

**NEAR EAST UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES**

**MARKETING DEPARTMENT**

**MASTER'S PROGRAMME**

**MASTER'S THESIS**

**“EFFECTIVENESS OF FACEBOOK AS AN  
ADVERTISING MEDIUM AMONG UNIVERSITY  
STUDENTS”**

**ADEKUNLE A. ADEREMI**

**(20124696)**

**JUNE 2015,**

**LEFKO A**

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## **ABSTRACT**

As a social network site, Facebook has been one of the most important social trends of the last decade. Organizations are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook.

The aim of this study is to analyse and determine the effectiveness of Facebook as an advertising medium. It tries to describe the effectiveness of Facebook as a medium to advertise and how it correlates with the benefits derived. A survey was carried out on university students who regularly come in contact with Facebook advertising through their mobile phones and computers.

The findings showed that there is a very strong relationship between effectiveness of Facebook advertising and benefits derived. Facebook helps in describing and promoting new products in such a way that it creates or enhances brand images across cultures and markets. It is essential that businesses understand Facebook and the strategies behind using social media advertising for growing their businesses especially the ones targeted at university students.

**Keywords: Social Media; Advertising effectiveness; Facebook advertising; Near East University; University students.**

## ÖZET

Facebook, toplumsal bir a sitesi olarak, son onyılın en önemli toplumsal e ilimlerden biri olmu tur. Örgütler, bilgi, ürün ve hizmet alı veri i, var olan ve var olabilecek mü terilere yakın olabilme, mü eterilerini daha iyi anlayıp onları kazanabilme gibi Facebook'un sa ladı ı faydalara kar ı ilgi göstermektedirler.

Bu çalı manın amacı bir reklam ortamı olarak Facebook'un ne kadar etkili oldu unu inceleyip anlayabilmek olmu tur. Bir reklam ortamı olarak Facebook'un etkili olu u ile sa ladı ı faydaların nasıl bir korelasyon içersinde oldu unu anlatmaya çalı ılmı tır. Cep telefonları ve bilgisayarları aracılı ıyla Facebook'u sürekli kullanan ö renciler üzerinde bir ara tırma yapılmı tır.

Bulgular Facebook reklamlarının etkili olu u ile sa lanan faydalar arasında güçlü bir ili ki oldu unu göstermi tir. Facebook yeni ürünlerin tanıtımını ve anlatımını öyle bir biçimde yapmaktadır ki markaların imajını kültürler ve pazarlar arası yaratıp geli tirmektedir. İletmelerin çalı malarını büyütmede, özellikle de Üniversite ö rencilerinin hedeflenmesinde Facebook'u ve arkasında yatan sosyal ortam reklam stratejilerini anlamaları esastır.

**Anahtar sözcükler: Sosyal Ortam; Reklam Etkili i; Facebook Reklamları; Yakın Do u Üniversitesi; Üniversite Ö rencileri**

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## **CHAPTER I**

### **PROBLEM FORMULATION**

#### **1.1 Introduction**

The chapter discusses the formulation of the problem of this study. According to Albert Einstein, "the mere formulation of a problem is far more essential than its solution, which may be merely a matter of mathematical or experimental skill. To raise new questions, new possibilities, to regard old problems from a new angle require creative imagination and marks real advances in science".

The chapter provides brief background of the social media and advertising, problem situation, problem statement, research aims and objectives, significance of the study, the limitations of the study and the whole study chapters' summaries. It provides a brief literature on determining the effectiveness of Facebook as an advertising medium among students in the faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus as shall be observed by the study and if it is worth more than traditional advertising.

#### **1.2 Social Media and Advertising**

The powers and the popularity of social media are increasing. Personalized communications with customers are now more possible than ever. Teenagers adopting them first, followed by a growing population of twenty-five (25) to thirty-four (34) year olds and white-collar workers show that social media is applicable to everyday life (Kim 2008). This growing trend has vast implications for marketers and advertisers.

Advertisers will need to know and find out the effectiveness of different social networks otherwise it will be hard to create valuable interactions with consumers.

Social media has greatly changed the way businesses interact with their customers and business owners must learn how to use social media in a way that is stable with their business plan (Mangold and Faulds, 2009). Social networking sites have created an opportunity for firms to extend their advertising campaigns to a larger range of target audiences. Chi (2011) defines social media advertising as a “connection between brands and consumers, while offering a personal channel and currency for user centred networking and social interaction.”

As a social network site, Facebook has been one of the most important social trends of the last decade. Organizations are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook. According to Rooma R. Ramsaran-Fowdar&SoorajFowdar (2013), the increase of communication flow of information among customers together with the increased availability of assorted communication channels is creating a new level of complexity in the design and implementation of new marketing strategies.

Facebook does not replace the traditional marketing tools but can be used as a complement to existing traditional promotional tools.

### **1.3 Problem situation**

Faculty of Economics and Administrative Sciences of Near East University in Northern Cyprus is one of the faculties in the university with student population of over 1500 spread across 11 departments (Serife, 2014). The students come from 13 different countries which enrich the diversity of the student population, this implies that students

of the faculty though may understand English language, have come from various different languages, cultures, beliefs and traditions.

This indeed affects what the students choose to buy and the kind of advertisements that they follow as well as their usage of Facebook social networking site both on their personal computers and mobile phones which is the trend nowadays.

The buying culture of the students vary especially as most students use Facebook applications in their local languages hence this study is all out to determine how effective is Facebook as a medium of advertising to the diverse student population of the Faculty of Economics and Administrative Sciences.

Ignoring the reputation and prominence of Facebook, there have not been many researches that discuss the effectiveness of Facebook as an advertising medium amongst university students. According to Jetscram (2014), out of Facebook's 1.32 billion active users, 95.8 million are youths between the age of 13 and 34, yet enough researches have not been carried out to determine how this huge section of Facebook active users can be leveraged upon to maximize company's profit as well as give the consumers maximum benefits of Facebook advertising.

Majority of the university students surf Facebook on their mobile phones and come across various kinds of advertisements relevant and non-relevant to their studies, buying interests or belief. The advertisers chunk out these advertisements sometimes not considering the demographics of their audience.

This is a big issue because advertisers cannot determine if their aim is fulfilled, profitable or not. The essence of making advertisements is to attract consumers to patronize the company's product or service, which in turn garner profits from sales to the company. Companies advertise without knowing the population of their target audience, without proper estimation on the income to be generated from such venture,

which makes traditional advertisement unpredictable, costly and risky hence the need for this study to determine the effectiveness of Facebook advertisements before, during and after the launch of such advertorials on Facebook.

#### **1.4 Problem statement**

Social media is a development of the last decade. So far, research has mainly concentrated on defining the basic concepts involved in social media and their effects on consumer behaviour. Studies on social media focus on describing what social media advertising is and the factors that affect consumer behaviour relative to social networking. Studies hardly describe the benefits that businesses gain from social media advertising. Research is needed to offer a better understanding of advertising gains that businesses derive from social media advertising. There is also a need to understand the correlation between the benefits gained and the effectiveness of social media advertising. As a social network site, Facebook has been one of the most important social trends of the last decade. Organizations are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook.

#### **1.5 Research aims and objectives**

The aim of this study was to analyse and determine the effectiveness of Facebook as an advertising medium. It tried to describe the effectiveness of Facebook as a medium to advertise and how it correlates with the benefits derived.

This study carried out a survey on university students who regularly come in contact with Facebook advertising through their mobile phones and computers. The study aimed to find out the extent to which Facebook advertising is effective in the following benefits:

- a. Customer relationship management
- b. Engaging customers
- c. Enhancing brand reputation
- d. Building brand attributes
- e. Announcing new products

and also how effective it is,

- f. amongst university students for marketing purposes.

## **1.6 Significance of the study**

Considering the amount of spending on advertising, it is essential to understand what advertising effectiveness is and how it is measured. Understanding what leads to advertising effectiveness, however, is far more important, as any waste in spending can be avoided in advance. The literature review of this study has highlighted that there is a gap in research to understand how social media advertising in general and Facebook advertising in particular are effective media for advertising. This study attempts to determine how effective Facebook advertising is amongst university students.

## **1.7 The limitations of the study**

The study intends to determine the effectiveness of Facebook as an advertising medium amongst students of the Faculty of Economics and Administrative Sciences in Near East University, Northern Cyprus. It is a case study such that its research findings will be limited with the case study institution selected, however, further research of this study can be carried out on a number of institution may well generate research findings.

## **1.8 Chapters' summaries**

### **1.8.1 Chapter II**

This chapter will review the literature for the definition of advertising, understanding social media and advertising, consumer attitudes and motives toward social media, effectiveness of social media advertising, effectiveness of Facebook as an advertising tool and benefits of Facebook advertising. The chapter will also give broad information on this study topic of effectiveness of Facebook as a medium of advertising among university students. This chapter will depict how organizations are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook and state how Facebook does not replace the traditional marketing tools but can be used as a complement to existing traditional promotional tools.

### **1.8.2 Chapter III**

This chapter will describe the location of the study for proper identification of the case study institution, city and country, followed by the students profile of the study institution such as the faculties, departments and population of the students as well as the



number of countries represented in the institution. Detailed information about the case study shall also be enumerated. The chapter will highlight in detail, the profile of this study institution, faculty, as well as the students profile of the case study institution.

### **1.8.3 Chapter IV**

This chapter will discuss the research methodology of this study. It will explain the conceptual model of the study, hypotheses development, research design, data collection methods and measuring instrument as well as sampling. It will describe the questionnaire's design and explain specifically how to determine the effectiveness of Facebook as an advertising medium among the students of the Faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus. It will describe how the questionnaire shall be used to determine effectiveness of Facebook advertising on students' buying decisions and buying behaviour.

It will show the conceptual model of the study depicting the five independent variables namely; customer relationship management, customers, enhancing brand reputation, building brand attributes and announcing new products, it will also show the relationships between the independent variables and the dependent variable describing the effectiveness of Facebook advertising. The hypotheses development, data collection procedure, the survey instrument, sampling, as well as the respondents profiles shall be enumerated. The chapter will show the researcher's resolve at conducting a reliable and constructive scientific study on the topic in question.

### **1.8.4 Chapter V**

This chapter will describe the findings of the empirical investigations conducted among the students in the Faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus, in order to get their opinion on the effectiveness of

Facebook as an advertising medium among university students. Reliability analysis shall be carried out to determine the suitability and consistency of the study variables. A descriptive analysis shall be carried out on the demographic variables to distinguish the selected sample profile. Also a correlation analysis shall be conducted to test the hypotheses. Lastly a linear regression analysis shall be conducted to measure the usefulness of the variables and relevance to the model. The major findings of all the empirical investigations shall be listed in this chapter.

### **1.8.5 Chapter VI**

This chapter finalizes the report of this study. Therefore, it will start with the theoretical findings of the study followed by the empirical findings, hypotheses, research aims and questions, the limitations of the study, recommendations for future research as well as the researcher's concluding discussion. The chapter will show that the increase of communication flow of information among students together with the increased availability of assorted communication channels is creating a new level of complexity in the design and implementation of new advertising strategies.

### **1.9 Conclusion**

This chapter formulated the problem of the study. It provided a brief idea on determining the effectiveness of Facebook as an advertising medium amongst students of the faculty of Economics and Administrative Sciences in Near East University, Northern Cyprus. The chapter provided the template for the next chapter which is the literature review of the study.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter is a review of the literature for the definition of advertising, understanding social media and advertising, consumer attitudes and motives toward social media, effectiveness of social media advertising, effectiveness of Facebook as an advertising tool and benefits of Facebook advertising. The chapter gives broad information on this study topic of effectiveness of Facebook as a medium of advertising among university students.

#### **2.2 Advertising**

Advertising is synonymous with marketing to many people. However, marketing is much more than this and advertising is just an element in the promotional mix. American Marketing Association defines advertising as “any paid form of non-personal presentation of ideas, goods and services by an identified sponsor”. As Kotler and Armstrong (2008) puts it, advertising delivers information (on products, brands and new product awareness), reminds (through exposure repetition and non-unique forms) and persuades (by providing pleasant impressions and generating sales).

Quinn (1985) looks at the aim of advertising as to create a buying response, or at least to produce a desire to find out more. The types of advertising were outlined by Aaker and Mayaers, (1975) as to inform, to persuade and to remind consumers. Kotler (1994) describes advertising as an important tool which companies use to persuade buyers and the public.

Advertising media is defined by the American Marketing Association as “the various mass media that can be hired to convey advertising messages to prospective audiences or target markets for products, services, organizations, or ideas”. Traditionally this represents newspapers, magazines, radio, television, outdoor advertising, transit advertising, and specialty advertising. These are the traditional advertising media. Gurevitch Coleman & Blumber (2009) observed a decrease in the number of people following the traditional media. Consumers have begun to use more of the web-based social networks, due to advances on electronic communication devices and the internet.

### **2.3 Social Media and Advertising**

The power and the popularity of social networks are increasing. Personalized communications with customers are now more possible than ever. Teenagers adopting them first, followed by a growing population of twenty-five (25) to thirty-four (34) year olds and white-collar workers show that social networks are applicable to everyday life (Kim 2008). This growing trend has vast implications for marketers and advertisers. Advertisers will need to know and find out the effectiveness of different social networks otherwise it will be hard to create valuable interactions with consumers.

Boyd and Ellison (2007) report that current research on social networks is generally exploratory and focuses on topics like impression management, friendship performance, networks and network structure, online/offline connections, and privacy issues. There is little research done on the effectiveness of social media for advertising purposes. There is a need for research to understand the effectiveness of social media advertisements on consumers. Social media advertising consists of the effort to use social media to convince consumers that one’s business, products or services are the best.

Social media advertising is advertising using online communities, social networks, blog advertising and more. Lazer and Kelly's (1973) define social advertising as "concerned with the use of advertising understanding, ideas, and methods to enhance social as well as economic ends. It is also concerned with the analysis of the social penalties of advertising strategies, decisions and events."

Social media has greatly changed the way businesses interact with their customers and business owners must learn how to use social media in a way that is stable with their business plan (Mangold and Faulds, 2009). Social networking sites have created an opportunity for firms to extend their advertising campaigns to a larger range of target audiences. Chi (2011) defines social media advertising as a "connection between brands and consumers, while offering a personal channel and currency for user centred networking and social interaction."

Social media is a development of the last decade. So far, research has mainly concentrated on defining the basic concepts involved in social media and their effect on consumer behaviour. Studies on social media focus on describing what social media advertising is and the factors that affect consumer behaviour relative to social networking. Studies hardly describe the benefits that businesses gain from social media advertising. Research is needed to offer a better understanding of advertising gains that businesses gain from social media advertising.

A business must first understand how social media works before using it as an advertising tool. This should begin with defining the term Web 2.0 which is a new way of using the World Wide Web by end users. Kaplan and Haenlein (2010) explain Web 2.0 as a second generation of the World Wide Web that is focused on the ability of people to collaborate and share information online. As Web 2.0 is open for users to share information, it is used more as an advertising term than a computer term. Campbell et al. (2011) describes it as what people do with technology than the

technology itself. Users create and consume information rather than just retrieve it thus adding value to web sites that allow such interactions.

Campbell et al (2011) further describes Web 2.0 as being developed from simple information retrieval to interactivity, interoperability, and partnership. Kaplan and Haenlein (2010) define it as a Web 2.0 application that creates an exchange of user generated content. Similarly, others define social media as a broad term which describes software applications enabling users to generate information and share (O'Reilly, 2005).

However, social networking sites must not be confused with social media. According to Kaplan and Haenlein (2010), social media is different as it allows users to come together by creating personal information profiles and inviting friends to have access to those profiles. Therefore, social media is the environment in which social networking takes place. It has become a new medium where consumers find information and make buying decisions.

#### **2.4 Consumer attitudes and motives toward social media**

Consumers are increasingly observed in creating information on brands previously controlled by companies (Heinonen, 2011). Accordingly, recent research focused on the features of social media sites that affect consumer attitudes and motives. In examining the advertising responses and self-disclosure of personal information and the link between the brand-related groups on Facebook, Chu (2011) determined that Facebook users who are members of groups are more likely to disclose personal data than non-group members.

Chu (2011) explains that when users pass on advertisements promoting brands they reveal their personal information and their connection with Facebook groups. He depicts that consumers see Facebook groups as channels useful in seeking self-status in a

product category as they pass on information on brands to their Facebook group members.

He also found that members of Facebook groups maintain a more favourable attitude toward social media advertising and are more likely to join a Facebook group of a particular brand to receive promotional messages.

Chu (2011) further observes that college-aged, young users show the most favourable attitudes toward social media advertising and are the largest growing demographic group. This makes social media sites a better advertising media for companies with targeted segments of younger customers. Cox (2010) also studied the correlation between age and attitude toward social media advertising. She discovered that the attitudes of social network users toward online advertising differed across age groups. She observed that users in the eighteen (18) to twenty-eight (28) age groups have strong positive attitudes towards advertising formats such as blogs, video, and brand channel. She points to the eye-catching, informative and the amusing characteristics of these formats as an explanation. Most users like the characteristics of these formats with younger groups showing a higher preference. However, most network users dislike advertisements interfering with online social networking activities, such as pop up, expandable, or floating formatted advertisements (Cox 2010).

Chi (2011) suggests that user motivations for online social networking may play a vital role in defining consumer's responses to social media marketing. He explains that users perceive advertising differently depending on the social network. Harris and Dennis (2011) determine that consumers, particularly students, have a hierarchy of trust when using social media such as Facebook. They record that students go in the descending order of real friends, then Facebook friends, expert blogs, independent review sites and lastly celebrities and e-retailer sites.

Di Pietro and Pantano (2012) conclude enjoyment as the major factor that influences consumers to use social networks in their buying decisions. They found that Facebook provides fun and the opportunity for users to ask for suggestions in an easy and entertaining way.

Individuals are motivated and pay more attention to the products promoted on Facebook. Di Pietro and Pantano (2012) further advised businesses to improve their Facebook appeal by adding amusing interactive applications such as games and contests. Heinonen (2011) argues that consumers' activities are not related to one single motivation but a variety of combinations. He finds the classic view of individuals as mere customers out of date. He argues that user generated content is reducing the influence of traditional marketing tactics and consumers should be seen as active producers of business value (Heinonen 2011). Business owners can increase awareness of their brand by being innovative when interacting with customers on social media sites. Shankar et al. (2011) sees promotion through these media as important. According to Curran et al. (2011), social media websites such as Facebook are superior to other advertising media because it stores details on all its users hence ensuring advertisers reach their targeted segments.

## **2.5 Effectiveness of social media advertising**

Considering the amount of spending on advertising, it is essential to understand what advertising effectiveness is and how it is measured. Understanding what leads to advertising effectiveness, however, is far more important as any waste in spending might be avoided in advance. This has become more challenging with the increase use of social media since the 2000s. A definition of advertising effectiveness is suggested by Corvi and Bonera (2010) as the extent to which advertising produces a definite preferred effect. The authors believe that that there are difficulties in measuring the advertising



effectiveness due to interaction of advertising with other business variables such as marketing, financial decisions and environmental variables such as competition (Corvi and Bonera 2010). They further believe that effects of advertising are not always translatable into quantitative terms and that advertising has long-term effects not always possible to measure at the time of costs.

Some argue that interactive advertising, such as social media advertising should be viewed not different to a general philosophy of model advertising effectiveness

(Li and Leckenby 2004). As Pavlou and Stewart (2000) put it, the effectiveness of both should remain relevant as both carry the same objectives. There is an opposite school of thought, however, which argues that the effectiveness of online advertising should not be viewed similar to traditional advertising. The Nielsen Company (2010) measures the online advertising effectiveness by using the brand favourability, message equity, brand consideration, purchase propensity, the effectiveness of creative execution, place impact, and frequency of exposure.

## **2.6 Facebook**

### **2.6.1 Effectiveness of Facebook as an advertising tool**

As a social network site, Facebook has been one of the most important social trends of the last decade. Although it started in 2004, Facebook currently has over a billion monthly active users (Facebook, 2012). The service is available in 70 languages which makes Facebook a worldwide social network site. The accuracy and trustworthiness of these numbers can be questioned but the growth rate is impressive. It is this growth rate that has attracted the attention of researchers from many backgrounds.

Facebook data can be compared to a crystal ball to understand customers (Casteleyn, Mottart, & Rutten, 2009). User actions on Facebook appear in the news-feed status, and every single friend is able to see them. Notifications can be delivered straight to email addresses (Shannon et al., 2009). However, because users can build their own profile and write anything they want on Facebook, it does not necessarily provide correct, accurate, and real information about users (Doyle, 2007; Palmer & Koenig-Lewis, 2009; Treadaway & Smith, 2010). Facebook communities where users are members are the most relevant for advertisers (Casteleyn, Mottart, & Rutten, 2009). Through these communities, advertisers are able to identify consumer tastes and likes, which are essential in helping to create market segmentation and targeting and positioning strategies (Acar & Polonsky, 2007; Treadaway & Smith, 2010). Marketers can gain valuable information on community members' profiles and from the news feed statements that users post on their walls and pages (Casteleyn, Mottart, & Rutten, 2009). This information can then be used for direct marketing purposes.

### **2.6.2 The impact of Facebook on advertising**

According to Edelman (2007), customers are currently switching to the usage of social networks and are spending much more time with online advertising than with any other marketing channel. Facebook allows companies to connect with many more people and much more often than the companies would be able to manage through phone calls, emails, or meetings (Luke, 2009). One of the main benefits of social networking for organizations is, therefore, lower marketing costs in terms of human and other costs. With the economic downturn, many companies are trying to find ways to cut spending, and social networking sites are the way for them to market their businesses and reduce their costs. Costs of communication have fallen down drastically with Facebook, creating opportunities for organizations to communicate directly, quickly and

consistently with millions of individual customers (Mize, 2009; Palmer & Koenig-Lewis, 2009). Moreover, the emergence of Facebook as an advertising platform has ushered a new era of personalized and directed advertising.

Facebook advertising has consequently grown in popularity. Yang et al. (2008) reported that the advent of targeting advertisements, specifically toward demographics (age, sex, education, and so on), and tighter restrictions on advertisements quality has turned Facebook advertising into a viable traffic builder and advertising option for small and large size businesses because of its sheer number of active users as well as the level of each user's activity on this social networking website, Facebook is considered an appealing platform for online marketing specialists and online advertisers (Francisco, 2006). From an economic point of view, Facebook offers a thorough and competitive tariff system, charging advertisers for a per-click or a per-impression model. Facebook can be an ideal alternative to telemarketing and marketing research because people are tired of telemarketing and marketing research calls made through call centers. Facebook is an excellent direct-response marketing platform, which can provide immediate and direct answers to marketing questions and problems within the least time period. Through the interaction with customers, organizations can gain valuable insights and feedback about existing and potential products and services.

A few years ago, when social media networking was not available, customers had restricted access to brand information through traditional media. In those times, companies were able to position the brand in the mind of the consumer through their marketing strategies (Schultz, 2010). However, these days, thanks to Facebook, it is the customer who positions the brand and not the company. Levebvre (cited in Bernhardt et al., 2009) agreed and added that customers previously referred to as "the audience" are now actively participating in the creation of information as they are offering their opinions based on personal experiences. This can turn out to benefit a company if positive comments are made about the brand, though it can also turn against the brand's

reputation if users post negative remarks. At the same time, useful information is being circulated to other users through blogs, and consumer education is thus occurring simultaneously. Trusov, Bucklin, and Pauwels (2009) found that word-of-mouth referrals by family, friends, and other online participants also have had a strong impact on new customer acquisitions. Furthermore, they also proved that word-of-mouth is a critical factor for companies to enlarge their customer base and that word-of-mouth has longer-lasting effects as compared with traditional marketing tools.

Studies have investigated the link between the interaction component of advertising using social networks and the subsequent purchase of products and services. Shankar and Malhotra (2007) found that some relationships reported that advertising firms are increasingly looking to the conversations occurring online to customize their interactions with the customer. Sivadas, Grewal, and Killaris (1998), for example, identified a link between online music newsgroup readership and the consumption of music-related products and services such as concerts and recorded music. Organizations can benefit from advertising in Facebook space. Facebook offers advertisers opportunities such as;

- **Customer Relationship Management:** Facebook channels assist by making strong bonds between the customer and the company much easier and thereby increasing the stability of the company (Marland, 2008). Facebook advertising provides a whole new dimension to advertising as it offers interactivity to the users thereby enhancing the relationship between customers and the companies (Logan, K., Bright, L.F and Gangadharbatla, H. 2012).
- **Engaging Consumers:** Consumers create user generated content from social media such as Facebook and these have turned out to be among the highlights of online interaction transmissions (Lenhart et al.,2010). Lipsman (2011) considered the fact that Facebook could probably be accounted for 1 minute in every 6 minutes of online interaction. For this reason Facebook has been on the priority list of advertisers for

building enduring relationships with their customers. Calder et al. (2009) supports the idea that social media advertising contributes to the various user participation online through their evidence that customers who access various social media exhibited interactive attitudes which therefore enable their engaging in communication with other users. Inspired by the power of Facebook to engage users in virtual relationships, companies and services began seeking ways to immerse into people's internet and learn to leverage the likes, shares and comments for profit making (Andriole, 2010; Culnan et al., 2010).

- **Enhancing Brand Reputation:** Brand image according to Keller (1993) refers to a group of brand associations which the customers picture in their minds as the identity of a brand. Companies can use Facebook as a way of increasing their goodwill and trustworthiness, which may ultimately result in better branding (Robin Neifield, 2010). Companies are enabled to make conversation with its customers, which results in a great amount of credibility among its customers. In the year 2009, about 215 out of the total number of 500 fastest growing private organizations in the United States listed Facebook as being very important to the sales and marketing of their products and services while about 340 of these organizations concurred with the idea that they monitor the activities on Facebook relating to their brands product and services (Barnes and Mattson, 2009). There is another method to advertise online that Rowley (2001) recommended that companies would be better to create recommendation mechanism, in this condition customers can connect with each other and thus creates a successful brand image.
- **Building Brand Attributes:** Brand attributes could be associated with features of specialty, strength and likeness and these interpret what the brand stands for to the consumer, in relation to the goods and services it provides, therefore highlighting the advantages of using that brand of product (Keller, 2008). Subsequently, Meenaghan (1995) noted that brand attributes could be viewed as a product or service

intelligence that enables consumers to categorize a particular brand. Similarly, in another related study Bhat and Reddy (1998), found out that brand attitude is used as an alert for information, alternatively brand attributes could have real and virtual associations in the client's mind (Blackwell, Miniard, and Engel, 2005). Probably a brand may not possess the attraction, expertise and trust required to make it sell but the customers will buy based on the associated image given to this brand through the Facebook and the number of users who liked the product page on it. According to Zhou & Belk (2004) this shows that the customers could probably be seeking to belong to a particular group to enhance their self-image or for a higher feeling of self-esteem. Aaker (1996) continued, stating that a strong and reputable brand attitude enables customers to build up affirmative attributes and feelings about the brand, which brings about the enhancement of the brand image to increase its value as perceived by the customers.

- **Announcing New Products or Services:** there is no other better and cheaper media than Facebook to inform your customers about the arrival or release of new products and services (Sarah E Needleman, 2011). Facebook creates a platform that allows for easier spread of new product and service arrivals to a targeted audience. The reasons for organizations turning towards Facebook advertising are dependent on various factors, such as the company profile, the products, and customers (Bernoff, 2008). Extension of word of mouth on social media provides remarkable power of information for new products where each one of prospective buyers can impact the discussions with another in cyberspace (Nail & Jim, 2005).

## **2.7 CONCLUSION**

Organizations are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook. According to Rooma R. Ramsaran-Fowdar&SoorajFowdar (2013), the increase of communication flow of information among customers together with the increased availability of assorted communication channels is creating a new level of complexity in the design and implementation of new marketing strategies. Facebook does not replace the traditional marketing tools but can be used as a complement to existing traditional promotional tools.

## **CHAPTER III**

### **CONTEXTUAL FACTORS**

#### **3.1 Introduction**

This chapter describes the location of the study for proper identification of the case study institution, city and country, followed by the students profile of the study institution such as the faculties, departments and population of the students as well as the number of countries represented in the institution. Detailed information about the case study was enumerated.

#### **3.2 Near East University**

Near East University is located in Lefkosa, the capital of the island of Turkish Republic of Northern Cyprus. Northern Cyprus is one of the two islands of Cyprus. It is a country with the population of approximately two hundred and ninety-five thousand (295,000) citizens according to the population census of 2011 (wikipedia, 2015) and also play host to over a million resident foreigners.

According to Suat (2014), the founder of Near East University, the university has approximately twenty-two thousand (22,000) students from ninety (90) different countries. The university has earned its well-deserved global reputation, offering excellent-standard educational opportunities with its qualified academic staff, non-academic staff and well-established infrastructure. Near East University is ranked, two thousand and sixty-eight (2068) in the world according to Ranking Web of Universities (2015).



Near East University (Turkish: Yakin Do u Üniversitesi, commonly referred to as YDÜ) is a privately owned university founded in 1988.

The founder of Near East University is Dr. Suat . Günsel, a Turkish Cypriot educationist and entrepreneur, he started the institution with higher education studies in two faculties and subsequently added fifteen (15) more faculties which the researcher's faculty of Economics and Administrative Sciences is among, four (4) graduate schools, and fifteen (15) research centres.

The faculty of Medicine was established in 2009 while the faculty of Pharmacy was accredited by the Accreditation Council for Pharmacy Education (ACPE) in 2014. The university presently has seventeen (17) faculties with ninety (90) departments. Perfectly composed with a superbly beautiful design, the modern campus of Near East university (NEU) stirs a sense of wholeness with all its faculties, hospitals, laboratories, workshops, computer centres, cultural centres, dormitories, restaurants, olympic indoor swimming pool and other social and sports centres. Moreover, the Near East Kindergarten, Pre-school, Primary school and College have all been conscientiously erected and are situated within the NEU campus.

The university has an herbarium founded in 2006 by Salih Gucel, the curator. In 2014, Near East University's solar car Ra25 was among the participants at South African solar challenge race. The Near East University solar car was designed and manufactured by Research and Development teams of the Near East University. It was the first Turkish Republic of Northern Cyprus' native solar powered car and was introduced at a press conference held at the exhibition hall of Near East University hospital.

Near East University is a full member of the European University Association (EUA), International Association of Universities (IAU) within the body of UNESCO, International Society for Engineering Education (IGIP), Joint Commission International

(JCI), and the Federation of the Universities of the Islamic World (FUIW) as well as one hundred and eighteen (118) national and international foundations and institutions.

### **3.3 Students profile at Near East University**

The sole aim of Near East University, with all its academic staff and non-academic staff is not only to provide their distinguished students with the best available conducive educational atmosphere but also to nurture reasonable, responsible, intelligent, creative, research-oriented and liberal-minded individuals who will contribute towards the advancement of their nations and possibly their host country.

- 17 faculties.
- 90 departments.
- 4 postgraduate institutes with 187 programmes (at MA and PhD level).
- 2 schools.
- 4 high schools.
- 28 research centers.
- 22,000 students
- 90 countries

### **3.4 Faculty of Economics and Administrative Sciences**

The acting Dean of the faculty, Associate. Professor. Dr. Feriye Zihni Eyüpo lu (2014) said the Near East University, Faculty of Economics and Administrative Sciences (FEAS) was founded in 1988 with two departments, Business Administration and Computer Information Systems.

In the following years, nine (9) more departments were established, namely International Relations, Economy, Political Science, Banking and Finance, International Business, European Union Relations, Information and Records Management, Marketing, and Human Resource Management, bringing the faculty to a total of eleven (11) departments and over one thousand, five hundred (1500) students coming from thirteen (13) different nations. The educational programmes are carefully designed and have a broad and modern vision. The programmes are constantly updated to provide students with a competitive educational edge. The curriculum of each departmental programme has been designed and continuously updated to carefully balance theoretical and practical courses as well as compulsory and elective courses.

The students attend the first two years of compulsory courses for their theoretical foundation. The remaining years allow the students to choose from a range of elective courses providing them with the opportunity to pursue their areas of interest. The majority of the academic programmes are available in English language while few other programmes are taught in Turkish language.

The faculty is very honoured to be host to students from a vast array of different countries from all around the world. This provides the faculty students with the opportunity to mix with other students from different cultures and experience different traditions which in turn will be a valuable experience for them in their future careers.

The Near East University, faculty of Economics and Administrative Sciences, with its young and dynamic academic staff, aims to provide students with a contemporary education that will contribute to the development of quality individuals who are equipped with international knowledge and skills to cope with the continuous changes and developments nationwide as well as worldwide.

According to the acting Dean of the faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus, elite academic cadres and continuously updated undergraduate and graduate programs provide a contemporary education for the faculty students. Multitudinous of departments and the possibility of transferring their credits to other departments from their own, helps students to specify their real field of interests and increases the variety of employment opportunities. English being the language of instruction increases the chances of students finding employment in international firms and other organizations. The mechanisms established for ensuring effective communication between the faculty and students, allows cooperation with the students in such a way that they are able to relate with their instructors, advisors and faculty administration in a professional and close way that promotes trust and good student/management relations.

Social activities are organized by the faculty management in close cooperation with the students, thereby contributing to the development of social relations between the students and the faculty management thus creating a home for students. The encouragement and assistance given by the faculty administration to the social and academic activities of student clubs, is contributing to the development of entrepreneurship abilities of the students. Facilities provide to the students by the NEU Campus within the colourful culture and tranquil environment of Cyprus, substantially contributes to the development of the students as free and independent individuals.

### **3.5 CONCLUSION**

The chapter highlighted in detail, the profile of this study institution, faculty as well as the students profile of the case study institution. The next chapter shall discuss the research methodology of this study.

## CHAPTER IV

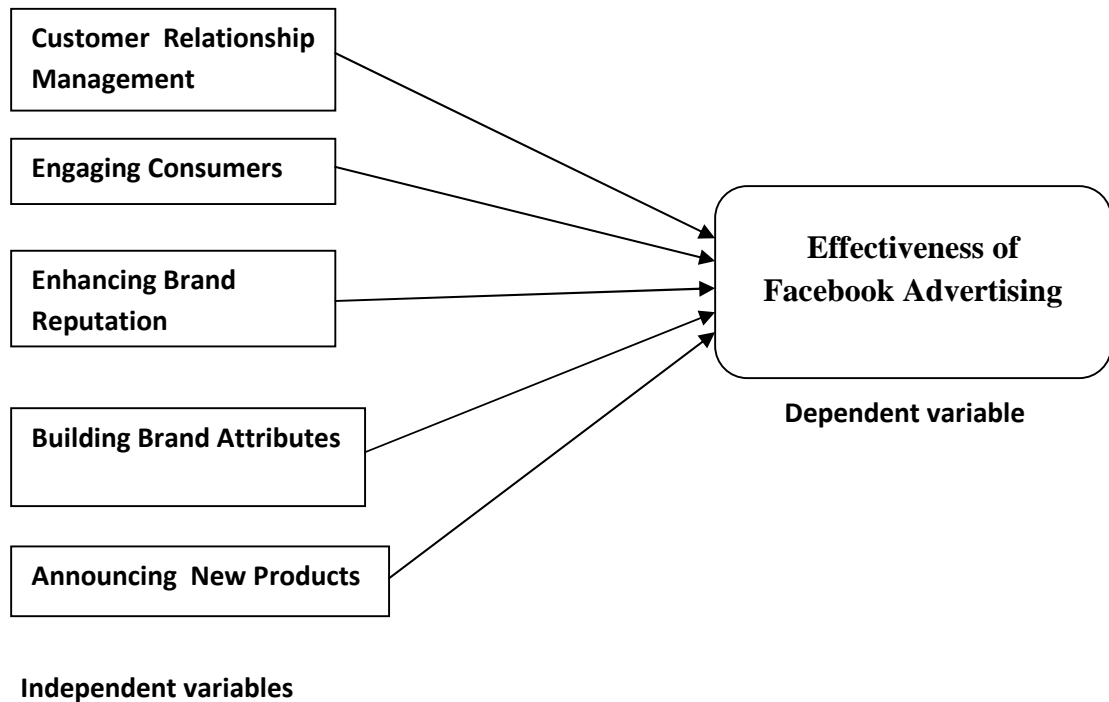
### RESEARCH METHODOLOGY

#### 4.1 Introduction

This chapter discusses the research methodology used in this study. It explains the conceptual model of the study, hypotheses development, research design, data collection methods and measuring instrument as well as sampling. The questionnaire was designed and explained specifically to determine the effectiveness of Facebook as an advertising medium among the students of the Faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus. The questionnaire was to determine how Facebook Advertisements affect students' buying decisions and behaviour.

#### 4.2 The conceptual model of study

Figure 4.1 The conceptual model of the study designed



In the light of the literature review carried out in Chapter 2 of this study, the model in Figure 4.1 has been formulated as the conceptual model for this study. The effectiveness of Facebook advertising has been the main concern of this study and hence was regarded as the dependent variable.

The model suggests that the effectiveness of Facebook advertising can be measured by the degree of its benefits to advertisers. In other words, the more, the benefits realized the more effective the Facebook advertising campaign has been. These effects are regarded as independent variables and suggested that they are correlated with the effectiveness of Facebook advertising. They comprise customer relationship management, engaging customers, enhancing brand reputation, building brand attributes, and announcing new products or services as explained below:

Customer relationship management is vital to the growth of companies. Facebook enhances customer relationship management by achieving strong bonds between the customer and the organization, therefore adding to the strength of the organization. Facebook allows the company to know more about the customers, their preferences and market trends, celebrate their memorable moments and empathize with them during grief. Knowing the preferences of customers helps in developing more competitive products and developing more effective advertising campaigns.

Enabling engagement of customers is regarded as another benefit of Facebook advertising. Facebook has the ability to engage and support deep relationships with consumers. It is said that such relationships will lead to greater consumer loyalty. Facebook helps to retain existing customers and develop brand credibility.

Facebook can help to improve brand reputation and image. Organizations can use Facebook to increase their goodwill and trustworthiness. Facebook benefits branding by providing a two-way communication with customers that results in more credibility for the organization and its products.

Facebook helps to build positive brand attributes of the organization's products or services. Customers' moods during Facebook advertising, information on their profile and their past experiences with the company's brands can be developed as a result of the brand attributes of the company. Facebook is relatively an easier medium to inform the market about new products and services. Announcing new products or services is possible with less effort. It creates a medium that makes it easier to spread information on new products and services through word-of-mouth. Sheryl Sandberg (2010) explains this as "We enable effective word-of-mouth advertising at scale..."

### 4.3 Hypotheses development

According to the conceptual model designed by the researcher as shown in Figure 4.1, the following study hypotheses were formulated;

<b>H1</b>	There is a positive association between customer relationship management and effectiveness of Facebook Advertising.
<b>H2</b>	Customers are positively associated with effectiveness of Facebook advertising.
<b>H3</b>	Enhancing brand reputation is positively associated with effectiveness of Facebook advertising.
<b>H4</b>	Building brand attributes is positively associated with effectiveness of Facebook advertising.
<b>H5</b>	Announcing new products is positively associated with effectiveness of Facebook advertising.

#### **4.4 Research design**

A research design is generally defined as a series of logical steps that enhances the validity of the findings. For example, Burns & Grove, (2009) define it as “a blueprint for conducting a study with supreme control over features that may impede with the legitimacy of the findings”. Similarly, Parahoo, (2006) defines a research design as “a plan that depicts how, when and where data are to be gathered and examined”.

This study was interested in describing the associations between variables to describe the effectiveness of Facebook advertising. It was descriptive in purpose and correlational in its type of investigation.

It was designed to think systematically with factors related to the effectiveness of Facebook advertising. It was conducted in a natural environment with minimal interference by the researcher. It was a field study conducted at a university campus during the normal flow of events. The unit of analysis was the individual, as the aim was to describe the benefits of Facebook advertising in the eyes of the individual university students. The study was undertaken over a period of time and hence a cross-sectional study.

#### **4.5 Data collection method and the measuring instrument**

A survey system was used to collect quantitative data. Fink (2003) describes the survey system as setting objectives for data collection, designing the study, preparing a reliable and a valid instrument, administering the survey, managing and analysing data and reporting the results. The survey instrument comprised of a questionnaire developed from the literature review carried out and the conceptual model developed in Figure 4.1. The questionnaire comprised of two sections designed to fit just one A4 paper so respondents can easily flip over to the section II once the section I has been completed.



The Section I consisted of one (1) screening question and two (2) personal details questions of the respondents while the section II consists of the twenty-one (21) questions affecting the effectiveness of Facebook advertising. A pilot test was first conducted by the researcher, who distributed questionnaires to an initial sample of 20 students found in the faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus. The questionnaires were prepared in both English and Turkish languages, this was necessary because the faculty comprises majorly English language speakers and Turkish language speakers. The pilot test was to make sure that the questionnaires were error-free, understandable, clear, consistent and easily completed by the respondents. Based on the feedback received from the pilot test, the questionnaires were improved and finalized. A reliability analyses test on the scales all proved to be reliable and only few modifications of the wordings were done to the questions. The Turkish language questionnaires were also checked by the researcher's supervisor for grammar and spelling errors. Reliability is used in relation to the question of how to ensure the consistencies of measures. It shows the repeatability of empirical findings (Bryman& Bell, 2011).

The following steps were followed in the data collection by the researcher;

1. The researcher made sure students of the faculty were available and not on break according to the institution's academic calendar.
2. Selected both English and Turkish speaking students.
3. Approached the students with utmost respect.
4. Gave brief introduction about the topic.
5. Appreciated in advance the students' willingness to spare some moments to complete the questionnaire.

6. Controlled the completed form for any omission.

The researcher distributed a total number of two hundred and fifty (250) questionnaire forms to selected random students of the faculty of Economics and Administrative Sciences which generated a response rate of 98.4 per cent because four questionnaire forms were not returned.

#### **4.5.1 Data analysis**

Statistical Package for Social Science 21® (SPSS) was used to analyse the data obtained from the questionnaire forms. Each questionnaire was coded and entered into the SPSS data view. The first survey instrument used was the reliability analysis, which shows the “extent to which a scale produces consistent results if repeated measurements are made on the characteristic” (Malhorta, 2007). This was followed by the descriptive analyses which were carried out on the demographics of the respondents indicating the profile sample by age and by gender.

The correlation analyses were carried out to demonstrate the influence and direction of the relationship between the variables which results were used for the hypothesis testing. The regression analyses were run in order to determine the relative importance of the independent variables on effectiveness of Facebook advertising.

#### **4.5.2 Sampling**

A non-probability sampling technique was adopted to conduct the survey and in particular by using convenience sampling. The convenient sampling was adopted because the respondents (students of the faculty of Economics and Administrative Sciences) were present at the faculty building during the distribution time and was

qualified to be the target population. All respondents were requested to voluntarily fill up the questionnaire based on their knowledge of advertisements on Facebook and their candid opinion on the effectiveness of Facebook advertising. Malhorta (2010, pg 374) defined sample size as the number of elements to be included in the study. A large sample size is required for such a descriptive survey. Yang (1996; 1997) selected 108 respondents in his study to test the effectiveness of advertising. Malhorta (2010) suggests that sample size for the study of advertising, the minimum should be one hundred and fifty (150) and the typical range of around two hundred (200) to three hundred (300). Whereas, Sekaran (2003) suggests that sample size which are larger than thirty (30) and less than three hundred (300) are normally applicable for most research, and recommends the sample size should be ten (10) times the number of variables in the study. Thus, the sample size set for this study was two hundred and fifty (250).

According to Siniscalco and Auriat (2005), the standardized questionnaires are often collected by asking people questions through interview and/or by self-administered questionnaires. A self-administered survey method was adopted in this survey. A total number of two hundred and fifty (250) questionnaire forms was distributed but four (4) were not returned while twenty-five (25) questionnaire forms were screened out because the respondents were not from the faculty of Economics and Administrative Sciences.

### **4.5.3 Respondents**

Respondents in this study were 250 students of the faculty of Economics and Administrative Sciences of Near East University in Northern Cyprus. The study was originally aimed at the entire students of the university but after days of deliberation, it was agreed that it should be limited to only the faculty in order to have a robust and constructive research considering the limited period of time available at the researcher's disposal. The respondents were carefully selected to comprise both English and Turkish

languages speaking students of the case study faculty in order to have a generally acceptable result, robust and accurate study results.

#### **4.6 Conclusion**

This chapter discussed the research methodology of this study. It showed the conceptual model of the study depicting the five independent variables namely; customer relationship management, customers, enhancing brand reputation, build brand attributes and announcing new products, it also showed the relationships between the independent variables and the dependent variable describing the effectiveness of Facebook advertising. The hypotheses development, data collection procedure, the survey instrument, sampling, as well as the respondents profiles enumerated. The chapter showed the researcher's resolve at conducting a reliable and constructive scientific study on the topic in question.

The researcher was meticulous in the research methodology in order to arrive at a generally acceptable result for the case study institution adopted.

## **CHAPTER V**

### **DATA ANALYSIS AND FINDINGS**

#### **5.1 Introduction**

This chapter describes the findings of the empirical investigations conducted among the students in the Faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus, in order to get their opinion on the effectiveness of Facebook as an advertising medium among university students.

Reliability analysis was carried out to determine the suitability and consistency of the study variables. A descriptive analysis was carried out on the demographic variables to distinguish the selected sample profile. Also a correlation analysis was conducted to test the hypotheses. Lastly a linear regression analysis was conducted to measure the usefulness of the variables and relevance to the model. The major findings of all the empirical investigations are listed in this chapter.

#### **5.2 Realization rate**

For the purpose of this study, a simple random sampling method was adopted. A total of 250 questionnaire forms were distributed to 250 different students within the premises of the faculty between December 2014 and January 2015. There were twenty-five (25) questionnaire forms screened out because they were not students of the Faculty while four (4) questionnaire forms were not returned. The total number of questionnaires realized were two hundred and twenty-one (221).

**Table 5.1: Realization rate**

Total questionnaires distributed	250
Questionnaires screened out	25
Questionnaires not returned	4
<b>Total questionnaires realized</b>	<b>221</b>

The data collected on the questionnaire forms were transferred to Statistical Package for Social Sciences (SPSS 21) software program and then analyzed.

### 5.2.1 Consistency of the measuring instrument

Cronbach's(alpha) as coefficient of internal consistency was used to estimate the reliability of the questionnaires responses. The Cronbach's coefficient alpha of the 21 items was 0.883, suggesting that the items had optimal reliability and relatively high internal consistency as shown in the reliability statistics table below. This is the most popular test for consistency reliability and a coefficient above 0.60 is sufficient for most social science studies (Sekaran and Bougie 2009).

**Table 5.2: Case processing summary**

#### Case Processing Summary

	N	%
Valid	221	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	221	100.0

- a. Listwise deletion based on all variables in the procedure.

**Table 5.3: Reliability Statistics**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.883	21

The reliability level reached was 0.883 which is regarded as reliable and sufficient as explained above (Sekaran and Bougie 2009).

### **5.3 Descriptive statistics**

#### **5.3.1 Demographic analysis of the respondents**

Section I of the questionnaire comprised the information of the researcher, place and time of research, brief explanation on the study, the screening question in order to make sure only students of the Faculty of Economics and Administrative Sciences completed the forms, the section also asked personal details of the respondents. The results are stated below:

##### **5.3.1.1 Gender**

Out of 221 valid respondents, a total of 110 were male which represents 49.8% while 111 were female which represents 50.2% as depicted in Table 5.4 below;

**Table 5.4: Composition of gender****Your gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	111	50,2	50,2	50,2
Valid Male	110	49,8	49,8	100,0
Total	221	100,0	100,0	

**Major finding: Almost same number of male and female respondents recorded.**

**5.3.1.2 Age group**

The age of the respondents were classified into three age groups namely 18-20, 21-23, 24 and above. The results revealed the following;

**Table 5.5: Composition of age****What is your age group**

	Frequency	Percent	Valid Percent	Cumulative Percent
18-20	49	22,2	22,2	22,2
Valid 21-23	81	36,7	36,7	58,8
24plus	91	41,2	41,2	100,0
Total	221	100,0	100,0	

**Major finding: 58.8% of the respondents were under 24years old.**



### 5.3.2 Attitudinal statements analysis

Section II of the questionnaire contained 21 attitude statements that were diligently formulated and distributed to 250 students of the Faculty, out of which 221 were regarded as valid. The section comprised Customer Relationship Management, Customers, Enhancing Brand Reputation, Build Brand Attributes, Announcing New Products and Effectiveness of Facebook Advertising. The following depicted the average responses;

**Table 5.6: Customer Relationship Management**

#### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Facebook creates a bond between the customer and the seller	221	1,9864	,96991	,06524
Facebook allows me to know more about the current trends and preferences in the market	221	2,0271	,90412	,06082
Facebook facilitates a two-way communication between customers and sellers	221	2,0090	,82015	,05517
With two-way communications possible, Facebook increases my satisfaction of the product even after sales (customer satisfaction)	221	2,1855	,95202	,06404
Facebook makes my enquiries on faulty goods easier	221	2,3348	1,03840	,06985

The average response to the statement attitudes on Customer Relationship Management was 2.1 which indicated that on average respondents agreed that Facebook is good in creating relations between the company and the customers. Respondents mostly agreed that Facebook creates a bond between the customer and the seller.

**Major finding: Respondents agreed that Facebook is an effective tool in Customers Relationship Management and agree that Facebook creates a bond between the customer and the seller.**

**Table 5.7:Engaging Consumers**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Customer engagement is the most important benefit of Facebook Advertising	221	2.1719	1.01235	.06810
Facebook helps me to recognize those sellers with credible brands and retain my patronage (custom) with them	221	2.1448	.92286	.06208
Facebook plays an important role in helping me to find the right product and the right company	221	2.3394	1.02147	.06871

The responses showed that respondents totally agreed that Facebook helps customers in finding the right brand of products they want as well as the right company. Facebook keeps them informed on the right brand of products. All respondents agreed that Facebook engages customers in finding the right company that offers the right products.

**Major finding: Respondents agree that Facebook helps customers find the right product, when, where and at the right price.**

**Table 5.8: Enhancing Brand Reputation**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Facebook advertising enables customer connection with the sellers which results in brand credibility	221	2.0633	.88192	.05932
Facebook helps spread brand image and reputation attracting potential customers	221	2.0452	.87788	.05905
Facebook advertising helps register the products in the minds of the target customers	221	2.1131	.99126	.06668
Facebook can help a brand to grow quickly and cheaply reaching worldwide customers	221	1.8914	1.03439	.06958

The response to the statement attitudes on Brand Reputation showed that on average respondents agreed that Facebook is good in creating quality brand awareness and publicity. Respondents mostly agreed that Facebook creates a worldwide marketing platform for products.

**Major finding: Respondents agreed that Facebook is the best advertising medium for world-wide patronage and reach.**

**Table 5.9: Building Brand Attributes****One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Facebook helps to foster and build brand attributes (features) of the advertiser	221	2.2217	1.00936	.06790
Facebook is ranked number one social media site in the world	221	2.2262	1.38283	.09302
Facebook has universal appeal across different cultures of the world	221	2.1584	1.09432	.07361
Facebook possesses unique and marketable advertisements	221	2.3439	1.02661	.06906
Facebook helps to create social awareness	221	2.0452	1.07777	.07250

The responses showed that respondents totally agreed that Facebook has a universal appeal across different cultures and traditions of the world. Facebook is ranked very high in global social corporate responsibilities.

**Major finding: Respondents agreed that Facebook has universal marketing appeal across cultures.**

**Table 5.10: Announcing New Products**  
**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Facebook allows easier spread of new products to targeted customers	221	1.9367	.91232	.06137
Facebook enables effective word of mouth advertising worldwide	221	2.0769	.94314	.06344
Facebook mobile application platform enables 24hours delivery of new product advertisement	221	2.4118	1.15114	.07743

The responses to the statement attitude on New Products showed that on average respondents agreed that Facebook is a good platform for advertising new products and brands. Respondents mostly agreed that Facebook creates a buzz for new products.

**Major finding: Respondents agreed that Facebook is an effective tool in creating awareness for new products.**

#### **5.4 Testing the research hypotheses**

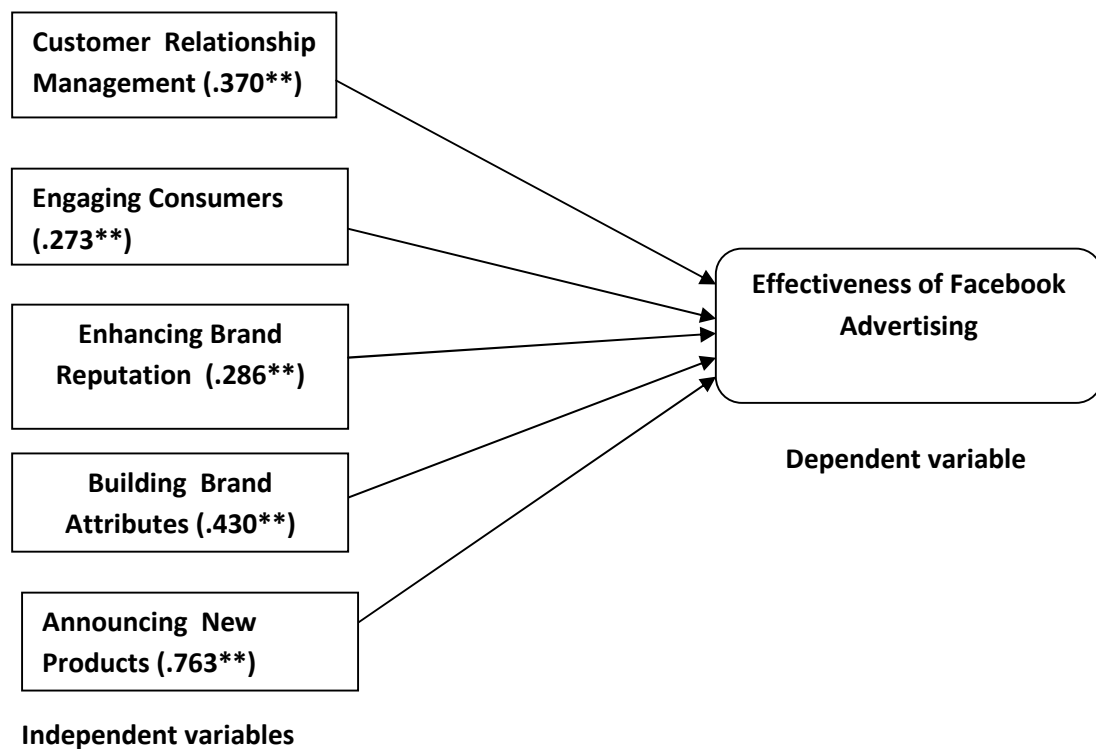
A model was designed in research methodology of this study. This study aims to examine five hypotheses designed regarding the relationship between the independent variables Customer Relationship Management, Customers, Enhancing Brand Reputation, Building Brand Attributes, Announcing New Products and the dependent one, which is the effectiveness of Facebook advertising. Correlation analysis was

adopted to test the relationship between the variables and to determine whether the hypotheses were supported or not.

The analysis verifies the hypotheses of the study (H1 to H5) using SPSS version 21 software. In order to validate the hypotheses, a regression analysis was run to uncover which of the independent variables account for the variance in the dependent variable.

The following part indicates analysis of the proposed model tested using the correlation analysis on the SPSS version 21 software.

**Figure 5.1: The correlation coefficient between the study variables**



\*\* Correlation is significant at the 0.01 level (2 tailed).

### 5.4.1 Testing Hypothesis One

**H1:** Customer Relationship Management is positively associated with effectiveness of Facebook advertising.

**Table 5.11: Customer Relationship Management Correlations**  
**Correlations**

		Effectiveness of Facebook Advertising	A_CRM
Effectiveness of Facebook Advertising	Pearson Correlation	1	.370**
	Sig. (2-tailed)		.000
	N	221	221
A_CRM	Pearson Correlation	.370**	1
	Sig. (2-tailed)	.000	
	N	221	221

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5.11 showed that Customer Relationship Management has a significant positive relationship with effectiveness of Facebook advertising at a variance of  $r(221) = 0.37$  and  $p=0.01$ . This relationship is considered moderately strong hence H1 is supported.

### 5.4.2 Testing Hypothesis Two

**H2:** Engaging consumers is positively associated with effectiveness of Facebook advertising.

**Table 5.12: Engaging consumers Correlations**  
**Correlations**

		Effectiveness of Facebook Advertising	A_CUS
Effectiveness of Facebook Advertising	Pearson Correlation	1	.273**
	Sig. (2-tailed)		.000
	N	221	221
A_CUS	Pearson Correlation	.273**	1
	Sig. (2-tailed)	.000	
	N	221	221

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5.12 showed that engaging consumers has significant positive relationship with effectiveness of Facebook advertising at a variance of  $r(221) = 0.27$  and  $p=0.01$ . This relationship is considered moderately strong hence H2 is supported.



### 5.4.3 Testing Hypothesis Three

**H3:** Enhancing Brand Reputation is positively associated with effectiveness of Facebook advertising.

**Table 5.13: Brand Reputation Correlations**  
**Correlations**

		Effectiveness of Facebook Advertising	A_BRANDREPUT
Effectiveness of Facebook Advertising	Pearson Correlation	1	.286**
	Sig. (2-tailed)		.000
	N	221	221
A_BRANDREPUT	Pearson Correlation	.286**	1
	Sig. (2-tailed)	.000	
	N	221	221

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5.13 showed that Enhancing Brand Reputation has significant positive relationship with effectiveness of Facebook advertising at a variance of  $r(221) = 0.29$  and  $p=0.01$ . This relationship is considered moderately strong hence H3 is supported.

#### 5.4.4 Testing Hypothesis Four

**H4:** Building Brand Attributes is positively associated with effectiveness of Facebook advertising.

**Table 5.14: Building Brand Attributes Correlations**

		Effectiveness of Facebook Advertising	A_BBA
Effectiveness of Facebook Advertising	Pearson Correlation	1	.430**
	Sig. (2-tailed)		.000
	N	221	221
A_BBA	Pearson Correlation	.430**	1
	Sig. (2-tailed)	.000	
	N	221	221

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5.14 showed that Building Brand Attributes has a significant positive relationship with effectiveness of Facebook advertising at a variance of  $r(221) = 0.43$  and  $p=0.01$ . This relationship is considered strong hence H4 is supported.

### 5.4.5 Testing Hypothesis Five

**H5:** Announcing New Products is positively associated with effectiveness of Facebook advertising.

**Table 5.15: Announcing New Products Correlations**

		Effectiveness of Facebook Advertising	A_NEWPROD
Effectiveness of Facebook Advertising	Pearson Correlation	1	.763**
	Sig. (2-tailed)		.000
	N	221	221
A_NEWPROD	Pearson Correlation	.763**	1
	Sig. (2-tailed)	.000	
	N	221	221

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5.15 showed that Announcing New Products has a significant positive relationship with effectiveness of Facebook advertising at a variance of  $r(221) = 0.76$  and  $p=0.01$ . This relationship is considered very strong hence H5 is supported.

## 5.5 Regression Analysis

A simple linear regression analysis was carried out to determine the degree of association between the independent variables (customer relationship management, customers, enhancing brand reputation, building brand attributes and announcing new products) and the dependent variable (Effectiveness of Facebook Advertising).

The table indicates whether the proposed model for the determination of effectiveness of Facebook advertising. The table depicts the significance of the model and relative impact of each of the variables. The results of the analysis are presented in the table below.

**Table 5.16: Model summary**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 <sup>a</sup>	.592	.583	.60914

a. Predictors: (Constant), A\_NEWPROD, A\_BRANDREPUT, A\_CRM, A\_CUS, A\_BBA

b. Dependent Variable: Effectiveness of Facebook Advertising

**Table 5.17: Anova**  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.916	5	23.183	62.480	.000 <sup>b</sup>
	Residual	79.776	215	.371		
	Total	195.692	220			

a. Dependent Variable: Effectiveness of Facebook Advertising

b. Predictors: (Constant), A\_NEWPROD, A\_BRANDREPUT, A\_CRM, A\_CUS, A\_BBA

In Table 5.16 all the independent variables together explained a 59 per cent of the variance (R Square) in effectiveness of Facebook advertising which is significant as indicated below by the F-value of 62.480 in Table 5.17.

**Table 5.18: Variables analysis of the study**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.067	.169		-.393	.694
	A_CRM	.172	.079	.120	2.182	.030
	A_CUS	-.077	.066	-.063	-1.172	.243
	A_BRANDREP	.030	.076	.021	.398	.691
	UT					
	A_BBA	-.018	.065	-.016	-.281	.779
	A_NEWPROD	.901	.065	.742	13.860	.000

a. Dependent Variable: Effectiveness of Facebook Advertising

The results from Table 5.18 indicate the contribution of the independent variables; Customer Relationship Management, Engaging Consumers, Enhancing Brand Reputation, Building Brand Attributes and Announcing New Products as related to effectiveness of Facebook advertising. The results showed that the variables announcing new product and customer relationship management were significant as their significance value were 0.000 and 0.030 respectively which is less than 0.05.

The variables have the following standardized regression coefficients; customer relationship management ( $\beta = 0.120$ ), engaging consumer ( $\beta = -0.063$ ), enhancing brand reputation ( $\beta = 0.021$ ), building brand attributes ( $\beta = 0.016$ ), and announcing new product ( $\beta = 0.742$ ).

The results showed that the most influenced variable as regards to effectiveness of Facebook advertising is announcing new product followed by customer relationship management. The results also showed engaging consumers, enhancing brand reputation and building brand attributes were not significant.

## **5.6 Conclusion**

This chapter presented a list of the major findings based on the empirical research of this study. The reliability test gave a 88.3 per cent result which showed that all the variables were reliable, the descriptive test which showed the suitability of the variables formulated, the correlation analysis which showed the relationship between the independent variables (customer relationship management, customers, enhancing brand reputation, building brand attributes and announcing new products) and dependent variable (Effectiveness of Facebook Advertising) which all showed significant correlations as well as regression analysis which was to determine the significance of the variables.

The regression analysis results showed that customer relationship management and announcing new products were the most influenced of all the variables. The next chapter will discuss the findings and offer answers to the original research questions.

## **CHAPTER VI**

### **CONCLUSION**

#### **6.1 Introduction**

This chapter finalizes the report of this study. Therefore, it starts with the theoretical findings of the study followed by the empirical findings, hypotheses, research aims and questions, the limitations of the study, recommendations for future research as well as the researcher's concluding discussion.

#### **6.2 Theoretical findings**

##### **6.2.1 Customer Relationship Management**

The average response to the statement attitudes on Customer Relationship Management indicated that on average, respondents agreed that Facebook is good in creating good relationship between the company and the customers. Respondents mostly agreed that Facebook creates a bond between the customer and the seller.

##### **6.2.2 Engaging Consumers**

The responses showed that respondents totally agreed that Facebook helps consumers in finding the right brand of products they want as well as the right company. Facebook keeps them informed on the right brand of products. All respondents agreed that Facebook engages consumers in finding the right company that offers the right products.



### **6.2.3 Enhancing Brand Reputation**

The response on Enhancing Brand Reputation statement showed that on average respondents agreed that Facebook is good in creating quality brand awareness and publicity. Respondents mostly agreed that Facebook creates a worldwide marketing platform for products.

### **6.2.4 Building Brand Attributes**

The responses showed that respondents totally agreed that Facebook has a universal appeal across different cultures and traditions of the world. Facebook is ranked very high in global social corporate responsibilities.

### **6.2.5 Announcing New Products**

The responses to the statements attitude on Announcing New Products showed that on average respondents agreed that Facebook is a good platform for advertising new products and brands. Respondents mostly agreed that Facebook creates a buzz for new products.

## **6.3 Empirical findings**

**6.3.1** The number of the male and female respondents was found to be almost equal during study. Almost the same number of male and female respondents recorded.

**6.3.2** More than half of the respondents (almost 60%) were under 24 years old.

**6.3.3** Respondents agreed that Facebook is an effective tool in customer relationship management and agree that Facebook creates a bond between the customer and the seller.

**6.3.4** Respondents agreed that Facebook helps customers find the right product, when,

where and at the right price.

- 6.3.5** Respondents agreed that Facebook is the best advertising medium for world-wide patronage and reach.
- 6.3.6** Respondents agreed that Facebook has universal marketing appeal across cultures.
- 6.3.7** Respondents agreed that Facebook is an effective tool in creating awareness for new products.

#### **6.4 Hypotheses**

**H:1** There is a positive correlation between customer relationship management and effectiveness of Facebook advertising. This study shows that customer relationship management and effectiveness of Facebook advertising are significantly correlated

**This hypothesis was supported.**

**H:2** Customers are positively associated with effectiveness of Facebook advertising. This study shows significant correlation between customers and effectiveness of Facebook advertising.

**This hypothesis was supported.**

**H:3** Enhancing Brand Reputation is positively correlated with effectiveness of Facebook advertising. This study shows significant correlation between Brand Reputation and effectiveness of Facebook advertising.

**This hypothesis was supported.**

**H:4** Building Brand Attributes is positively associated with effectiveness of Facebook advertising. This study shows significant correlation between Building Brand Attributes and effectiveness of Facebook advertising.

**This hypothesis was supported.**

**H:5** Announcing New Products is positively associated with effectiveness of Facebook advertising. This study shows a significant correlation between announcing new products and effectiveness of Facebook advertising.

**This hypothesis was supported.**

## **6.5 Research aims and questions**

### **6.5.1 To determine the effectiveness of Facebook as an advertising medium amongst university students.**

This study shows that Facebook is an effective medium in advertising amongst university students. The study shows that Facebook helps in creating awareness of a new product or service to a world-wide audience, it brings the sellers and buyers to the same platform thereby creating a bond between the seller and the buyer. Facebook helps in describing the features, specifications, and functionalities of new products in such a way that creates or enhances its brand image and acceptability across cultures and boundaries.

**6.5.2 To determine the association between customer relationship management and effectiveness of Facebook advertising among university students.**

The study shows that customer relationship management has a positive significant relationship with effectiveness of Facebook advertising and also depicts that Facebook helps create a bond between the buyer and the seller.

**6.5.3 To examine the impacts of customers on effectiveness of Facebook advertising.**

The study shows that customers have a moderately strong association with effectiveness of Facebook advertising hence Facebook engages customers in finding the right company that offers the right products.

**6.5.4 Does the reputation of the brand have any association with effectiveness of Facebook advertising among university students?**

The study shows that brand reputation has a moderately strong relationship with effectiveness of Facebook advertising and that Facebook helps brand create a worldwide marketing platform for the products.

**6.5.5 Does building brand attributes have a relationship with effectiveness of Facebook advertising among university students?**

The study shows that building brand attributes has a strong relationship with effectiveness of Facebook advertising. It also shows that Facebook has a universal appeal across different cultures and traditions of the world.

### **6.5.6 Is there any relationship between announcing new products and effectiveness of Facebook advertising?**

The study shows there is a very strong relationship between announcing new products and effectiveness of Facebook advertising. It also shows that announcing new products variable is the most influenced variable among all the variables in the model. Facebook is a good platform for advertising new products and brands as well as create a buzz for new products.

## **6.6 Limitations**

The main aim of this study was to determine the effectiveness of Facebook as an advertising medium amongst students of the Faculty of Economics and Administrative Sciences in Near East University, Northern Cyprus. This study has some few limitations which may imply that the results arrived at may not be generally acceptable but these limitations do not in any way suggest that the findings of this study are not significant but instead suggest that there can be further research on the topic.

Since the nature of this study was a case analysis, further research using same methodology can be carried out on a number of institutions and may well generate more generalizable results. This is a study which was carried out among the students of only one faculty, in one university and in one city hence it will be very difficult to generalize the findings of this study such that its research findings will be limited to the case study institution selected.

The restriction of this study to the case study institution could not have generated a robust, comprehensive and generalized result which can be generally acceptable but that is not to say that the results generated for the case study institution were not generally acceptable for the case study institution. Moreover, out of the two hundred and fifty questionnaire forms distributed, there were twenty-five questionnaire forms that were

not valid because the respondents were not students from the case study faculty as well as four of the questionnaire forms were not returned.

Lastly, buyers are different people with different needs, wants, taste, values, habits, status, beliefs and culture that cannot be summed up by mere completing a questionnaire (Gaber, 2012).

All the above-mentioned limitations did not in any way hamper the findings of this study in the selected case study institution which means all the findings are valid and acceptable for the case study institution but these findings cannot be generally acceptable to all institutions across the country and world hence the need for future research which may well generate different results or generalized results.

The methodology adopted in this study can be used as a template and guide for future research that may well generate more generalized results in

## **6.7 Recommendation for future research**

This is a study in only one faculty that was carried out to determine the effectiveness of Facebook as an advertising medium among university students but further research is necessary and important for various reasons below. As indicated in the limitations section of this chapter, this study focuses only on the students of the Faculty of Economics and Administrative Sciences of Near East University in Northern-Cyprus only hence there is need to carry out the same study in different faculties and universities across the country in order to arrive at a more accurate and generally acceptable findings.

Furthermore, the researcher having formulated the questionnaire based on his own judgement, decisions, understanding, assumption and intelligence quotient asserted some level of imposition on the respondents as to what is relevant or not. Therefore, using a quantitative method of data collection relies solely on cross sectional data as the only

information source hence this is not as effective as using one or more qualitative methods then followed by a quantitative method.

## **6.8 Discussion**

This study was to determine the effectiveness of Facebook as a medium of advertising among university students of the Faculty of Economics and Administrative Sciences and also to find out which variables of the proposed model would most likely be influenced by Facebook as an advertising medium amongst university students and which variables would not be influenced at all.

Businesses are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook. Facebook advertising can be compared to a crystal ball to understand and engage customers. User actions on Facebook appear in the news-feed status and every single friend is able to see them thereby enabling companies identify consumer's tastes and likes which are essential in helping to create the proper advertisement for the correct audience.

The increase of communication flow of information among students together with the increased availability of assorted communication channels is creating a new level of complexity in the design and implementation of new advertising strategies. This study focuses only on the students of the faculty of Economics and Administrative Sciences in order to avoid errors that may arise from the cumbersomeness of data and this can be explained as young scholars are more technology oriented and have more willingness to accept new forms of technology. This study was carried at an institution where the researcher was able to get easy access to data, collect data without much ado. The findings of this study show that all the variables in the model are supported.

Customer relationship management and new products were the most influential variables among the selected independent variables while the rest of the independent variables namely customers, brand reputation and build brand attributes were also influenced as against the only dependent variable which is the effectiveness of Facebook advertising. All the variables show significant correlations with the dependent variable effectiveness of Facebook advertising. The simple linear regression analyses were carried out between the independent variables and the dependent variable which is effectiveness of Facebook advertising; all the supported variables were significant. Announcing new products was the variable with the highest contribution to the variance towards effectiveness of Facebook advertising followed by build brand attributes then customer relationship management while the variable with the least contribution was customers. The variable with the highest contribution towards effectiveness of Facebook advertising was announcing new products which shows that Facebook is indeed an effective tool in announcing new products, create awareness about the new products, create communities of people who share interests in the new product, disseminate the new product information, appeal to customer's affinity with causes and create memories through story telling.

Facebook helps facilitate a two-way conversation with customers about a product and/or service. If used correctly, this can be a positive interaction which will ultimately improve the product and service and increase customers' satisfaction. Facebook makes it easier for businesses to identify who is not happy with an aspect of the business and can help remedy the situation.

With Facebook's over 1 billion monthly active users, 70 languages covered already and more users added each month. It is unarguably the preferred advertising choice for companies who want to see their businesses grow astronomically. Users are also logging on and spending more time on the platform than ever before.



Facebook advertising exploits existing social media and networks by encouraging consumers to share product experience with their friends which helps in spreading the image and boosting the products reputation and as you know potential customers are more likely to try a product introduced to them by friends, families, colleagues or their celebrity of choice for example actors and sports men/women.

Facebook offers relevance in the sense that it is the number one social media site in the world at the moment. It's over 1 billion users makes it the most surfed website in the world and it cuts across ages and demographics. Facebook is ever consistent with its news feeds and innovative and creative new ideas that its users have seen over and over again. The universal appeal across demographics gives it a vantage positioning in the minds of its users across the 70 languages. Many inspirational speakers take to the website to reach millions of their followers at no cost whatsoever. The ice bucket challenge of 2014 which started on Facebook became worldwide internet sensation and was also used to create awareness and raise funds for the amyotrophic lateral sclerosis (ALS) patients. Facebook's uniqueness is in the fact that it became a public company recently thereby giving the public the chance to be part owners of the social media website and also part of the decision making team of the largest social media website on planet earth. Students across all levels are endeared to the Facebook brand, hence why they start their day with Facebook and ends it with Facebook. Facebook creates a platform that allows for easier spread of new product and service arrivals to a targeted audience. There is no other better and cheaper media than Facebook to inform your customers about the arrival or release of new products and services. With Facebook's multilingual and world-wide users there is no better place to announce new products other than the social media website.

Facebook has endeared itself as individuals, companies, businesses and advertisers' advertising medium of choice. Facebook advertising helps businesses in many ways to reach its desired customers and audience. Facebook simply enables effective word-of-

mouth advertising at a world wide scale which in turn increases business sales and profits. Students are now surfing their Facebook via the mobile phones hence what this means is that they carry Facebook everywhere they go and get notifications for new products, sales, and events at a go without much ado or delay.

As also mentioned in the limitations part of this chapter, future research data collection can be done first by qualitative method and a quantitative method for a robust and more accurate generally acceptable results.

The quantitative data collection method cannot be said to be ultimately effective, for example respondents read and formed their own opinion about the questions based on their personal understanding and intelligence quotient to complete the questionnaire.

Furthermore, additional product related variable such as product price and product promotion can be added to the list of independent variables as we have seen that new products among the independent variables was the most influenced variable that depicts the effectiveness of Facebook advertising. Further research can adopt purchase intention as the dependent variable since sellers would want to know whether the used advertising channel generates more profit or not.

## **6.9 Conclusions**

The final chapter of this study report explained the theoretical findings of the study followed by the empirical findings, hypotheses, research aims and questions, the limitations of the study, recommendations for future research as well as the researcher's concluding discussion.

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# APPENDIX

Near East University  
 Faculty of Economics and Administrative Sciences  
 Marketing Master's Programme

December, 2014.

**Effectiveness of Facebook as an advertising medium among university students**

Dear participant,

The questionnaire below is designed as part of my masters' thesis study that focuses on determining the effectiveness of Facebook as an advertising medium among university students. Information that will be obtained as a result of the completed questionnaires will be used for scientific purposes only. Under no circumstances will your contributions other than general findings be shared with other persons or organizations.

Your kind assistance on the completion of the questionnaire is needed which will directly affect the out-come of my thesis.

Thank you for your time.  
 Yours faithfully,  
 Adekunle A. Aderemi

**Section I**

**Personal details** Tick as you see appropriate ( ).

**1. Are you a student of the faculty of Economics and Administrative Sciences?**

Yes  No  If no, please hand back the form as you do not need to carry on.

**2. Your gender**

Female  Male

**3. What is your age group?**

18-20  21-23  24+

**Please Flip Over....**



## Section II

**Facebook on advertising efficiency** Tick as you see appropriate ( ).

I completely agree	I agree	I neither agree nor disagree	I disagree	I completely disagree
1	2	3	4	5

### Customer Relationship Management

		1	2	3	4	5
1	Facebook creates a bond between the customer and the seller					
2	Facebook allows me to know more about the current trends and preferences in the market					
3	Facebook facilitates a two-way communication between customers and sellers					
4	With two-way communications possible, Facebook increases my satisfaction of the product even after sales (customer satisfaction)					
5	Facebook makes my enquiries on faulty goods easier					

### Customers

6	Customer engagement is the most important benefit of Facebook Advertising					
7	Facebook helps me to recognise those sellers with credible brands and retain my patronage (custom)with them					
8	Facebook plays an important role in helping me to find the right product and the right company					

### Enhancing Brand Reputation

9	Facebook advertising enables customer connection with the sellers which results in brand credibility					
10	Facebook helps spread brand image and reputation attracting potential customers					
11	Facebook advertising helps register the products in the minds of target customers					
12	Facebook can help a brand to grow quickly and cheaply reaching worldwide customers					

### Building Brand Attributes

13	Facebook helps to foster and build brand attributes (features) of the advertiser					
14	Facebook is ranked number one social media site in the world					
15	Facebook has universal appeal across different cultures of the world					
16	Facebook possesses unique and marketable advertisements					
17	Facebook helps to create social awareness					

### Announcing New Products

18	Facebook allows easier spread of new products to targeted customers					
19	Facebook enables effective word of mouth advertising worldwide					

20	Facebook mobile application platform enables 24hours delivery of new product advertisement					
	<b>Effectiveness of Facebook Advertising</b>					
21	I find the advertising I see on Facebook very effective with regard to all the factors above					

**Thank you for your time...**

Near East University  
Faculty of Economics and Administrative Sciences  
Marketing Masters Programme

December 2014

**Effectiveness of Facebook as an advertising medium among university students**

Dear participant,

The questionnaire below is designed as part of my masters' thesis study that focuses on determining the effectiveness of Facebook as an advertising medium among university students. Information that will be obtained as a result of the completed questionnaires will be used for scientific purposes only. Under no circumstances will your contributions other than general findings be shared with other persons or organizations.

Your kind assistance on the completion of the questionnaire is needed which will directly affect the out-come of my thesis.

Thank you for your time.

Yours faithfully,  
Adekunle Adeniyi Aderemi

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## **Bölüm I**

### **Kimlik bilgileri**

Uygun yerleri işaretleyiniz (v).

#### **1. İktisadi ve İdari Bilimler Fakültesi'nde öğrenci misiniz??**

Evet  Hayır  Yanıtınız hayırsa anketin geri kalanını tamamlamadan iade edebilirsiniz..

#### **2. Cinsiyetiniz**

Kadın  Erkek

#### **3. Hangi yaş grubundansınız?**

18-20  21-23  24+

**Lütfen arka sayfaya bakınız....**

## Bölüm II

### Facebook'daki reklamların başarımları yetisi

Uygun olanı işaretleyiniz (V).

Tamamen katılıyorum	Katılıyorum	Ne katılıyor ne de katılmıyorum	Katılmıyorum	Hiç katılmıyorum
1	2	3	4	5

#### Müşteri İlişkileri Yönetimi

		1	2	3	4	5
1	Facebook tüketici ile satıcı arasında bir bağ oluşmasını sağlar					
2	Facebook pazardaki yeni gelişimleri ve tercihleri izleyebilmemi sağlar					
3	Facebook tüketicilerle alıcılar arasında iki-yönlü bir iletişim kurulmasını sağlar					
4	İki-yönlü iletişim sağlandığında, satın aldığım üründen satış sonrasında da hoşnut kalabiliyorum (Tüketici Hoşnutluğu)					
5	Facebook kusurlu bulduğum ürünlerle ilgili şikayette bulunabilmemi kolaylaştırır					

#### Tüketiciler

6	Facebook reklamlarının en önemli faydası, tüketicileri de iletişim sürecine dahil edebilmesidir					
7	Facebook daha güvenilir markalar pazarlayan satıcıları tanımamı sağlayıp onlarla satıcı-alıcı ilişkilerini sürdürebilmemi sağlar					
8	Facebook aradığım doğru ürünü, doğru satıcıyı bulmamda önemli katkı sağlar					

#### Marka ünü

9	Facebook reklamları tüketicilerle alıcılar arasında bağ oluşturarak markalara güvenin artmasını sağlar					
10	Facebook markaların görüntüsünü, ününü yayararak olası tüketicilerin artmasını sağlar					
11	Facebook reklamları ürünlerin hedef kitlelerin akıllarına yerleşmesini sağlar					
12	Facebook bir markanın daha az maliyetle, hızla büyüyüp dünya-çapında tüketicilere ulaşmasını sağlar					

#### Marka niteliklerinin geliştirilmesi

13	Facebook reklamcılarının marka niteliklerini daha iyi anlayıp geliştirmelerinde yardımcı olur					
14	Facebook dünyanın en önde gelen sosyal ortam aracı olarak bilinir					
15	Facebook evrensel oluşundan ötürü değişik kültürlerle hitap eder					
16	Facebook'taki farklı, pazarlama gücü yüksek reklamlar olabiliyor					

17	Facebook sosyal farkındalık yaratabiliyor						
<b>Yeni ürünler</b>							
18	Facebook'taki yeni ürünlerin hedef kitlelere daha kolay ulaşmasını sağlar						
19	Facebook kulaktan kulağa yayılan reklamların dünyaya yayılmasını sağlar						
20	Facebook cep telefonları sayesinde 24 saat yeni ürün reklamlarının yapılabilmesini sağlar						
<b>Facebook reklamlarının etkililiği</b>							
21	Yukarıdaki etmenleri içeren Facebook reklamlarını oldukça etkili buluyorum						

**Zaman ayırdığınız için teşekkür ederim...**

## **ABBREVIATIONS**

**ACPE:** Accreditation Council for Pharmacy Education

**ALS:** Amyotrophic Lateral Sclerosis

**EUA:** European University Association

**FEAS:** Faculty of Economics and Administrative Sciences

**FUIW:** Federation of the Universities of the Islamic World

**IAU:** International Association of Universities

**IGIP:** International Society for Engineering Education

**JCI:** Joint Commission International

**MA:** Master of Arts

**NEU:** Near East university

**PhD:** Doctor of Philosophy

**SPSS:** Statistical Package for the Social Science

**UNESCO:** United Nations Educational, Scientific and Cultural Organization

**YDÜ:** Yakın Do u Üniversitesi