THE INFLUENCE OF SOCIAL MEDIA ON BUSINESS: A CASE STUDY IN NORTH CYPRUS

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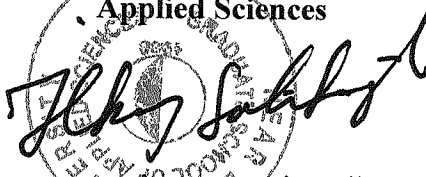
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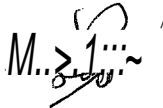
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To my family ...

ABSTRACT

In the age of Internet, the social media become with important role, with millions of users on these social's it's become easier and faster for companies to advertise and marketing their products, and the important thing is the easy way and cost less to reach new customers around the world. The purpose of this study is to analyze the influence of social media in the Turkish Republic of Northern Cyprus, by investigating the effects of social media relations, advertising, and marketing and customer relations. A quantitative approach was used to collect the data. Also, the survey data were collected by questionnaires and a simple random technique was used to select the samples. In this study, 508 questionnaires were distributed for this study. Also cronbach's alpha was used in three dimensions to measure reliability and validity for these dimensions. Each dimension sample was 508, cronbach's alpha for customer management dimension is (0.68), advertising dimension is (0.74), marketing dimension is (0.82) and cronbach's alpha for three dimension together is (0.76). The result showed that the social media website is the most common way of advertising in most companies and it is a more effective way of attracting more customers to a company than traditional media. Also, it showed that social media websites can improve customer satisfaction, marketing and brand awareness. Facebook, an example of a social media website, was found to be the best type in this study. Finally, I recommended that all companies and business company should implement a social media strategy instead of using the traditional strategies due to its low cost and ability to access a large number of customers.

Keywords: Social media; marketing; advertising; customer relations; business performance; business

ÖZET

nternet ça ında sosyal medya önemli bir rol üstlenmi , milyonlarca kullanıcıyla irketler için ürünlerinin reklamını yapmak ve pazarlamak daha kolay hale gelmi ve en önemlisi dünyanın her yerinden yeni kullanıcılara ula mak daha kolay ve ucuz hale gelmi tir. Bu çalı manın amacı Kuzey Kıbrıs Türk Cumhuriyeti'nde sosyal medyanın etkisini sosya medya i i kileri, reklamcılık, pazarlama ve mü teri ili kilerinin etkilerini ara tırarark analiz etmektir. Veri toplamak için nicel bir yakla ım kullanılmı tır. Veriler anket yoluyla toplanmı ve irketleri seçmek için basit tesadüfi teknik kullanılmı tır. Bu çalı mada 508 anket da ıtılmı tır. Bunun yanında Cronbach Alfa bu boyutlara ili kin geçerlilik ve güvenilirli i ölçmek için üç boyutlu olarak kullanılmı tır. anketin, mü teri yönetimi boyutu için Cronbach alfa (0.68), reklam boyutu (0.74), pazarlama boyutu (0.82) ve anketin tümünün Cronbach alfa iss (0.76) olarak hesaplanmi tir. Sonuçlar sosyal medya sitesinin ço u irket için en yaygın reklam yolu oldu unu ve bir irketin mü teri çekme konusunda geleneksel medyadan daha etkili bir yolu oldu unu göstermi tir. Ayrica, sozçluı sosyal medya sitesinin mü teri memnuniyeti, pazarlama ve marka farkındalı ını artırabilece ini göstermi tir. Ayrica, sonuçlar medya sitelerine örnek olarak Facebook bu çalı manın en yaygin kullanilani türü olarak bulunmu tur. Son olarak tüm irketler ve i letmelere, dü ük maliyet ve daha geni kesimdeki mü terilere ula abilmesinden dolayı geleneksel stratejiler yerine sosyal medya stratejisi uygulamalarını önerilebilir.

Anahtar Kelimeler: Sosyal medya; pazarlama; reklam; mü teri ili kileri; i performansı; i

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CHAPTER1
INTRODUCTION

In this chapter, the importance of social media, the problem statement, and the purpose and value of the study are discussed.

1.1 Background

Millions of people are using social media to communicate frequently to maintain relations with each other and to establish new relationships. Social media sites have become new mechanisms of interaction between the institutions and the audience.

Social media sites such as Facebook, MySpace and Twitter serve as a means of sharing information, posting photographs and downloading music. These sites provide huge opportunities and challenges for marketers to reach young audiences (Scherer, 2010).

Social media serves as an important factor between a company and consumers, especially after economic problems that have emerged recently in the markets. Global electronic markets are very important to reach more customers. It is very relevant and cannot be ignored as it indicates the quality of the websites such as improving scalability of a site, increasing access and promoting transformation rates to their positions and maintaining customer loyalty and other characteristics of the website. These issues have led to the second generation of Web 2. Which has improved the features of websites, making it more effective and efficient to find a fundamental solution that allows customer interaction with a website to be greater than was the case with websites that use the traditional Web 1.0 (Naido, 2011).

Social media has made the world a global village with an easier way to find the missing information linking business together, enabling virtual meetings, conducting interviews on the Internet, chatting and sharing photos. It has also become an important tool for creating jobs and developing the economy in many countries (Araca, 2012).

According to Weber (2009) social media marketing has become an important part of social media because it gives companies a huge advantage, a great opportunity to promote their products' services and brands and enables them to connect more easily with their customers.

Companies are using social media in marketing, advertising, sales, innovation, customer service, information technology, human resources and also for driving cultural change, to enhance the brand image through the use of social media. Companies are planning to use traditional media and social media to reach the largest number of people, thus creating a larger market for them (Irman, 2014).

The empirical research on the effectiveness of social media in company is limited. Only a few studies have focused on the effect of social media on businesses. This study will attempt to explain the influence of social media on company, and identify the opportunities and pitfalls it has on companies. On the other hand, the examination of the role of social media in advertising, marketing and customer relations and effects on company sales will be discussed. The study extends to. reviewing the literature in the area of social media by focusing on social media marketing in a North Cyprus companie's. This study aims to empirically examine the role of social media in the performance of companies and the difference between marketing via social media and traditional media. Also, this research will allow companies in Turkish Northern Cyprus to understand why and how social media has been affecting on companie's in Northern Cyprus.

1.2 Problems. of the Study

Companies that want to continue and succeed must keep abreast of developments with the social media, because it's have the biggest base of customer around the world in one place. The social media make it easier to acquire new customer, advertising and marketing their products.

Many companies so far have not used social media and take advantage of them, and this will make it out of the challenge race for success closer. And even continue should use and take advantage of the social media in companie's.

Social media marketing and social media websites have become an important marketing tool for companies to reach emerging younger generation consumers and communicate with them. A Republic of Northern Cyprus company has a better position to enhance its brand image through using social media to get more customers.

This question will only be focused on the Northern Cyprus companies, whereas sub-research questions will be answered on the general perspective of social media, since there is not much difference between sub-questions in different countries.

1.3 Aim of the Study

The main aim ofthis study is to find out the influence of social media on companies in North Cyprus.

In order to achive this aim the auther have sought to answer the following questions:

1. What is the purpose of using social media channels of company?
2. Which type of the social media channel that your company used?
3. What is the importance level of social media on company ?

    3.1 What is the importance level of social media on company based in customer relations?

        3.1.1 Are company feel customers like to be approached through social media?

        3.1.2 Are company able to reach more customers by social media?

    3.2 What is the importance level of social media on company based on advertising?

    3.3 What is the importance level of social media on company based on marketing?

1.4 Importance of the Study

Social media offers many benefits. It creates a strong relationship between companies and customers, which leads to an increase in customer satisfaction and also builds a competitive advantage between them (Tucker, 2012). Social media tools study the effects of consumer purchasing decision on a company's product and the relationship between customers' behavior and a social media website. This study has valuable academic and practical applications.

The social media tools study the financial performance of the local companies through interaction with their representatives on social media sites and engage customers on social media platforms by encouraging them, by offering incentives, to write about why they like a particular product; caution must be used with such promotions (Mohmed & Rahman, 2010).

1.5 Limitations of the Study

1. In order to study the effect of social media on the customer, the positive and negative aspects of various companie's sectors should be studied. In this study, the cultural, social and value factors will only be applied to the homogeneous society of different countries.

2. Since the application of this study is limited due to the small size of geographic area, the commercial sectors and service will be studied.

3. In addition, based on the perceptions of respondents' and companies' behavior, the performance data may lead to misleading perceptions.

1.6 Overview of the Thesis

The outline of this thesis follows the structure below:

Chapter 1 overviews of the study.

Chapter 2 focuses on the important role of social media and the effect social media tools have on the customers through advertising, marketing and customer relations.

Chapter 3 discusses history and definition of social media,type of social media, difference between the social media and mass media, definition of marketing, advertising and customer relations, and benefits of social media for companies.

Chapter 4 presents the methodology of the study, by providing information about the research model, participants, data collection tools and data analysis.

Chapter 5 presents and discusses the results of the research.

Chapter 6 discusses the final results of the research, the lessons learnt, the experiences obtained and the achievements gained.

CHAPTER2

RELATED RESEARCH

In this chapter, the impact of social media on marketing, advertising and customers is studied. This is necessary because unless a full understanding of social media strategy is gained then a solution to the problem cannot be found.

2.1 Social Media and Advertising

Naidoo (2011) examined the impact of globalization, digitalization, and social media, role of advertising playing to forced new consumer and business models and apply innovative business strategies. Social media marketing has become a norm for most companies. The process of marketing is used through social media sites like Twitter, Facebook and YouTube. By utilizing the social aspect of the web, social media marketing is able to connect and interact on a much more personalized and dynamic level than through traditional marketing. A survey was circulated via email to everyday consumers.Their attitude towards the brand used in the survey, as well as their loyalty to brand, were explored. Descriptive statistics and correlations revealed that many factors actually influence ones attitude to a brand and the actual effectiveness of the advertisement. There are four particular constituents that contribute to advertising effectiveness on Facebook, namely brand engagement, brand attitude, brand image and consumer engagement. In conclusion, for advertisements to be effective on Facebook, a brand must be established and have a strong brand reputation as the advertisements on Facebook serve to supplement the brand rather than to putthe brand up the ranks in terms ofreputation. It is suggested that the survey is reviewed and the study expanded to a less stratified and more multi-cultural environment.

Tucker (2012) studied the impact of the effectiveness of advertising in social media and all the necessary steps for promoting the products and services on social media based on field experiment. The study was conducted on nonprofit companies that provide educational scholarships for girls in North Africa. The samples for this study were selected from three different Facebook groups. The aim of the test was to discover the type of social advertisement that has most influence on them. The study showed that advertising works most effectively in social life when it's in line with what people are already trying to do and are trying to communicate in a certain way on Facebook (they share information with their friends and they

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learn about what their friends are doing). Since advertising can be very simple, the study recommended that advertisers should avoid exploiting the social media of their advertisements.

Onyinye et al. (2013) examined the knowledge and awareness of consumers of advertising through social media and the effect of advertisements on consumers' purchase decisions. A total of 300 samples used for this study were taken from electrical companies and a multi-sampling approach was used to analyze the data. The results showed that Facebook was the most effective way of advertising in a social media website. Also, it showed that the social media website is an important strategy for companies to advertise their products. The researchers concluded that advertising through social media, especially Facebook advertising, is limited because of factors such as location, age, geography and language.

Pikas and Sorrentino (2014) examined online advertising and its influence on company business through consumers' behavior. A survey regarding online advertising techniques was used. The questionnaire was conducted randomly and anonymously in order to get an unbiased and representative sample. Within the 300 samples, a variety of academic majors and professional occupations of all ages in America were represented. From the result, 44% of the survey respondents spent 3 to 4 hours daily on the Internet, especially on Facebook, Twitter and YouTube. Also, the result showed that consumers ignored advertisements on Facebook and skip advertisements on YouTube. On the other hand, consumers liked companies in Facebook, but do not follow the companies on Twitter. The researchers concluded that companies need to find an effective strategy to interact with their customers about their products through social media websites, especially Facebook, Twitter and YouTube. Also, the researchers recommend that companies need to determine the target audience and consumer.

Alhaddad (2015) The main purpose of this study is to show the role of awareness in social media and its impact on the brand, which contribute to enhancing the awareness advertising, researcher has used the following dimensions in the development of the study model, Advertising awareness, brand awareness, brand image, brand equity. The study showed the impact of the awareness of advertising on the brand awareness, brand image, brand equity has positive, and sample has been selected of 273 students.

2.2 Social Media and Marketing

Abedniya and Mahmouei (2010) studied the effect of social media in the marketing sector in Malaysia. Data were collected by using an online survey. In total 150 samples were distributed between the students of Malaysian universities by questionnaires. The study showed that social media can drive and have an influence on consumer behavior through the development of a marketing strategy to interact with consumers on social media. Also, the study showed that the high level of community on the social media website, positively affect the performance of companies, and consumers opinion on brands with friends, without interaction with the company. The authors recommended that the company should find a good strategy to support their products, to interact with customer and to let the customers get a good image about products and share their opinions with friends.

Pradiptarini (2011) identified the impact of social media sites such as Facebook and Twitter on the financial performance of companies and reflect the investment of these sites on the performance of companies. The data collected from five companies who are active on Twitter and 257 samples were distributed randomly between students of the University of Wisconsin. The author concluded that Facebook was the most popular site for following companies. The percentage of students who followed companies on Facebook and Twitter were 71% and 35%, respectively. In addition, less than 1% of students has a high effect on buying decisions for a company's product, but 35% are a natural influence and buy. The study recommended that companies need to develop a complex strategy to measure the return on investment and identify target customers accurately.

Farooq and Jan (2012) discussed the effect and the importance of marketing on social media in Pakistan. A quantitative approach was used to collect the survey data and the survey data were divided into two types of users. From the survey of users, the result showed that Facebook is the most sites for marketing support. Also, the study showed that companies got some benefits from the Facebook feedback of consumers. From the company survey, the consumer not interacted with company products; therefore, the company did not get any Facebook feedback on their products. Finally, the researchers suggested that companies in Pakistan needs to analyze and

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review the target market and do their best to let the consumers trust their products and give feedback.

Imran (2014) analyzed the influence of social media on Lagos Nigerian companie's, by investigating the effects of social media relations, advertising, marketing and customer service. The quantitative approach was used in this study and online survey data were collected by questionnaires that were sent via email to respondents in some of the companies in Lagos. The statistical data were converted into descriptive information. In total 32 respondents filed and submitted the survey. The result showed that Facebook, was the most popular social media site for advertising in Lagos, Nigeria, compared with the mass media. On the other hand, the study showed that social media can improve the customer satisfaction, marketing sales and brand awareness. The researcher recommended that the Internet service in Nigeria is still weak compared with other countries in the world and this sector provides good opportunities to companies if the government provides a good Internet service.

2.3 Social Media and Customer Relations

Mohmed and Rahman (2010) studied the benefits of social media for companies. The data were collected from five manufacturing and services companies in Malaysia. The result showed that using social media led to an increase in the interaction between customers and companies in order to gain their trust, their confidence, promote a company's products and services, increase brand awareness and hire potential employees. Also, it showed that social media can develop. Finally, the study concludes that the use social media depends on the worker, how they use it.

Ab Hamid et al. (2011) discussed the importance of social media for customers and the effect of social media on the customer and company products. Some 200 questionnaires were distributed among the students in Malaysia. Descriptive analysis and Pearson correlation were applied to analyze the data. The result showed that the relationship between social media and customers has an appositive effect on all company products.

Bhanot (2012) examined the impact of social media on Indian companies and social media tools on their customers. In total, 25 various sectors were used to collect the data by structured questionnaires. The result showed that social media helped companies to interact with more

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customers and increase company sales and led to an increase in brand awareness. The researcher suggested that companies can use social media in order to give a good image to the customers and increase the number of customers.

Lee (2013) studied how consumers get information about products before a purchase, and the difference between marketing on social media and mass media. Also, he examined the effect of social media on consumers at different stages. Quantitative and qualitative approaches were used to collect 150 individual survey data in Finland. The result showed that the consumers used social media more than traditional and mass media to select products before purchasing them. Also, it showed that social media provided more powerful platforms that helped the consumer to identify new products and services, and new brands. The study recommended that companies need to create new ideas, strategies, identify opportunities and challenges through using social media.

CHAPTER3

THEORETICAL   FRAMEWORK

This chapter will address the definition of social media, and summarize the advantages and disadvantages of social media as communication tools. Then, it will discuss the main type of social media websites (MySpace, Facebook, Twitter and YouTube), traditional media VS social media, and the benefit and the effect of social media on companie's, customers, marketing and advertising.

3.1 Social Media

New media or social media, the form of (Web 2.0), which is defined as a term that refers to a range of new technologies and applications that have changed the behavior of media network. The concept of "new media" is used to describe the media environment that combines traditional media such as newspapers, television, radio, known as digital media. It's the new concept of Internet, new media is made an important change, which summarizes the importance of interaction between users and groups with common interests, which represent the most important pillars of Web 2.0, new media and Platforms. The new media is the range of applications and floor (Network), which aims to facilitate the interaction, and cooperation to build and share content. New media depend on many technologies, such as video sharing, YouTube, Flickr, wikis, photo sharing platforms worlds, mashups podcasts, social media, trading sites, micro-blogging, and a lot of other technologies (Boyd & Ellison, 2008).

Social media refers to using technology web-based and smart phones for conversation and communicating with individuals. Social media are a range of applications provided by Web 2.0, which allow the creation and exchange of content for users (Baruah, 2012). Social media are websites that allow users to create pages and private spaces. Within this site there is communication with friends and shared content and communications. Available online services are dedicated to connecting and sharing and networking large number of users from around the world in one website, enabling users to exchange ideas and information and discuss issues of common interest among themselves, and enjoy the news services, instant chat and share text and photo files, video files and audio (Boyd, 2006). Social media sites, such as web services that allow individuals to (1) Build a profile system in the general framework set by the person,

(2) Determine the list of other users who the individual wants to communicate with them (Boyd & Ellison, 2008). Social media can also be defined as a better future for Internet companies and telecommunications; it is a strong source to increase the number and development of platforms on the Internet to promote the exchange of information and ideas for companie's and increase online platforms that work to assist in the transfer of text, videos and photos (Irman, 2014).

The true meaning of social media can be summarized in two words. Media refers to advertising and information exchange through social media, social means, and interaction of individuals within the community together, from here can be linked the two terms that individuals interact within the media network, which helps to publish advertisements in order to attract individuals (Neti, 2011).

Social media such as Facebook, Twitter, MySpace, encourage a lot of people to interact with them and become an important part of life, and there are hundreds of social media sites, which use different technology. This supports the desires and tendencies of users, and can summarize the role these sites have in attracting people who share things in common, such as culture, religion, sex, consistent with each other (Boyd & Ellison, 2008). Edosomwan et al. (2011) stated that social media is a phenomenon that led to the creation of an entity that led to communication between individuals, a phenomenon that is not new but has evolved over time and has affected community relations, which has led social media to become a part of everyday life, whether for individuals or businesses.

The benefit of increasing the number of people who use social media sites, when it involves someone new to social media sites, is that it leads to increased opportunity to know a company's products and the possibility of purchase, because of the influence of social media (Easley & Kleinberg, 2010).

Today, the development and progress in communications, and transportation technology, has allowed companies to conduct business and partnerships in foreign countries and open new markets in foreign countries, in order to take advantage of international markets as well as to benefit from the expertise of companies located internationally. Social media has helped to quickly access and create business relationships and the exchange of experiences and cultures, in

order to create social relationships with different companie's environment and mutual benefit across long distances (Rauch, 2001).

Social media make it difficult for companies to work without using a social media website. Managers must understand social media technology and techniques, and how they occur. Also, they must know who uses social media, and the tools used to monitor and analyze the activities. Social media can be rewarding and useful, if the messages published in the social media reflect public opinion, because they have an influence on decision-making within the community, and companies must put in place certain policies for employees include staff training (Chaher & Spellman, 2012).

Oracle (2012) argued that social media can influence a company if the following points are achieved:

- Increasing expectations of the product and services by customers.
- Change in consumer behavior toward brand.
- Make the company interact with customers, consumers and employees.
- Give the company new opportunities for development and growth.

Baruah (2012) summarized the important advantages and disadvantages of social media as communication tools.

3.2 Advantages and Disadvantages of Social Media and the Related Risks.

- *Sharing ideas:* Social media allow individuals to communicate and share ideas and activities.
- *A tool of communication:* Social media are communication tools, used between individuals. They are also learning tools, using which you can create groups on social media between individuals of common interests to share information.
- *Bridge the communication gap:* Social media work to bridge the distance between individuals. They make communication possible between individuals with a common interest and enable interaction between them, despite long distances.

- *Source of information:* Social media platforms enable individuals to search for information. Then they can download the information and take advantage of it, whether they text or use photos or video, it is free of cost.

- *An important marketing tool:* Social media reinforce the role of companies in order to promote their products and services; social media platforms are the most important marketing strategies on social media, with the aim of accessing customers and interact with them directly.

- *Important customer interaction tool:* Social media help marketers to interact with customers, find out their reaction about a company's products and answer their inquiries and build social relationships with them.

- *Important crisis communication tool:* Social media are the most important tools that can be used in a crisis. It is possible to exploit natural disasters to educate people and share the information as soon as possible. An example of this is the occurrence of earthquakes and volcanoes, weather conditions, and companies must work to guide the media to serve these goals.

- *Low costsI cost effective:* Social media are considered cheap or free for individuals and companies, where the ease of access to and published information is free, without incurring any costs.

- *Less time consuming:* Social media have enabled individuals and companies to gain access to information soon as possible.

However, despite all these advantages it posses certain disadvantages, which are listed below:

Intrusion into privacy: Social media allow individuals to access other people's information. When the user is targeted, social media can allow your location to be found and your age, gender and political affiliation, and many people considered social media sites can be a dangerous for exposing persons to fraud:

- *Breakdown in familial ties:* Social media sites became part of the daily lives of individuals. There are many people becoming addicted to the use of the Internet and this has led people to move away from bonding with the family and interest in talking with other people through social media websites.

- *Reduction in worker productivity:* Many employees are wasting time using social media websites, and thus this has a negative impact on productivity.
- *Slightly impersonal:* Many companies consider that social media are not able to deal with customers via the Internet. And companies prefer to deal face to face, companies as well as social media websites are considered to only publish information and advertisements to customers, and do not seem interested in responding to followers through social media.

The above described disadvantages lead to certain risks at the same time. Many companies use social media to introduce their products and communicate with customers; technology has become an important part of corporate functions. But it is important when developing social media strategy, to address technology risk.

The use of social media might lead to a risk for companies, and thus negatively affect the performance of companies. It is possible to lose the value of the company's brand and lose market expansion opportunities. Companies must use discernible caution with the initiative to use social media in order to assess risks versus benefits, and there are several things you should take into account (Lester, 2012). It is essential to evaluate the risks of using social media tools, and companies should evaluate social media tools, to access customers, and in addition companies must consider the risks of using employee sites. Also, the web page where the company posts information should be monitored to avoid people to gaining access to company information and penetrating the site and distorting the reputation of the company. Companies also must use a security application, to protect information, and to protect themselves from viruses and security of the operating system to cope with such attacks (!SACA, 2010).

Social media have become one of the important outcomes of telecommunications operations within a company. The new technology in the company chart, lead to the appearance of new behaviors; these behaviors pose a challenge for the employee, which could lead to changes in knowledge sharing and power process in an company (Treem & Leonardi, 2012).

Social media is an interconnected system and help to get information easily and quickly, and companies must follow the policy of social media in the workplace and must focus on Internet

security to ensure the protection and accessibility of information, which has the aim of reaching the public in the proper manner (Merrill et al., 2011).

According to Barua (2012) here are worries about the use of social media websites, management fears of loss in worker productivity, data leakage by employees, damage to a company's reputation, when an employee is angry, they can post something wrong online. Also, there is concern that many employees spend a long time on social media sites, leading to a loss in performance and productivity.

3.3 Type of Social Media

There are five types of social media, social media sites, social news, media sharing, blogs, and micro blogging. This study focus on social media site, it's more common in companie's sector. There is a big difference and contrast between the users of social media sites, and there are many kinds of platforms available, and all of these sites try to attract people from different social environments in the world. In a study conducted by Hampton et al. (2011), it is confirmed that Americans do activities on social media websites and this activity generate great concern; these sites include Facebook, Twitter, MySpace and Linkedln, which allow other people to participate in the content.

Social media sites such as Facebook, MySpace and Twitter have a significant impact on people's lives, and people use social media to share information with friends and this linkage has led to the emergence of a large amount of trust between individuals and thus helped to increase the growth of these networks in the past few years (FarooqandJan, 2012).

The common link that makes all forms of social media influential that the content is managed by individuals who make much use of social communication, in order to exchange ideas and information with other users (ISACA, 2010).
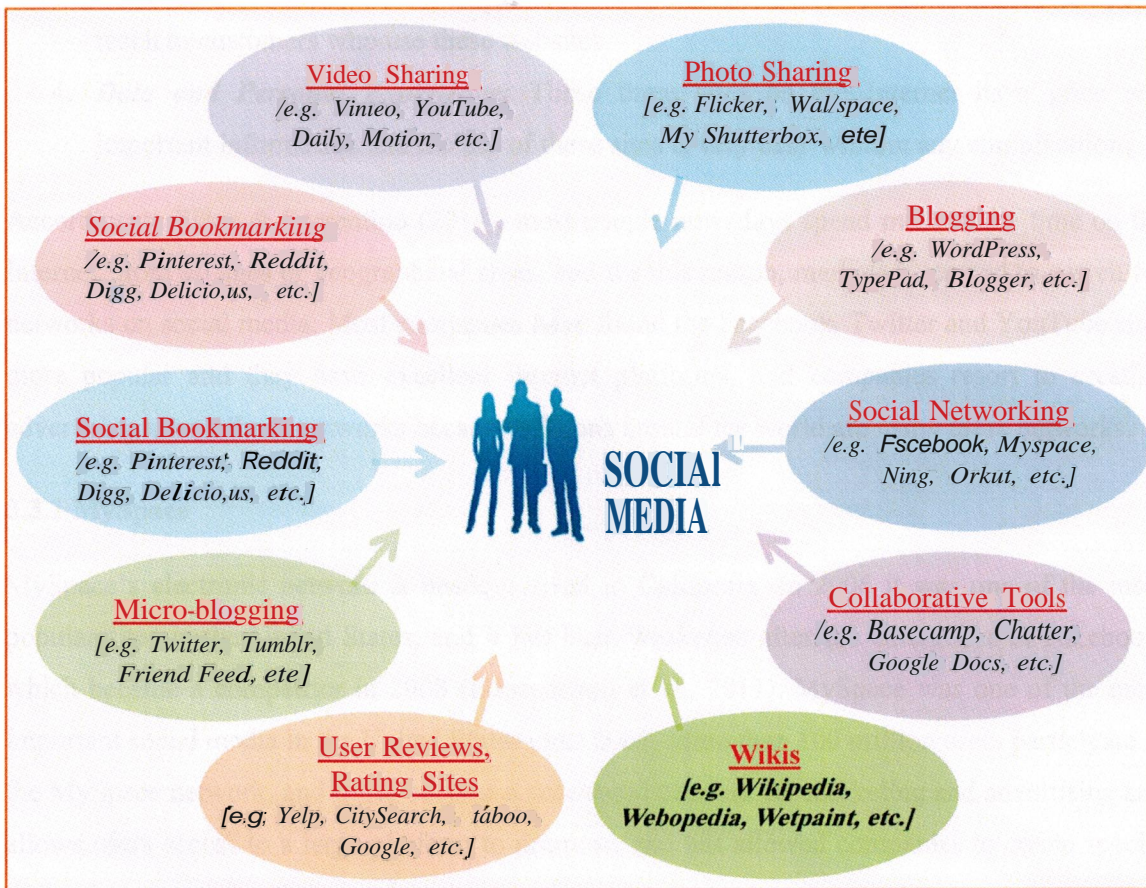
Figure 3.1: Types of social media (ISACA, 2010)

Todi (2008) focused on three types of social media websites (Facebook, MySpace and YouTube) and he explained 4 reasons as follows:

1. *Reach:* Facebook, MySpace and YouTube are the most famous social media websites and when sites have a large number of users, companies resort to these sites to ensure access to the largest number of customers.

2. *Prominence:* These three sites are the most popular sites in social media, in terms of properties and advantages, and these sites are of interest from advertisers, and are working to attract millions of customers.

3. *Customizability:* Companies use several strategies to develop an advertising method on those sites, and companies use those site platforms in order to create files to carry out

many functions, such as advertising and publishing information about a company, to reach to customers who use these websites.

4. *Data and Personal Experience:* These three sites on the Internet have great and important information and the use of these sites is very easy without any complications.

According to Pikas & Sorrentino (2014), most people nowadays spend most of the time on the Internet, from all ages or geographical areas, and for this reason, marketers seemed to search for networks on social media. Most companies have found the Facebook, Twitter and YouTube sites more popular and they have excellent Internet platforms, and companies resort to creating advertising across those networks because millions around the world are using these networks.

3.3.1 MySpace

MySpace's electronic network is headquartered in California. In 2006 it was one of the most popular sites in the United States, and it has been weakened after the emergence of Facebook, which became a competitor in 2008 (Edosomwan et al., 2011). MySpace was one of the most important social media in the United States until 2007. More than 100 million users participate in the MySpace network, and it has become a successful network for marketing and advertising and allows users access to a large platform to promote, and has allowed companies to create special pages for advertising their products and services. MySpace has many advantages for member area advertising such as Facebook and YouTube, and has a large base of company data (Todi, 2008). It was built in order to form friendships and relationships with other participants; the most important strategies for MySpace are to provide a place for all (Boyd, 2006). It is more targeted for the use of music, and not solely just for the individual user, but it is being used in groups and the number of users of MySpace is about 126 million (Baker et al., 2012).

3.3.2 Facebook

Facebook first appeared in 2004 with the aim of communication between Harvard University students. It's the most common platform for social media, and the number of subscribers is more than 200 million (Baker et al., 2012). In 2005, Facebook expanded to include secondary schools and international schools, and gained property rights. In May 2006, Facebook became available to all users, and about 14 million users joined to the Facebook network. The company has worked to develop its own platforms and has worked to develop applications, and at the end of

2007, the number of users of the Facebook network totaled about 50 million users and the company launched a platform for users' smart phones (Todi, 2008). In addition to the commenting option on the status of friends or other users, Facebook users have the option to indicate if they like this status. This feature is not available in a lot of social media sites (Hampton et al., 2011).

According to Onyinye et al. (2013) a company promotes its business on Facebook through the following:

- *Wall:* This is a personal page on Facebook, which allows a person to download photos and videos and companies may also have their own wall.
- *News feed:* Displays the latest news publications and events on the Facebook page, the company publicize all its events.
- *Status updates:* This makes it easier for a company to add or delete any post or comment from anyone; it allows a company to push a message.
- *Discussions:* Facebook allows discussions between a company and its customers; it allows access to their opinions directly.

3.3.3 YouTube

YouTube was founded by three friends, working on PayPal, who had the idea of establishing YouTube for publishing video online for sharing with friends. YouTube started in 2005 in California. YouTube attracted a lot of people who uploaded videos from digital cameras, and grew very quickly. YouTube has many advantages and has become attractive to advertisers (Todi, 2008).

Short videos on Twitter are very important for all scientific, literary and cultural science and the arts field, and many individuals depend on the YouTube network to watch a scientific application for education. Companies are using YouTube to post advertising; it's easy to learn from customers. Also, a lot of universities depend on YouTube to post documentaries, videos and academic lectures, interact effectively with students and researchers Course (Kousha et al., 2012).

3.3.4 Twitter

The social communication network "Twitter" is a social media of a micro-blogging service, a network of information at real-time online. It is a service provided by social media that allows the creation of accounts and personal pages. They are considered as blogs, with short messages not exceeding 140 letters, to display and share on the Web and through mobile phones, computers, either through the same site or across various advanced office applications or via short messages (SMS), it is a popular type of mini-blogging (Edosomwan et al., 2011).

Twitter appeared in the beginning of 2006 by the three programmers, as an experimental project as communication between the Odeo company and employees in the city of the San Francisco of America {Todi, 2008).

3.4 Traditional Media vs. Social Media

Traditional media are a means for communicating news and connecting commercial advertisement, which means they are less effective than social media, and appeared before the evolution of the Internet, such as magazines, radio, television and newspapers (Irman, 2014). It is stated that traditional media can't build a relation between a company and its customers.

Stephen and Jalak 2009) argued that there has been a radical change in media in the last few years, there was a reliance on traditional means of media such as newspapers and television. After the development of technology and the emergence of the Internet and social media such as Facebook they had an increased effect on product marketing for companies and access and interaction with customers. Social media have a strong impact on sales, marketing, and are more effective in the performance of companiess and are considered an intermediary between companies and customers. According to {Lee, 2013), traditional media are still taken into account as part of brand awareness in terms of advertising.

Social media more interactive than traditional media, where traditional media channels send information and the audience receives, without the occurrence of any interaction, unlike social media that have emerged with the aim of interaction between companies and the audience (Nopanen, 2010).

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The differences between social media and traditional media are determined in terms of interaction with customers. A person can watch and interact with social media from anywhere in the world through communication platforms, and can share information freely. Social media can access the audience anywhere in the world and determine the target group accurately (ISACA, 2010).

The traditional media are working to promote and sell products to the consumer, without a full explanation about the products, and customers are getting insufficient information through traditional media, and therefore do not interact at a high level. Figure 3.2 shows the traditional business model.
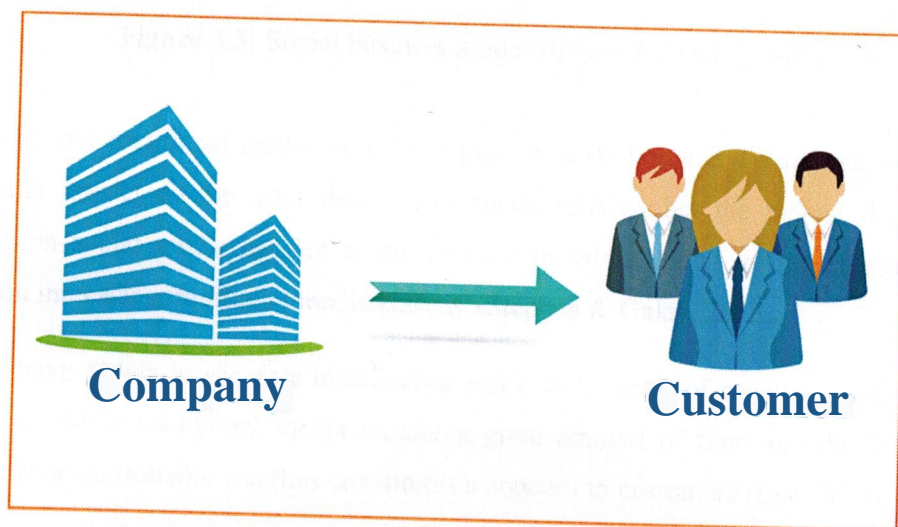
Figure 3.2: Traditional business models (Nopanen, 2010)

Figure 3.3 shows the social business model, where the customer receives advertising by the company on social media, and then, has interaction and inquires about the product, and after the purchase process, the customer gives feedback and shares data with friends about the product. This means giving customers the opportunity to hear and understand which gives a direct attitude through social media.
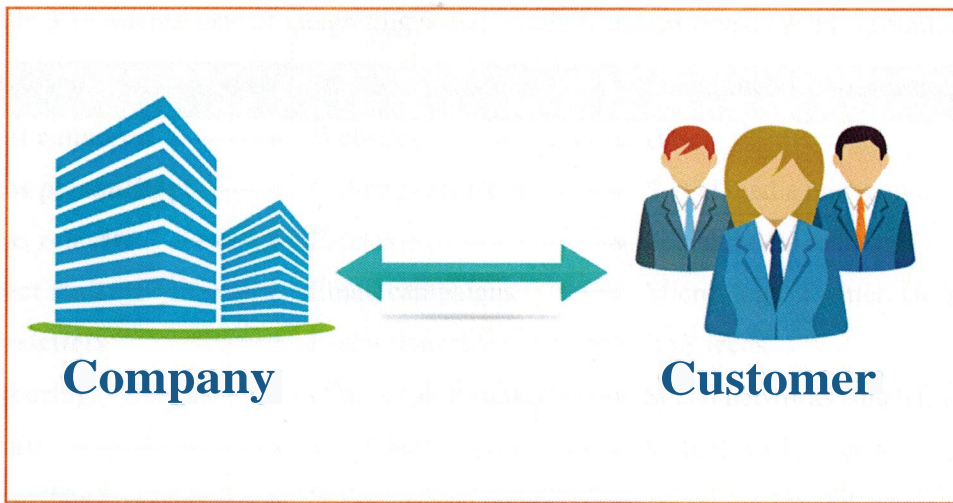
Figure 3.3: Social business model (Evans & Mekee, 2008)

Social media and traditional media have an impact on sales volume. Traditional media activity has a greater impact on the sales than social media activity, but the increased frequency of advertising on social media has led to an increase in sales. Social media have an important influence on increasing traditional media activity (Stephen & Galak, 2012).

Customers have access to accurate information and a wide range of products depending on the social media. While traditional media require a great amount of time and the information is accurate, it is uncontrollable and thus constitutes a concern to customers (Lee, 2013).

Social media have become the fastest way for companie's communication and communication is changing from traditional media to the Internet and finally to social media. Table 3.1 summarizes some adaptations of integrating and transforming social media.

Table 3.1: Adaptations of integrating social media with traditional (Wild Apricot, 2015)

Traditional tools/tactics	Internet tools/tactics	Social media tools/tactics
Print collateral ⟶	Websites ------,.. ⟶	Blogs
Pressperson/Dept --.	Online press Room --+	Social media newsroom
Press releases ⟶	E-releases ⟶	Social media releases
Direct mail -----•	Email campaigns --+	Microblogs (Twitter, etc.)
Newsletters -----•	E-newsletters ⟶	RSS feeds
Gatherings -----	Discussion forums --+	Social networks (media) events
Events ⟶	Test Chats ----- :	Virtual world events
Advertising --- :	Banner ads -----• :	Social ads (ex: Facebook)
Television -------.	Web TV ⟶	Video (ex: YouTube)
Radio -------. :	Online radio ==== :	Podcasts (ex: iTunes)

Social media have shifted from writing material to the visible to the voice, and are designed in order to participate, which means, it's easy to share and comment and without costs, because it is prevalent on the Internet.

Table 3.2: Differences between social media and traditional media (Stokes, 2010c)

Traditional media	Social media
Fixed, unchangeable	Instantly updatable
Commentary limited and not real time	Unlimited real-time commentary
Limited, time-delayed bestseller list	Instant popularity gauge
Archives poorly accessible	Archives accessible
Limited media mix	All media can mixed
Committee publisher	Individual publishers
Finite	Infinite
Sharing not encouraged	Sharing and participation encouraged
Control	Freedom

3.4.1 Social Media Strategy

The integration of social media channels in marketing activity helps to improve online marketing channels. Before you start the development of the first step on the road, there are a number of things that you have to put it into consideration. Establishing a presence in social media requires patience and attention to detail and hours of planning. Remember that you cannot buy influence or attention, but instead of that you can win and develop. Success will not happen overnight, dexterity is the main focus, as well as orientation and commitment. In order to be effective you will need to do research and to pursue teamwork and work step by step, mainly to develop a strategy for social communication tools (Safko & Brake, 2009).

It is very important to build a marketing strategy on social media. The smart phone or mobile must be part of your strategy on social media; readers spend much time reading content through mobile phones, and you should take that into account, thinking about the user experience through desktop and mobile phone, in order to avoid mistakes in the future. There are four steps to creating a social media strategy (Ontario Government, 2013):

- *Conduct your research:* Listen to conversations and select the industry sector in which you operate, through the leadership of the society, which you want to follow, and then learn how to participate.
- *Setting goals and standards:* Know what you want your audience to see exactly when they want. But remember that they communicate with you so you've already drawn their attention. Your research should yield valuable information about your user's details. The best measure is to know the number of your followers, for example, on a Facebook page.
- *Development strategic message:* Each goal needs a certain message to reach the target people; it's different from one to another and must build trust and credibility to reach the public.
- *Evaluate and control the strategy:* The person need to review the goals, and check the success of the measure. Take advantage of the criteria in order to measure your success, continuing the preliminary analysis in order to verify that you are on the right track in order to achieve long and short term goals. How many likes and tweets and posts and follow-ups have you obtained in the last month? How did this compare with your peers? Then go beyond the numbers and statistical analysis of what you say and what is said

about you. Also, remember that the presence of thousands of followers is interest-free if they are not listening to you and interacting with you.

3.5 Benefits of Social Media for Company

The great development of technology, especially in social media such as Facebook, YouTube and Twitter, allows companies to interact and have access to millions of customers in the world. Also, advertising and marketing strategies, allow companies to strengthen relationships and turn consumers into customers by determination of the target market in social media. Social media have played an important role in changing the strategy of companies from the traditional to the modem style. These networks have helped to deepen relationships and loyalty between customers and companies (Merrill et al., 2011).

Social media tools help companies to build links with customers and competitors. Social media force companies to use the Internet and have effective communication with employees and customers, monitor and track competitors with facilitated social media networking giving companies access to competitors and analysis of the markets served by competitors. Social media lead people to reach to communicate face to face, through social media networking tools such as Facebook, Twitter, MySpace, and LinkedIn. The emergence of smart phones has also supported the property of those networks and has helped the development and growth of social media tools and social media, which are mostly free, so it has helped give millions of people access to those networks. Companies follow the recruitment strategy and follow-up projects and access customers through social media applications (Mohmed & Rahman, 2010).

Companies can take advantage of social media through monitoring the market, competition and customers. A company can review its strategy and modify operational procedures directly in products and services (ISACA, 2010).

Mohmed and Rahman (2010), also summarize the best point they found by analyzing the reasons that social media help companies.

- To reach new customers.
- Exchange information and ideas with customers.
- Marketing a company's products.

- Access to unknown people.

- Increase brand loyalty with customers and increase the relationship with them.

Social media have effective power to contribute to the success of a companie's, and illustrate the brand to consumers. Edosomwan et al. (2011) found social media are best for the following situations:

- Strengthen relations and communication between employees and management.

- Social media help employees to share information and strengthening the work within a team.

- Social media help to strengthen ties and communicate with customers and reach them.

- Social media help to define and develop a product and receive feedback from importers and customers.

- Social media have become an important source of recruitment companies in order to get information for people who seeking for jobs.

3.6 Benefits of Social Media for Marketing

Social media can help companies reach the market through social sites like Facebook, YouTube and Twitter. Social media are one of the most important marketing tools and more successful than traditional marketing (Araka, 2012). Advertising on social media gives more efficient access to a large number of the target market, compared with traditional media (Keller & Fay, 2012). Marketing on social media can be designed to reach specific people. Social media allow easy communication with consumers and work to influence their behavior and considered less costly in promotional tools (Irman 2014). Social media help the marketer to track and study the common things on the social media sites in order to be able to achieve the wishes of the customer; this track and analysis, helps in building marketing strategy and the marketer can measure and analyze social media in order to adapt to changes (Araka, 2012).

Social media are effective marketing tools. Marketers have revealed that a lot of marketing opportunities could through social media and companies become ushe social media more than the past, global companies have the advantage and they recognize that social media as a platform for marketing can help with innovation. It also helps with advertising campaigns (Neti, 2011).

A company uses social media marketing in order to give its products the opportunity to reach people in a positive way for the Internet users. Marketing tries to access social media in order to communicate, collaborate and entertainment and meet education goals. Social media have many and varied tools to achieve those goals (Safko & Brake, 2009).

The strategy of social media is different from traditional media, and offers many advantages: First, providing a service to customers to access their opinions and receive suggestions directly. Second: helping the marketer to identify groups of individuals and learn the needs and desires of a group and to know the decision-makers for each group. Finally, the cost of advertising campaigns and building relationships with customers is very low cost compared with traditional media (Neti, 2011).

Some of the important benefits of social media support marketing, based on (Neti, 2011) are:

- Expansion in marketing to reach more consumer a reasonable cost.
- Increase awareness of the brand.
- Driving customers to the private company's website.
- Personalize interaction with customers.
- Create events with customers.
- Open new markets.
- Measure marketing campaigns.
- Choosing new marketing ideas.
- Build relationships with the community.

With the increasing popularity of social media, marketing has become a target and encourages customers to spread their ideas and opinions with friends, in order to find out reactions about brands. The most important factors that affect the market are you must identify the primary purposes of marketing, and the characteristics that are likely to be more effective to the success of advertising campaigns (Abedniya & Mahmouei, 2010).

3.7 Benefits of Social Media for Customers

At present, customers have the ability to identify products and brands before buying. They are influenced in their decision-making through social media. Customers interact with friends and

search in Google and Facebook and read the experiences of people who have used the same product (Araka, 2012). Social media allow customers to communicate with companies and thus companies get feedback on products and services. Through this feedback, a company can get useful information, which includes the opinions of the customers about the brand and thus, support in improvement of products and services as well as social media sites come with a marketer in order to identify how to use the product and thus working to meet the desires and needs of customers (Evants & Mckee, 2008). Social media can be used to earn consumer confidence through deep interaction (Neti, 2011).

Social media marketing has helped to focus on building relationships with customers and the researcher considered that the new marketing approach is the center to attracting customers. The researcher found in the new marketing method support the interacting and engage with customers through social media, and contribute in advertising campaigns on right tim (Lee, 2013).

Social media platforms such as Facebook, Twitter and YouTube have an effect on marketing and advertising strategy. Social media platforms transform from websites of information to platforms that influence customers, and have contributed to the creation of new marketing opportunities and interaction directly with customers (Hanafizadeh et al., 2012).

Every consumer needs to get to a specific product, this product could vary from one consumer to another, and each consumer has self-interest; if a social media site is not available, the consumer is willing to pay and take decision entirely by this intrinsic interest. If a social media site is available, then there is a large number who use the same product and interact through social media and consumer desire to pay is determined through two things: Intrinsic interest and a large number of people using the same product leads to making a purchase decision (Easley & Kleinberg, 2010) they listed some of important benefits of social media support for customer are:

- Knowledge of consumer behavior and desires.
- Make customers share brand and talk with friends and spread the message about products through word of mouth.
- Increase consumer awareness about the brand.

- Increase consumer awareness about brand loyalty.

- Increase sales.

- Increase customers and push them to browse the company site and thus access all products and services offered to them.

Social media can influence customer behavior, by using the following methods (Oracle, 2012):

- *Social Web:* Strengthen and promote the brand through interaction in the social media channel, interaction and communication with customers and having conversations with them.

- *Social Knowledge Management:* Sharing knowledge with customers and influencing their behavior, through the integration of social media channels in an integrated manner in line with customers' preferences and encouraging them to converse.

- *Social Communications Center:* Interaction with customers in a timely and expansion of interaction with them and ensure their access to all social media.

3.7.1 Customer Relationship Management (CRM)

In the traditional sales cycle, or processes that only care about how a sales team wants to function, customer relationship management (CRM), data are obtained from historical records of the company, through the analysis information, which helps in predicting what customers will need in the future, where the company has a customer database. CRM on social media sites has become an important factor, for supporting customer. Companies have adapted CRM on social media, and companies have become dependent on social media in order to analyze customer behavior (Evants & Mckee, 2008).

CRM should focus on customer service; marketing Internet networks aim to enhance customer service via the Internet and use social media pages to communicate with customers. Hence, the orientation of social media is to service and maintain relationships with customers. Technology is used in order to allow companie's to interact directly with social media and provide them with information on site users, technology allow customers to make the decision about the products and express their views and to disclose problems and inquiries so those problems can be solved by companies (Stokes, 2010 b).

There are some basic strategies that help companies to raise the level of social media, as part of the CRM (Assaad & Gomez, 2011) as outlined below:

- *Linking social media with CRM, as part of a new channel for CRM:* Many companies are using customer service, in order to solve customer problems, by communicating and interacting with customers, from here. It's become a CRM link with social media an important factor, to access and communicate with customers, by using social media channels.

- *Promote the customer relationship management CRM through social media:* With social media channels as new communication channels, companies can add and promote the management, customer relationship with social media, through following customer engagement strategy and interacting with customers.

- *Enhance strength between social media and CRM:* Using social media and strengthening with CRM, in order to provide better services to customers and immediate response to customer suggestions and problem-solving.

For the application CRM strategy, companies must decide the goal of implementing the strategy and what the steps are that must be followed to achieve loyalty and a relationship with customers. There are components it is able to work on a comprehensive solution and find out how to respond customers' needs and wants, through sequential systems, in order to save time and money and customer service effectively. Table 3.3 shows, example of CRM components.

Table 3.3: CRM components (Evants & Mckee, 2008)

Component Examples	Used for	What this offers
Alterian SM2, Buzzmetrics, Cymfony, Google Alerts, Radian6, SAS Instute	Social media analytics	Quantifying conversational data, facilitation of monitoring and response.
CoTweet, RightNow, Repleaf, Twitters	Listening, Responding	Source of conversation that can be monitored and used to drive response program.
BuzzStream, Gist, Repleaf, RightNow, SAS Institute	Responding, Connecting	Prioritizing influencers and developing relationships.
BuzzStream, Gist	Tapping social profile data, connecting customers to conversations	Source of information about the individuals that are influencing others in your marketplace or supply chain.
Appirio Cloud Connectors, Face connector, Informatica	Connecting with customers and stakeholders	Combines social profile data with existing customer data to improve the relationship building process.
IMB's Idea jam, Lithium Technologies Social CRM platform Salesforce.com ideas	Collaborating, Generating new ideas	Spurring innovation by working directly with customers.
Lithium Technologies: Reputation Engine, CRM Connect, Social web Connect	Support, collaboration(internal and external)	Identifying key participants in communities, combining social profiles and conversational data.

3.8 Benefits of Social Media for Advertising

The idea of online advertising began in 1994; marketers considered that advertisements via the Internet an imperative, and began to follow the tactic of advertisements in order to fulfill consumers' desire (Todi, 2008). Social media have become a more efficient tool than traditional

media, and companies began working constantly to develop their strategies and create new ideas of social media. Social media have become the best channels for advertising. Companies invest in advertisements on social media, and the reason is due to the low cost of advertising on social media and reaching more customers (Rajalakshmi & Rani, 2013).

Consumers are going to websites, in order to buy products. Social media work in support of the purchase process by posting ads on social media sites, leading to consumers interacting with advertisements and directing them to the company's site for purchase. Using social media is the best way to use advertising; users of social media can receive the advantage of marketing opportunities through company advertising (Onyinye et al., 2013).

Social media ended many of the obstacles of traditional media, which have been limited to planning for the advertisements, and traditional media is the high cost than social media. The arrival of social media, now offers alternative options that are more effective and less expensive and easy access is available on networks online (Lester, 2012).

Social media help to increase the efficiency of brands that have a large number of users. Advertising can contribute to and influence the users of social media to draw attention to brands. Customers are more receptive to advertising and promotional campaigns in social media compared with traditional media. Hence, companies must take advantage of the marketing opportunity on social media website. The most important factor in the success of advertisements and promotional campaigns on social media, is the timing of the advertisements, and thus the most important marketing strategy is the use of peak time advertisements (Adamopoulos & Todri, 2014).

Commercials advertisers may have led to a fundamental change in recent years, and becoming more extensive online; the growth of technology has helped the development of the telecommunications sector and therefore a change in the strategy of advertising. Advertising aims to reach customers wherever the customer is gone, and because of the emergence of social media, millions of customers have begun using and interacting on social media, hence, the companies found marketing opportunities more attractive on social media websites (Onyinye et al., 2013).

Sometime friends want to interact and share with their friends and draw attention to products, when there is trust in the company's advertising. Facebook is considered one of the best social websites, and a company can use paid advertisements to target people and ensure that advertising appears on target people page (Onyinye et al., 2013). However, advertising remains less effective in 'the case of advertisers, and stated that the aim of access to social media sites is to influence target people, so companies must avoid their objective to exploit people in advertising.

Paid advertising is more effective than advertising posters for a social media company, and this means that the company needs a paid advertisement in order to ensure that the advertising reaches targeted individuals. Facebook and Linkedln provide a new form of advertising known as social advertising, which drive consumers to interact with company advertising and get to know their products (Tucker, 2012).

Social media sites are used as an advertising tool, and there are four reasons that drive companies to use social media for advertising (Todi, 2008) (Rajalakshmi & Rani, 2013):

1. *Cost Efficiency:* Advertisements on social media have low cost and the company can create a free page on Facebook and YouTube site for advertising.
2. *Large Reach:* Social media have a lot of users; social media have become more popular and part of the daily life of users. Advertising through social media is very important, and it can reach millions of people and has more access than traditional media.
3. *Targeted Advertising:* Advertising can access and determine target customers, for example, advertisements on Facebook can identify target customers in terms of age, sex. and geographic region.
4. *Time Spent Online:* Individuals spend a long time on social media sites, traditional media such as radio and television do not need the time, it is possible to ignore the advertising on traditional media, most companies shift their advertisements to social media sites, because millions of people have accounts on those sites.

Social media have enabled marketers to reaching brand to customers with concerns about consumers' needs, in order to ensure the message arrives correctly to consumers and share that message with other people. A company's focus is to deliver an optimal image for the brand, which has contributed to the change in the design of advertising. In a study conducted by (Keller

& Fay, 2012), in the United States, they confirm that 75% of consumers participate in giving their opinions about brands, face to face, and 15% via telephone, but only 10% do so online. This means people are more influenced face to face than online; this is the effect of word of mouth as a result of the conversation. The researchers confirm that the most effective advertising is the advertising that consumers talk about. Organizers of advertising campaigns in social media must think of how to reach to consumers, which is more important to conversation and the potential of customers share advertisement.

Based on Naidoo (2011), consumers play a role in receiving and the effect of advertisements, there is an important task contributing to the effectiveness of the advertising, brand engagement, the position of the brand, the image of the brand and consumer engagement with advertising companies. The researcher recommends that companies must design commercials advertising, for brands that have a strong reputation and classification of brands based on reputation.

Stokes (2010 a) summarizes the objective of online advertising, with four points:

- *Building Brand Awareness:* Informing people about the product and the brand is the most important goal of the marketing process. Marketers aim to educate customers about brands and earn customer trust. Online advertising works to promote the brand to the customer.

- *Creating Consumer Demand:* Consumers cannot buy unknown products. Advertising must persuade consumers to buy the product, where advertising on the Internet is working to access and interact with consumers, and thus stimulate demand among consumers.

- *Satisfying Consumer Demand:* Advertising must work to educate consumers needed and how to satisfy the desires of the consumer about the product; hence it must show how the brand can achieve consumer satisfaction.

- *Driving Response and Sales:* Internet marketing should drive customers and turn them from potential consumers to permanent customers, thus enhancing sales.

Marketers are trying to go into social media as a new advertising channel, which enables them to achieve marketing objectives and has versatility in the design of advertising, and social media are necessary as a communication tool, to serve advertising as integrated communication, but social media has various channel, all channels must integrate to serve advertising (Lester, 2012).

Advertising can contribute to influencing the users of social media to draw attention to brands. Customers are more receptive to advertising and promotional campaigns in social media compared with traditional media. Hence, the company's must take advantage of the marketing opportunity on its social media website. The most important factors to the success of advertisements and promotional campaigns on social media, is the timing of the advertisements, and thus the most important marketing strategy is the use of peak time advertisements.

It is very important to build a marketing strategy on social media (Naidoo, 2011). The smart phone or mobile must by part of your strategy on social media, readers spend a lot of time reading content on mobile phones (Rajalakshmi & Rani, 2013), and you should take that into account, thinking about the user experience through the desktop and mobile phone, in order to avoid mistakes in the future.

The use of social media might lead to risks for companies, and thus negatively affect the performance of companies (Nopanen, 2010). It is possible to lose the value of a company's brand and lose market expansion opportunities. Companies must show discernible caution with the initiative to use social media (Pikas & Sorrentino, 2014). They should therefore assess risks versus benefits, and there are several things you should take into account. The risks of using social media tools should be evaluated by companies, in order to access customers, and in addition, companies must consider the risks of using employee sites. Also, there must be monitoring of the web page where a company posts information to avoid people gaining access to company information and penetrating the site and distorting the reputation of the company (Naidoo, 2011). Companies, also, must use security applications, to protect information, and to protect themselves from viruses and the security of the operating system to cope with such attacks.

CHAPTER 4
METHODOLOGY

The study addresses the research model, the participants. Then, followed by the issuing of the data collection tools sent to the companies sector, data analysis, and procedure.

4.1 Research Model

Review of how the use of social media can influence a company with regards customer relations advertising, and marketing, is conducted. Hence a conceptual framework where the use of social media is the independent variable and customer relations, advertising and marketing are dependent variables was proposed.

The model framework was developed based on Imran (2014) to examine the influence of social media on companie's. Also, this study depends on (Farooq & Jan, 2012) to examine the impact of social media to influence marketing through product reviews. (Lee, 2013), also, helped in forming the model; his study focused on the impact of social media on consumer behavior. Another research study (Baruah, 2012), examined the effect of social media as communication tools, in the micro level study. Figure 4.1 shows the influence of social media on companies with three dimensions (customer relations, advertising and marketing).
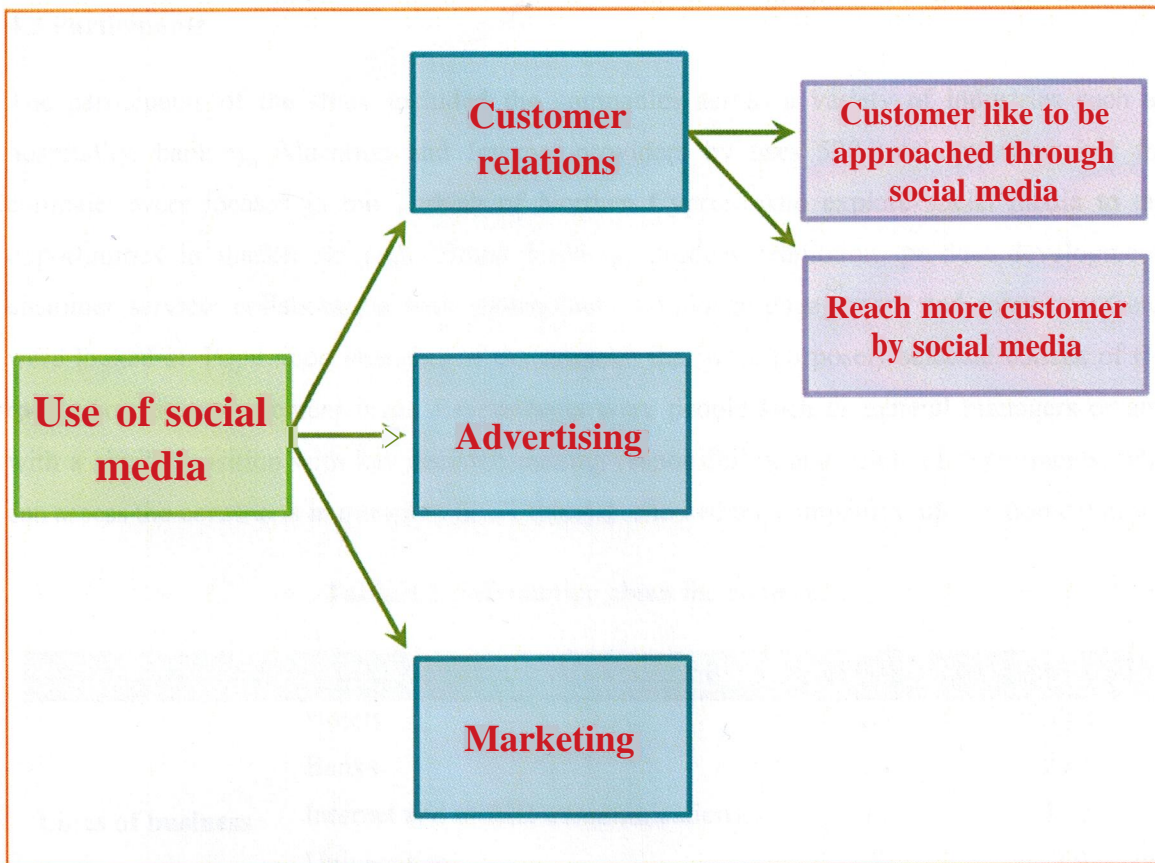
Figure4.1: Research model

Social media is one of the most important *marketing* tools. Marketing using social media can design and reach specific people at low cost, with social media being the most common way used for *advertising* and accessing a large number of customers. Advertising on social media is low cost and a company can create free page on Facebook and a YouTube site for advertising leading to archive cost efficiency.

Customers depend on social media for accurate information, also, social media can help to reach new *customers,* which means that social media have effective power to contribute to the success of a companies and achieve it's goals.

4.2 Participants

The participants of the study included the companies across a variety of industries such as hospitality, banking, education and Internet providers by uses 520 total questionnaires for compaies were located in the Turkish of Northen Cyprus, who explore social media to tap opportunities in market research. Brand building, product promotion, product development, customer service; collaboration with stakeholders, employee engagement and recruitment etc. were looked at. Population elements of the research that were purposely selected consist of the owners or top management level. Respondents were people such as general managers or any with a similar position with key decision-making responsibility and heads of departments, who can assess the constructs in question. See Table 4.1 showed the companies information details.

Table 4.1: Information about the companies

	CATEGORIZATION	FREQUENCY	PERCENT
Lines of business	Hotels	25	30.8
	Banks	24	29.6
	Internet and mobile communications	11	13.5
	Universities	8	9.9
	Hospitals	13	16.02
Employee size	Betweenl 1-20	4	4.9
	Between 21 -30	5	6.17
	Between 31 - 40	7	8.67
	Between 41- 50	4	4.9
	Between 51- 60	7	8.67
	Between 61- 70	8	9.8
	Between 71- 80	12	14.8
	Above 80	34	42
Respondent position	CEO	37	7.2
	Marketer	328	64.5
	Staff Member	125	24.6
	Others	18	3.6

4.2.1 Line of Business

Data collection from various lines of business helps to identify the extent of the importance of each line of business in contributing to use for social media. Figure 4.2 shows 6 different lines of business, which are hotels, bank, university, hospitals, and mobile communication and Internet providers. As can be seen, hotels have the highest sector and university has the lowest sector, which are 30.8% (25) and and 9.9% (8) respectively as shown in Table 4.1 Also, it shows the other different lines of businesses: banking sector 29.6% (24), hospitals 16.02% (13), and intent provider and mobile communication 13.5% (11)

4.2.2 Employee Size

Figure 4.3 shows the number of employees in different companies. As can be seen from Table 4.1, company employee size based on companies responders is 4.9% (4) of the companies have employees in the range of 11-20. While, 6.17% (5) of companies have employees between the range of 21-30 and 8.67% (7) of companies have employees in the range of 31-40. Whereas 4.9% (4) of companies have employees between the range of 41-50, and 8.67% (7) of companies have employees between the range of 51-60.While, 9.8% (8) of companies have employees between the range of 61-70. Also, 14.8% (12) of companies have employees between the range of 71-80, and 42% (34) companies have employees numbering above 80.

4.2.3 Respondent Position at the Company

Table 4.1 shows the respondent's position, with 64.5% (328) of respondents are marketers, while 24.6% (125) of the position of the respondents are staff members, and also 7.2% (37) of respondents are CEOs. Lastly, 3.6% (18) of the respondents work in different positions. The highest percentages of respondents are the marketers, and this shows that the decision-making in the strategy and implementation of social media depends on the marketing department.

4.3 Data Collection Tools

Data were collected from primary and secondary sources. Primary data were gathered through the use of questionnaires. Secondary data were collected from books, journals, articles, reports, government publications, conferences and PhD theses.

Secondary data were used for the quantitative method for data collection, in order to obtain information, for the purpose of this research to answer questions. Quantitative data were collected and analyzed through a survey method, using questionnaires for easy collection of a large number of data and easy access to population of study. It is a logical way that allows the researcher the ability to measure the data and get the results, where targeting specific categories. The questionnaires were distributed personally face to face and the mode of instruction was in the English language, to ensure the answers will be more accurate and free of ambiguity, in total 520 questionnaires wer~ distributed, with a total of 514 answered questionnaires retrieved out of it, with 6 deemed invalid. Therefore, 508 answered questionnaires were valid for study. Companies were located in the Turkish of Northern Cyprus, which includes different sectors. The Cronbach's Alpha of the questionnair is 0.76.

The questionnaire included three parts. The first component about company information includes company line business, employee size and respondent's position at the company. All questions are fixed-alternative questions. The second part of the questionnaire is composed of social media information, including social media channels, the purpose of using social media and comparing social media with traditional media. The third part of the questionnaire is composed of three dimensions:

- *Customer Relations dimension:* measuring by asking five questions, on a five-point Likert scale, ranging from "strongly agree" to "strongly disagree". All these questions were asked on an interval scale. The purpose of this dimension to find out the impact of social media on the impact on customers and interact with them in order to take decision of purchase. The Cronbach's Alpha of this dimiension is 0.68.

- *Advertising dimension:* It is measured by asking five questions, using a five-point Likert scale ranging from "strongly agree" to "strongly disagree". The purpose of this dimension to find out the role of advertising to reach customers through the use of social media All these questions were asked on an interval scale. The Cronbach's Alpha of this dimiension is 0.74

- *Marketing dimention:* It is measured by asking five questions, using a five-point Likert scale ranging from "Strongly agree" to "Strongly Disagree". All these questions were asked on an interval scale. The purpose of this dimension of knowledge of the impact of

social media in influencing customers through the promotion and marketing of the products online (Appendix 1). The Cronbach's Alpha of this dimiension is 0.82.

The questionnaire was designed based on the number ofresearchers which shown by table 4.3:

Table 4.2: Questionnaire statement, reference source and cronbach's alpha

No	Statement	Reference	Cronbach's Alpha
	Customer Relations		
1.	Customer like to be approached through social media		
2.	The company to reach more customers by social media	Onyinye et al. (2013), Farooq and Jan (2012),	
3.	Social media can improve customer satisfaction and products recommendation	Irman (2014), Arca. (2012), Bhanot (2012),	0.68
4.	Negative review on social.media can le:a,d to company setback if proper action is not taken	Lee (2013), Naidoo (2011)	
5.	Social media can improve customer base and provide easy accessibility to consumers		
	Advertising		
1.	Customer awareness of the use of social media in advertising		
2.	Customer have positive reactions to advertisements on social media	Farooq and Jan (2012), Arca (2012), Irman.	
3.	Social media can improve brand awareness, company image and reputation	(2014), Bhanot (2012),	0.74
4.	Customer find product advertisement as being attractive in social media	Lee (2013), Naidoo (2011)	
5.	Patronage of goods/services advertised on social media led to increase number of your customer		

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Marketing

1.	Social media can improve marketing and sales effectiveness		
2.	Social media has provided more effective platforms to new products/services/brands to draw consumers' attention		
3.	Customer may be changing his attitude towards a certain brand or product or service after he has read positive comments/reviews/online articles etc. about it	Farooq and Jan (2012), Arca (2012), Irman. (2014), Bhanot (2012), Lee (2013), Baruah. (2012)	0.82
4.	Social media provides an effective and powerful platform for consumers to communicate with each other and with the companies		
5.	Information regarding products and services has a higher credibility on social media than on mass media channels because the information is beyond the company's control		
	Cronbach's Alpha for all dimension		0.76

4.4 Data Analysis

Data were analyzed by using the Statistical Package for the Social Sciences (SPSS) and the suitable statistical methods were used consisting of:

- Cronbach's a to test reliability.
- Percentage and frequency to test importance and weight.
- Descriptive statistics calculated in terms of means, standard deviations and frequency distributions.
- Relative importance, which is suggested by Sekaran and Bougie (2010), assigned due to:
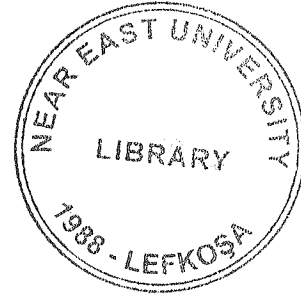
$$interval\ class\ of\ important\ level = \frac{Maximum\ class - Minimum\ class}{Number\ of\ level} \qquad \{4.1\}$$

Table 4.3: Relative importance level

Degree level	Importance level (wight)
Low degree	1- less than 2.33
Medium degree	2.34-3.66
High degree	3.67 - above

Relative important level calculate based on use categories in order to get the relative importance level, through the account over the grades and the difference between the highest value (5) and the lowest value (1) the average is (4) as we us (3) level we divided% so the result is 1.33 so every level get 1.33 low degree become 1+ 1.33 = 2.33. (1- less than 2.33) Medium degree 2.33+ 1.33 = 3.66. (2.33 - 3.66) High degree. 1.33+ 3.66 = 4. (4) is the higest point, so first level end at 2.33 second level start at 2.34 end to 3.66 last level start 3.67 until 4.

4.5 Procedures

This thesis was written by collecting secondary information relating to social media, especially those that have an impact on marketing, advertising and the relationship with the customer. This project began at the beginning of April, 2015. In the preparation phase of this research project the foundation was created studying some up-to-date academic research, books, magazines and references via the Internet and the business sector. Through this research, the study model design, which included more factors that have an impact on social media in the modem era, and then the questionnaire were designed based on the latest scientific and academic literature that dealt with the key variables that have been applied in the business sector companies in Northern Cyprus, in order to learn those companies affected by social media and knowledge of the impact of social media on advertising, marketing and customer relations. Data were distributed by geographical region in order to facilitate the collection of data at the right time, and then analyzed and compared with previous studies that showed compatibility between the current study and previous studies.

Table 4.4: Time schedule

WORK DONE	DURATION
• Literature Research	April, 2015 -Jun, 2016
• Preparation of the Research Proposal	5 Weeks
• Creation of the Questionnaire	2 Weeks
• Questionnaires Handed to company	6 Weeks
• Cheek Data for Anomalies	2Week
• Input Data into SPSS	2 Weeks
• Interpretation and Discussion of Result	5 Weeks
• Writing of the Thesis	32 Weeks
• Reading, Discussion and Correction of the Thesis According to Supervisor Feedback	6week

4.6 Duration and Resources

This studybagan in April 2015 after conducting and extensive research on the topic of effecting of social media on company and preparing the research probosal, this research was completed on Jun 2016. Table 4.4 and Figure 4.2 show all work that was conducted and the duration taken for each item furing this timeframe. Table 4.4 shows the duration taken where as the Gantt chart shown in Figure 4.2 shows the start and end dates.

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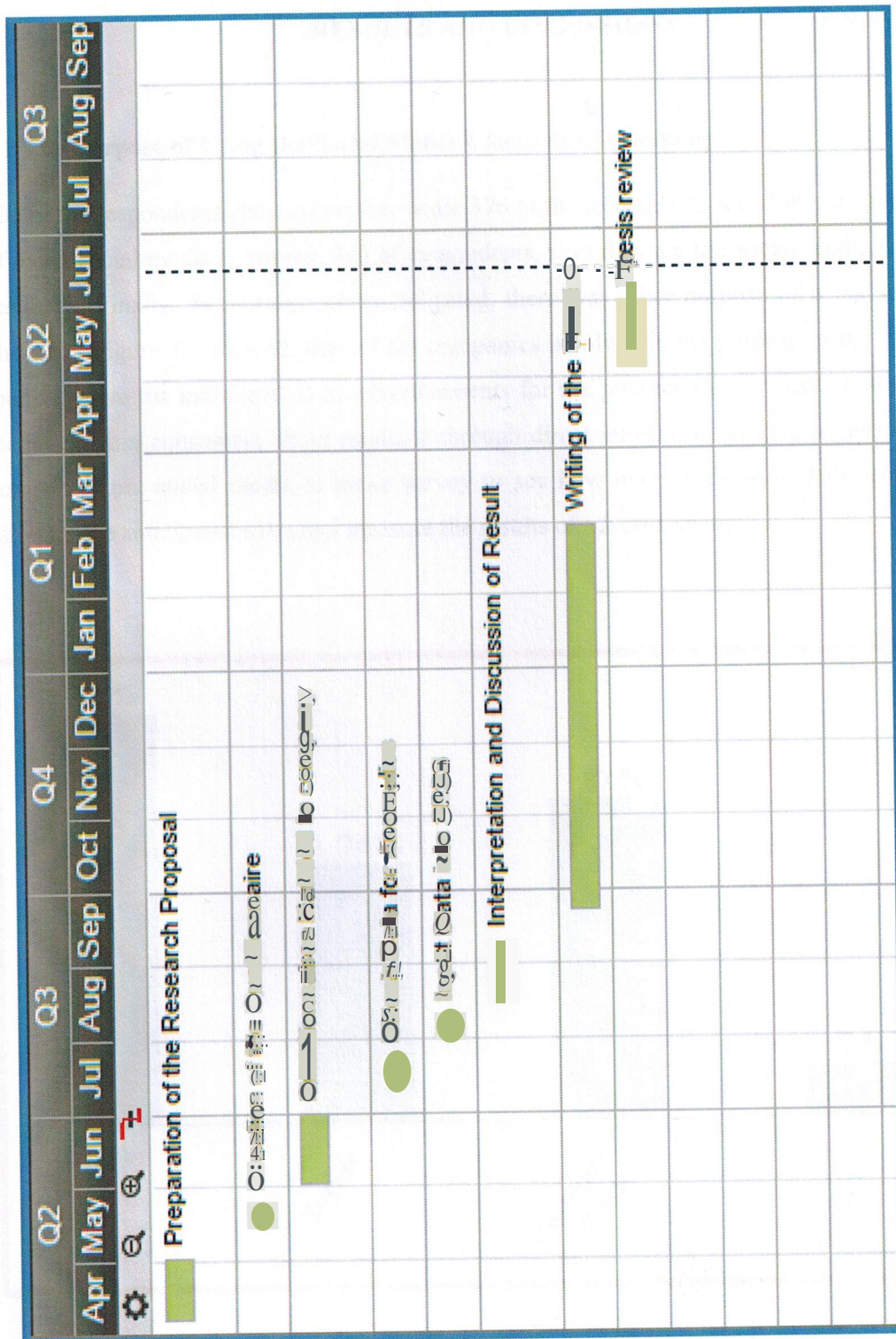
Figure 4.2: Gantt chart showing the time schedual

5.1 The Purpose of Using the Social Media Channels of Company

506 of the respondents chose advertise, while 376 of the respondents found that the main purpose of using social media to survey. 443 of respondents, says they are use social media for customer feedback. Finally, 34 of respondents indicated, there was other purpose of using social media channels. Figure 5.1 showed, that all the companies involved in the purpose of the use of social media, where the main goal is to advertisements for the product and services, as well as to get feedback from consumers about products through direct interaction with customers, and finally companies use social media to make survey to see how many followers of the company's to estimate the anticipated sales and measure the results of advertisements.
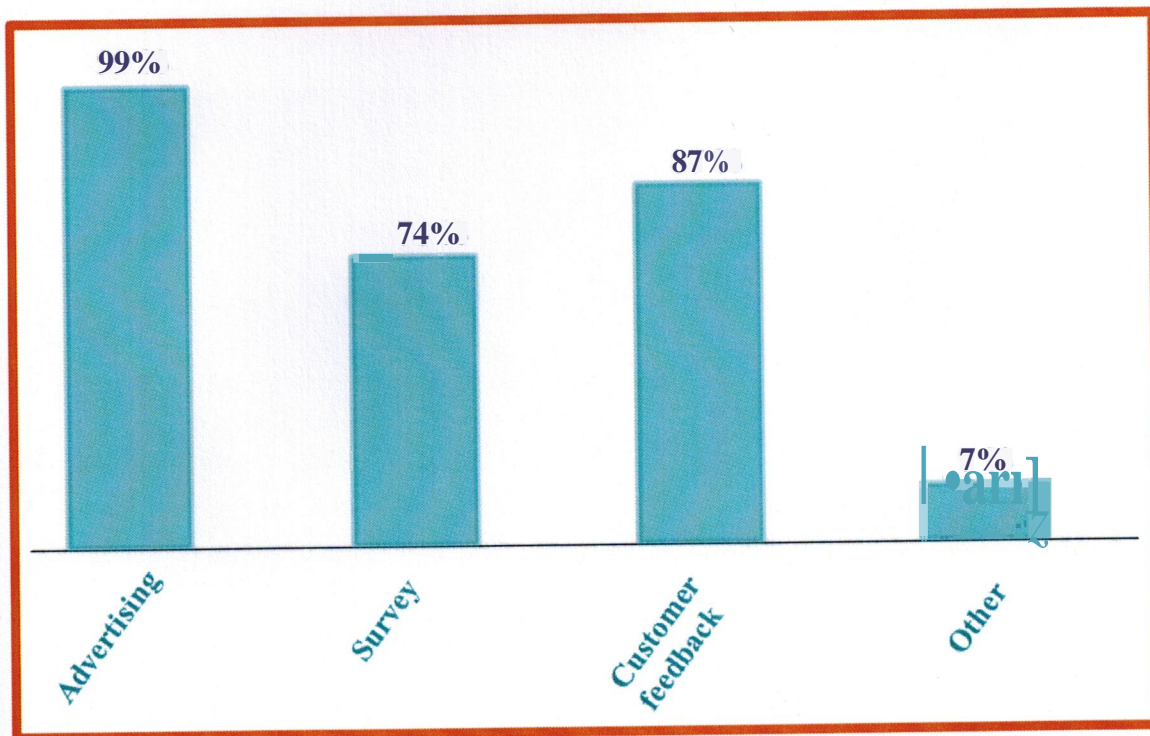
Figure 5.1: The purpose of using the social media channels

5.2 Type of Social Media Channel that Company Use

Figure 5.2 shows the different types of social media channels, which are Facebook, Twitter, Instagram, YouTube, LinkedIn and others that company use.

The study shows that companies are using social media; the questionnaires were answered by 508 participants, and the participants were allowed to choose the type of social media that their company uses (ability to choose more than one type through the use of multiple-choice answers). Facebook has the highest number of respondents, which is 502 respondents whilst 320 and 284 of the respondents chose Twitter and YouTube, respectively. LinkedIn then Instagram are followed by YouTube and the numbers of respondents were 217 and 180 respectively as shown in Figure 5.2. Based on the figure, the companies rely on Facebook mainly in contacting the audience due to the fact that Facebook is the most famous and widespread site and millions of individuals have an account on Facebook, as well as on YouTube and Twitter. In addition, 80% of companies have an account on Facebook.
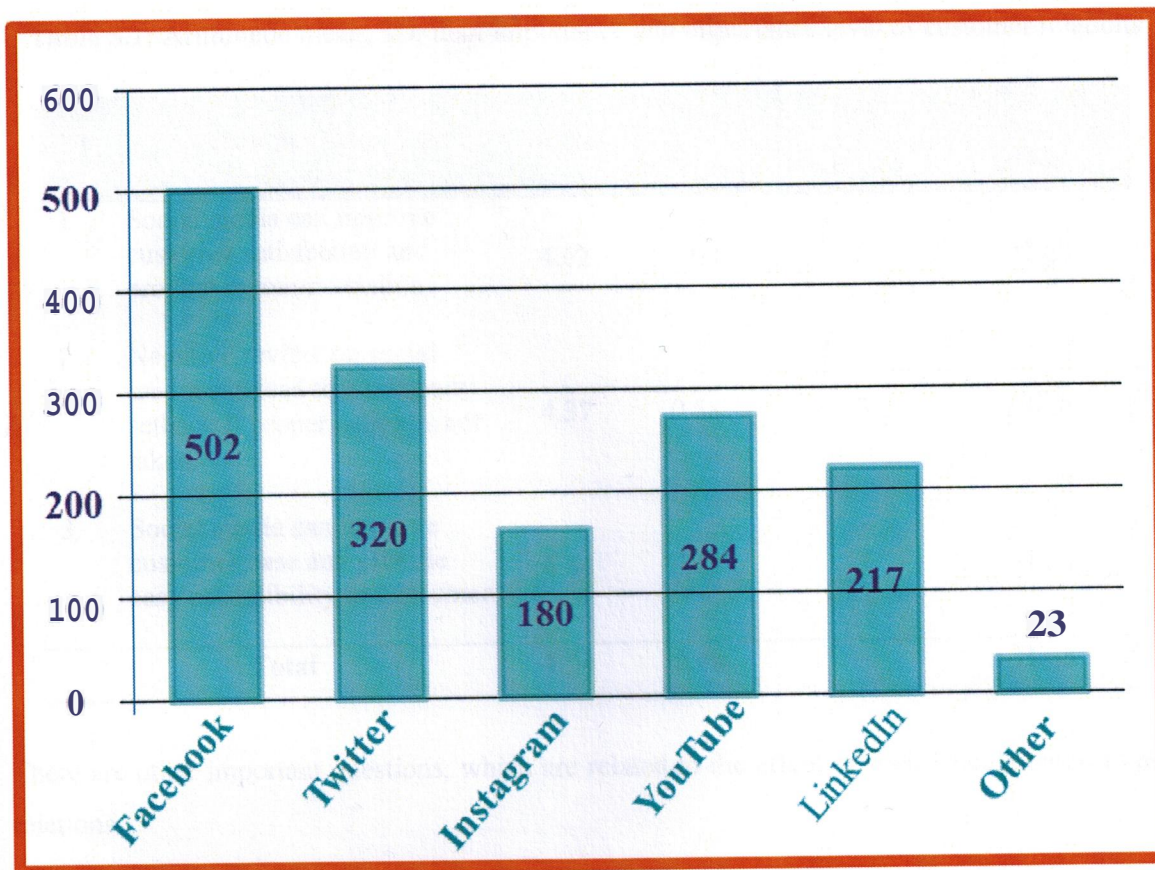
Figure 5.2: The types of social media

5.3 The Importance Level of Social Media on Company

5.3.1 Social Media Influence on Customer Relations

The researcher used the arithmetic mean, standard deviation, item importance and importance level to clarify the importance level of customer relations shown in Table 5.1.

It is observed in Table 5.1 that the highest mean for the item 3 *"Social media can improve customer base and provide easy accessibility to consumers"* (M= 4.64; SD= 0.69). While the lowest arithmetic mean was for the item 2 *"Negative review on social media can lead to a company setback if proper action is not taken"* (M=4.37; SD= 0.58). In general means are *"high"* with (M= 4.54; SD= 0.49).

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Table 5.1: Arithmetic mean, SD, item importance and importance level of customer relations

No	Customer relations	Mea,n:	Std. deviation	Item i,mp0rtanice	Importance level
1	Social media can improve customer satisfaction and product recommendation.	4.62	0.60	2	High
2	Negative review on social media can lead to a company setback if proper action is not taken.	4.37	0.58	3	High
3	Social media can improve customer base and provide easy accessibility to consumers	4.64	0.69	1	High
	Total	**4.54**	**0.49**		**High**

There are other important questions, which are related to the effect of social media on customer relations.

All related items in the customer relations linked directly with social media are summarized in the following points:

- Social media can improve customer satisfaction and product recommendation.
- Negative reviews on social media can lead to a company setback if proper action is not taken.
- Social media can improve customer base and provide easy accessibility to consumers.
- Customers like to be approached through social media.
- A company is able to reach more customers via social media.

This study fit with Ab Hamid et al. (2011) who found that the relationship between social media and customers has an appositive effect on all company products. Also, This study mach with Bhanot (2012). Who found that social media helped companies to interact with more customers and increase company sales and led to an increase in brand awareness. Companies can use social media in order to give a good image to the customers and increase the number of customers.

This result does not mach with (Evant, 2008) who found that "social media cannot be used to the fullest in promoting consumers to "talk" and linking these "talks" back to the consideration stage of the decision process among the respondents". Also customers are less likely to trigger to make a purchase because of social media based on study of (Lee, 2013). This result duo to lack of customer awwamess to social media channel during this period.

5.3.1.1 The Company Feel Customers Like to be Approached Through Social Media

Figure 5.3 shows if customers like to be approached through social media. Figure 5.3 shows that (481) of respondents, agree that customers like to be approached through social media. Wile, (27) of respondents disagree that customers like to be approached through social media. This result confirms that customers want to interact with companies through social media. This means that the relation between social media and customer retention is positive and also, customer trust is influenced by social media. This result agrees with the study of Ab Hamid et al. (2011). The study showed that the relation between social media and customer retention is positive and also, customer trust is influenced by social media.
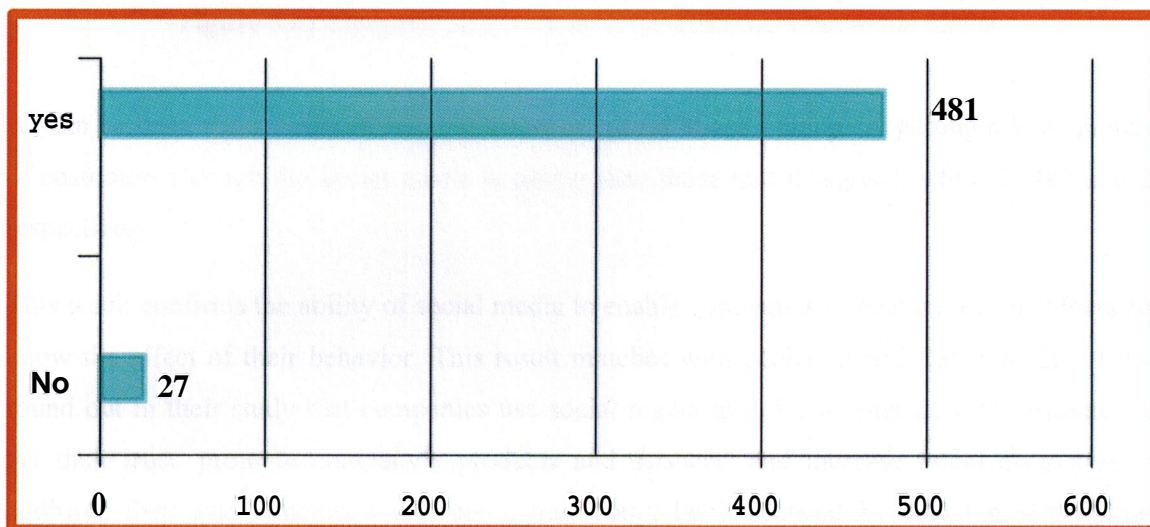
Figure 5.3: Customers like social media approach

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5.3.1.2 The Company Able to Reach More Customers by Social Media

Figure 5.4 shows the number respondents that agreed and disagreed about the ability of a company to interact with customers through social media.
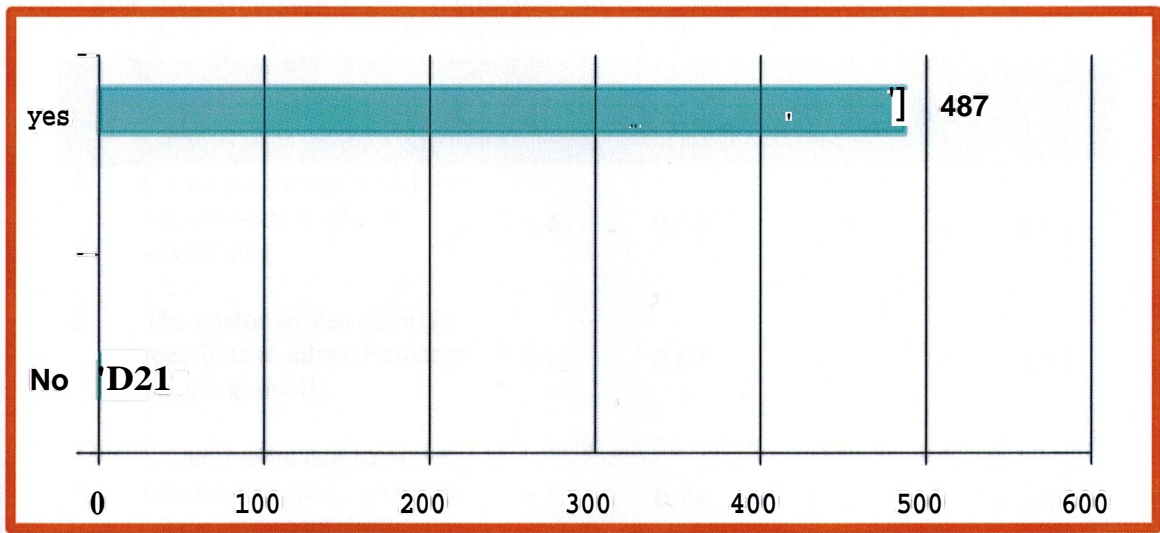
Figure 5.4: Company able to reach more customers via social media

As can be seen, the number of respondents who agreed about a company getting a large number of customers through the social media is higher than those that disagreed, which is 487 and 27 respectively.

This result confirms the ability of social media to enable companies to reach more customers and know the effect of their behavior. This result matches with Mohmed and Rahman (2010) they found out in their study that companies use social media in order to interact with customers to get their trust, promote company's products and services, and increase brand awareness. In addition, they also concluded that companies could be influenced by social media through building confidence for customers during purchase decision and also interacting with new people and increasing customer relations.

5.3.2 Social Media Influence on Advertising

The researcher used the arithmetic mean, standard deviation, item importance and importance level to clarify the importance level of customer relations as shown in Table 5.2.

Table 5.2: Arithmetic mean, SD, item importance and importance level of advertising

No	Advertising	Mean	Std. deviation	Item importance	Importance level
1	Customer awareness of the use of social media in advertising	4.43	0.60	4	High
2	The customer has positive reactions to advertisements on social media	4.33	0.67	5	High
3	Social media can improve brand awareness, company image and reputation	4.74	0.73	2	High
4	Customer finds product advertisements as attractive in social media	4.56	0.76	3	High
5	Patronage of goods/services advertised on social media led to increase in the number of your customers	4.77	0.73	1	High
	Total	**4.57**	**0.57**		**High**

It was observed from Table 5.2 that the highest mean for the item 5 *"Patronage of goods/services advertised on social media led to increase in the number of your customers"* (M= 4.77; SD= 0.73). While the lowest arithmetic mean was for the item 4 *"Customers have positive reactions to advertisements on social media"* (M= 4.33; SD= 0.67). In general, means are *"high"* (M= 4.57; SD= 0.57).

All the items that had been asked are directly related to the influence of social media on advertising and can be summarized in the following points:

- Customer awareness of the use of social media in advertising.
- Customers have positive reactions to advertisements on social media.
- Social media can improve brand awareness, company image and reputation.
- Customer fined product advertisement as being attractive in social media.
- Patronage of goods/services advertised on social media led to increase in the number of customers.

This study mach with Tucker (2012) who found that advertising works most effectively in social life when it's in line with what people are already trying to do and are trying to communicate in a certain way on Facebook (they share information with their friends and they learn about what their friends are doing). Since advertising can be very simple, the study recommended that advertisers should avoid exploiting the. social media of their advertisements. Also, this study fit with Onyinye et al. (2013) that the social media website is an important strategy for companies to advertise their products. The researchers concluded that advertising through social media, especially Facebook advertising, is limited because of factors such as location, age, geography and language.

This study does not mach with Pikas and Sorrentino (2014) who found that "giving consumers the choice to view online ads has little impact on the effectiveness of the advertisements in general. The majority of respondents stated they are not likely to voluntarily be exposed to information shared by businesses". This mismatches is due the cusotmers spent a short time on social media; for this reason most of them ignored the advertisements as study showed.

5.3.3 Social Media Influence on Marketing

The researcher used the arithmetic mean, standard deviation, item importance and importance level to clarify the importance level of customer relations as shown in Table 5.3.

Table 5.3: Arithmetic mean, SD, item importance and importance level of marketing

No	Marketing	Mean	Std. deviation	Item importance	Importance level
1	Social media can improve marketing and sales effectiveness	4.54	0.67	5	High
2	Social media has provided more effective platforms to new products/services/brands to draw consumers' attention	4.63	0.83	3	High
3	A customer may change his attitude towards a certain brand or product or service after he has read positive comments/reviews/ online articles etc. about it	4.76	0.78	1	High
4	Social media provide an effective and powerful platform for consumers to communicate with each other and with the companies	4.56	0.76	4	High
5	Information regarding products and services have a higher credibility on social media than on mass media channels because the information is beyond the company's control	4.72	0.71	2	High
	Total	**4.64**	**0.67**		**High**

As can be seen from Table 5.3, the highest mean for the item *"Customer may be changing his attitude towards a certain brand or product or service after he has read positive comments/reviews/on/ine articles etc."* (M= 4.74; SD= 0.78). While the lowest arithmetic mean

was for the item *"Social media can improve marketing and sales effectiveness"* (M=4.54; SD= 0.67). In general means are *"high"* (M= 4.64; SD= 0.67).

All the questions that have been posed are directly related to the influence of social media on advertising can be summarized in the following points:

- Social media can improve marketing and sales effectiveness.
- Social media have provided more effective platforms to new products/services/brands to draw consumers' attention.
- A customer may change his attitude towards a certain brand or product or service after he has read positive comments/reviews/online articles etc. about it.
- Social media provide an effective and powerful platform for consumers to communicate with each other and with the companies.
- Information regarding products and services has a higher credibility on social media than on mass media channels because the information is beyond the company's control.

This study mach with Abedniya and Mahmouei (2010) who found that the high level of community on the social media website, positively affect the performance of companies, and consumers opinion on brands with friends, without interaction with the company. Also, mach with Imran (2014) who found that social media can improve the customer satisfaction, marketing sales and brand awareness.

This study does not mach with Pikas and Sorrentino (2014) who found that "Generally, resendents don't like to get exposed to marketing, and online advertising methods like the ones on Facebook, YouTube and Twitter. The company should come up with new techniques to create relationships with the customers other than using Facebook, YouTube and Twitter as means for advertising and marketing. The reason of mismatches is due the marketing techniques are not effective; the result showed that more than 50% of customers answered by "unlikely" and "very unlikely" to the question of suggested page on social media.

CHAPTER6

CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

In this study conclusions are summarized as following:

- Social media in marketing are the most popular activities in most of the companies studied in Northern Cyprus.

- Facebook, YouTube, Linkedin and Instagram are the most common types used in most of the companies.

- Facebook is the most famous and widespread site and millions of individuals have an account on Facebook, as well as on YouTube and Twitter. In addition, 80% of companies studied have an account on Facebook.

- Companies are depending on social media websites to gain access and interact with the audience.

- The purpose of the use of social media is advertising for products and services, as well as to get feecibuckfrom consumers about products through direct interaction with customers, and finally companies use social media to make surveys to see how many followers a company has to estimate the anticipated sales and measure the results of advertisements.

- Social media.are the most common way used for advertising and access a large number of customers compared with traditional media for the companies.

- Social media are more common for companies for advertising and to gain access to more customers and are more effective than traditional media, however, traditional media are still used for advertisement and still considered as important tools to draw the attention of customers. Traditional media are complementary and part of social media. In regards to access to information, social media are better than traditional media.

- This study showed that social media in Northern Cyprus may play a key role in changing the business corporate strategy, and that companies have benefited from technological progress and communications networks, which helped those companies to keep up with and change marketing behavior in order to increase the effective functioning of these companies.

- Social media have continued to grow and social media are trying to close the gap between marketers and consumers through continuous interaction, building social relationships and building trust in the right way. Social media can be effective for individuals and companies through the establishment of social media.

6.2 Recommendations

In order to make some improvements in th~ performances of companies, there are some recommended actions that could be done:

- All companies should rethink to implement a social media strategy instead of the traditional strategies, and all companies she>uld adopt social media and take it seriously.
- Advertisers in social media should consider adopting a social media campaign and develop a comprehensive strategy thro.µglıfsearching for accurate information for the success of advertising so it must fit with customers, who are using social media.
- Marketers should be depending on tlı~ :ı:n~rk.eting mix and a number of marketing channels in order to attract new custorıwrs&ffeçtively. Social media have many channels that contribute to the promotion of products.in integrated marketing communications. It is very i:ı:nportantfor C()tl1panies th~t they fife aware before the implementation of their strategy in s.()çial⁴media; companies should know the target market and identify customers' needs and desires and then serve those customers.
- Companies.slıe>µld focus on marketing tlıre>ugh social media, because of the low cost and access to a.large nıʝıtllber()fcustowers. as well as customer trust in their friends.
- Companies should have awareness of the functions of social media tools, and learn how to apply these tools in order to efficiently improve their interactive website and influence purchasing decisions. Companies should also identify any of the social media tools and those that are appropriate for the site, and must focus on the aspects that increase consumer support and allow the exchange of information easily, and give customers the opportunity to preview products, to assess or evaluate the products.

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APPENDICES

APPENDIX   A

LIST   OF   COMPANIES   COVERED   BY   THE   SURVEY

HOTEL PIA BELLA	SARAY HOTEL
OSCAR RESORT HOTEL	CITY ROY AL HOTEL AND CASINO
HOTELCLUBZ	MERIT PARK HOTEL
HOTEL DENIZKIZI ROYAL DENIZKIZA HOT	INTERNATIONAL BANKING UNITS (I.B.U.)
RESORT GREEN HOLIDAY VILLAGE	FORTRESS BANK
HOTEL MERIT CRYSTAL COVE	CYPRUS VAKIFLAR BANK
HOTEL BÜYÜK ANADOLU GIRNE	CYPRUS TURK SH COOPERAT VE CENTRAL BANK
HOTEL ACAPULCO BEACH CLUB & RESORT	K BR S IKT SAT BANKAS
VUNI PALACE HOTEL & CASINO	TURK SH BANK
MERIT PARK HOTEL	L MAS SOL TURK SH COOPERAT VE BANK
HOTEL MALPAS	AS BANK
HOTEL CRATOS PREMIUM PORT & SPA	ARTAMBANK
HOTEL THE SAVOY OTTOMAN PALACE	CRED TWEST BANK
HOTEL & CASINO KYRENIA JASMINE COURT	DEN ZBANK LTD
THE ARKIN COLONY HOTEL	NEAR EAST BANK
ROCKS HOTEL & CASINO	SEKERBANK (K BR S)
HOTEL SALAMIS BAY CONTI	AKF NANS BANK
KAYA ARTEMIS RESORT	YES LADA BANK
SKY VENUS BEACH HOTEL & RESIDENCE	UN VERSAL BANK (TRNC)

NOAH'S ARK DELUXE HOTEL & SPA	K BR S CONT NENTAL BANK
ARK N PALM BEACH HOTEL	V YABANK
Z RAAT BANKASI	NETHOUSE
HALK BANKASI	EXTEND BROADBAND
HSBC BANK	ARI NET
TÜRKIYE I BANKAS	SUNNY CYPRUS
OYAKBANK	MULT MAX COMMUN CAT ONS
GARANT BANKAS	K B S ONL NE
NEAR EAST UNIVERSITY	LEDRANET OPERAT ONS LTD
UN VERS TY OF KYREN A	K BR S ONL NE
UN VERS TY OF MED TERRANEAN KARPAS A.	BROADMAX INTERNET
EUROPEAN UNIVERSITY OF LEPKE	TELS M
GIRNE AMERICAN UNIVERSITY	TURKCELL
CYPRUS INTERNAT ONAL UN VERS TY	CYPRUS L FE HOSP TAL
EASTERN MED TERRANEAN UN VERS TY	DOÖU HASTANES - DOGUS HOSP TAL
M DDLE EAST TECHNICAL UNIVERSITY	SUCUOÖLU KADIN HASTALIKLARI VE DOÖUM HASTANESI
ET K HASTANES	ESENTEPE HOSP TAL
BURHAN NALBANTOGLU STATE HOSP TAL	TUNÇÇEV K KADIN DOÖUM VE ÇOCUK HASTANES
NEAR EAST UN VERS TY HOSP TAL	KAM LOÖLU HASTANES
YA AM PR VATE HOSP TAL	HOSP TAL VETER NER
MAÖUSA TIP MRK. HASTANES	ÇEL KLER HASTANES

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APPENDIXB

STUDY QUESTIONNAIRE

INFLUENCE OF SOCIAL MEDIA ON COMP ANY SCALE

Dear participant,

Our questionnaire aims to define your understanding and opinions on the "Influence of Social Media on Business" in Turkish Republic Northern Cyprus companies. You are expected to choice the answer that most closely reflects your opinion? The results of this questionnaire will solely be used for the analysis in the research report, and not be provided to any other institution in anyway.

Thank you in advance for taking the time to answer our questionnaire.

<div align="right">

Assoc. Prof. Dr. Nadire CAVUS

Amjad Abu Alrub (Master Student)

Near East University

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PART ONE: COMP ANY INFORMATION

1. What is your business line?

a) Hotel (Number of stars	b) University	c) Hospital
d) Bank	e) Supermarket	f) Internet
Provider	g) Real Estate Office	h) Exchange
Office	i) Tourism Office	j) Rent a Car
Office	k) Other ~~~~~~~~~~	

2. What is your company employee size?

a) 1-10	b) 11-20	c) 21-30	d) 31-40	e) 41-50
f) 51- 60	g) 61-70	h) 71- 80	i) Above 80	

3. Respondent position at the company

a) CEO	b) Marketer	c) Staff member

d) Other, please specify……………

PART TWO: SOCIAL MEDIA USAGE

In this part, if your company used social media please give us your aponion about these questions; if NOT then thanks you don't need to fill it.

1. What type of social media channel does your company use? (You can select more than one item.)

a) Facebook   b) Twitter   c) Instagram   d) YouTube   e) LinkedIn

f) Other, please specify ……………………………………………………

2. What is the main purpose of using social media channel(s) for your business?
(You can.select more than one item.)

a) Advertising   b) Survey   c) Customers feedback

d) Other, please specify………………………………….

3. Do you feel customers like to be approached through social media?

a) Yes   b)No

4. Are you able to reach mere customers by social media?

a) Yes   b)No

PART THREE: Social Media Influence On company

Social media means Facebook, YouTube, Twitter, Instagram, etc.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Customer Relations					
1. Social media can improve customer satisfaction and product recommendation					
2. Negativereviews on social media can lead to company setback if £_roper action is not taken					
3. Social media can improve the customer base and provide easy accessibility to consumers					
Advertising					
1. Customer awareness of the use of social media in advertising					
2. Customers have positive reactions to advertisements on social media					
3. Social media can improve brand awareness, company image and reputation					
4. Customers find product advertisement as attractive in social media					
5. Patronage of goods/services advertised on social media led to increase in number of your customers					
Marketing					
1. Social media can improve marketing and sales effectiveness					
2. Social media has provided more effective platforms to new products/services/brands to draw consumers' attention					

3. A customer may change his attitude towards a certain brand or product or service after he has read positive comments/reviews/online articles etc.					
4. Social media provide an effective and powerful platform for consumers to communicate with each other and with the companies					
5. Information regarding products and services have a higher credibility on social media than on mass media channels because the information is beyond the company's control					

'lease, be sure you answer all questions.

'hank you.