**NFT PAZARININ YÜKSELİŞİ: SOSYAL MEDYA ETKİLEŞİMİNİN ve BENZERSİZ OLMA İHTİYACININ NFT SATIN ALMA NİYETİNE ETKİSİ**

**Öğr.Gör.Dr.İbrahim Halil EFENDİOĞLU**

Gaziantep Üniversitesi, Türkiye

efendioglu@gantep.edu.tr

ORCID: 0000-0002-4968-375X

**Özet**

Kripto varlıkların yaygınlaşması ile NFT (Non-Fungible Token) teknolojisi sosyal medya platformlarında gittikçe daha fazla konuşulur hale gelmiştir. Dijital varlıkların satılabilir ve tescillenebilir duruma getirmek için kullanılan NFT teknolojisinin temelinde benzersizlik fikri mevcuttur. Çalışmanın amacı tüketicilerin sosyal medyadaki etkileşiminin ve benzersiz olma ihtiyacının NFT satın alma niyetine etkisinin incelenmesidir. Araştırmada NFT satın alma sitelerini takip eden 488 sosyal medya kullanıcısından çevrimiçi olarak veri toplanmıştır. Analizler SPSS ve AMOS istatistiksel paket programları ile yapılmıştır. Kullanılan ölçeklerin geçerliliği ve güvenilirliği test edilerek kabul edilebilir değerlere sahip olduğu görülmüştür. Araştırmada tüm değişkenler arasındaki olası neden ile sonuç ilişkileri yapısal eşitlik modellemesi kullanılarak test edilmiştir. Elde edilen bulgulara göre sosyal medya etkileşimi ve benzersizlik ihtiyacının değişkenleri (yaratıcı seçim, popüler olmayan seçim ve benzerlikten kaçınma) satın alma davranışını pozitif ve anlamlı olarak etkilemiştir.

**Anahtar Kelimeler:** nft (non fungible token), benzersiz olma ihtiyacı, yaratıcı seçim, popüler olmayan seçim, benzerlikten kaçınma

**THE RISE OF THE NFT MARKET: THE EFFECT OF SOCIAL MEDIA INTERACTION AND THE NEED FOR UNIQUENESS ON NFT PURCHASE INTENTION**

**Abstract**

With the spread of crypto assets, Non-Fungible Token (NFT) technology has become more and more talked about on social media platforms. The idea of uniqueness is at the heart of the NFT technology used to make digital assets tradable and registerable. The aim of the study is to examine the effect of consumers' interaction in social media and the need to be unique on NFT purchase intention. In the research, data were collected online from 488 social media users who follow NFT purchasing sites. Analyzes were made with SPSS and AMOS statistical package programs. The validity and reliability of the scales used were tested and found to have acceptable values. In the study, possible cause and effect relationships between all variables were tested using structural equation modeling. According to the findings, social media interaction and the variables of uniqueness need (creative choice, unpopular choice and avoidance of similarity) positively and significantly affected purchasing behavior.

**Keywords:** nft (non fungible token), need for uniqueness, creative choice, unpopular choice, avoidance of similarity

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