



NEAR EAST UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES  
MARKETING PROGRAM

**INFLUENCING BRAND AWARENESS  
THROUGH SOCIAL MEDIA  
AND  
ELECTRONIC WORD OF MOUTH  
(E-WOM)**

PEGAH SADAT AMINZADEH TABRIZI

MASTER'S THESIS

NICOSIA  
2019

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MARKETING PROGRAM

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THESIS SUPERVISOR  
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NICOSIA  
2019

## **ACCEPTANCE/APPROVAL**

We as the jury members certify the influencing brand awareness through Social media and electronic word of mouth prepared by the Pegah Sadat Amin Zadeh Tabrizi defended on 27/06/2019 has been found satisfactory for the award of degree of master

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## DECLARATION

I Pegah Aminzadeh, hereby declare that this dissertation entitled 'influencing brand awareness through social media and electronic word of mouth' has been prepared myself under the guidance and supervision of in partial fulfilment of the Near East University, Graduate School of Social Sciences regulations and does not to the best of my knowledge breach and Law of Copyrights and has been tested for plagiarism and a copy of the result can be found in the Thesis.

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Signature

Name Surname

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## **ABSTRACT**

### **INFLUENCING BRAND AWARENESS THROUGH SOCIAL MEDIA AND ELECTRONIC WORD OF MOUTH**

Understanding factors that enhance online brand awareness is considered as important subject in marketing manager's field in many firms and organizations. The main purpose of this research is investigating the effect of social media and electronic word of mouth on online brand awareness. This research designs a model that tests the influence of social media and electronic word of mouth on online brand awareness. The method that used for this research is quantitative method and the data has collected through questionnaires between students of near East University in Northern Cyprus. The result from the regression analysis demonstrates that social media and electronic word of mouth has important effect on online brand awareness.

**Keywords: social media, electronic Word of mouth, online brand awareness.**

## ÖZ

### **SOSYAL MEDYA VE ELEKTRONİK AĞZINDAKİ YOLCULUK ÜZERİNE ETKİLİ MARKASI**

Online marka bilincini artıran faktörleri anlamak, birçok firma ve kuruluşta pazarlama yöneticisinin alanında önemli bir konu olarak kabul edilir. Bu araştırmanın asıl amacı, sosyal medya ve elektronik ağızdan sözlerin çevrimiçi marka bilinirliği üzerindeki etkisini araştırmaktır. Bu araştırma, sosyal medya ve elektronik ağız sözünün çevrimiçi marka bilinirliği üzerindeki etkisini test eden bir model tasarlar. Bu araştırma için kullanılan yöntem nicel yöntemdir ve veriler kuzey Kıbrıs'taki Yakın Doğu Üniversitesi öğrencileri arasında yapılan anketlerle toplanmıştır. Regresyon analizinden elde edilen sonuç, sosyal medya ve elektronik ağızdan sözlerin çevrimiçi marka bilinirliği üzerinde önemli bir etkisi olduğunu göstermektedir.

**Anahtar Kelimeler: sosyal medya, elektronik ağızdan söz, çevrimiçi marka bilinirliği.**

## TABLE OF CONTENTS

**APPROVAL**

**DECLARATION**

**ACKNOWLEDGEMENTS ..... iii**

**ABSTRACT ..... iv**

**ÖZ..... v**

**CHAPTER ONE ..... 1**

**INTRODUCTION ..... 1**

1.1. Introduction ..... 1

1.2. Background..... 1

1.2.1. Social media ..... 1

1.2.2. Electronic word of mouth..... 3

1.2.3. Brand awareness ..... 3

1.2.4. Effect of social media and e-wom on brand awareness ..... 4

1.3. Research questions ..... 5

1.4. Problem statement..... 5

1.5. Objective and purpose ..... 6

1.6. Study significant (The importance of study) ..... 6

1.7. Hypothesis ..... 6

1.8. Scope and limitation of the study ..... 6

1.9. Chapter summaries..... 7

1.9.1. Chapter Two ..... 7

1.9.2. Chapter Three..... 7

1.9.3. Chapter Four..... 7

1.9.4. Chapter Five ..... 8

1.10. Conclusion ..... 8



|  |           |
|--|-----------|
| <b>CHAPTER TWO .....</b>                                 | <b>9</b>  |
| <b>LITERATURE REVIEW .....</b>                           | <b>9</b>  |
| 2.1. Introduction .....                                  | 9         |
| 2.2. Previous research .....                             | 9         |
| 2.3. Social media .....                                  | 10        |
| 2.4. Brand definition .....                              | 13        |
| 2.4.1. Brand awareness .....                             | 17        |
| 2.4.2. Brand recognition .....                           | 18        |
| 2.4.3. Brand recall .....                                | 19        |
| 2.4.4. Top of mind recognition .....                     | 19        |
| 2.5 brand awareness online .....                         | 19        |
| 2.6 Electronic word of mouth (E-WOM) .....               | 20        |
| 2.7 Impact of social media on consumer behavior .....    | 20        |
| 2.8 Impact of electronic word of mouth on consumer ..... | 21        |
| 2.9 Impact of brand awareness on consumers .....         | 22        |
| 2.10 Impact of social media on brand awareness .....     | 24        |
| 2.11 Conclusion .....                                    | 25        |
| <b>CHAPTER THREE .....</b>                               | <b>26</b> |
| <b>PROBLEM FORMULATION .....</b>                         | <b>26</b> |
| 3.1 Introduction .....                                   | 26        |
| 3.2 Research problem .....                               | 26        |
| 3.3 The conceptual model of study: .....                 | 26        |
| 3.4 Hypotheses: .....                                    | 27        |
| 3.5 Definitions of the concepts as in literature: .....  | 27        |
| 3.5.1 Social media frequent use .....                    | 27        |
| 3.5.2 Electronic word of mouth (e-wom) .....             | 27        |
| 3.5.3 Online Brand Awareness .....                       | 28        |

|   |           |
|---|-----------|
| 3.6 Conclusion .....  | 28        |
| <b>CHAPTER FOUR .....</b>                                       | <b>29</b> |
| <b>METHODOLOGY .....</b>  | <b>29</b> |
| 4.1 Introduction .....  | 29        |
| 4.2 Research design .....                                       | 29        |
| 4.3 Method of collecting data and measurement instrument.....   | 29        |
| 4.4 Population .....  | 31        |
| 4.5 Sample size .....   | 31        |
| 4.6 Analytical Methods.....                                     | 31        |
| 4.7 Validity and Reliability of the Measurement .....           | 32        |
| 4.8 Conclusion .....  | 32        |
| <b>CHAPTER FIVE.....</b>  | <b>33</b> |
| <b>DATA ANALYSIS.....</b>                                       | <b>33</b> |
| 5.1 Introduction .....  | 33        |
| 5.2 Realization rate .....                                      | 33        |
| 5.3 Consistency of the measuring instrument .....               | 34        |
| 5.4 Descriptive statistics .....                                | 34        |
| 5.4.1 Analysis of the Respondent's Personal Detail.....         | 35        |
| 5.4.2 Online shopping .....                                     | 35        |
| 5.4.3 Gender.....   | 35        |
| 5.4.4 A group of age .....                                      | 36        |
| 5.4.5 Student education level.....                              | 36        |
| 5.4.6 Respondent nationality .....                              | 37        |
| 5.5 Analysis of factors that influence on brand awareness ..... | 38        |
| 5.6 Testing the research hypothesis .....                       | 41        |
| 5.6.1 Test hypothesis.....                                      | 41        |
| 5.7 Regression Analysis .....                                   | 42        |

|  |           |
|--|-----------|
| 5.8 Conclusion .....                   | 44        |
| <b>CHAPTER SIX.....</b>                | <b>45</b> |
| <b>CONCLUSION AND DISCUSSION.....</b>  | <b>45</b> |
| 6.1 Introduction .....                 | 45        |
| 6.2 Theoretical Findings.....          | 45        |
| 6.2.1 Social media .....               | 45        |
| 6.2.2 Electronic Word of mouth.....    | 45        |
| 6.3 Empirical findings.....            | 45        |
| 6.4 Hypotheses.....                    | 46        |
| 6.5 Research question and answers..... | 46        |
| 6.6 Limitations.....                   | 47        |
| 6.7 Recommendation.....                | 47        |
| 6.8 Discussion.....                    | 47        |
| 6.9 Conclusion .....                   | 48        |
| <b>REFERENCES .....</b>                | <b>49</b> |
| <b>APPENDIX.....</b>                   | <b>55</b> |
| <b>PLAGIARISM REPORT .....</b>         | <b>64</b> |
| <b>ETHICS COMMITTEE APPROVAL.....</b>  | <b>65</b> |

## LIST OF TABLES

|   |    |
|---|----|
| Table 5.2: Realization rate .....   | 34 |
| Table 5.2.1: Consistency of the measuring instrument .....                | 34 |
| Table 5.4.11: Online shopping .....                                       | 35 |
| Table 5.4.2.1: Gender .....   | 35 |
| Table 5.4.3.1: Groupage .....   | 36 |
| Table 5.4.2.1: Educationlevel.....  | 37 |
| Table 5.3.2.4: Respondentcountry .....                                    | 37 |
| Table 5.5.1: Socialmedia .....  | 38 |
| Table 5.5.2: Electronicword of mouth.....                                 | 39 |
| Table 5.5.3: Online brandawareness .....                                  | 40 |
| Table 5.6.1: Social media and electronic word of mouth Correlations ..... | 42 |
| Table 5.7.1: Model Summary .....  | 42 |

## LIST OF FIGURES

|                                      |    |
|--------------------------------------|----|
| Figure 3.1: The research model ..... | 26 |
|--------------------------------------|----|

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1. Introduction**

This chapter explains the topic of study and clarifies the main problem by examining the hypotheses to find out which factors have significant impact on the main topic of discussion. The concern of this research is about the affection of factors such as social media and electronic word of mouth on brand awareness. This chapter starts by describing the background of subject about social media, electronic word of mouth and brand awareness. It also explains the crucial role of social media and electronic word of mouth on brand awareness in marketing activities of business organizations. In next part, researcher clarifies the problem situation by bringing up research questions. The following part of this chapter is a description of the study issue in order to solve the problem. Furthermore, the aim and object of study which describes the purpose and significant topic of this research are discussed. Later, a short description about hypothesis, the limitation of this study and a brief summary of the whole study are presented.

#### **1.2. Background**

##### **1.2.1. Social media**

The Social media revolution has effected many aspects of human life and organizations and business part. In other words, using Social media such as Facebook, Instagram, Twitter and YouTube have brought great opportunities to people in various environments. Researchers of Indian university claim that the most advantage of social media is improving communication in the world amongst users very fast and easy. The other important advantage of using

social media is online sharing of knowledge and information among consumers. Online sharing information improves the communication among users. Besides, social media environment brings opportunity to brands and marketers to promote their brand among passive consumers (Baruah, 2012). Before social media creation, the firms provided World wide web where people, business, marketer, share their information and they were successful in how to update and maintain their sites. Many firms and marketers communicated with their customers through email and many of them accepted the negative consumer comments on review sites. Traditional marketing is simulating bowling which firms and marketers used marketing tools (ball) to obtain and have an impression on their Consumers, so Social media transformed the picture of marketing and now marketing is now defined as pinball game. There are some main changes in consumer behavior. Using social media such as improve and Enhance activate participation and strong level of networked interconnectedness allow those active consumers to share brands and product experience with their friends also get updated information (Thurau & Hofacker & Bloching,2013). Another subject that will be considered in this study is social media marketing, which is consist of seven functions such as identify, conversation, sharing, presence, relationship, reputation and group. These functions are useful for websites to promote product, brand and organizations. In another word, the function of the social media websites and social marketing in marketing environment include conversation, sharing information, joining and finding groups, searching and receiving information. Furthermore, establish new brand or advertising on social media has a positive effect on purchasing intention. Also, social media improved connection between firms and customers. The other benefit of social media is accessibility and credibility (Khan&Jan,2015).Mangold and Fauld, researchers of American university, discussed that social media is hybrid elements of the promotion mix because the old marketing system allows to marketers and firms to have a conversation with their customers while in modern marketing system allows to customers talk directly to each other which means in modern marketing system managers have limit control on consumers (Mangold &fauld, 2009).

### **1.2.2. Electronic word of mouth**

Word of mouth communication has important effect on shaping of consumer behavior and attitude. Word of mouth can be more effective on consumer perception more than advertisement, personal selling and radio advertising. Based on new system of communication through technology, consumers' communication and consumers' behavior have been changed. Therefore, internet and social media such as Facebook and Instagram create new place for consumers to communicate and share their information easily and faster with other people (Vilpponen & Winter & Sundqvist, 2006).

Scholars have represented that exchange informal and personal information among people not only have impression on consumers' decisions related to purchasing, but also it has impact on consumers' expectation according to relationship between word of mouth and product sale. Word of mouth can be identified as factor that affects sale and increases sale in market and business environment. The new way of word of mouth which has happened into internet environment is electronic word of mouth that users share information and their opinion on internet and social media, however, electronic word of mouth communication can have positive or negative message of brand and product by sharing consumers' opinion. Some reasons caused that important factors in consumers' behavior and online purchasing. The first factor is consumers can not trust the features of product or the information. It means the information is not reliable or it is difficult to make correct decision. The low priced of information and easy accessibility of exchange information is main advantage of e-wom (Jalilvand & Esfahani & Samiei, 2001). The researchers claim that the factors such as satisfaction, loyalty, quality, commitment, trust and perceived value have significant effect on e-wom. Satisfaction and loyalty have positive effect on e-wom and also on brand, (Rubio & Oubina & Villasenor, 2013).

### **1.2.3. Brand awareness**

In business-2-business (B2B) environment many firms focus on their brand activities. Brand awareness is crucial target in many B2B branding strategies. The researcher of a German university claimed that brand awareness has strong relationship with market performance in (B2B) marketing



(Homburg&Klarmann&Schmitt,2010).The result of this study illustrated that brand awareness is the most important tactic for consumers in decision making when facing new decision task. Most of consumers tend to purchase brand which have been informed to them more than the other brands. Brand awareness is business strategy for marketers who are warning their brand among consumers. This helps them to encourage consumers in decision purchasing (Kmacdonald&MSharp,2000). Building brand awareness in competitive markets is essential goal of each company in market. Also, brand awareness plays a crucial role in modern marketing environment. It means strong brand awareness can create competitive advantages in market place that increases popularity and reliability. This research discussed the PSESAL (positioning, sponsorship, event marketing, sport marketing, advertising) model for building brand. As result, the brand awareness is essential for brands to survive in aggressive market(Latif& Islam&Noor,2014). A student from Pakistan discussed that consumers always hesitate of purchasing new brand and wise consumers before purchasing, they try to obtain information related to product by searching in the market or asking from others. The point is unfavorable information about product leads to that consumers will not purchase. Therefore, building positive image of brand and keeping the consumer aware of brand is significant factor of successful brand in market and decision making purchasing (Zafar&Hussain& Shahid,2017).

#### **1.2.4. Effect of social media and e-wom on brand awareness**

On social media as online network, users can comfortably participate and create any content such as posters, videos, pictures and advertisements. social media is an advantage tool for companies and firms to promote their products and brands in order to make consumers aware of their brand. This research claims that social media is able to attract and interest them by advertisement. By using social media, firms and companies can increase knowledge of new product, enhance awareness of their products and brands. Also they can benefit from increasing product purchasing and attractiveness of their products (Tritama&Tarigan,2016). Elaydi,the Egyptian researcher, investigated the effect of Facebook as online media on brand awareness in purpose that the Likes of Facebook pages which make online advertisement.

Moreover, Facebook can enhance brand awareness among users by enabling individuals to join in brand discussion and arise traffic or number of followers. Facebook assists companies to engage with their customers through posting their new product and brand and content sharing (ElAydi,2018). The study emphasized that young consumers can have significant effect on brand awareness through using social media more than other ages. Marketers and others who engaged in business should focus more on brand awareness in enhance brand equity among young consumers through social networking in order to increase brand awareness of young customers by presenting of creative and informative advertisement. It can encourage their customers to purchase online, based on effective message content (Akbar&Özgül,2017). This study investigated that positive Word of mouth has strong importance on brand awareness. Positive e-wom can create positive brand image on consumers' minds and increase purchase intention among customers.E-wom and brand awareness have positive direct relationship in the presence of mediator brand image (Tariq&Abbas&Abrar& Iqbal, 2017).

### **1.3. Research questions**

In marketing field many researchers discussed the factors which influence brand awareness such as online media and word of mouth through online networks. It describes that how these two factors are essential for firms and marketers in order to inform and identify the brands and new products to their customers and passive customers. The research questions are expected to clarify understanding of how social media and e-wom influence brands.

1. What is the effect of social media on online brand awareness?
2. What is electronic word of mouth effect on online brand awareness?

### **1.4. Problem statement**

According to the goal and purpose of any firms and brands which is being successful in aggressive market and changes in marketing environment caused by technology and internet, firms and marketers try to show their products and brands perfect to consumers in order to increase brand consumers, aware and encourage passive consumers. The purpose of this

study is to clarify the degree of which factors have significant effect on brand awareness.

### **1.5. Objective and purpose**

The intent of this study is identifying and collecting data in order to test hypothesis and determine the factors which affect brand awareness. It also aims at determining the effectiveness of social media and e-wom on brand awareness. In other words, this study will determine the degree of factors that impact brand awareness through the respondents' answers. This study conducted a well-constructed questionnaire which provides actual data and obtain real result by examining the effect of these factors on brand awareness.

### **1.6. Study significant (The importance of study)**

The author gives information to marketers or marketing organizations that what kinds of factors have crucial effect on presenting brands to others in different markets. Viewpoint from this research could be utilized as criteria by marketers or organizations to develop their brands in marketing environment. In addition, this research could be available for those consumers who are seeking for new products. At last, this research is beneficial for marketers who assist to show and inform new brands to the world.

### **1.7. Hypothesis**

For conducting this study, I designed two hypothetical questions which will be the principles of the research. These questions will be tested in the following sections:

Hypothesis one H1: Social media use has a positive effect on online brand awareness.

Hypothesis two H2: E-WOM has a positive effect on online brand awareness.

### **1.8. Scope and limitation of the study**

This study has been conducted during three months and the obtained data collected in March (one month). The topic of this study distinguishes from other researches based on some limitation that will be mentioned in this part. The

designed questionnaire and data collection have been conducted based on quantitative method and the questionnaires were distributed among 200 students of Near East University in Northern Cyprus. Furthermore, the language of questionnaire was English and it was designed for international students and others who know English.

## **1.9. Chapter summaries**

### **1.9.1. Chapter Two**

Chapter two is literature review which gives explanation of exist sources of social science from other studies. This chapter brings complete description of social media, electronic word of mouth (e-wom), brand awareness, understanding the level of brand awareness and it gives broad information on the effect of social media and electronic word of mouth on brand awareness in marketing field. Moreover, it explains the impact of social media and electronic word of mouth and brand awareness on purchasers' behavior.

### **1.9.2. Chapter Three**

Chapter three is discussion about the model and formulation of research and hypotheses. It explicates and displays the connection between available factors which built the model of study. The model and formulated hypothesis show how factors link together. In this study, three factors were examined dependent and in dependent variables such as social media, electronic word of mouth on brand awareness.

### **1.9.3. Chapter Four**

This section will discuss about the method used for this research. It will give full details of systematic and theoretical analysis of the method applied in this study. This section starts with the research design which includes measuring and analysis data and information. The purpose of gathering data in order to solve particular problems of this research. This section will explain the method of collecting data and how to measure instrument. Furthermore, it provides information about the type of population and sample size of this study and displays analytical method. It also certifies the validity and reliability of data collection related to this research. It will demonstrate how the questionnaire

can be used to determine effectiveness of social media and electronic word of mouth on brand awareness through collecting data of university students.

#### **1.9.4. Chapter Five**

This chapter analyzes and finalizes the report of collected data through distributed questionnaires among students of Near East University. It reports the analysis data through SPSS software to obtain the result of related information in order to examine hypothesis of this study.

#### **1.10. Conclusion**

This section presented the object of this study by expressing factors that awaited to determine the degree of impact of factors on brand awareness. The aim and importance of this research were explained. It explained the limitation and scope of the research. Two hypothesis questions were explained also to determine the effect of the factors which mentioned on topsides on brand awareness.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

This section summarizes the existing literature of the understanding the effect of social media and electronic word of mouth on online brand awareness. The first part describes previous studies of other researcher in academic environment about social science related to this subject. In previous researches, the first topic is defining the social media, next, it gives definition of brand and brand awareness and the level of brand awareness. The other part explained online brand awareness and the last part is description of electronic word of mouth. Furthermore, it illustrates the effect of factors such as social media, e-wom, and brand awareness on consumers' behavior. At last, it demonstrates the effect of social media and electronic word of mouth on brand awareness.

#### **2.2. Previous research**

The purpose of pervious research is collecting opinion and information from past articles, Papers, books and others which have been done. The subject would explain the factors and items which are essential for the solving problem. The study investigates and understands the effect of social media and word of mouth on brand awareness. This study attempts to illustrate the connection between social media and electronic word of mouth on brand awareness.

### 2.3. Social media

Knowledge is power. In recent years, this knowledge has brought into people's lives by social media. The social media is progressing day by day, as a result, it influences more aspects of daily life. Social media has affected people's culture, economy and all over of the world cannot be denied. Social media has devastated walls of communication in the World in other words social media has developed an expanded ground for all to have a voice and take part in different actions. This also enables them to participate in events happening in different countries all over the world. Also it enables them to communicate internationally (Amedia, 2015). Utilizing the webpages, online networking, mobile applications, and other progressive communication inventions has become part of individuals Daily lives. For instance, recent announcement about the percentage of using web pages by American adults is about 87% and is more like 100% for statistical data. The expended time for this invention has become more. Individuals also participate spending energy on the web pages. For example, in the UK through the most recent years, spending time on online webpages and application by adults has severely increased, and now center 20.5 hours per week. Online networking has played a big role in this progress (Alzyoud, 2018). The progress is because of the way that everything relates to internet and sites. As a result, users are using social media sites to search and obtain information increasingly on the other hand consumers has low intention of using traditional media, such as magazine, television and radio (Mangold&Faulds,2009). Traditional social media is not as useful as it was before due to the transformation of communication in one way changed into multi-dimensional, two-way, peer-to-peer communication. Newly invented social media system creates an opportunity direct interaction between consumers. These changes lead to that communication have been chosen as the main source of companies about the brand (Berthon&Pitt&Campbell, 2008). This could be the reason for failure of traditional marketing communications day by day. As time goes on brands get influenced by social media marketing. Consumers shaped traditional brand communications earlier controlled and managed by brand executives and marketing executives. Social media cannot be avoided in today's

communication world. As said, it is an unavoidable channel for communication in many fields like business and marketing of products. Despite of its primarily purpose which is communicating people it is becoming a basis for commercialized platforms. The newly informed social media in introducing products of companies is rapidly growing and gaining priority over traditional types of communication between companies and customers. Several companies are using it more and more (Akbar&Özgul, 2017). Social media marketing is being used specially by companies which attempt and try the best to increase their connection with a wider range of audience, or try to increase traffic on their websites (Sjöberg, 2017). Daily development of social media marketing is due to the benefit it gets from social media sites and different social media applications. These websites and networks make it easier for firms to enhance and promote their products and service on the internet. These sites make a chance to build business and social networks in order to share ideas and selling products. It can be a chance for both companies and customers. Social media networking is known to be a part of a trend, which is named as Web 2.0, which refers to a change in using the Web. It is a more collaborative and user-driven way on the Web for knowledge exchange and open applications and services. Social media marketing utilizes pod coasts, wikis, blogs, online videos, photo sharing, news sharing and posts on social networking sets to achieve a big or target audience. Flager in 2011 argued that social media marketing should be gradually implemented in a company's marketing plan instead of being regarded as a substitute. He also claimed Presence of social media marketing with other marketing tools will lead to improved results for the companies. chen (2011) concluded in his study that there is considerable amount of evidence that customers' attitude towards a product or a brand is affected by the online word of mouth (Chen, 2011). Further, explained that many scholars are now paying attention and researching the influence of social media on products consumer decision-making, product sales and sales estimates. Social media shows its importance where it provides the low cost interactive and instant communication between consumers and the companies. The stage for brand development which eventually influences on the customers purchase decision has been increased by improved social media utilizing (Akbar&Özgul,2017). Another impact of



innovating social media marketing and internet business on traditional marketing and advertisements could be the availability of expanded reach and minimized time enhanced by social media the purpose of campaign of online marketing only have been to tempt the consumer to engaged through a company's webpages. However, it has changed to be the creation of a sustained connection with the users growing adoption of websites. For instance, YouTube and Facebook demonstrate how the internet is changing. Consumers are no longer merely downloading statistical information but increasingly uploading and sharing content leading to a proliferation of social networks and other content sites generated by users (Li&Bernoff, 2008). Mentioned this transfer of power from companies to consumers as the grounds well (Harris&Rae, 2009). Because of the reputation of social media has increased increasing other traditional and old media had encountered a decline in both side such as popularity and business environment (Palmer &Lewis, 2009). Stated that many difficulties have been comforted by typical media channels, that could be the reason of traditional media such as TV faced to turn down in their profit's levels. Palmer and Lewis also claim that the reason for enhance of social media channels in marketing and business could be this decline in traditional media performance. As a result, the advertising budget of companies and different social actions was spent on social media and online channels. Those who present products have to align their advertisements and products according to complaints and comments of users on social media. This alignment provides social media services as a position in brand management and marketing that has brought social media attention (Christine &Adhiambo &Odhiambo, 2012). During the last couple of years, numerous types of online media networking services have been created and became popular for both social communication purposes and brand awareness and marketing. The most frequently used social networking sites are Facebook, Twitter, YouTube ,LinkedIn(Christine&Adhiambo&Odhiambo,2012).These social Medias enables companies and their consumers to have a better interaction, also helps the presenters to evaluate their products and their presence in public. Another aspect which is helpful for companies is that it helps them shaping their experiences and even it may help them to be able to leverage their voices for a greater impact on marketing. This shift toward social media

can be described by various factors (Gillin, 2007). Declining come back rates. Consumers are overlooking increasingly on traditional online marketing such as banner and e-mail advertisements due to disinterest and spam (Tsimonis&Dimitriadis,2014).An important thing that should be always noticed by companies is trust in social media. Trust is important in all types of marketing and it influences the company in many ways. Positive trust is made by the quality and is the interactions and comments of users after they use a product or trust a company. People trust their friends and family, so a positive feedback on media can bring more audience and more clients. Even people trust more on other internet users more than company (Tsimonis& Dimitriadis, 2014). One of the main differences of marketing through social media is the low cost in comparison with traditional ways. It is a big advantage for social media progress. For example, a viral campaign can create many more attract more users than a television campaign at a much lower cost (Tsimonis &Dimitriadis, 2014).After all these discussions about social media it should consider that although it has many benefits for both company and the client, and its growing fast, it has many side effects too. The main question of marketing managers has become how to get and received full advantage of online networks and find ways in which social media can contribute to marketing aims and support marketing strategies (Tsimonis &Dimitriadis ,2014),The penetration of social media and the influence it had on online commercial, can be increased and bring value to the business. There is main need for firms to know when and where to network professionally in order to attract quality prospects and keep connection with the proper customer. To get this from a business objective, streaming can be done by focusing on the right groups online with the right social networking services. The process of doing this can be used to sales funnel (Christine Adhiambo& Odhiambo, 2012). sales funnel for starting the online marketing.

#### **2.4. Brand definition**

What defines a brand? A brand, traditionally has been defined as an identifier of products and services that enables different companies to separate their goods from another. Also it helps consumers of a brand to differentiate

between them and chose the one they need. For example, American Marketing Association (AMA) identified a brand as a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors. Day by day, with the increasing number of companies in many fields, the definition of a Brand has expanded a lot. However, at the present time brand have viewed more than just the products of the company. A brand is supposed to be valuable assets of company that presenting the face of the company and making it recognizable in the eyes of the everywhere. This remembering and recognizing of a product seems to be a very important factor in marketing program of a company for both present and future financials of the company. For instance, Jeffery (2010) explained a brand as a consumer perception of a product or service that may encompass the whole company, such as Disney or Apple. This statement shows that the consumer's perception of a product or a company is dependent on his/her conception from the brand. In other words, branding motivates consumers to have look to products and services of company, yet reminds that consumer perception is not only influenced by marketing operations, but also influenced by personal experiences and others recommendations (Sjöberg, 2017). To explain the importance of a brand and its role on selling ratio of a company there is a discussion over the brand equity. The brand value is an important and intangible value that it brings for a company or business. There is an agreement on this term among marketers, which states that brand equity has defined in marketing environment which effects uniquely attributable to a brand. It means that purchasers' willingness to purchase a service or a product strongly depends on the brand of that product. To understand, for example, the marketing rate of a product can differ depending on the brand, which introduces it to the consumer. The willingness of clients for a product is also under influence of past products from the same brand. This means that when a client purchases some service or product from a brand the second time when he/she chooses between this brand and another, he/she most probably chooses the one, which had proved its quality. Brand equity offers a common denominator for understanding marketing plans and assessing a brands value and there are many distinct ways in which a brands value can be expressed

or exploited to the companies' advantages (KevinLane Keller, 2009). One benefit of strong brand brings for a company or firm or any organization is increased communication effectiveness. This means that if a company wants its clients and audience, to be more willing and wants them to have more knowledge about their products, it should build a strong brand. Of course, a strong brand, to be efficient, should advertise well on social media and network. Because of a strong brand and value of the brand advertisement, consumers are willing more to attend to additional communications for a brand, the positive communication have more great influence and provide more ability to remember new brand. Therefore, brand is essential into the advertising field or as a goal in itself or as a mediator to other objects. It can understand that the benefits of only a strong brand can be more communication and better interaction, and other possible benefits. To build a powerful brand it need essential to use the positive and negative ideas from consumers. In addition, the social media gives the chance of being in contact with almost all the audience and costumers and get their feedback. The social media helps a company or any organization to be in contact with its consumers in the area. This feedback can help a company in many ways like in improving their advertising methods, their products, how to consider a wider range of audience. So if a company needs to improve or wants to work in a bigger area it should benefit from both the social media and its brandings. Because the social media helps to create a powerful brand, and because of having a powerful brand the firm can have strong appearance in society, for its purchasers. Marketing communications have critical roles in shaping of the compacts knowledge by clients (KevinLane Keller, 2009).A brand must have some special aspects to be remembered by consumers. Kapferer (2008) stated that a brand encapsulates in its name and its visual symbol all good will created by the positive experiences of clients or prospects with the organization, its products, its channels, its stores, its communication and its people. According to him a strong brand must have strong visual properties. The visual symbol for a brand is what stays in mind of consumer. The positive or negative idea of the client also can result from the brand symbol somehow. The visual symbol of a brand must be related to the company, to the product as well as its audience. The visual brand, in fact, is the way business wants to

perceive by consumers. The relation between brand and product is direct, which means that a good visual brand effects positively on the product or organization and positive feedback on the product or organization has positive effect on remembering of the visual brand by consumers. The consumer perception expressed as important factor in Keller's (1998) classical definition: a brand is a set of mental associations, held by consumer, which add to the perceived value of a product or service. Brands not only encompass the products quality, but also its an intangible asset of company, such as organizational associations, symbols, brand-customer relationships, and emotional benefits. These assets create awareness and reputation for the brands that want to arise somehow in the days of rising different organizations with different brands. A company is known by its brand in this crowd world of brand competitions, so a company, which does not attend to this property of its products, will end soon. It is what marketers say that it's the end for average brands. Average brand is the brand which lack identity in the social media. It is also recommended that only brands with high satisfactory can be offering by extremely low prices or rewarding experiences will survive. Especially in online networks, brand can understand as the connection among an organization and its audience. Gardner states that a brand is earned, it is a reward for attempt and building real passionate connection with the consumers. The hard work in this statement refers to the loyalty of company to the costumers. Loyalty to the laws and what the costumers expect from that company. Actually, a brand can have been thought as the culture of the product. As the brands circulate in society as a products culture, it defines the product and finally turns into a truth about the product. The item gained a culture at this stage can be considered as a fresh product that a new business has just launched. While the product has a trademarked logo and the name, also includes other unique design features. All aspects that are intuitively thought of as the brand, in fact the brand does not yet exist. Names and logos, which are visual brands features, has been considered as the material markets of the brand. However, because the brand has not yet introduced widely and not trusted by the consumers so it does not have an identity, in fact it is empty yet. The famous brands have marketers also: a name (McDonald's, IBM), a logo (Nike, swoosh, the Traveler's umbrella) a product with distinguish design feature (Harley's engine

sound), or any other element of design that is uniquely related to the product. The difference in the two examples is that the old brands had created enough good or bad effects and the consumers have experience about them. This helps the consumers to decide to purchase it or not when they face the brand of a product. The famous and successful companies with strong brands had enough advertisements through advertisement in social media. This advertisement gathers their consumers and keeps them trusted to the brand. The ways of advertising can be through films, sporting events, TV, newspapers, magazines collected idea about the product the brand marketers fill them up with meaning. Of course, this meaning can be positive or negative and shape the future of that brand in marketing world. A brand and a brand culture can be formed in this way. Branding is the cause of competition between firm brand and cultures which are sticky usually to which are sticky. Usually individuals are unwilling to leave brand culture conventions and business once they have adopted them as conventional wisdom

#### **2.4.1. Brand awareness**

The word of awareness, in dictionary has defined as the information that available and subject comprehension, issue or condition or case or condition of being aware, conscious about something. In the world of marketing, awareness is meaning as the evaluate of how brand is well known, firm or product. Brand awareness is the extent to which the consumers of brand recognize that brand when they hear something about that brand. consumers have ability to recall the brand. This ability depends on the strength in which the brand had been advertised on the social media. The configuration of brand, which occurs in the consumers' mind, is dependent to many things. One of these aspects which help his/her to recognize the brand is the trust that consumer have to that brand and its products. The company makes this trust beforehand and by the loyalty. Brand awareness gives an opportunity to the product to have an identity by linking the brand characters into a product category. That means, the identity given by brand awareness makes the product show its composer company known to their potential customers. For instance, it helps the costumer to recognize the product relates to which category and to which company. It is beneficial for both the company and the

customer. Its benefit for company is that the company tries hard to make its product known to the marketing society and in the social media, but once this process is done. The hard time for company will finish and customers will trust its products. Trust of clients and consumers brings about more clients as they talk about the product to others on social media or by other ways. The benefit for the consumers is that they can find different types of products and producers in the media and they can also remind what to purchase to get more benefit from it with the lowest cost. This low cost with high quality is what all consumers want (Sjöberg, 2017). Different levels of brand awareness have introduced by business researchers, which named as top of mind, brand recall, brand recognition, and unaware of brand.

#### **2.4.2. Brand recognition**

A customer who has no idea about a product, is on the bottom of pyramided as figure 2 shows. When a customer is able to identify prior encounter with a brand is on the level of brand recognition. Brand recognition is defined as aided recall. This means that when the customer faces a brand as a cue, he/ she can identify this brand. This consumer will have the ability to remind and identify, in different situation, that a brand has been seen or heard before. The brand specification can be recognized based a word, visual symbols or an image. The brand awareness step explains that there is no necessity that consumer must remember the exact name of the brand. In fact, in this stage, consumer only will be able to remember the category of the brand, or can recognize or differentiate between the brand and other brands. Brand recognition is also defined as aided recall. This level of awareness able to tested by recall test can be measured by an aided recall test. The test can help the researches and the companies, which want to improve their brand. Brand recognition can be successful when the company targets the market and it can state a brand without being or company target market. It can state a brand without being obviously exposed to the name of the company, but exert other attributes of brand aspects such as visual signifiers, logos, slogans or colors. Brand recognition is an aspect influencing on the consumers purchase decision (Sjöberg, 2017).

### **2.4.3. Brand recall**

A brand which can make a quick identity in consumers' mind and lead he/she to purchase the brand as fast can be progressed. The brand, revoking attention of customer, has a better chance to be remembered on the consumers' mind. Brand recall is the stage that has been long before confirmed. In a study which has been done by Wilson (1981) about a brand in the memory of the consumers, there is a big chance of being considered for purchase and then actually purchased (Sheeraz& Khurram&Qadeer, 2018). Brand recall actually in modern world customers is highly depend on their recall ability.

### **2.4.4. Top of mind recognition**

The state of top of mind recognition happens when a consumer is on the purchase cycle and he/she has that product on mind. The first product consumer reminds on mind to purchase will be that product, so the product and its company are on his/her minds top. The first and the highest level for brand awareness is this one. They actually dominate consumers are mindful and pop up whenever necessary at first, top of mind awareness plays as significant role especially in low involvement grouping fast phase purchases by selecting competing brands or products (Sjöberg, 2017).

## **2.5 brand awareness online**

Internet and social networks are considered as essential part of any society which utilized in much different aspects. The essence of these two areas are unlimited, available and provide massive information and data for people, companies, organizations. It can be powerful instrument for any environment especially for business and marketing. There are opportunities for businesses to grow awareness among publics and engaged in the communities. Online social network is great opportunity for organizations and companies to develop their brand awareness among consumers most organizations and companies use online social networks as necessary tools for customer attention and encouragement to the brands (generate online brand) (Victoria Bolotaeva&Teuta Cata, 2011).



## **2.6 Electronic word of mouth (E-WOM)**

WOM is the communication that happens face to face between two people. By the progress of technology and strategies, traditional methods have been evaded and gave their place to the new electrical type of WOM which is E-WOM. Word of mouth is an unpaid shape of Exchange information. E-wom has a greater effect on branding and marketing. When a company advertises, the consumers comment in the social media and other users can use these comments. E-wom is this communication on the social media and web. 84 percent of worldwide customers think e-wom in the most reliable product recommendation source and when they know about whether from family or friends. 77 percent of customers are more prepared to purchase new products There is a discussion between business researchers that electronic WOM is proportional to the number of costumers, using that brands web (sign-ups)e-wom can have more affection on audience in compare of traditional method. These effects could be good or bad for the company because of its positive or negative E-WOMs. Why consumers use E-WOM?

## **2.7 Impact of social media on consumer behavior**

Social media identified as new place for consumers which provided new opportunities to participate social interaction on the internet. Consumers use social media for different aspects such as online communities, to make and provide content and to network with other consumers or users. This study identified the factors which lead to increase social media in different aspect between consumers, the factors such as trust and usefulness has significant effect on consumer encouragement to contribute into social media (Hajli, 2013). The aim of this study is estimating the influence of the use advertisement through internet and network on consumers' behavior. Social media can effect on consumer decision making and purchase intention also social networking create opportunities for managers to have connection with their customers in order to improve their products. The purpose of any companies and brands is to satisfy consumers need. Satisfied customers of companies lead to increase the company's success and reputation also create positive perception of brand (Kyriakopoulou&Kitsios, 2017). Marketer attempt

to understand how digital and social media influence on buyer behavior and product purchasing process. Some characters such as convenience, enjoyment, trust, and confidence lead to increase satisfactory between users of the social networks. Useful information in website encourage consumers to engaged into online networks moreover it's enhanced consumer satisfaction in online purchasing, information of high quality has greater impact on users than quantitative information (Voramontri&Klieb, 2017).

## **2.8 Impact of electronic word of mouth on consumer**

Electronic word of mouth is known factors which has effect on consumer purchasing intention through online networks and websites. In other words, e-wom is new way to give information to consumer for purchasing products online. Social media brought new way for people to communicate and contact with friends and others on the internet. Advertising can affect consumers' behavior in many ways. However, word of mouth has greater result than the other types such as personal written, radio and television advertisement. As definition word of mouth is an exchange information among consumers which include messages and comments related products and services, advertising and marketing in traditional way was inefficient due to reliability issues (Voramontri&Klieb, 2014). E-wom comments could affect on purchase intention through product and websites, positive comments on products lead to positive effect on product characteristics. Positive message could be useful in developing positive attitude toward product. On the other hand, few negative in compare with positive sides are not serious harmful. Another factor that has major importance on e-wom is involvement groups. Another subject that concern in this study is comparison between knowledge and negative message. So that show the knowledge has priority and has significant impact than negative comments. Based on the essential of use internet and social networking electronic word of mouth has important effect on consumer perception over the products and brands. Customers before purchase product, check web sites and read details related to other customer revision about specific product to obtain information when they need information. Consumer received message in positive and negative side which effect on consumer

perception (Doh & M.S. & Hwang, 2009). Another research discusses about five dimensions such as: inspiration and belief, self-expression, positive attitude to online marketing. Forwarding content and standard marketing (Naz, 2014). The case study of this research is lazada's products which the researcher investigated and it is about the factors that affect electronic word of mouth on consumers who buy decisions such as perceived credibility. Customers use credibility and experience of e-wom to purchase Lazada's products. The result of this study shows that between those factors experience of e wom has the most positive effect on e-wom. (Maria & Kindangen & Farlane & Rumokoy, 2016). The purpose of this study was measuring of three factors such as warranty, high sacrifice commitment and satisfaction effect on the customers' word of mouth. According to this study two dimension such as volume and valence discuss in e-wom Satisfaction has influenced on those dimension of e-wom which dissatisfied customers post negative comment about product in online social. Marketers attempt to produce positive e-wom through encouraging satisfied customers to share their experience online. Furthermore, the affective commitment has powerful affect one e-wom volume. the research concerned the connection amongst of e-wom and high sacrifice commitment. This factor is crucial and effective in sides the high level of sacrifice commitment helps to rise social increase motivations to spread negative message on social media such as Facebook (Anastasiei & Dospinescu, 2019). This research illustrated that e-wom became an important instrument that provide information for customers who make purchase decision in online retailer. The opinion and viewpoint of others helps to reduce the risk and suspicion situation for consumers. This article shows that there is positive connection among electronic Word of mouth and consumers through Instagram (Rizqia & Hudrasyah, 2015).

## **2.9 Impact of brand awareness on consumers**

brand is a factor that influences on consumer purchase decision-making process. On other word, brands giving information about products and create imagination in consumer mind that effect on purchasing decision. Brand awareness is playing key role on consumer behavior research on stream

media and e-commerce. The effective marketing activities is built positive brand associations. Based on this study, respondents choose their product or services by brand. The first point which consider in this research is the quality of product which is important factor that influence on purchase decision making in Slovak brand the factors that influence on brand are high quality. National pride, support economy, support domestic producer. A successful brand need qualified system and marketing activity which able to satisfy their customer also build loyal customer (Chovanová & Korshunov & Babčanová, 2015). This article investigated the factors effect on brand awareness such as name, advertising, promotion and sale, mover advantage it means that a company distribute new product into market, consumers remember the particular product of particular brand (Zafar & Hussain & Shahid, 2017). The researcher discussed that creating strong brand awareness among consumers lead to increase the judgments value also intention to purchase. However, it causes decrease in searching. This research claim that there is no necessary to put products in high level to succeed, on the other hand creating massive brand identification and administrating lead to increased competitive price marketers can give chance to customers to follow price-oriented processing of product. (Oh, 2000). The researcher discusses that the factors influence on brand awareness such as name, advertising, promotion and sale, and first over advantage. The brand name is first thing which attract consumer toward brand, by attractive brand names consumer will be encouraged to purchase product, effective advertisement help organization to arise consumers' cognition toward brands, advertisement play key role in attract consumers, attractive adverts will arise number of customers also happy customer will advertise the brand through e-wom. Celebrities always have significant role in market field, promotion and sale such as free gift is another way to attract customers in market place (Azafar & Hussain & Shahid, 2017). Based on the result of this research brand awareness and perceived risk has positive and significant influence on consumer purchase intention (Petahiang & Mekel & Worang, 2015).

## **2.10 Impact of social media on brand awareness**

Social media is online environment which provides opportunities for everyone to participate easily such as open their personal account, received and share information. In other words, its place for spread information and it's great for companies to promote and introduce their brand and their product to consumers' social media. Advertising and marketing through social media lead to increase product attraction and it has crucial for brand awareness. So that companies are able to present and introduce to aware and unaware of online users. Moreover, social media able to attract more customers through advertising and marketing in social media webpages (Tritama&Tarigan, 2016). This research discussed about the importance of price promotion and distribution is effect on creating brand awareness in order to decision making of purchasing. It explains the relationship between brand awareness and desirable market outcomes such as sales and market share. This research found that the experience of using brand can help to increase brand awareness and the last part the links between marketing mix elements such as brand awareness and price promotion. Therefore, price promotion leads to arise brand awareness by showing brand and experience of consumer usage of products (Huang&Sarigöllü,2011). The researchers choose car manufacture Facebook page as case study to understand and find out the reaction of users with these brands. According to online survey on Facebook users, the outcome shows that there is affirmative effect of fan page engagement on consumers' brand awareness. However, overloading information by fan pages, leads to negative effect on consumers and to decrease e-wom activity and finally has negative effect on brand awareness (Hutter&Hautz&Dennhardt& Johann, 2013).This study work on how social media platform as marketing tools effect on brand awareness in mobile service in Egypt. The researcher considered and investigated about 6 dimensions of marketing activity tools, online communities, interaction, sharing of content, accessibility and credibility. This research examines the demographics moderation role in the relationship Facebook activities as social media and consumer brand awareness. It claimed that interaction. Sharing of contents. accessibility and credibility has positive result on brand awareness also another factor which is important for

this subject is online communities which encourage users to join in these online groups. The factors such as age gender as personal profile of consumers has direct relation between activities on media and brand awareness. result shower that social media is useful tools for build and enhance brand awareness and its lead to increasing revenue in the future. Facebook as one of the most famous page in media help to brand awareness through obtaining high brand reach, create brand discussion area for customers. Increase number of followers. besides arise brand awareness through customer engagement with sharing and interacting information (ElAydi, 2018). The result of this research explained that the marketing communication as important factor has significant effect on brand awareness (Melati&Febianty, 2016). Social media platform has created Faster, effective communication opportunity Brands by promote product can introduce brand within the massive majority of consumers. And by promoting product they can motivate and encourage consumers to purchase product Cosmetic industry start communicate through sharing information base on pictures and visuals (akaya&zerenler&ekmekci, 2017).

## **2.11 Conclusion**

The purpose of this chapter is to review the existing literature from other articles and researchers which explain and discuss the factors that consider to this study. This section started with the definition of factors such as social media. Electronic word of mouth and the level of brand awareness, then it gave complete explanation of connection between available variables.

## CHAPTER THREE

### PROBLEM FORMULATION

#### 3.1 Introduction

This section describes and formulates the main problem investigated in this study. It describes the model of the study to be tested based on the assumptions of the researcher.

#### 3.2 Research problem

This research aims to investigate whether and to what extent does the frequent use of social media and E-WOM in general affect online brand awareness.

#### 3.3 The conceptual model of study:

The variables of this research are social media, E-WOM, online brand awareness and consumers. The researcher seeks to understand the effect of social media and E-WOM on online brand awareness and effect of online brand awareness on consumers' behavior. "Figure 3" portrays this relationship:

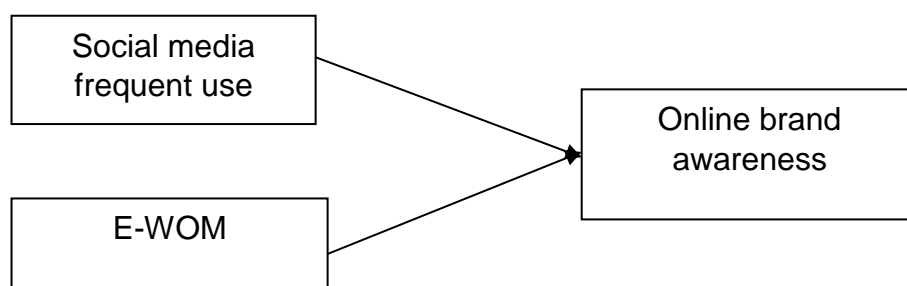


Figure 3.1: The research model

### **3.4 Hypotheses:**

In line with the research model the following hypotheses are formulated:

H1: Social media usage has a positive effect on online brand awareness

H2: E-WOM has a positive effect on online brand awareness

### **3.5 Definitions of the concepts as in literature:**

#### **3.5.1 Social media frequent use**

The concept of the frequent use of the social media as defined as mobile applications or online websites which people engaged with it in many different aspects such as opening personal account, sharing their idea and opinion and communicating with others, participating in groups and searching and receiving information in online networks. People also know social media as power. In other words, social media has significant role in marketing field and business. Therefore, marketers and companies use social in many different purposes such as advertising, aware passive consumers and attract consumers. Utilizing social media to display new brands and improve their communication with their consumers through online chatting also provide an increase in customer service quality.

#### **3.5.2 Electronic word of mouth (e-wom)**

The meaning of the E-WOM or electronic word of mouth defined as opinion and idea of consumers' perception that shared in social media about particular topic. According to the literature (chapter two) electronic word of mouth is significant factor that affect brand awareness more than advertisement on internet and mobile applications such as Facebook, twitter, Instagram and YouTube. On the other hand, e-wom can affect both sides, positive and negative, which has direct effect on brand and product. The main part of advantages of e-wom is that consumers utilize in purchasing new brands or new products that consumers are unable to get information about that specific product. E-wom also can enhance warning of new product between consumers. Furthermore, marketers spread the identifying the new products



and brands by using famous celebrities or famous people whom have many followers or it can be said consumers in the social media accounts.

### **3.5.3 Online Brand Awareness**

Online brand awareness is explained as brand recognized which consumers are able to recall and identify brand easily. According to description in previous studies, online brand awareness is essential part of marketing and businesses which companies and organizations emphasize it into their business. The new way of brand awareness happens on social media which provides consumers from around a world. online brand awareness occurs through advertising in social media and word of mouth of consumers in online magazines and websites. The first level of brand awareness is identification that brand identifies to consumers and the configuration of brand in consumers' mind. Some factors have effect on brand recall or recognize in consumers' mind such as quality, trust, and loyalty. Finally, brand awareness amongst consumers lead to enhance purchase intention of specific product.

### **3.6 Conclusion**

This chapter has defined the research problem and portrayed the research model with hypotheses formulated. It also gave review of previous research related to this topic.

## **CHAPTER FOUR**

### **METHODOLOGY**

#### **4.1 Introduction**

This chapter sets out the methodology used during the investigations of this study. It includes the research design, the method of collecting data and measuring instrument. It also explains the population and sample size of the study. Finally, it describes analytical methods, Measurement validity and reliability.

#### **4.2 Research design**

This part is about the research design which will measure and analyze data and information gathered by researcher to solve the specific problem and tests the hypothesis. The research design consists of the overview of research process which provides point of view for understanding how research was done, the objectives of the research which is aim at examining the significant influence of social media and electronic word of mouth on brand awareness. It shows how data was collected and investigated in this study. The questionnaire is designed to illustrate specifically the effect of social media and E-WOM on brand awareness among students of Near East University in Northern Cyprus. The question bellow is considered in this study.

How much consumers are aware of brands?

1. What is the effect of social media on brand awareness?
2. What is the effect of electronic word of mouth on brands awareness?

#### **4.3 Method of collecting data and measurement instrument**

The concept of data collection is to accumulate information from related to sources in order to discover the answer of the research problem, test

hypotheses and evaluate the results. There are two methods of collections: primary and secondary collection methods. Secondary data is kind of data that has already exist in books, article and online journal. There are many data available about those sources. For the research topic Primary, data collection can segment within two groups: quantitative and qualitative.

#### 1- qualitative 2- quantitative

Definition of qualitative: qualitative research is a form of survey which focuses on social reality of individual idea, recommend, and the experience. It includes interviews, diaries and journal. It consists of observation and open-ended questionnaires to obtain, analyze and interpret specific information of visual and textual materials. Qualitative research is exploratory search to explain significant particular of social situation (Haradhan & Mohajan, 2018). Definition of quantitative: quantitative research is intellectual platform and it is used for measuring and evaluating numbers and what others that can be measure in a systematic way of investigation of factors and their relationship (Branham C., 2015). This method is used to solve problems of relationship within measurable variables. This study used quantitative method to collect data from Near East University students. The collected data was primary data. The purpose of collecting data was to analyze and investigate the effect of social media and electronic word of mouth on brands and brand awareness. The primary data used for this research was designed based on Likert scale and it was collected through well designed questionnaire to find solutions for the problems and hypothesis test. The questionnaire consists of two sections. First section is the demographic information which students answer about their personal information such as age nationalities, gender, age and the second section has three parts. The first part will obtain information from Near East University students' opinion about social media and the second part will ask about how e-wom will influence their behavior and the last part is questions about brand awareness and how it can affect students of this university, the participants were all departmental students.

#### **4.4 Population**

Population of this research was a selected group of people who were able to provide beneficial information which is crucial and necessary to solve the problem of this study. The study selected 200 students randomly from the all student population of Near East University. Therefore, the major of this study is concentrated to find out the factors such as social media and e-wom affecting the brand awareness.

#### **4.5 Sample size**

Sampling is explained as a method of picking a group of individuals from population where in the selected group has elements representing the features of the whole group (Orodho & Kombo, 2002). The researcher considered sampling technique known as convenient sampling. Convenient sampling is a type of collecting data for population that is available and convenient for particular study (Saunders & Thornhill, 2012). The main reason for choosing this technique is the limitation of time for conducting this study. The sample size of this study is distributing a self-constructed questionnaire to 200 students of NEU (Near East University). The result of questionnaire distribution showed that 190 students used social media for their aspects.

#### **4.6 Analytical Methods**

This study selects a statistical method of analysis by using the statistical application of the SPSS software. The reason for the analytical method is to be able to explain the connection between the independent variables such as social media and e-wom and dependent variables (brand awareness).

The Pearson correlation has been chosen to examine the relation among the factors as a multiple regression analysis which specifies the connection between the variables.

#### **4.7 Validity and Reliability of the Measurement**

For claiming the measure of consistency and veracity of this research, the Cronbach Alpha used to reveal the level of acceptability and reliability of the questionnaires.

#### **4.8 Conclusion**

This chapter clarifies the methodology of this study in brief by starting with research design which defines the purpose of the survey and the method of data collection and how to measure and then it describes how the population and sample size were determined for this study, the analytical method, validity and reliability of the measurement.

## **CHAPTER FIVE**

### **DATA ANALYSIS**

#### **5.1 Introduction**

This chapter will analyze the collected data in order to solve problem. The analyzed data illustrates the available variables (dependent and independent) have significant effect on brand awareness. This chapter contains six sections including the introduction. The second section is about realization rate that shows the case study. The case study of this study is students of Near East University in Northern Cyprus. The third section describes the measurement instruments which are used for this research and section four describes the process of analyzing obtained data from participants through questionnaire. In fifth section the researcher describes the result of correlation of independent and dependent variables such as social media, electronic word of mouth and online brand awareness. Section six tests the hypothesis of available variables and the last part describes regression analyze. Reliability analysis is used to determine the suitability and consistency of research variables. A correlation and regression analysis were also used to confirm the hypothesis of this research.

#### **5.2 Realization rate**

The method used for this study is random sampling. 200 questionnaires were prepared and distributed to 200 students of Near East University from different departments. Ten questionnaire forms were omitted from others due to those students didn't use social media. Therefore, the total number of questionnaires considered were one hundred and ninety (190).

**Table 5.2: Realization rate**

|                                 |     |
|---------------------------------|-----|
| Total questioners               | 200 |
| Cancel questionnaires           | 10  |
| Total questionnaires considered | 190 |

The data collected from the questionnaires forms were calculated and analyzed in software program (SPSS).

### 5.3 Consistency of the measuring instrument

This study used the Cronbach's Alpha, which is a measurement tool in determining the internal consistency of information collection reliability. This study introduced the Cronbach's Alpha, which is a measure of use in determining the internal consistency of questionnaire response reliability. According to the table below Cronbach's alpha between (0.879-0.601) and all percentage is (0.872). So the result shows the high reliability and consistency of the questions used for this study. According to (Hair, 2006), it must be more than 60 per cent.

**Table 5.2.1: Consistency of the measuring instrument**

| Variable           | Cronbach's Alpha | N of Items |
|--------------------|------------------|------------|
| SM                 | 0.879            | 9          |
| EWOM               | 0.601            | 8          |
| OBA                | 0.753            | 16         |
| Overall percentage | 0.872            | 33         |

### 5.4 Descriptive statistics

The questionnaire designed for this research was divided into two parts. The first part of the questionnaire is about respondents who are purchasing online and their background information such as age, gender, education level and

country of origin and the second part of the questionnaire collects participants' opinion in order to answer the research questions.

#### 5.4.1 Analysis of the Respondent's Personal Detail

The questionnaire of this part is divided into two sections. The first segment was prepared for respondents who purchase online and in the second part some personal information was asked.

#### 5.4.2 Online shopping.

According to the collected data from participants, 158 (83.2 per cent) of total respondents do online shopping through social media which means that respondents as consumers prefer to do online shopping rather than other ways of purchasing and the rest of respondents 32(16.8 per cent) don't have any interest to do online shopping.

**Table 5.4.11: Online shopping**

| Variable   | Categories | Frequency | Percentage |
|--|------------|-----------|------------|
| Do you currently make use of social media sites to shop online | Yes        | 158       | 83.2       |
|  | No         | 32        | 16.8       |
|  | Total      | 190       | 100.0      |

#### 5.4.3 Gender

Based on demographic analysis, 110 (57.9 per cent) of total respondents were male and the rest of respondents with 80(42.1 per cent) were female. They all utilize social media in their daily life in order to shop online, however based on the result men are heavier users than women.

**Table 5.4.2.1: Gender**

| Variable | Categories | Frequency | Percentage |
|----------|------------|-----------|------------|
| Gender   | Female     | 80        | 42.1       |
|          | Male       | 110       | 57.9       |
|          | Total      | 190       | 100.0      |



#### 5.4.4 A group of age

Based on questionnaire design, age group classified in five groups, namely, less than 20, 21-29, 30-39, 40-49 and more than 50. The result displayed 134(70.5 per cent) of respondents' age were between 21-29 which has major significant of this part and 39 respondents with (20.5 per cent) are around 20. only nine respondents (4.7 per cent) are placed in 30-39 group while the frequency of 40-49 and more than 50 were four (2.1 per cent).

The major age group is between 21-29. The result show that this age group is heavy users than other groups. It is also explained that young group age is more engaged in social media rather than the others. Furthermore, the result of this research shows the significant of consistency of this ages group. However, respondents of more than 40 age group is the minimum user of social media.

**Table 5.4.3.1: Groupage**

| Variable       | Categories | Frequency | Percentage |
|----------------|------------|-----------|------------|
| Your age group | Less 20    | 39        | 20.5       |
|                | 21-29      | 134       | 70.5       |
|                | 30-39      | 9         | 4.7        |
|                | 40-49      | 4         | 2.1        |
|                | More 50    | 4         | 2.1        |
|                | Total      | 190       | 100        |

#### 5.4.5 Student education level

Based on questionnaire content, education is categorized into two parts in this research, Undergraduate and graduate. The result shows that social media has fundamental affection on first group of student as young student of whole group (130)68.4 per cent. Therefore, undergraduate students have major effect on this study. However, just 60(31.6 per cent) of total 190 students use social media in their daily life. The result shows that undergraduate participants are more engaged into social media.

**Table 5.4.2.1: Educationlevel**

| Variable                                     | Categories    | Frequency | Percentage |
|--|---------------|-----------|------------|
| Are you undergraduate or a graduate student? | Undergraduate | 130       | 68.4       |
|  | Graduate      | 60        | 31.6       |
|  | Total         | 190       | 100.0      |

#### 5.4.6 Respondent nationality

This research categorizes countries based on Near East students University in order to solve research problem. The result of the below table shows that the main users of social media consist of African 86 (45.3 per cent) and Middle East 52 (27.4 per cent). It also illustrates that these countries have heavy users of online network than others countries.

**Table 5.3.2.4: Respondentcountry**

| Variable            | Categories  | Frequency | Percentage |
|---------------------|-------------|-----------|------------|
| Where you come from | Africa      | 86        | 45.3       |
|                     | Cyprus      | 22        | 4.2        |
|                     | Middle east | 52        | 27.4       |
|                     | Turkey      | 16        | 8.4        |
|                     | Others      | 14        | 7.4        |
|                     | Total       | 190       | 100        |

### 5.5 Analysis of factors that influence on brand awareness

The next part of questionnaire consists of 33 questions: nine questions for social media, eight questions for electronic word of mouth and 16 questions for online brand awareness. The result displays the effect of social media and electronic word of mouth and brand awareness on consumers.

According to the results of 190 respondents, the statistics show that social media has significant effect on their life. In other words, the average mean of respondents using social media is above the 3.57. In the next section, the table illustrates the effect of electronic Word of mouth on consumers which the has significant effect on consumers according to statistics. The average of mean is 3.464. Based on table below brand awareness has significant effect on respondents, the statistics show that 3.373 as the mean. between the two dependent variables on online brand awareness, both almost have the same rate of importance but social media has more sensibility on consumers.

**Table 5.5.1: Socialmedia**

| Descriptive Statistics   |     |         |         |        |                |
|--|-----|---------|---------|--------|----------------|
|  | N   | Minimum | Maximum | Mean   | Std. Deviation |
| social media is part of my everyday activity                             | 190 | 1.00    | 5.00    | 3.9947 | 1.28688        |
| I am proud to tell people that I am using social media                   | 190 | 1.00    | 5.00    | 3.6421 | 1.24225        |
| social media has become part of my daily routine                         | 190 | 1.00    | 5.00    | 3.9316 | 1.16862        |
| I feel out of touch when I haven't logged on to social media for a while | 190 | 1.00    | 5.00    | 3.4632 | 1.26667        |
| I feel I am part of the social media community                           | 190 | 1.00    | 5.00    | 3.3947 | 1.28359        |
| I feel sorry if social media shut down                                   | 190 | 1.00    | 5.00    | 3.3474 | 1.39362        |
| I have a lot of social media friends                                     | 190 | 1.00    | 11.00   | 3.4789 | 1.40561        |

|  |     |      |      |        |         |
|--|-----|------|------|--------|---------|
| I feel out of touch I am not logged on to social media for a while | 190 | 1.00 | 5.00 | 3.3211 | 1.22888 |
| I am impressed by social media                                     | 190 | 1.00 | 5.00 | 3.5579 | 1.17032 |
| SM average   | 190 | 1.00 | 5.00 | 3.570  | 1.272   |

**Table 5.5.2: Electronic word of mouth**

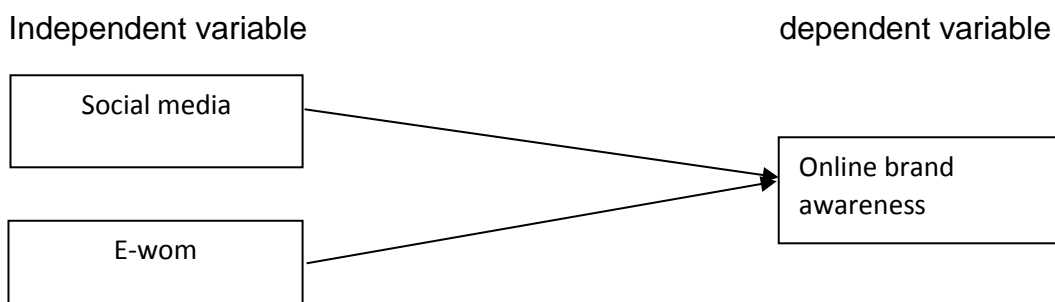
|  | N   | Minimum | Maximum | Mean   | Std. Deviation |
|--|-----|---------|---------|--------|----------------|
| I am very confident with the electronic word of mouth advices                        | 190 | 1.00    | 5.00    | 3.1842 | 1.10925        |
| the advice I get from social media about brands motive me                            | 190 | 1.00    | 5.00    | 3.4684 | 1.03205        |
| I am usually influenced by the positive and negative advice I got from internet      | 190 | 1.00    | 5.00    | 3.3789 | 1.11914        |
| I asked for advice from social media about brands before purchasing product          | 190 | 1.00    | 5.00    | 3.3105 | 1.23159        |
| I usually aware brands through social media  | 190 | 1.00    | 44.00   | 3.6316 | 3.15408        |
| if I have little knowledge about product, I often search information on the internet | 189 | 1.00    | 5.00    | 3.7196 | 1.28439        |
| I always pay attention to information which shared on internet                       | 190 | 1.00    | 5.00    | 3.5526 | 1.17057        |
| generally I purchase those brands that other people give information about it        | 190 | 1.00    | 5.00    | 3.4684 | 1.18480        |
| E-WOM average  | 190 | 1.00    | 5.00    | 3.464  | 1.410          |

**Table 5.5.3: Online brandawareness**

|   | N   | Minimum | Maximum | Mean   | Std. Deviation |
|---|-----|---------|---------|--------|----------------|
| I easily recognize brands                             | 190 | 1.00    | 5.00    | 3.5579 | 1.13357        |
| I have good opinion about online brands               | 190 | 1.00    | 5.00    | 3.6000 | 1.00685        |
| I know there is new brand on the social media         | 190 | 1.00    | 5.00    | 3.5263 | 1.12068        |
| I recognize brand online                              | 190 | 1.00    | 5.00    | 3.4684 | 1.08699        |
| I recognize the logo of brand                         | 190 | 1.00    | 5.00    | 3.7526 | 1.06749        |
| I like to know what new brands in on social media     | 190 | 1.00    | 5.00    | 3.5684 | 1.13298        |
| I often identify brands from social media             | 190 | 1.00    | 5.00    | 3.5421 | 1.01095        |
| I always pay attention to brands on social media      | 190 | 1.00    | 5.00    | 3.2895 | 1.15259        |
| I fully ignore online brands on social media          | 190 | 1.00    | 5.00    | 2.8053 | 1.19034        |
| online brands make me less likely to use social media | 190 | 1.00    | 5.00    | 2.9105 | 1.13034        |
| online brands on social media are boring              | 190 | 1.00    | 5.00    | 2.9526 | 1.16058        |
| brands are necessary to fund social media             | 190 | 1.00    | 45.00   | 3.6263 | 3.20257        |
| brands make me like to social media                   | 190 | 1.00    | 31.00   | 3.3684 | 2.31193        |
| I often use social media and check new brands         | 190 | 1.00    | 5.00    | 3.2842 | 1.21423        |
| I trust brands which aware on internet                | 190 | 1.00    | 5.00    | 3.2526 | 1.18606        |
| I often purchase brand through social media           | 190 | 1.00    | 33.00   | 3.4632 | 2.50844        |
| OBA average   | 190 | 1.00    | 5.00    | 3.373  | 1.413          |

## 5.6 Testing the research hypothesis

According to methodology of this study, a model designed based on two hypotheses in order to find out the relationship between independent and dependent variables such as social media, electronic word of mouth and online brand awareness. A correlation analysis is used to examine the hypotheses of this study which are related or not.



In line with the research model the following hypotheses are formulated:

H1: Social media use has a positive effect on online brand awareness

H2: E-WOM has a positive effect on online brand awareness

### 5.6.1 Test hypothesis

**H1:** Social media usage has a positive effect on online brand awareness.

Result of table 5.6.1 illustrates that social media has positive effect on online brand awareness with a variance of (190):0.565 and P:0.01. It means that available variables have direct and positive connection, so the result is positive connection between them which supports the first hypothesis

**H2:** e-WOM has a positive effect on online brand awareness

Result of table 5.6.1 displays electronic word of mouth has positive effect on online brand awareness based on variance (190):0.517 and p:0.01. It means that the relation among electronic word of mouth and online brand awareness is significant.

**Table 5.6.1: Social media and electronic word of mouth Correlations**

|          |                     | Correlations |        |        |
|----------|---------------------|--------------|--------|--------|
|          |                     | MSM          | MWOM   | MOBA   |
| SM       | Pearson Correlation | 1.00         | .493** | .565** |
|          | Sig. (2-tailed)     |              | .000   | .000   |
|          | N                   | 190          | 189    | 190    |
| EWO<br>M | Pearson Correlation | .493**       | 1.00   | .517** |
|          | Sig. (2-tailed)     | .000         |        | .000   |
|          | N                   | 190          | 190    | 190    |
| OBA      | Pearson Correlation | .565**       | .517** | 1.00   |
|          | Sig. (2-tailed)     | .000         | .000   |        |
|          | N                   | 190          | 190    | 190    |

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

The problem is more than 90% and less than 20%. If it is more than 90% that means, there is multi-collinearity between variables but less than 20% means there is a weak correlation.

### 5.7 Regression Analysis

To analysis the level of relation between independent (social media, electronic Word of mouth) and dependent variable (online brand awareness) a simple linear regression was used to clarify the relationships. The table below demonstrates the significant effect of dependent and independent variables.

**Table 5.7.1: Model Summary**

| Model Summary                 |                   |          |                   |                            |               |
|-------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                             | .565 <sup>a</sup> | .320     | .316              | .59040                     | 2.083         |
| a. Predictors: (Constant), SM |                   |          |                   |                            |               |
| b. Dependent Variable: OBA    |                   |          |                   |                            |               |

According to both tables, Durbin-Watson explains there is no out of correlation between variable. And R explains that the connection among variables and R

is positive. R explains that dependent variables can be explained 32% from independent variable.

| ANOVA                         |            |                |     |             |        |                   |
|-------------------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model                         |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                             | Regression | 30.803         | 1   | 30.803      | 88.366 | .000 <sup>b</sup> |
|                               | Residual   | 65.533         | 188 | .349        |        |                   |
|                               | Total      | 96.335         | 189 |             |        |                   |
| a. Dependent Variable: OBA    |            |                |     |             |        |                   |
| b. Predictors: (Constant), SM |            |                |     |             |        |                   |

According to ANOVA table, F-test explains the model is statistically significance because p-value is less than 0.05.

| Coefficients               |            |                             |            |                           |        |      |
|----------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model                      |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                            |            | B                           | Std. Error | Beta                      |        |      |
| 1                          | (Constant) | 1.785                       | .174       |                           | 10.248 | .000 |
|                            | MSM        | .445                        | .047       | .565                      | 9.400  | .000 |
| a. Dependent Variable: OBA |            |                             |            |                           |        |      |

$$Y = 1.785 + 0.445 (\text{social media})$$

According to Coefficients table, T-test explains the model is statistically significance because p-value is less than 0.05

| Model Summary                  |                   |          |                   |                            |               |
|--------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                          | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                              | .517 <sup>a</sup> | .267     | .263              | .61290                     | 2.040         |
| a. Predictors: (Constant), WOM |                   |          |                   |                            |               |
| b. Dependent Variable: OBA     |                   |          |                   |                            |               |

According to both tables Durbin-Watson explains there is no out of correlation between variables. And R explains there is affirmative relevance between



variables and R adjusted explains that dependent variable can be explained 26% from independent variable.

| ANOVA                          |            |                |     |             |        |                   |
|--------------------------------|------------|----------------|-----|-------------|--------|-------------------|
|                                | Model      | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                              | Regression | 25.580         | 1   | 25.580      | 68.098 | .000 <sup>b</sup> |
|                                | Residual   | 70.245         | 187 | .376        |        |                   |
|                                | Total      | 95.825         | 188 |             |        |                   |
| a. Dependent Variable: OBA     |            |                |     |             |        |                   |
| b. Predictors: (Constant), WOM |            |                |     |             |        |                   |

According to ANOVA table, F-test explains the model is statistically significance because p-value is less than 0.05.

| Coefficients                |            |                             |            |                           |       |      |
|-----------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
|                             | Model      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                             |            | B                           | Std. Error | Beta                      |       |      |
| 1                           | (Constant) | 1.780                       | .198       |                           | 8.987 | .000 |
|                             | MWOM       | .461                        | .056       | .517                      | 8.252 | .000 |
| a. Dependent Variable: MOBA |            |                             |            |                           |       |      |

$$Y = 1.780 + 0.461 (\text{electronic word of mouth})$$

According to Coefficients table, T-test explains the model is statistically significance because p-value is less than 0.05.

## 5.8 Conclusion

This chapter examined the findings of this research. The average reliability outcome is 0.872 per cent which means the variables used for this research were reliable. A correlation analysis illustrates an important link between dependent and separate factors which used in this research. Furthermore, a regression analysis was described the type of relationship between variables. It shows that both variables have direct effect on online brand awareness.

## **CHAPTER SIX**

### **CONCLUSION AND DISCUSSION**

#### **6.1 Introduction**

The objective of this chapter is to finalize and look over to this study. Chapter six starts by explanation of theoretical and empirical findings of obtained data and reviewing the hypothesis. Next part will discuss about research questions with answers. Furthermore, it discusses and gives recommendation related to study topic and mention the restriction of this research.

#### **6.2 Theoretical Findings**

##### **6.2.1 Social media**

Most of the respondents' answers claimed that social media has effect on their life. They also accepted the power of online media on brand awareness. In other words, social media and brand awareness have direct connection.

##### **6.2.2 Electronic Word of mouth**

Electronic Word of mouth can be considered as advertising. When consumers give their opinions and share their idea about products or brands in online applications, respondents accept that they are affected by opinion and idea which shared on media.

#### **6.3 Empirical findings**

Based on the consequences of data collection, result displays that about ten people do not use online networks at all and the percentage of respondents of male and female were almost equal. More respondents were consisting of undergraduate students (almost 68) and their age was between 21 - 29. Majority of participants were from African countries and Middle East (45.3% and 27.4 respectively). The result shows that more than 80 per cent of

respondents tend to do online shopping through social media and online websites. Result shows that social media is part of a daily life of consumers. Thus, social media has occupied a great part of their life. Consumers' answer claimed that electronic word of mouth is important for them and it has strong impact on their purchasing intention through online shopping. Consumers agreed that they pay attention to e-wom on social media applications and online websites. Moreover, the last subject is about online brand awareness that students agreed that online brand awareness is effective on their perception and they have positive answers that online brand awareness is fast and easy way to know about new products or new brand by social media.

#### **6.4 Hypotheses**

**H:1** Social media use has a positive effect on online brand awareness

**This hypothesis was supported.**

**H:2:** e-WOM has a positive effect on online brand awareness

**This hypothesis was supported.**

#### **6.5 Research question and answers.**

The aim of the study was to search and investigate the effect and relationship of two factors such as social media and electronic word of mouth on online brand awareness which are as follows:

1. What is the effect of social media on brand awareness?

According to the finding of the study, the researcher found out that social media has significant effect on brand awareness in a way that social media and online network dedicated of major part of people's life.

2. What is the effect of electronic word of mouth on brands awareness?

Result illustrated that electronic word of mouth has significant effect on online brand awareness according to respondents' opinion.

## **6.6 Limitations**

The main purpose of this research was to investigate the influence of social media and electronic word of mouth on online brand awareness. This research consists of some limitation. Only 200 of all Near East University accepted to fill the questionnaire. Another limitation which of this study is the research method. The method that utilized for this study is quantitative method so that researcher designed questionnaire based on quantitative method. The next limitation is about language. The only language used for the questionnaire is English which means only student who knew English could answer the questions. Time restriction was the other limitation of the current study. The data collection has been done in one month.

## **6.7 Recommendation**

There searcher recommends some advice from this research to others who are interested to do research in this field. The first point is that this study has been conducted based on quantitative method so it will be recommended to others to utilize other methods. From another perspective, qualitative method can create different result and more accurate findings. The last point can be explained as using other languages rather than only English for other respondents.

## **6.8 Discussion**

This research investigated and found out the influence of social media and electronic Word of mouth on online brand awareness which is consider as essential topic in marketing environment. Online brand awareness plays an important role in severe competition marketing environments. Companies and Marketers have devoted an important part of their goals to this issue. According to literature review related to this topic social media can be utilized for different purposes indifferent situations. The research discussed social media in marketing field. social media is able to increase the number of customers and encourage them to purchase products. In other words, marketing and advertising in online environment lead to attract more customers. Moreover, electronic word of mouth has important effect on Brands

and products. Electronic word of mouth leads to share negative or positive opinion of consumers through massive and unlimited area which affects consumers' perception and image of products or brands.

## **6.9 Conclusion**

This chapter explained the result of collected data. This includes the theoretical and empirical findings and explain the result of the hypotheses. and answer the research questions. In another section of this chapter, the researcher discussed and recommended some points based on the findings of the study which might be useful for further studies in this field.

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**APPENDIX****Section I****Personal details**

Tick as you see appropriate (✓).

**1. Do you currently make use of Social Media Sites to shop online?**

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

**2. Your gender**

Female  Male

**3. Are you an undergraduate or a graduate student**

undergraduate  graduate

**4. Your age group**

<20  21-29  30-39  40-49  50+

**6. Where you come from**

Africa  Cyprus  Middle East  Turkey  Other



**Online brand awareness**

1 2 3 4 5

- 1 I easily recognize brands
- 2 I have good opinion about online brands
- 3 I know there is new brand on the social media
- 4 I recognize brand online
- 5 I recognize the logo of brand
- 6 I like to know what new brands is on social media
- 7 I often identify brands from social media
- 8 I always pay attention to brands on social media
- 9 I fully ignore online brands on social media
- 10 Online brands make me less likely to use social media
- 11 Online brands on social media are boring
- 12 brands are necessary to fund social media
- 13 brands make me like to social media
- 14 I often use social media and check new brands
- 15 I trust brands which aware on internet
- 16 I often purchase brand through social media

| Descriptive Statistics   |     |         |         |        |                |
|--|-----|---------|---------|--------|----------------|
|  | N   | Minimum | Maximum | Mean   | Std. Deviation |
| social media is part of my everyday activity                             | 190 | 1.00    | 5.00    | 3.9947 | 1.28688        |
| I am proud to tell people that I am using social media                   | 190 | 1.00    | 5.00    | 3.6421 | 1.24225        |
| social media has become part of my daily routine                         | 190 | 1.00    | 5.00    | 3.9316 | 1.16862        |
| I feel out of touch when I haven't logged on to social media for a while | 190 | 1.00    | 5.00    | 3.4632 | 1.26667        |
| I feel I am part of the social media community                           | 190 | 1.00    | 5.00    | 3.3947 | 1.28359        |
| I feel sorry if social media shut down                                   | 190 | 1.00    | 5.00    | 3.3474 | 1.39362        |
| I have a lot of social media friends                                     | 190 | 1.00    | 11.00   | 3.4789 | 1.40561        |
| I feel out of touch I am not logged on to social media for a while       | 190 | 1.00    | 5.00    | 3.3211 | 1.22888        |
| I am impressed by social media   | 190 | 1.00    | 5.00    | 3.5579 | 1.17032        |
| SM average   | 190 | 1.00    | 5.00    | 3.570  | 1.272          |

|   | N   | Minimum | Maximum | Mean   | Std. Deviation |
|---|-----|---------|---------|--------|----------------|
| I am very confident with the electronic word of mouth advices                   | 190 | 1.00    | 5.00    | 3.1842 | 1.10925        |
| the advice I get from social media about brands motive me                       | 190 | 1.00    | 5.00    | 3.4684 | 1.03205        |
| I am usually influenced by the positive and negative advice I got from internet | 190 | 1.00    | 5.00    | 3.3789 | 1.11914        |
| I asked for advice from social media about brands before purchasing product     | 190 | 1.00    | 5.00    | 3.3105 | 1.23159        |

|  |     |      |       |        |         |
|--|-----|------|-------|--------|---------|
| I usually aware brands through social media  | 190 | 1.00 | 44.00 | 3.6316 | 3.15408 |
| if I have little knowledge about product. I often search information on the internet | 189 | 1.00 | 5.00  | 3.7196 | 1.28439 |
| I always pay attention to information which shared on internet                       | 190 | 1.00 | 5.00  | 3.5526 | 1.17057 |
| generally purchase those brands that other people give information about it          | 190 | 1.00 | 5.00  | 3.4684 | 1.18480 |
| EWOM average   | 190 | 1.00 | 5.00  | 3.464  | 1.410   |

|   | N   | Minimum | Maximum | Mean   | Std. Deviation |
|---|-----|---------|---------|--------|----------------|
| I easily recognize brands                             | 190 | 1.00    | 5.00    | 3.5579 | 1.13357        |
| I have good opinion about online brands               | 190 | 1.00    | 5.00    | 3.6000 | 1.00685        |
| I know there is new brand on the social media         | 190 | 1.00    | 5.00    | 3.5263 | 1.12068        |
| I recognize brand online                              | 190 | 1.00    | 5.00    | 3.4684 | 1.08699        |
| i recognize the logo of brand                         | 190 | 1.00    | 5.00    | 3.7526 | 1.06749        |
| I like to know what new brands in on social media     | 190 | 1.00    | 5.00    | 3.5684 | 1.13298        |
| I often identify brands from social media             | 190 | 1.00    | 5.00    | 3.5421 | 1.01095        |
| I always pay attention to brands on social media      | 190 | 1.00    | 5.00    | 3.2895 | 1.15259        |
| I fully ignore online brands on social media          | 190 | 1.00    | 5.00    | 2.8053 | 1.19034        |
| online brands make me less likely to use social media | 190 | 1.00    | 5.00    | 2.9105 | 1.13034        |
| online brands on social media are boring              | 190 | 1.00    | 5.00    | 2.9526 | 1.16058        |



|   |     |      |       |        |         |
|---|-----|------|-------|--------|---------|
| brands are necessary to fund social media     | 190 | 1.00 | 45.00 | 3.6263 | 3.20257 |
| brands make me like to social media           | 190 | 1.00 | 31.00 | 3.3684 | 2.31193 |
| I often use social media and check new brands | 190 | 1.00 | 5.00  | 3.2842 | 1.21423 |
| I trust brands which aware on internet        | 190 | 1.00 | 5.00  | 3.2526 | 1.18606 |
| I often purchase brand through social media   | 190 | 1.00 | 33.00 | 3.4632 | 2.50844 |
| OBA average                                   | 190 | 1.00 | 5.00  | 3.373  | 1.413   |

| Variable           | Cronbach's Alpha | N of Items |
|--------------------|------------------|------------|
| SM                 | 0.879            | 9          |
| EWOM               | 0.601            | 8          |
| OBA                | 0.753            | 16         |
| Overall percentage | 0.872            | 33         |

| Variable   | Categories    | Frequency | Percentage |
|--|---------------|-----------|------------|
| Do you currently make use of social media sites to shop online | Yes           | 158       | 83.2       |
|  | No            | 32        | 16.8       |
|  | Total         | 190       | 100.0      |
| Gender   | Female        | 80        | 42.1       |
|  | Male          | 110       | 57.9       |
|  | Total         | 190       | 100.0      |
| Are you undergraduate or a graduate student?                   | Undergraduate | 130       | 68.4       |
|  | Graduate      | 60        | 31.6       |
|  | Total         | 190       | 100.0      |
| Your age group   | Less 20       | 39        | 20.5       |
|  | 21-29         | 134       | 70.5       |
|  | 30-39         | 9         | 4.7        |

|                     |             |     |      |
|---------------------|-------------|-----|------|
|                     | 40-49       | 4   | 2.1  |
|                     | More 50     | 4   | 2.1  |
|                     | Total       | 190 | 100  |
| Where you come from | Africa      | 86  | 45.3 |
|                     | Cyprus      | 22  | 4.2  |
|                     | Middle east | 16  | 8.4  |
|                     | Turkey      | 52  | 27.4 |
|                     | Others      | 14  | 7.4  |
|                     | Total       | 190 | 100  |

| Correlations |                     |        |        |        |
|--------------|---------------------|--------|--------|--------|
|              |                     | MSM    | MWOM   | MOBA   |
| MSM          | Pearson Correlation | 1.00   | .493** | .565** |
|              | Sig. (2-tailed)     |        | .000   | .000   |
|              | N                   | 190    | 189    | 190    |
| MWO<br>M     | Pearson Correlation | .493** | 1.00   | .517** |
|              | Sig. (2-tailed)     | .000   |        | .000   |
|              | N                   | 189    | 189    | 189    |
| MOBA         | Pearson Correlation | .565** | .517** | 1.00   |
|              | Sig. (2-tailed)     | .000   | .000   |        |
|              | N                   | 190    | 189    | 190    |

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

| Model Summary <sup>b</sup>     |                   |          |                   |                            |               |
|--------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                          | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                              | .565 <sup>a</sup> | .320     | .316              | .59040                     | 2.083         |
| a. Predictors: (Constant), MSM |                   |          |                   |                            |               |
| b. Dependent Variable: MOBA    |                   |          |                   |                            |               |

| ANOVA <sup>a</sup>             |            |                |     |             |        |                   |
|--------------------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model                          |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                              | Regression | 30.803         | 1   | 30.803      | 88.366 | .000 <sup>b</sup> |
|                                | Residual   | 65.533         | 188 | .349        |        |                   |
|                                | Total      | 96.335         | 189 |             |        |                   |
| a. Dependent Variable: MOBA    |            |                |     |             |        |                   |
| b. Predictors: (Constant), MSM |            |                |     |             |        |                   |

| Coefficients <sup>a</sup>   |            |                             |            |                           |        |      |
|-----------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model                       |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                             |            | B                           | Std. Error | Beta                      |        |      |
| 1                           | (Constant) | 1.785                       | .174       |                           | 10.248 | .000 |
|                             | MSM        | .445                        | .047       | .565                      | 9.400  | .000 |
| a. Dependent Variable: MOBA |            |                             |            |                           |        |      |

| Model Summary <sup>b</sup>      |                   |          |                   |                            |               |
|---------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                           | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                               | .517 <sup>a</sup> | .267     | .263              | .61290                     | 2.040         |
| a. Predictors: (Constant), MWOM |                   |          |                   |                            |               |
| b. Dependent Variable: MOBA     |                   |          |                   |                            |               |

| ANOVA <sup>a</sup>              |            |                |     |             |        |                   |
|---------------------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model                           |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                               | Regression | 25.580         | 1   | 25.580      | 68.098 | .000 <sup>b</sup> |
|                                 | Residual   | 70.245         | 187 | .376        |        |                   |
|                                 | Total      | 95.825         | 188 |             |        |                   |
| a. Dependent Variable: MOBA     |            |                |     |             |        |                   |
| b. Predictors: (Constant), MWOM |            |                |     |             |        |                   |

| <b>Coefficients<sup>a</sup></b> |            |                             |            |                           |       |      |
|---------------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                           |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                 |            | B                           | Std. Error | Beta                      |       |      |
| 1                               | (Constant) | 1.780                       | .198       |                           | 8.987 | .000 |
|                                 | MWOM       | .461                        | .056       | .517                      | 8.252 | .000 |
| a. Dependent Variable: MOBA     |            |                             |            |                           |       |      |

## PLAGIARISM REPORT

### PEGAHSADAT AMINZADEH TABRIZI

#### ORIGINALITY REPORT

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| <b>15%</b>       | <b>5%</b>        | <b>4%</b>    | <b>14%</b>     |
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YAKIN DOĐU ÜNİVERSİTESİ

## BİLİMSEL ARAŞTIRMALAR ETİK KURULU

23.05.2019

Dear Pegah Sadat Aminzadeh Tabrizi

Your application titled “**Influencing Brand Awareness Through Social Media And Ewom**” with the application number YDÜ/SB/2019/460 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

**Note:** If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.