are many regional differences when it comes to social media usage and accessibility, some platforms dominate equally among users and advertisers (Statista, 2024e; 2024f). By 2022, Facebook, YouTube and Instagram were the most popular social networks worldwide. Thanks to their large audiences, these Meta-owned properties are among the leading social media platforms for marketers. What makes advertising through these channels so attractive is not only the possibility to increase brand awareness and generate leads, but also the possibility for brands to strengthen their relationships with consumers through direct communication (Statista, 2024e).

With the impact of all these social media developments, influencer advertising has also managed to gain an important position in the market. The global influencer marketing market value has more than tripled since 2019. As of 2023, it amounted to USD 21.1 billion. Advertising expenditures in the influencer advertising market are expected to reach USD 35.1 billion in 2024 and reach a market volume of USD 52.0 billion by 2028, with an annual growth rate of 10.36% between 2024 and 2028 (Statista, 2023b).

Graph-7 shows the size of the influencer advertising market worldwide.

As influencer marketing continues to mature as a growing sector in digital advertising, the size and value of its platforms continues to grow each year. According to a recent survey, Instagram remains the most popular platform for influencer marketing worldwide. In 2020, the global Instagram influencer market size exceeded two billion dollars for the first time. Alongside the photo-sharing app, video-based platforms such as TikTok are also becoming increasingly popular among marketers. In 2020, the number of TikTok influencers skyrocketed from around 35.5 thousand to over 106 thousand. Moreover, the average ad spend per internet user in the influencer advertising market is projected to reach USD 6.3 by the end of 2024. It would not be surprising if this interest also increases the potential for influencer advertising (Statista, 2024f). Collaborations between brands and content creators are becoming more profitable than ever. Given that internet stars can increase brand visibility, drive engagement and influence purchasing decisions for millions of users, it's no surprise that spending on influencer collaboration is expected to accelerate even further in the future.

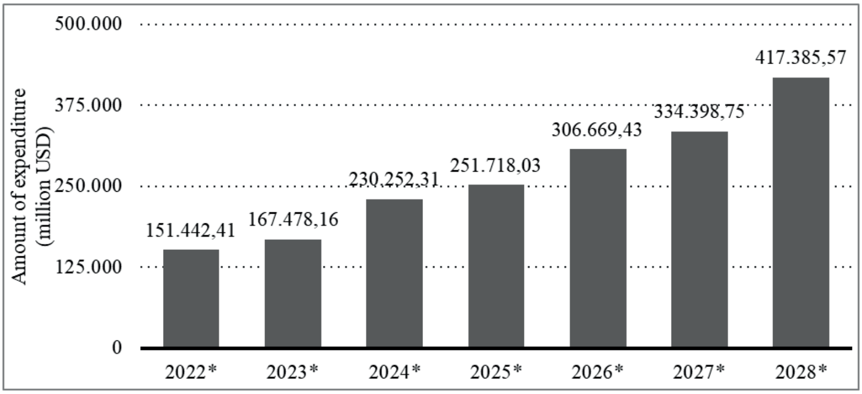
Figure 7: Worldwide influencer advertising market size (2016-2024)



Source: Statista, 2024f

Search engine advertising, another important segment of digital advertising, is also on a rapid rise, as in other segments. Figure-8 shows worldwide digital search engine advertising revenues. Search advertising revenues are expected to peak at US$ 251.1 billion in 2028.

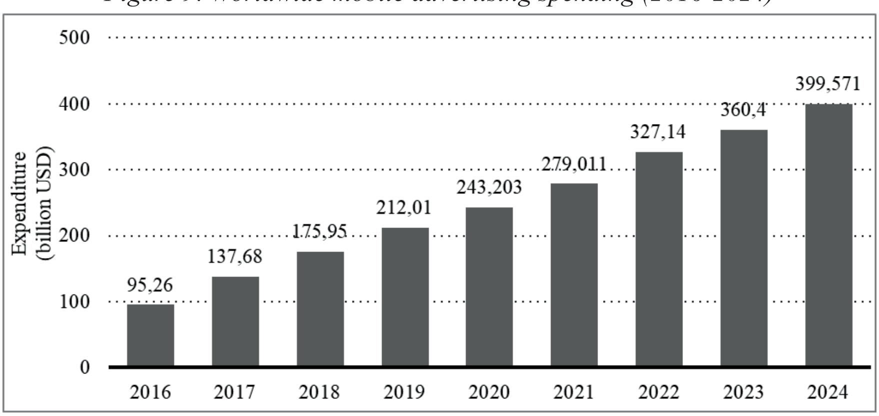
Figure 8: Worldwide digital search engine advertising revenues (2022-2028)



Source: Statista, 2024g

Mobile internet advertising is a heavily invested sub-segment of the digital advertising sector. With smartphone penetration and mobile usage at an all-time high, companies are allocating more budget to mobile advertising than ever before. This exploitation of the mobile revolution is particularly evident in the United States, the world's leading mobile advertising market. In 2020, US marketers spent a record US$120 billion on mobile promotion, up from nearly US$99 billion the previous year. Also in the US, search, social media and video are the formats with the largest mobile ad spending. This breakdown reflects today's mobile usage trends and patterns, with smartphones becoming a vital tool for information, communication and entertainment. In 2020, Instagram ad revenues exceeded US$17 billion in the US alone, signaling the important role social media plays as an advertising destination. In addition, ad spending on mobile games is also experiencing huge leaps across the globe (Statista, 2021).

Figure 9: Worldwide mobile advertising spending (2016-2024)



Source : Statista, 2021

Figure-9 shows worldwide mobile advertising spending between 2016 and 2024 According to the data presented, mobile internet advertising spending is projected to grow from approximately USD 95 billion in 2016 to approximately USD 400 billion in 2024. This trajectory clearly shows that mobile advertising spending in the US will also increase in the coming years. Mobile marketing initiatives in mobile-first countries such as China or Mexico account for more than 88% of total internet advertising spending.

Digital Advertising Industry Triggers and Future Directions

It is added that the sector, which experienced stagnation due to economic problems during the pandemic period, grew with the economic recovery after the pandemic. Businesses accelerated digital transformation during the pandemic, and this transformation was reflected in advertising strategies with the relief of the economy, and advertising budgets started to increase again. Digital advertising also takes a significant share from these budgets. Especially businesses in sectors such as e-commerce, health, automotive and finance allocate more budget to digital advertising and use digital advertising more to reach their target audiences more effectively. In particular, the BFSI (Banking, financial services and insurance) sectors reached a share of 23.6% in 2021 as the largest vertical segment of the digital advertising space. In the coming years, the media and entertainment sector is expected to be the fastest growing sector in the digital advertising market, growing at a compound annual growth rate of 18.3% between 2021 and 2026 (Benchmark International, 2022). On the other hand, the tourism sector, which is one of the sectors most affected by the pandemic, is also focusing on digital advertising to capture new market opportunities.

Another factor expanding the sector is urbanization. Increasing urbanization is an important factor especially in providing the infrastructure for digital advertising. Providing infrastructure through urbanization supports strong internet access and digital literacy. In this sense, people living in cities use digital devices much more intensively than those living in rural areas. This situation also supports the increase in digital advertisements. In addition, the deployment of sensor and Internet of Things (IoT) technologies within the framework of smart cities in the future will allow advertisers to create more personalized and targeted advertising campaigns by collecting more data on consumer behavior.

In the coming period, the use of video advertising and other data-intensive advertising formats is likely to increase, especially with the widespread use of 5G technology, faster and more reliable internet connections, higher data rates and lower latency. On the other hand, Artificial intelligence (AI) and augmented reality (XR), augmented reality (AR) and virtual reality (VR), which are among the important technologies that have developed in recent years, provide advertising designers with unique tools to strengthen and enrich their creativity. Integrating advertising with these technologies holds the key to unlocking new advertising segments. For example, generative AI will help advertisers analyze vast amounts of data and gain detailed insight into consumer preferences and behavioral patterns. This in turn will allow them to create customized ads for their target audience, which in turn will provide a high conversion rate to more ad producers. Already, many market players are preparing to launch generative AI-powered advertising tools to market their offerings. For example, in November 2023, Google LLC introduced new generative AI tools that allow advertisers to use text-to-picture AI capabilities to create new product images for free. This feature can be used for something more advanced, such as changing the background color in product images or asking for a product to be shown in a scene . Such developments will positively impact the market's statistics in the coming years.

CONCLUSION

In the digital age we live in today, advertisers need to embrace emerging trends to remain agile and aligned with the needs and preferences of their target audiences. In an increasingly fierce competition, it has become a necessity, not an option, for businesses to effectively harness the power of digital advertising to stay ahead of the competitive curve. In this approach, the landscape of the digital advertising industry has grown over the last few years. Digital advertising has become a priority part of advertising strategies today and in the future, and with technology supporting creativity, various digital advertising segments have emerged. Today, social media, influencer advertising, search engine advertising, and video advertising are the driving segments of the digital advertising industry, which has seen significant growth in the last few years. In the advertisements produced in these segments, creative messages can reach the target audience regardless of time and place, and support the target audience's liking, sharing, commenting and other direct actions, making the target audience interaction constantly active. Therefore, it is predicted in all studies that the digital advertising market consisting of these segments will grow in the future. However, this growth is expected to accelerate in the coming years. There is no doubt that creativity in digital ads will increase rapidly, especially with the inclusion of new technologies such as AR, VR, AI, etc. in the sector. In particular, recent developments in generative AI are bound to radically change the way people search for information and interact with brands. Combining AI's opportunities with existing technologies and strategies to improve the quality, volume and scope of search results will take businesses to new heights in consumer communications.

These developments will rapidly increase the global value of the sector and expand its potential. Maintaining a competitive structure and dominating in this growing market requires a proactive approach that follows market changes and integrates with emerging technologies.

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CHAPTER 2

ATTITUDES OF INDIVIDUALS TOWARD TREATMENTS IN ALTERNATIVE, HOLISTIC, AND COMPLEMENTARY MEDICINE: THE CASE OF ISTANBUL[1]

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Bu çalışma 5-7 Temmuz 2024 tarihinde düzenlenen 6. Uluslararası Istanbul Modern Bilimsel Araştırmalar Kongresi'nde özet bildiri olarak sunulmuştur.

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INTRODUCTION

It is known that the foundations of modern medicine were laid with the first humans. While treatments in those times were created and applied through trial and error using nature, modern medicine began to develop and industrialize with advances in technology and sciences such as chemistry and biology. Despite this rapid development, methods used in ancient times have continued to be passed down through generations, albeit to a limited extent. Traditional, folk remedies, known as alternative medicine, aim to treat diseases entirely through natural methods (such as using vinegar for high fever or drinking lemon juice for a cough). In holistic and complementary applications, the goal is a general improvement by considering the patient as a whole and utilizing both natural methods and the technical advancements in modern medicine.

While modern medicine focuses solely on the disease, alternative, holistic, and complementary approaches take into account the patient's psychological state, social environment, and lifestyle, in addition to the disease. Today, factors such as the increasing cost of drug treatments in modern medicine, the robotic nature of the doctor/nurse-patient relationship, and the inability of modern medicine to find permanent solutions for certain diseases have driven individuals to seek alternatives. Examples of these pursuits include alternative, holistic, and complementary treatment methods. When individuals visit a hospital due to an illness, they now approach the advice, medications, and treatment methods prescribed by their doctor with more skepticism than in the past. With the rising levels of education, income, and culture, patients increasingly want to play an active role in their treatment processes.

This shift in individuals' perceptions of the healthcare sector has, in turn, directed healthcare providers and institutions to change. Consequently, in addition to public healthcare facilities, private healthcare providers have also started to emphasize service policies that ensure higher patient satisfaction in a competitive environment. For patients, aspects such as the quality of treatment or applications offered by a healthcare institution, the interaction between doctors, nurses, and other staff with patients, the hospital's physical location, hygiene, and comfort have become crucial. Especially for inpatients, factors like trust, adequate information, and courtesy are of great importance. Studies show that the relationships patients establish with doctors, nurses, and other staff, the compassion they experience, and the quality of communication between them can positively influence the patient's treatment process.

In recent years, studies on patient satisfaction, the factors affecting it, and the evaluation of patient satisfaction in relation to alternative, holistic, and complementary practices (AHCPs) have started to appear in the literature. In most conceptual studies among these, alternative medicine practices, holistic medicine practices, and complementary medicine practices are explained separately. Research often includes the perspectives of different professional groups (such as faculty members, physiotherapists, family doctors, and medical students) on these treatments or evaluates patient satisfaction levels by examining the practices separately.

Although alternative, holistic, and complementary medicine are perceived as separate concepts, the entirety of the practices they encompass serves to improve human health, enhance quality of life, and alleviate disease symptoms.

MODERN MEDICINE AND CONTEMPORARY APPROACHES

In the 21st century, according to individuals' perceptions of health, striving to be and remain healthy is of great importance. Over time, health has emerged as a contemporary topic, encompassing additional applications to modern medicine (Tuna H., 2021). In industrialized countries, the search for new methods to reduce healthcare expenses and combat chronic illnesses has played a role in the proliferation of Traditional and Complementary Medicine (GETAT) practices (Eylül Taneri & Akış, N. 2017). The desire to be healthy among individuals has necessitated personal effort and awareness, leading to the re-emergence of past practices or the introduction of new ones (Aytaç and Kurtdaş, 2014). In this context, scientists have introduced treatments that comprehensively approach patients and illnesses with a holistic perspective. Consequently, despite differences in methods and application styles, the fundamental goal of all health approaches can be summarized as "achieving continuity in healthy living."

In recent years, traditional and complementary medicine practices have increasingly become widespread. Negative outcomes in modern medicine for certain diseases and its interventional nature have prompted individuals to turn to supportive traditional and complementary methods. The diversity of practices and their historical use have made them widely preferred. The proliferation of mass communication tools has also contributed to the increased market share of traditional and complementary practices in the health sector (Aytaç Ö. & Kurtdaş, M. 2014).

Alternative, Holistic, and Complementary Treatment Methods

For centuries, individuals known as healers and practitioners of traditional methods (Ozturk Y. et al., 2020) prioritized numerous techniques such as preparing medicines from medicinal plants, leech therapy, and acupuncture (Sen, 2017:22). These treatments often relied on experimental methods and mystical practices (Ozturk Y. et al., 2020). Since supernatural forces were believed to play a role in the emergence of diseases, clergy and shamans were accepted as healers in ancient times. When diseases could not be cured, it was believed that healing could be achieved by seeking help from divine powers. Despite this, research suggests that many practices used to treat diseases in ancient times laid the foundations of modern medicine (Ozturk Y. et al., 2020).

The treatments derived from nature to heal diseases form the basis of traditional and complementary medicine. Information based on observation and trial-and-error techniques was transmitted across cultures over centuries, eventually forming contemporary medical sciences (Ersoy, 2014:186).

Traditional complementary medicine is rooted in religious beliefs, philosophies, and societal experiences. Complementary medicine refers to using alternative medical practices alongside modern medical treatments. While alternative and complementary medicine are distinct concepts, they are often used together or interchangeably. Alternative medicine encompasses applications used as substitutes for modern medicine, whereas complementary medicine includes practices employed in addition to modern medical treatments. Both approaches primarily utilize methods such as medicinal herbs, animal products, and suggestive or stimulating techniques for therapeutic purposes (Bodeker, 2005; Anonim, 2008).

Over the past 30 years, both globally and in Turkey, traditional and complementary medicine practices (GETAT) have become increasingly prominent in the healthcare sector (Polat et al., 2014:816), and their usage for healing ailments and alleviating symptoms has risen (Kütmeç Yılmaz et al., 2017:216). A key factor driving the increase in GETAT practices is the belief that natural products are safer. However, the uncontrolled and unregulated application of GETAT practices can pose risks to individuals' health (Tuna H., 2021). Consequently, GETAT practices have become a topic of interest for organizations such as the World Health Organization (WHO) and national institutions (Kocabas et al., 2019:64).

Complementary and alternative medicine (CAM) practices vary according to cultures, religions, and patients' lifestyles (Kav, 2009). Reasons for individuals' preference for CAM practices include the desire for a longer and higher quality life, the side effects of modern medical treatments, insufficient time allocated for patients in hospitals, and the costs of treatments (Tuna, H. 2021).

'Holistic' refers to an approach that considers the physical, mental, and social dimensions of health. In medical terms, it defines an approach in which the physical, psychological, and social aspects of health are taken into account to achieve a desired healthy state (Anonim, 2016). A person's subconscious, perception of the world, thought and emotional structure affect the entire body through the neurological system. Therefore, the stimuli sent to the brain determine a person's emotions and mental state. For this reason, holistic medicine approaches the patient as a whole, integrating basic medical research, clinical practice, and research outcomes in the treatment process. The concept of HIM (Holistic Integrative Medicine) is frequently referenced in many medical education and treatment processes.

The European Federation for Complementary and Alternative Medicine (EFCAM) suggests that alternative, holistic, and complementary practices are a range of health practices used for individuals to maintain continuous health and treat diseases, and these practices can be used either independently or in conjunction with modern medical treatments (EFCAM).

The factors contributing to the increasing popularity of CAM practices are as follows:

- The rise in chronic and difficult-to-treat diseases
- Severe side effects of pharmaceutical treatments in modern medicine
- The belief that natural methods are more reliable
- Increased awareness of environmental pollution caused by the pharmaceutical industry in developed countries
- Decreased trust in physicians
- The need to maintain and strengthen health
- Healthcare professionals' inability to spend enough time with patients (Şarışen and Çalışkan, 2005; Tokem, 2006:190).

In 11 countries within the European Union, regulations related to complementary treatment methods are in place. In Turkey, the "Acupuncture Treatment Regulation" is the first legal regulation on this subject. In 2001, the Department of Complementary Medicine was established at the Istanbul University Oncology Institute; in 2003, the Complementary and Alternative Medicine Advisory Board was founded (Kalyon, 2007). Another development in Turkey regarding CAM practices was the publication of the "Regulation on Traditional and Complementary Medicine Practices" in 2014 (Öztürk Y et al., 2020).

The regulation that came into effect on October 27, 2014, recognizes the following practices (Ministry of Health, 2014):

*Acupuncture	* Chiropractic
*Apitherapy	* Prolotherapy
*Hypnosis	* Osteopathy
*Leech therapy	* Phytotherapy
*Homeopathy	* Ozone therapy
*Cupping therapy	* Music therapy
*Larva therapy	* Reflexology
*Mesotherapy	

The regulation clearly defines these practices, how they should be applied, the conditions under which they can or cannot be used, the qualifications of the practitioners, and the equipment to be used during the application. Additionally, these alternative, holistic, and complementary treatments should only be applied by certified specialist physicians (Tekçi, 2017:14)

METHODOLOGY

This study aims to:

- Measure individuals' awareness of alternative, holistic, and complementary practices,
- Investigate individuals' attitudes toward these practices and health centers in the context of consumer behavior.

In line with the research objectives, data were collected through a questionnaire developed by the researchers using the relational screening model. Quantitative analysis methods were applied to the data obtained.

In the study, the attitudes of participants towards alternative, holistic, and complementary treatment methods were determined using a scale inspired by previously created attitude and satisfaction scales in the literature. In this context, the study is a survey.

Descriptive results regarding the demographic characteristics, usage habits, purposes, and reasons for individuals applying alternative, holistic, and complementary practices were presented through frequency analysis. In the analysis of the obtained data, dimensions of the scales were first structured by Factor Analysis (FA), and comparative analysis techniques were used for these dimensions. Independent Samples t-test was applied to analyze the differences in dimensions between two groups, and One-Way Analysis of Variance (ANOVA) was used for variables consisting of more than two groups.

The population of the study consists of individuals who visit health centers for alternative, holistic, and complementary practices. The sample of the study includes individuals who have applied for alternative, holistic, or complementary practices at seven health centers operating in Istanbul.

In the study, stratified sampling was used to ensure that the units forming the population, which differ in characteristics related to the research topic (such as gender, age, profession, marital status, etc.), were represented. The data collection for the study was conducted between February 2024 and May 2024. To increase the reliability of the research, the sample size was initially set to 200-300 individuals, and ultimately, data were obtained from 436 participants.

The first part of the questionnaire includes demographic information such as gender, marital status, age, education level, profession, and income level, as well as questions about where participants go when they face a health issue, how they became aware of alternative, holistic, and complementary practices, how many times they have visited the health center, how long they have been receiving services from the center, and what alternative, holistic, and complementary practices they have heard of and applied. It also includes questions regarding the types of illnesses for which they sought these practices and their reasons for doing so.

In the second part of the questionnaire, there is an attitude scale consisting of 11 statements designed to determine patients' attitudes toward alternative, holistic, and complementary practices. The attitude scale is divided into two sub-dimensions: ‘Attitudes toward Psychological and Physical Effects’ and ‘Attitudes toward the Outcomes of Practices.’

Participants were asked to indicate their level of agreement with the statements on a 5-point Likert scale:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

RESEARCH FINDINGS AND EVALUATIONS This section presents the analysis of the data obtained in the research.

Descriptive Statistics

The demographic data of the 436 participants surveyed in the study, as well as their attitudes toward alternative, holistic, and complementary treatment methods, are presented in Tables 1, 2, 3, 4, and 5.

1. Demographic Distribution of Participants The distribution of participants based on their demographic data is presented in detail in Table 1.

Table 1. Distribution by Demographic Characteristics of Participants

Variable		Frequency	%
Gender	Female	298	68.3
	Male	138	31.7
	Total	**436**	**100**
Age	Under 30	142	32.6
	30 – 40	116	26.6
	40 – 50	102	23.4
	Over 50	76	17.4
	Total	**436**	**100**
Marital Status	Married	233	53.4
	Single	203	46.6
	Total	**436**	**100**
Education Level	Primary – Secondary Graduate	138	31.70
	Higher Education Graduate	298	68.30
	Total	**436**	**100**
Employment Status	Employed	352	80.70
	Unemployed	84	19.30
	Total	**436**	**100**
Income Level	Less than 20000 TL	119	27.30
	20000 TL - 40000 TL	169	38.80
	Over 40000 TL	148	33.90
	Total	**436**	**100.00**

- 68.3% of the participants are women, and 31.7% are men.
- In terms of age distribution, the majority (32.6%) are under 30 years old. 26.6% are between 30-40 years old, 23.4% are between 40-50 years old, and 17.4% are over 50 years old.

- 53.4% of the participants are married, while 46.6% are single.
- Regarding educational level, the majority (68.3%) hold a bachelor's or graduate degree, while the remaining 31.7% are graduates of primary, secondary, or high school.
- In terms of employment, 80.7% of the participants are employed, while 19.3% are not working.
- Regarding income, 38.8% of the participants earn between 20,000 TL and 40,000 TL, 33.9% earn more than 40,000 TL, and 27.3% earn less than 20,000 TL.

Table 2. Distribution by Methods and Health Center Data of Participants

Variable		**Frequency**	**%**
First Place of Consultation for a Health Issue	Family Health Center	122	28
	State Hospitals	164	37.6
	Private Hospitals	106	24.3
	University Hospitals / Private Doctor Offices	44	10.1
	Total	**436**	**100**
Source of Awareness for Alternative / Complementary Treatment Methods	Health Professionals	87	20
	Online Resources / Book / Magazines	134	30.7
	Friends / Family	215	49.3
	Total	**436**	**100**
Number of Previous Visits to the Health Center for Treatment	First Visit	105	24.1
	1 - 3 Times	133	30.5
	4 or more	198	45.4
	Total	**436**	**100**
Duration of Receiving Services from the Health Center	Less than 1 year	205	47
	1 - 3 years	83	19
	3 - 5 years	49	11.2
	More than 5 years	99	22.7
	Total	**436**	**100**

- When participants were asked where they go when facing a health problem, the majority (37.6%) preferred public hospitals, while 28% preferred family health centers. 24.3% of participants mentioned going to private hospitals, and 10.1% reported visiting private doctor's offices or university hospitals.

- Regarding sources of awareness about alternative, holistic, and complementary treatment methods, 30.7% of participants said they learned about them from books, magazines, and online sources, while 49.3% mentioned family and friends. Only 20% stated that they were informed by healthcare professionals.

- When asked about how many times they have visited the current healthcare center, 45.4% of participants said they had visited the center more than 4 times, 30.5% had been there 1–3 times, and 24.1% were first-time visitors.

- Regarding how long participants had been receiving services from the healthcare center, 47% indicated that they had been there for less than 1 year, while 22.7% reported being there for more than 5 years. 19% had been using the services for 1–3 years, and 11.2% for 3–5 years.

Table 3: Distribution by Awareness and Implementation of Treatments Among Participants

Method	Awareness		Implementation	
	f	%	F	%
Acupuncture	338	77.50	127	29.10
Cupping	396	90.80	252	57.80
Leech Therapy	365	83.70	91	20.90
Homeopathy	82	18.80	19	4.40
Meditation	293	67.20	92	21.10
Aromatherapy	175	40.10	44	10.10
Ozone Therapy	297	68.10	77	17.70
Mesotherapy	205	47.00	33	7.60
Phytotherapy	138	31.70	24	5.50
Reiki	126	28.90	26	6.00
Yoga - Pilates	319	73.10	110	25.30
Hijama	249	57.10	84	19.30
Apitherapy	34	7.80	1	0.20
Hypnosis	267	61.20	19	4.40
Music Therapy	131	30.00	20	4.60
Thermal Spa Treatment	327	75.00	118	27.10
Applied Kinesiology	58	13.30	14	3.20
Other	15	6.70	23	5.30

- 338 participants (77.5% of participants) reported that they had heard of acupuncture, and 127 participants (29.1% of participants) stated that they had used it.
- 396 participants (90.8% of participants) indicated that they had heard of cupping therapy (hijama), and 252 participants (57.8%) reported having used it.

The participants' awareness and usage of other methods and treatments can be interpreted by referring to Table 3.

In addition to the methods listed in the table, participants also mentioned hearing about and using treatments and practices such as massage, regression therapy, glutathione, dry needling, stem cell therapy, sujok, theta healing, prolotherapy, neural therapy, and horn throwing.

Table 4: Distribution by Reasons and Purposes for Using Relevant Treatment Methods Among Participants

		Distribution (f)	%
Reasons for Participants Seeking These Treatments/ Practices	Spine and musculoskeletal disorders	255	58.50
	Migraines, tension-type headaches	177	40.60
	Chronic neurological diseases (such as Alzheimer's)	28	6.40
	Sleep disorders	107	24.50
	Functional disorders of the digestive, respiratory, circulatory, or urinary systems	120	27.30
	Postural defects (Posture disorders)	71	16.30
	Psychosomatic syndromes (Anxiety, depression)	82	18.80
	Post-injury pain syndromes	22	5.00
	Post-operative rehabilitation	28	6.40
	Soft tissue sports injuries	51	11.70
	Immune-related disorders	122	28.00
	Chronic fatigue	115	26.40
	Cancer	13	3.00
	Other	17	4.00
Purposes for Participants Seeking These Treatments/ Practices	Pain relief	270	61.90
	Stress management	155	35.60
	Improving quality of life	364	83.50
	Chronic condition management	95	21.80
	Health maintenance	262	60.10
	Spiritual and personal development	158	36.20
	Religious reasons	1	0.20
Frequency of Participants Using Treatments/Methods	As discomfort arises	251	57.60
	Only during the treatment period	106	24.30
	Periodically (Regularly)	79	18.10

- 255 participants (58.5% of participants) reported that they used the treatments under study for spine and musculoskeletal disorders, 177 participants (40.6%) used them for migraine and tension-type headaches, and 28 participants (6.4%) used them for chronic neurological diseases such as Alzheimer's.

- 270 participants (61.9% of participants) stated that their primary purpose for using alternative, holistic, and complementary therapies was pain reduction, 155 participants (35.6%) used them for stress management, and 364 participants (83.5%) used them to improve their quality of life.

- Regarding the frequency of treatment use, 251 participants (57.6% of participants) reported using the treatments and therapies under study as discomfort arose, 106 participants (24.3%) only used them during the treatment period, and 79 participants (18.1%) used them regularly.

The reasons, purposes, and frequencies for using these treatments can be interpreted by referring to Table 4.

In addition, participants also mentioned using alternative, holistic, and complementary therapies for reasons such as skin diseases, hypertension, tinnitus, hearing problems, gynecological issues, and capillary diseases.

Distribution of Participants' Attitudes Toward Alternative / Holistic / Complementary Treatments:

The questionnaire included 11 statements measuring the participants' attitudes toward alternative, holistic, and complementary treatments. Participants' attitudes toward these statements were measured using a Likert scale and are presented in Table 5. The "f" (frequency) value indicates how many of the 436 participants answered each question with "Strongly Disagree," "Disagree," "Neutral," "Agree," or "Strongly Agree."

Tablo 5: Distribution of Participants' Attitudes Toward Alternative / Holistic / Complementary Treatments

STATEMENTS	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	f	%	f	%	f	%	F	%	f	%
I am satisfied with the results of the treatments I have used.	6	1,40	18	4,10	71	16,30	227	52,10	114	26,10
I have been informed about the possible side effects of the treatments.	4	0,90	40	9,20	63	14,40	247	56,70	82	18,80
I have experienced the side effects of the treatments I have used.	83	19,00	226	51,80	64	14,70	52	11,90	11	2,50
I think these treatments are more effective than modern medicine methods.	41	9,40	99	22,70	148	33,90	99	22,70	49	11,20
The cost of these treatments affects negatively how often I use them.	47	10,80	125	28,70	115	26,40	120	27,50	29	6,70
In case of any health problem, I would prefer these treatments over modern medicine.	53	12,20	122	28,00	125	28,70	99	22,70	37	8,50
I recommend these treatments to people around me.	15	3,40	24	5,50	71	16,30	235	53,90	91	20,90
I believe that drug treatment in modern medicine alone is not beneficial.	26	6,00	70	16,10	122	28,00	146	33,50	72	16,50
I feel more active with these treatments.	9	2,10	24	5,50	74	17,00	231	53,00	98	22,50
I feel more physically fit with these treatments.	5	1,10	14	3,20	65	14,90	253	58,00	99	22,70
I feel more psychologically relaxed with these treatments.	4	0,90	17	3,90	66	15,10	244	56,00	105	24,10

According to the survey results, regarding alternative, holistic, and complementary treatment methods:

- The statement "I am satisfied with the results of the treatment methods I have used." was answered as follows:
  - 6 participants (1.4% of respondents) strongly disagreed
  - 18 participants (4.1%) disagreed
  - 71 participants (16.3%) were neutral
  - 227 participants (52.1%) agreed
  - 114 participants (26.1%) strongly agreed
- The statement "I have been informed about the possible side effects of the treatments I am undergoing." was answered as follows:
  - 4 participants (0.9%) strongly disagreed
  - 40 participants (9.2%) disagreed
  - 63 participants (14.4%) were neutral
  - 247 participants (56.7%) agreed
  - 82 participants (18.8%) strongly agreed

The responses to the other statements in the scale can be interpreted according to **Table 6**.

Exploratory Factor Analysis (EFA) Results:

Exploratory Factor Analysis (EFA) is used to group variables that are thought to be related, reducing their number to facilitate the interpretation of the relationships between them. In this study, separate EFA analyses were performed for the views on alternative, holistic, and complementary treatment methods and practices, satisfaction levels, and satisfaction with health centers.

Initially, the reliability of the treatment and practice attitude statements was determined through reliability analysis. Then, the suitability of the data for factor analysis was checked using the KMO (Kaiser-Meyer-Olkin) and Bartlett's Test.

Table 6: EFA Results for Attitudes Toward Alternative / Holistic / Complementary Treatments and Practices.

Factors	**Eigenvalue**	**Variance Explained (%)**	**Factor Loading**	**Cronbach Alpha**
Factor 1: Attitude Toward Psychological and Physical Effects	3,499	34,993		0,824
I feel more active with these treatment methods			0,751	
In case of any health problem, I prefer these treatments instead of modern medicine			0,74	
I feel physically fitter with these treatments.			0,72	
I feel psychologically more relaxed with these treatments.			0,7	
I think these treatments are more effective than modern medicine methods.			0,688	
I believe that drug treatment in modern medicine alone will not be sufficient			0,641	
Factor 2: Attitude Toward Treatment Outcomes	2,246	22,456		0,672
I am satisfied with the results of the treatments I have used.			0,747	
I have been informed about the possible side effects of the treatments I am undergoing			0,654	
I have experienced the side effects of the treatments I have used			0,648	
I would recommend these treatments to others.			0,583	
KMO Value = 0,868		p=0,000		
Variance Explained = %57,45				

Attitudes of Participants Towards Alternative, Holistic, and Complementary Treatments and Attitude EFA Results:

Based on the results of the analyses, the KMO value is 0.868 (close to 1), and Bartlett's p = 0.000, indicating that the data is normally distributed and suitable for factor analysis. The EFA results show that there are two main factors, as the eigenvalues of the statements regarding attitudes toward treatments are above 1. These two factors explain 57.45% of the total variance in the attitude statements.

When examining the factors individually:

- "Psychological and Physical Effects Attitude" Factor (Factor 1): The Cronbach Alpha value is 0.824 (>0.5), indicating reliability. This factor explains 34.99% of the variance in treatment-related attitude statements. For a statement to be included in a factor, its factor loading must be at least 50%. Similarly, a statement within a factor is expected to explain at least 50% of the variance of that factor.
    - Factor 1 contains statements with the following factor loadings:
        - "I feel more active with these treatment methods." (75%)
        - "In case of any health problem, I prefer these treatments instead of modern medicine." (74%)
        - "I feel physically fitter with these treatments." (72%)
        - "I feel psychologically more relaxed with these treatments." (70%)
        - "I think these treatments are more effective than modern medicine methods." (69%)
        - "I believe that drug treatment in modern medicine alone will not be sufficient." (64%)
- "Attitude Toward Treatment Outcomes" Factor (Factor 2): The Cronbach Alpha value is 0.672 (>0.5), suggesting the reliability of the statements. This factor explains 22.45% of the variance in treatment-related attitude statements. Factor 2 contains the following statements:
    - "I am satisfied with the results of the treatments I have used." (75%)
    - "I have been informed about the possible side effects of the treatments I am undergoing." (65%)
    - "I have experienced the side effects of the treatments I have used." (65%)
    - "I would recommend these treatments to others." (58%)

The fifth statement in the attitude scale, "The cost of these treatments negatively affects the frequency with which I use them," had a very low factor loading and was not associated with any factor in the EFA. Therefore, it was removed from the scale.

CONCLUSION

Alternative, holistic, and complementary practices that utilize nature to heal discomforts, while also integrating techniques from modern medicine, approach individuals and disorders with a holistic and comprehensive perspective. These treatments focus not only on the disease but also on the patient's personality, lifestyle, socioeconomic status, and psychology. In today's healthcare understanding, it is crucial for patients to play an active role in their examination and treatment processes. Patients can search thoroughly to choose the most appropriate method for themselves during the diagnosis and treatment decision-making process. As awareness of alternative, holistic, and complementary practices increases in Turkey, the preference for these practices is steadily rising.

Based on the analysis of the data obtained in this study, the findings can be summarized as follows:

- Women are more likely to prefer alternative, holistic, and complementary practices.

- The age distribution shows that the majority of participants (32.6%) are under 30, followed by 26.6% between 30-40, and 23.4% between 40-50. The fact that young individuals are increasingly turning to these methods is noteworthy, especially when traditional methods are generally associated with individuals over 60.

- The marital status distribution is very close, with 53.4% of participants being married and 46.6% being single. This may indicate that positive experiences with healthcare services are shared with family or close acquaintances, influencing their decisions to seek out these treatments.

- Interestingly, while some doctors and scientists consider traditional, alternative, and complementary methods outdated, 68.3% of those who use these methods hold a bachelor's degree or higher. This suggests that individuals with higher educational levels are more likely to turn to these practices due to a lifelong approach to health.

- Friends and family are the primary source of information for 49.3% of participants about alternative, holistic, and complementary methods, followed by online resources (30%) and healthcare professionals (20%). This suggests that individuals share their satisfaction or dissatisfaction with these practices with their close ones, influencing their decisions as well.

- 37.6% of participants first visit state hospitals when they encounter a health issue, followed by family health centers (28%) and private hospitals (24.3%). This might indicate that people try state hospitals first due to economic reasons, but eventually turn to private hospitals due to long wait times, distant appointments, and staff behavior.

- The most commonly heard practices in order are hijama, leeches, acupuncture, spa treatment, yoga-pilates, ozone therapy, meditation, hypnosis, cupping, and mesotherapy. The five most frequently used practices are hijama, acupuncture, spa treatment, yoga-pilates, and meditation. Participants mainly use these treatments for spine and musculoskeletal disorders, migraine, and immune system-related issues, with a small percentage using them for conditions like cancer, skin disorders, hearing problems, and post-injury pain syndromes.

- The main reasons participants turn to alternative, holistic, and complementary practices are to improve quality of life, reduce pain, and protect health (69%). This suggests that individuals are seeking more permanent and effective solutions rather than relying solely on pharmaceutical treatments.

- Looking at the attitudes towards alternative, holistic, and complementary practices, participants:

  - Are generally satisfied with the results of the treatments they have used.

  - Have not experienced significant side effects from these treatments.

  - Are unsure whether these treatments are more effective than modern medicine methods.

  - Are undecided on whether to first turn to these treatments when facing a health issue.

  - Recommend these treatments to others.

  - Believe that drug treatments in modern medicine alone are not sufficient.

  - Feel more active, fitter, and psychologically more relaxed with these treatments.

The factor analysis results reveal two sub-dimensions in the attitude scale: "Attitude Toward Psychological and Physical Effects" and "Attitude Toward Treatment Outcomes."

Contributions to the literature:

- Offering a holistic perspective on health by analyzing alternative, holistic, and complementary treatments.

- Shedding light on the expectations of patients from healthcare centers that provide these treatments in terms of service quality.

This study, which focuses on individuals using alternative, holistic, and complementary treatments at healthcare centers in Istanbul, is expected to positively contribute to the literature when extended to other cities or countries. Furthermore, the healthcare sector can develop communication techniques targeted at men to increase their participation in these practices. Healthcare centers should also work on increasing accessibility, as many participants mentioned that they could not reach these centers when needed.

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