NEAR EAST UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

DEPARTMENT OF MARKETING

THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER SATISFACTION THROUGH THE USE OF MOBILE TELEPHONE BRANDS

ANITA NNENNA UKPABI

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We as the jury members certify " The impact of social media marketing on consumer satisfaction through the use of mobile telephone brands**" prepared by Anita Nnenna Ukpabi defended on 01/07/2021 has been found satisfactory for the award of degree of Master.**

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I, Anita Nnenna Ukpabi, hereby declare that this dissertation entitled " The Impact of Social Media Marketing on Consumer Satisfaction Through the Use of Mobile Telephone Brands" has been prepared myself under the guidance and supervision of **"Asst. Prof. Dr. Ahmet Ertugan"** in partial fulfilment of The Near East University, Institute of Graduate Studies regulations and does not to the best of my knowledge breach any 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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DEDICATION

This study is dedicated to my Honourable Parents Mr & Mrs Ukpabi Mbaka and my Best Friend Ross Rolle.

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ABSTRACT

THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER SATISFACTION THROUGH THE USE OF MOBILE TELEPHONE BRANDS

The study examines the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands. Such as part of efforts to illustrate the possibility of students' use of mobile telephone devices mediating the connection between social media marketing and customer satisfaction. 183 student responses comprised of 101 males' students and 82 female students were analysed using Smart PLS. The findings established that all the hypotheses depicting the existence of significant positive connections linking social media marketing, the use of mobile devices and consumer satisfaction among university students were valid. Empirical gaps have been noted to exist regarding the mediating effects of using specific mobile telephone brands by university students on the connection between social media marketing and customer satisfaction. The main argument reflects this study's novelty and contribution to existing literature regarding studies on social media marketing, branding and customer satisfaction. The study's practical implications denote the importance of using social media marketing by universities and non-academic institutions to promote brand loyalty and enhance the reputation of their brands.

Keywords: Branding, consumer satisfaction, mediating effects, mobile telephone brands, social media marketing.

ÖZ

CEP TELEFONU MARKALARININ KULLANIMIYLA SOSYAL MEDYA PAZARLAMASININ TÜKETICI MEMNUNIYETINE ETKISI

Çalışma, sosyal medya pazarlamasının tüketici memnuniyeti üzerindeki etkisini cep telefonu markalarının kullanımıyla inceliyor. Öğrencilerin sosyal medya pazarlaması ile müşteri memnuniyeti arasındaki bağlantıya aracılık eden cep telefonu cihazlarını kullanma olasılığını gösterme çabalarının bir parçası olarak. 101 erkek öğrenci ve 82 kız öğrenciden oluşan 183 öğrenci yanıtı Smart PLS kullanılarak analiz edildi. Bulgular, sosyal medya pazarlamasını, mobil cihazların kullanımını ve üniversite öğrencileri arasında tüketici memnuniyetini birbirine bağlayan önemli olumlu bağlantıların varlığını gösteren tüm hipotezlerin geçerli olduğunu ortaya çıkarmıştır. Üniversite öğrencileri tarafından belirli cep telefonu markalarının kullanılmasının sosyal medya pazarlaması ile müşteri memnuniyeti arasındaki bağlantı üzerindeki aracılık etkileri konusunda ampirik boşluklar olduğuna dikkat çekilmiştir. Ana argüman, bu çalışmanın sosyal medya pazarlaması, markalaşma ve müşteri memnuniyeti ile ilgili çalışmalarla ilgili yeniliklerini ve mevcut literatüre katkısını yansıtmaktadır. Çalışmanın pratik etkileri, marka sadakatini teşvik etmek ve markalarının itibarını artırmak için üniversiteler ve akademik olmayan kurumlar tarafından sosyal medya pazarlamasının kullanılmasının önemini ifade eder.

Anahtar Kelimeler: Markalaşma, tüketici memnuniyeti, aracılık etkileri, cep telefonu markaları, sosyal medya pazarlaması.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

ABBREVIATIONS

ARE: Average and Variance Extracted

CR: Composite Reliability

CS: Customer Satisfaction (CS).

HMTR: Heterotrait-Monotrait Ratio

MTBU: Mobile Telephone Brand Usage

OLS: Ordinary Least Squares

SCS: Students' Customer Satisfaction

SMM: Social Media Marketing

SPSS: Statistical Package for Social Sciences

CHAPTER ONE

INTRODUCTION

1.1 Background

Social media has proved to be instrumental in connecting people from all walks of life. Over the past two decades, social media has gone through a series of widespread developments which saw it involving in numerous forms and integrating various functions. Basic social media functions were restricted to socializing (Saravanakumar & Lakshmi, 2012) but have evolved to include sharing interests, emotions, thoughts and feelings, providing feedback, and getting product reviews etc., (Neti, 2011). Such developments have also seen the emergence of what is known as social media marketing which is prominently used by businesses to obtain information and provide feedback to customers (Constantinides, 2014).

Prominent social media marketing developments are linked to businesses tapping into existing social media platforms such as WhatsApp, Facebook, Twitter, Instagram, YouTube and others as being used by companies to market their products (Kaur, 2016). Both individuals and small businesses have increasingly taken advantage of social media platforms to market their products and services (Barker et al., 2012). Social media marketing has also been linked to electronic word-of-mouth as consumers pass information between each other about products being sold (Kumar & Mirchandani, 2012), services provided (McCorkle and Payan (2017), corporate social responsibility (O' Cass & Ngo, 2011), and other forms of corporate behavior and activities engaged by business organizations (Gu & Ye, 2014). But much of the social media marketing interaction is between individuals and businesses (Neti, 2011).

Meanwhile, the importance of social media marketing is attached to numerous individual and corporate activities. As such, Vernuccio (2014) contends that social media marketing is vital for enhancing customer satisfaction. Kaur (2016) possess that social media

marketing is crucial for enhancing organizational performance. However, not much attention has been given to extend such observations into examining how social media marketing affects these individual corporate activities and outcomes. One notable aspect which requires such examination is how social media influences students' satisfaction. Thus, this study contributes to existing studies by applying social media marketing precepts to draw insights on how it influences students' satisfaction.

Meanwhile, the use of mobile telephone brands among university students significantly changed. Related studies show that significant differences in mobile telephone brand preferences vary significantly among university students (Arif, Ahmed & Aslam, 2015). This is considered to have been instrumental in affecting students' satisfaction levels (Nabaz & Almas, 2012). This is because social media's influence on university students' satisfaction is connected through four important aspects, related to instrumentality, relaxation, reassurance, and sociability (Hoştut, 2010). As such, factors like screen size, frequency of charging the mobile devices, the value of the mobile phones, and brand choice significantly influenced students' satisfaction (Adisesha & Narsi 2018). Furthermore, students' use of mobile telephone devices varies according to their brand preferences (Barker et al., 2012; Ramanathan, Subramanian & Parrott, 2017). A study conducted on Akdeniz university students in 2010 revealed that 39.5% of the students preferred using Sony Ericsson, LG, Motorola, Samsung and Nokia mobile phones (Hotut, 2010). However, subsequent studies revealed that numerous students preferred iPhone over Samsung mobile phones (Sano et al., 2018; Sano 2016; Stave, Nielsen, Hansen-Nygard & Thorseth, 2010). This translates and shows that using mobile telephone devices influences both the connection between social media marketing and customer and/or students' satisfaction. Mostly, the students' preference and use of mobile telephone devices mediate the relationship between social media marketing and customer and/or students' satisfaction.

1.2 Statement of purpose and research questions

The study primarily aims to examine the impact of social media marketing on consumer satisfaction through mobile telephone brand image as part of efforts to illustrate the possibility of students' use of mobile telephone devices mediating the connection between social media marketing and consumers satisfaction. This is the wake of studies neglecting the mediating effects of mobile telephone devices in students learning activities (Sano, 2016) socialization activities (Sano et al.,2018) and other life activities (O' Cass & Ngo, 2011; Stave et al., 2010). Thus, the study seeks to answer the following questions.

- How does social media marketing impact consumer satisfaction through using mobile telephone brands?
- Is there a possibility of using mobile telephone brands mediating the connection between social media marketing and consumer satisfaction? If so, then what is the nature and significance of the mediating effects of using mobile telephone brands in connection with social media marketing and consumer satisfaction?

The study's secondary aim is to answer the following questions?

- Are there any significant differences in consumer satisfaction enjoyed by university students from using various mobile telephone brands?
- Are there any significant differences in mobile telephone brand preferences across different universities, if so, then do such preferences vary according to differences in social media platforms used by university students?
- Does the amount of time spent on social media influences university students' level of satisfaction enjoyed from using various mobile telephone brands?

1.3 Significance of the study

The study is instrumental for illustrating the mediating effects of using mobile telephone devices in the connection between social media marketing and customer satisfaction. Such is pivotal for developing a sound conceptual framework upon which social media marketing precepts can anonymously be applied to analyze students' level of satisfaction in universities worldwide. More so, the significance of the study is engraved in its capacity

to provide reputable theoretical and empirical guidelines regarding the significance and influence of social media marketing in universities.

1.4 Structure of the study

The study is structured into four chapters. Preliminary insights on social media marketing, mobile telephone brand usage and customer satisfaction in the context of universities are provided in the first chapter. The second chapter establishes the study's theoretical and empirical base using social media, branding and customer satisfaction precepts. Meanwhile, chapter three offers insights into the pertinent methodological procedures and tools used to carry out this study. An analysis of the obtained findings is catered for in the fourth chapter while the last chapter concludes the study by looking at the study's possible conclusions, recommendations and suggestions.

CHAPTER TWO

LITERATURE REVIEW

This chapter aims to establish connections between social media marketing (SMM), mobile telephone brand usage (MTBU) and customer satisfaction (CS). As such, the study draws insights from theoretical precepts and empirical observations to formulate related hypotheses. Such is instrumental in enhancing existing studies and develop novel and original studies that will form a sound base upon which consensus regarding SMM, MTBU and CS is established.

2.1 Social media marketing

Contemporary technological developments have seen the internet taking a significant toll in people's lives with major developments emanating from Web 2.0 to the dawning era of Web 4.0. As such, innovative information technological developments like the internet have transformed the way people share information and opinions, express feelings, and do business. A lot of these activities are now being done electronically and studies show that such activities are widespread and being conducted in economic, social, political and religious sectors (Dewing, 2010; Zarrella, 2009). For instance, a study conducted in 2014 by Vernuccio (2014) revealed that about more than 51% were using Web 2.0 for business purposes at their working places. This undoubtedly shows that the contemporary percentages of people using Wb 2.0 at workplaces, homes and tertiary institutions has surpassed this margin.

Internet developments are well commended for their significant improvements in social media marketing (Barker, Barker, Bormann & Neher, 2012; Constantinides, 2014; Kaur, 2016; Saravanakumar & SuganthaLakshmi, 2012). Such stems from observations depicting that there is now widespread use of various strategies and tools by businesses to communicate with customers (Hoffman & Fodor, 2010). On the other hand, consumers have accepted online media platforms as sources of information to inquire about products, services and brands (Neti, 2011). The rate and diversity at which consumers

are now sharing information online have grown significantly and social media now stands as a global phenomenon that merges these isolated conversations into one single communication element. This has subsequently, transformed business communications methods and tools used to communicate with customers.

Meanwhile, Michael Dewing, (2010) outlined that various internet services are linked to social media and these include sites where users can post photographs and videos (media-sharing sites), organize and share websites links (social bookmarking), sites that allow collective editing of internet page contents (Wikis), and for blogging purposes (Blogs).

A study by Saravanakumar and SuganthaLakshmi (2012) established that social media is vital for managing customer relationships. The same study also highlights that social media plays a vital role in creating new customer relationships and solidifying them for the long-term benefit of the organization. Such observations have been linked to the reasons why social media marketing enhances customer satisfaction and retention (Kaur, 2016). This indicates the influence of social media marketing on customer satisfaction which is one of this study's key aims. Besides, the importance of social media marketing is considered to be significant among firms that strive to attract and retain customers (Hoffman & Fodor, 2010). But studies consider social media marketing's influence to be strongly biased towards customer retention and satisfaction (Constantinides, 2014; Kaur, 2016; Saravanakumar & SuganthaLakshmi, 2012).

Nevertheless, customers are strongly inclined to use social media to interact with companies when the obtained benefits are substantial. As such, reasons have been put forward to explain why consumers use social media to interact with business institutions. For instance, Zarrella (2009) contends that customers use social media to inquire from business institutions about the availability of products and services. Kumar and Mirchandani (2012) assert that social media is now being widely and commonly used to review products and accessing product ratings and reviews to decide whether they should buy the products or not. Such is crucial in the contemporary business environment where various malpractices and unethical conduct are being used to deceive customers especially when online social media platforms are involved to sell products. A lot of

individuals have taken advantage to deceive innocent customers by selling them fake, poor quality and wrong products. For these reasons, traditional shops are widely preferred to online stories (Barker et al., 2012; Kumar & Mirchandani, 2012; Neti, 2011; Zarrella, 2009). Nevertheless, the importance of social media can be linked to the desire and importance of making rational decisions. That is, consumers use social media to access high quality and vast information which is critical for making rational decisions (Zarrella, 2009). This is because the ability to make rational decisions is attached to improvements and increases in customer satisfaction (Kumar & Mirchandani, 2012; Neti, 2011). Other ideas suggest that social media actively facilitates the sharing of feelings, emotions and opinions attached to certain products and services (Kumar & Mirchandani, 2012). The benefits of social media and marketing related activities are not limited and can encompass numerous activities and forms. However, this serves to highlight the essence and role of social media in business, which has evolved and currently influences customers' buying behavior.

2.2 Branding

Branding refers to the name that is given or attached to a particular product or service and separates it from other products and services sold by other firms (Zhao, Sun & Kakuda, 2017). In other words, a brand identifies the product's producer and enables customers to assign obligations for its performance to that producer. Of paramount importance is the notion that branding aids in differentiating products sold by companies (Atkin, Wilson, Thach & Olsen, 2017). According to Kotler and Keller (2015), branding creates a sharp picture that aids customers in organizing their awareness about products and services to make their decision-making clearer, which renders an advantage to the organization.

It is assumed that branding is vital in a business environment that is characterized by severe competition (Martinus & Chaniago, 2017). That is, it aids in creating a brand reputation in customers minds, and such is a notable feature with cell phone producers such as Apple and Samsung, which continuously attempt to build their brand status in consumers' thoughts. Besides, branding is considered to be pivotal for international

corporations as it allows them in capturing financial, marketing, logistical, production, research, development advantages in their reputation and costs that are not available to purely domestic competitors. Furthermore, effective branding has been linked to sound business performance (Al-Zyoud, 2018). Other than that, a brand image is crucial for indirectly changing consumers purchasing behavior (Eugenio-Vela, Ginesta & Kavaratzis, 2019). Such can be supported by ideas contending that branding positively influences people's buying behavior (Zhao, Sun & Kakuda, 2017).

Brand image is an essential business element that influences both the brand's reputation and the business' market share. Hence, it can be difficult for the business to compete effectively and gain a huge market share without a brand image. A study by Malik et al. (2013) emphasizes the importance of branding citing that it enhances business performance. Thus, businesses must brand their products.

Products, services and the corporation itself can be branded and rise to assume a reputable and loyal brand image. Customers tend to hold different perceptions about products and services sold, and the corporation itself. Brands with a reputable image can sustain a business' sales and performance in both good and bad times. This is because of satisfaction and product performance-related benefits obtained from using such products (Malik et al., 2013). Besides, a good brand image is vital for maintaining and enhancing a business' competitive edge. Competitions can find it difficult to compete in markets with established brands (Zhao, Sun & Kakuda, 2017). This is because such brands are associated with a high level of customer loyalty (Martinus & Chaniago, 2017) and satisfaction (Eugenio-Vela, Ginesta & Kavaratzis, 2019). Studies have also proved that customers rebuy products and services that are well branded, have a good reputation of fulfilling desired needs and offer more satisfaction (Atkin, Wilson, Thach & Olsen, 2017; Martinus & Chaniago, 2017; Zhao, Sun & Kakuda, 2017).

A business must engage in activities that enhance its brand image and reputation for performance and competitiveness related reasons. Notable ways of accomplishing these aims are related to social media usage (Al-Zyoud, 2018). For instance, Malik et al. (2013) noted that promoting products on social media has a wide coverage that is needed to promote brand familiarity among customers. This brings in the desired product and brand

awareness levels needed to attract and maintain a huge customer base (Martinus & Chaniago, 2017). In addition, established relationships with customers can easily be managed, maintained and enhanced through social media. Customer relations management has evolved to integrate social media platforms which have proved to be an effective relationship management tool (Al-Zyoud, 2018; McCorkle & Payan, 2017; Zhao, Sun & Kakuda, 2017).

Additional information can be obtained about the way customers think about a business' products and services. With aspects like ratings and reviews coming into deep focus, careful and distinct approaches are needed to deal with product features and functions compromising a business' brand image and reputation (Cleave, Arku, Sadler & Kyeremeh, 2017; Zhao, Sun & Kakuda, 2017). Thus, social media has provided numerous ways through which businesses can apply to address matters affecting their brand image and reputation. Consumers can possess imaginary and real qualities about a brand's total personality.

Constant improvements in the brand image are continuously needed to ensure that the brands live up to their expectations (Martinus & Chaniago, 2017). Consumers constantly require changes in products and services to cater for changes in their tastes and preferences. Products and services can be improved to cater for emerging issues in consumers' lives and these are integrated with the products and services' branding. Competitors will always on their own making a series of changes or improvements needed to ensure that the products and services continue to meet consumers' expectations (Atkin, Wilson, Thach & Olsen, 2017).

Products and services brands have slogans, packaging, characters, symbols, logos, and names that influence a brands' performance. Amid severe competition, business is strongly encouraged to rebrand to continuously attract both old and new customers (Al-Zyoud, 2018; Malik et al., 2013; Martinus & Chaniago, 2017; McCorkle & Payan, 2017).

Branding strategies are linked to numerous business strategic activities and outcomes. As a result, studies emphasize the importance and significant effects of branding on

strategic aspects like customer satisfaction and loyalty (Atkin, Wilson, Thach & Olsen, 2017; Martinus & Chaniago, 2017; Zhao, Sun & Kakuda, 2017). The notable aspect being satisfaction because it influences other elements and outcomes like loyalty (Eugenio-Vela, Ginesta & Kavaratzis, 2019), sales performance (Al-Zyoud, 2018), market share (Cleave, Arku, Sadler & Kyeremeh, 2017), growth and performance (Eugenio-Vela, Ginesta & Kavaratzis, 2019). These insights depict the existence of a positive influence emanating from branding to customer satisfaction. Such is vital for establishing a point of reference when analyzing obtained empirical findings.

2.3 Customer satisfaction

Customer satisfaction is related to the fulfilment customers get from using products and services regarding their functions and attributes and how they meet customers' needs and wants (McCorkle & Payan, 2017). It is also taken to mean the joy consumers obtain when their tastes and preferences are met from using goods and services (O' Cass & Ngo, 2011). Studies on customer satisfaction are increasingly progressing and integrating various aspects as to which factors influence it and to what degree. However, much still needs to be done regarding the connection between social media marketing and customer satisfaction. Neglecting this aspect leaves a huge empirical gap, especially regarding social media usage among university students. These issues are addressed herein in detail as follows.

Customer satisfaction is attached to the vital business aspect which influences the performance and success of an institution. For instance, McCorkle and Payan (2017) highlight that customer satisfaction creates a platform upon which an institution can lower operating costs and increase its revenue inflows. Such is trivial in contemporary business situations where global markets are shrinking, and competition is increasing intensively. Maintaining a competitive edge becomes an essential aspect that institutions can utilize to drive their performance towards enhancing performance and competitiveness.

Customer satisfaction is a broad aspect that is not confined to an institution's activities but rather broadens to focus extensively on the customer. As such, it has got its performance drivers and it is crucial for institutions to determine such drivers and devote efforts towards improving them (Nunan, Sibai, Schivinski & Christodoulides, 2018). Strategies involving process, strategy and quality enhancement are of paramount importance and will require substantial resources to be devoted for such activities (Ramanathan, Subramanian & Parrott, 2017). Thus, institutions must focus on meeting customers' needs to achieve their goals. Gu and Ye (2014) reiterate that service-orientation and customer-focused strategies should be used as part of customer retention strategies. Institutions can determine which products and services should be best offered to customers and, this relies on promotion and the other marketing mix elements (Gu & Ye, 2014).

One of the notable ways of keeping customers satisfied is by offering them promotional offers and this strategy is marketing communication (Kim & Park, 2017). Promotions serve to inform customers of what is in stock and being sold by the business. In addition, they are used to lure customers to buy products from the business. It is believed that promotional offers lead to impulse buying where consumers come to buy certain products on promotion but end up buying other products which they had not planned of buying (El-Adly, 2019; Gu & Ye, 2014). Promotional offers tend to draw huge numbers of customers and can lead to substantial increases in sales when used properly.

2.4 Theoretical aspects of customer satisfaction

A sound understanding of customer satisfaction on other organizational strategies and activities such as branding and marketing mix (Nunan, Sibai, Schivinski & Christodoulides, 2018; O' Cass & Ngo, 2011; Ramanathan, Subramanian & Parrott, 2017). Customer satisfaction is influenced by a number and series of activities such as social media marketing (Kim & Park, 2017; O' Cass & Ngo, 2011). A sound understanding of factors that link to and influence customer satisfaction requires an examination of customer satisfaction, its factors, measurement, importance and role in customer

relations management. This section provides an insight into these factors and how they are connected.

2.4.1 Importance of customer satisfaction

Customer satisfaction plays a vital role in business and its importance is attached to numerous benefits and factors. Related studies show that customer satisfaction is essential because it provides insights in such a way that it can be used to improve business operations, product and service delivery (O' Cass & Ngo, 2011; Ramanathan, Subramanian & Parrott, 2017; Zhao Xu & Wang, 2019). McCorkle and Payan (2017) regarded it as the best indicator of a business' future position. Customer satisfaction is also linked to SWOT analysis, which assists in conducting internal examinations of the business to enhance both its performance and competitiveness (Gu & Ye, 2014). Resources can be devoted to producing products and services that enhance customer satisfaction leading to increased sales violone and revenue inflows (Kim & Park, 2017). Other than that, it will be vital for establishing new relationships with customers as the formation of new relations are influenced by how the company handles existing relationships with its customers (El-Adly, 2019; Zhang, Zhang & Zhang, 2019).

Deciding which product to buy can be a complex or difficult thing to do because there are various products that consumers have to choose from, and these products differ in terms of durability and quality (El-Adly, 2019). Consumers always expect products and services to be of high quality and to meet certain standards. Business institutions can take advantage of this scenario and market their products and services as the best and in a position to meet those expectations. Thus, the success of an institution can simply be determined by examining the degree to which it satisfies its customers. Products and services offered can significantly be based on what consumers are buying the most and institutions should devote resources such products and services (Oh & Kim, 2017).

Customer satisfaction assessments can be conducted on a national and international level. Business institutions must on an international level using an international standard to meet satisfaction requirements internationally (Lund, Cohen & Scarles, 2018). Such

should consider drastic technological and physical changes being observed in both domestic and international markets. These aspects are mere ideas and do not equate to strategies for they are just theoretical insights because there is a lack of tangible approaches and techniques of measuring customer satisfaction. However, some studies suggest that customer feedback provides basic insights into how to determine customer satisfaction (Gu & Ye, 2014; Ramanathan, Subramanian & Parrott, 2017). Nevertheless, it is vital to note that attracting new customers is expensive compared to retaining existing customers (Zhao Xu & Wang, 2019). Besides, business institutions have to expend huge amounts of resources luring and convincing customers to buy their products and services (Agnihotri et al., 2016). Customer satisfactions aids in ensuring that customers continuously buy products and services offered by the institution. They can serve as a reference point and can recommend the products and services offered to other customers (Kim & Park, 2017).

2.4.2 Management approaches about customer expectation

Customer relations are essential for maintaining sound business performance (Zhao Xu & Wang, 2019) and in ensuring that the business maintains a huge market share or even increase its market share (O' Cass & Ngo, 2011). A business' future survival and growth initiatives are influenced by the way the business manages its customers (Ramanathan, Subramanian & Parrott, 2017). This implies that customer relations management is vital for managing customer relations with an intention of increasing sales and performance, safeguard market positions, and expanding operations.

Customers place their needs and expectations in the hands of the business' managers and expect them to take corrective measures to ensure that these needs and expectations are met. This includes asking for information about the products and services being offered (Gu & Ye, 2014) and the business' operations (Oh & Kim, 2017). Customer relations management extends to include aspects like providing relevant information to customers reliably and correctly when they need it. Besides, it also includes the business' engaging in non-revenue generating activities just to secure old customers and attract new customers (Zhang, Zhang & Zhang, 2019).

Losing customers is detrimental for universities as the students can move to other competitive universities and thus causing them to lose a portion of their market share (El-Adly, 2019). Besides, time would have been lost and represents a waste of investment. Managing customers' expectations is a complex task that requires business institutions like universities to be well abreast of consumers' tastes and preferences, market and industry trends, changes in social and economic patterns etc. On the other hand, consumers always expect service and product providers to offer them a certain level of quality services and their opinions are influenced by this initial impression. Thus, it is imperative for institutions to make a better first impression all that time (Zeithaml et al. 2009).

Zeithaml et. al. (2009) illustrated that institutions must be capable of knowing what students expect and this is an essential element that influences the delivery of high-quality services. Such is vital for comparing service experiences. The customer gap illustrates that there is a difference between what customers expect and their service experiences (Zeithaml et. al. 2009). Thus, a huge gap indicates that there is a high level of dissatisfaction while small gaps provide a potential indication that some level of satisfaction.

Customer relations management also encompasses institutions considering an important psychological expectation of customers called grasp (Zeithaml & Bitner 2000). The concepts illustrate the importance of analyzing consumers' information and determining its implications on the institution. This is because information provides an indication of student's inclination and response towards the institution. Other things such as satisfaction and service, personal preferences, instability consumption, clients' properties and feedback information or details can be retrieved from such analysis. Thus, managing customer relations involves closing these gaps which are part of the 4-gap model which contends that business institutions have to close gaps 1, 2, 3, 4 (Zeithaml et. al. 2009). This includes building relationships with customers, matching performance to promise, delivering to service standards, selecting the right service designs and standards knowing and what customers expect.

Meanwhile, businesses like universities can make significant strides to improve their customer relations by first examining their customer needs (Zhao Xu & Wang, 2019). Such is vital for ascertaining the university's market and industry positions regarding the question is the university offering the required services. Such is important for realigning the university's activities and strategies in line with market and industry changes. Furthermore, such a move needs that universities place considerable attention towards assessing their customer expectations (Lund, Cohen & Scarles, 2018). That is, determining what students expect from the university in terms of services and other contingent services and benefits. If students expect the university to deliver more and the university fails to live to students' expectations, then frustrations may set in. this can dissuade students from engaging their services with the university and opt to use other universities.

Zeithaml and Bitner (2003) contend that good customer relations management is based on the need to meet and satisfy customers' surprise demand, expected demand and basic demand. Both forms of demand must be met if students are to maintain a huge interest in the university. Customer relations management is linked to the extent to which organizations meet each form of demand (Kim & Park, 2017). This is based on the assertion that customers will maintain their interest in the university when their demands are being made (Gu & Ye, 2014). Hence, relationships are established and maintained based on demand and satisfaction. Hence, it is imperative for universities to tailor-make their customer relations programs according to these forms of students' demands.

Other studies portray customer relations management as strategies that deal with customers' perceptions (Agnihotri, Dingus, Hu & Krush, 2016; Oh & Kim, 2017). A study by Kim and Park (2017) illustrates customers have inherent perceptions of the kind of service they obtain from business organizations. Such perceptions are linked to value, satisfaction and quality. This implies that universities need to manage their services to enhance the value provided to students. Thus, an increase in value provided will serve as an indication of how well the university will be capable of managing its relations with students. Moreover, the same ideas also illustrate the importance of satisfaction as a significant element that influences customer relations.
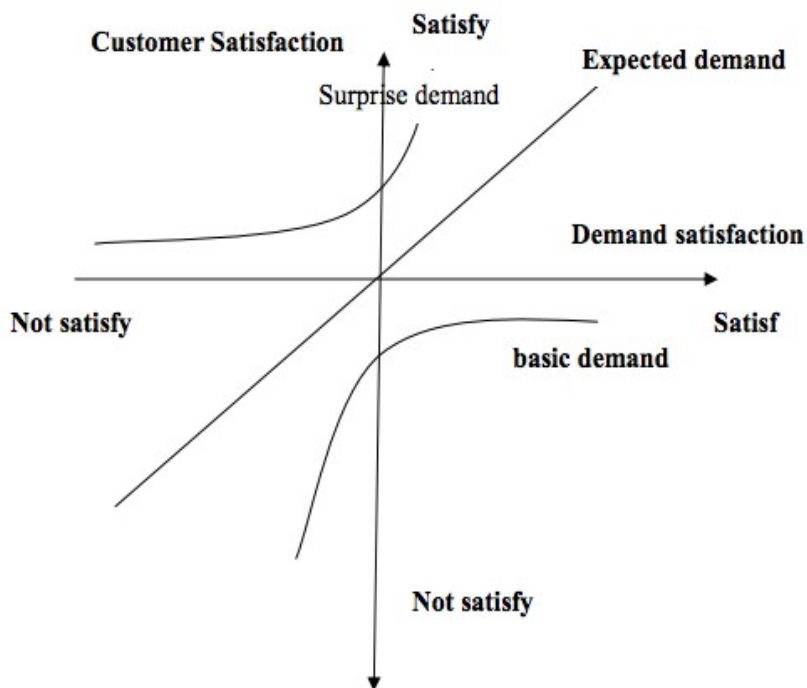
Figure 2.1: Customer demand levels (Zeithaml & Bitner 2003)

Figure 2.1 illustrates that at low levels of basic demand, customer satisfaction will be low. This is also because both expected and surprise demand will also be low. Customer satisfaction starts to increase when demand satisfaction starts to increase due to an increase in both basic, surprise and expected demand. Hence, more students will be satisfied when the university provides services that meet students' basic, surprise and expected demand.

2.5 Empirical literature review

Social media strategies used to market products and services offered by firms have gradually changed. It is vital to note that such changes will continue to evolve and widen concerning technological developments. However, attention is required to examine social media's influences on other organizational strategies and aims like branding and customer satisfaction for each successive period in question. Such is vital for validating findings with regards to time and context by ensuring that all the underlying related factors

and variables needed to enhance the study's validity are considered. As a result, this study considers these scenarios and thereby contributing to existing studies regarding their originality and novelty.

Some of the contemporary examinations of the association between social media marketing and brand image assert that social media serves to enhance brand equity (Jokinen, 2016). In other words, social media marketing is viewed as vital for improving and enhancing people's perceptions of a firm's brand. As such, the study posits that social media marketing is crucial for branding purposes and yields significant improvements in both brand perception and image. Such introductory insight is essential for establishing a foundational base upon which a connection linking social media marketing to branding can be established. Subsequent studies that followed reinforced the notion of social media marketing being positively linked to branding (McCorkle & Payan, 2017).

Studies linking customer satisfaction to branding together with its determinants vary significantly and illustrate various ideas which provide a robust understanding of social media marketing and branding can influence its influence. For instance, a study by Pitta et al. (2006), which illustrates that customer profitability tiers influence how social media builds online customer loyalty. The study highlights the importance of enacting strategies that enhance customer loyalty using online platforms. The study established that effective strategies that enhance customer loyalty are based on the importance of understanding customers' reactions to various situations. However, the study does not acknowledge and address the importance of customer satisfaction in triggering loyalty towards the business. This is because of loyal customers and satisfied customers (O' Cass & Ngo, 2011). Such needs to be integrated with related studies and this study contributes to existing studies by highlighting the importance of studying customer satisfaction and projecting its possible effects on other organizational strategies.

Ling (2007) study conducted a study that examines the effects of marketing mix on customer satisfaction. This is based on the assertion that customer satisfaction relies significantly on how business institutions provide products and services tied to a market mix. That is, consumers get satisfied when the right products have been promoted and

sold at the right price and place. Such illustrates that customer satisfaction is influenced by how business institutions portray products and services sold (initial impression). It also depicts that the products and services have to be sold at the right price and at this price, consumers should be able to get more benefits from using the products and services. Dissatisfaction can set in when the expected benefits are less than the actual benefits. This is significant when the price paid for the products and services does not reflect the actual value gained (McCorkle & Payan, 2017). The other element is accessibility which implies that customers need to access the products and services at the right place. This is a reflection of convenience in accessing products and services.

Meanwhile, McCorkle and Payan (2017) used Twitter as a point of focus to reiterate that social media marketing and branding are positively related together on the condition that social media marketing is significantly confined to advertising and marketing purposes. Such denotes the existence of conditional if not, then moderating and mediating variables. These variables are essential for analyzing why certain social media activities are effective and successful when compared to others. Nevertheless, studies have not yet fully explored this notion and this study hopes to address these issues and provide sound contributions to related examinations.

Cleave, Arku, Sadler and Kyeremeh (2017) established that there are connections that exist between social media, place branding, and marketing. Their study illustrated that social media is an essential promotional tool that enhances branding and marketing initiatives. Their study used a triangulation approach and data collected from 16 municipal practitioners in Canada to illustrate the connections between social media, place branding, and marketing. A significant positive connection linking social media and marketing was established. However, the findings demonstrated the existence of a weak positive connection linking social media and place branding. Such descriptions highlight different findings scenarios possible of being established when examined in the context of universities. However, the existence of a potential link linking social media to branding proves to be undoubted.

Al-Zyoud (2018) conducted a study with an intention of illustrating that social media marketing affects branding through intentional branding and functional branding. The

underlying arguments were that social media marketing is usually inclined to one branding aspect which in most cases is less inclined to intentional branding as opposed to functional branding. Results obtained from the analyzed 133 responses showed that social media marketing significantly and positively influences intentional branding as opposed to functional branding. These findings depict that the influence of social media marketing on branding is positive but differs from the nature of branding considered. Hence, expectations are that social media marketing will positively influence mobile telephone brands used by university students.

2.6 Hypotheses development

Hypotheses were developed in relation to the highlighted study precepts related to social media marketing, mobile telephone brands usage and customer satisfaction. Hence, the hypotheses were developed as follows.

2.6.1 The influence of social media marketing on customer satisfaction

The effects of SMM are presumed to have an initial point of analysis. For instance, a study by Gu and Ye (2014) established that any preliminary examination of the effects of SMM in business must initially focus on determining how online management responses affect customer satisfaction. This broadens the operational definition of SMM from information dissemination to managing online customer responses which implies that changes in customer satisfaction caused by SMM are a result of universities' effective capacity to manage students' online management responses.

Agnihotri, Dingus, Hu and Krush (2016) examined the influence of social media on customer satisfaction in B2B sales. They argued that the influence of social media is through information transmissions which affect the quality of decisions made by customers. Thus, their findings depicted that using social media to provide customers with quality information enhances B2B sales as the quality of customers' decisions improves. These findings depict that social media marketing strategies by universities are likely to cause an increase in students' satisfaction levels as they gain access to vast high-quality information pivotal for ensuring that they make high-quality decisions.

Kim and Park (2017) compared the significance of social media review rating and traditional customer satisfaction predicting changes in hotel performance. The findings revealed that social media reviews have significant prediction effects on the performance of hotels as compared to customer satisfaction. Insights from the same study established that the effects of both social media marketing and customer satisfaction on hotel performance were controlled by possible mediating effects which were never explored. As a result, this study extends ideas by Kim and Park to commence an assertion that social media marketing affects customer satisfaction.

Social media offers numerous benefits to customers and studies have shown that these benefits are related to the availability of information (Gu & Ye, 2014; Nunan, Sibai, Schivinski & Christodoulides, 2018). For instance, Ramanathan, Subramanian and Parrott (2017) contend that social media provides consumers with product and service information needed to decide if they should buy the products or services. Information about product and service ratings can be obtained through social media networks and thus, allowing consumers to make rational decisions. In addition, decisions can be made using information available on social media leading to the desirable buying behavior of consumers. It is believed that consumers' satisfaction is maximized when they buy the right products at the desired price with ease and getting to enjoy the product and services' features (Agnihotri, Dingus, Hu & Krush, 2016). Such is made possible through social media marketing and

Ramanathan, Subramanian and Parrott (2017) argued in their study that each specific era has its own specific social media model. Thus, they used ideas provided by Chatterjee (2013) portraying valued-based models and customer loyalty to develop a questionnaire that elicits ideas about the influence of SMM on customer satisfaction. The findings exhibited that SMM through service operations, reviews and promotional offers aid in enhancing customer satisfaction. However, the findings found no evidence supporting arguments that SMM positively influences brand satisfaction. This suggests that probable differences relating SMM to customer satisfaction are liable to exist when especially when customers visit stores or places where the actual products and services are being sold. That is, differences expected, and actual product quality will determine whether

customers will be satisfied or dissatisfied from consuming the social media marketed products and services. Nunan, Sibai, Schivinski and Christodoulides (2018) reiterated the same notion and highlighted that similar instances are observable in B2B sales. This sufficiently depicts and reinforces that SMM positively influences customer satisfaction. As a result, the following hypothesis will be formulated for examination.

- **H$_1$:** Social media marketing has no significant positive effects on customer satisfaction.

2.6.2 The influence of social media marketing on the use of mobile telephone brands

Social media influences the way customers perceive, react to products and services and eventually their decision to buy or not to buy the products or services available for sale. As such, social media has been noted to positively influence brand image and loyalty (Cleave, Arku, Sadler & Kyeremeh, 2017). Zhao, Sun and Kakuda (2017) contend that social media can be used to enhance a product brand's positive attributes. On the other hand, Al-Zyoud (2018) reiterates that a good brand image and brand loyalty are prevalent among businesses that extensively use social media to market their products. Such can be related to iPhone and Samsung mobile phones which have got a high social media follower base (Martinus & Chaniago, 2017). This illustrates the existence of a positive link between social media marketing and mobile telephone brands. Hence, the following hypothesis will be formulated for further examination.

- **H$_2$:** Social media marketing has no significant positive positively effects on the use of mobile telephone brands.

2.6.3 The influence of mobile telephone brands on customer satisfaction

Mobile brands are associated with various levels of product and service features which consumers can enjoy and benefit from (Kotler & Keller, 2015). Besides, mobile brands are associated with different and degrees of status quo, prestige and reputation which consumers related users can enjoy (Atkin, Wilson, Thach & Olsen, 2017; Zhao, Sun & Kakuda, 2017). Hence, satisfaction obtained from using mobile brands various according

to what the mobile brands offer physically and the intangible psychological benefits that are connected to using particular mobile brands. These insights depict that there is a positive connection between mobile brands and consumer satisfaction. Hence, we can formulate the following hypothesis in conjunction with these established ideas.

- **H_3:** The use of brand mobile telephone brands has no significant and positive influence on customer satisfaction.

2.6.4 The mediating effects of using mobile telephone brands

Currently, it is to the researcher's attention that the mediating effects of using mobile telephone brands on the connection between social media marketing and customer satisfaction have not been explored. This reflection this study's novelty and contributions regarding the notion of branding and its influence on customer satisfaction. However, studies have shown that branding positively affects customer satisfaction. For instance, a study by O' Cass and Viet Ngo (2011) established that branding can be utilized as a tool for achieving customer satisfaction. Such an influence was assumed to be emanating from enhanced customer empowerment, branding and social media marketing related capabilities of the firm.

- **H_4:** The use of mobile telephone brands mediates the relationship between social media marketing and customer satisfaction.

2.7 Conceptual model and research questions

The reviewed empirical ideas reveal that there are connections between SMM, customer satisfaction and mobile telephone brand usage. However, different directional forces have been established to govern these variables. Such can hinder consensus among scholars as to how these variables will interact when examined in similar situations but different contexts. This justifies the need and importance of conducting this study with the aim of establishing a conceptual consensus about the connections between SMM, customer satisfaction and mobile telephone brand usage among university students in Lagos, Nigeria.

Nevertheless, the reviewed studies in support of the link between SMM and customer satisfaction depicted that there is a positive interaction between the two variables. Consequently, this study contributes to the existing literature by extending this link to examine its validity in universities. Additionally, this study explores similar insights related to the influence of social media marketing on mobile telephone brands used by university students. Thus, it contends that social media marketing on mobile telephone brands used by university students are positively connected. Of paramount importance is the link between mobile telephone brands used by university students and how they influence their level of satisfaction (customer satisfaction). As a result, the review led to the establishment of the notion that the use of specific mobile telephone brands by university students positively affects their level of satisfaction. More so, gaps have been noted to exist regarding the mediating effects of using specific mobile telephone brands by university students on the connection between SMM and customer satisfaction. This main argument reflects this study's novelty. Combining these ideas into a single framework ultimately results in the establishment of the following framework.
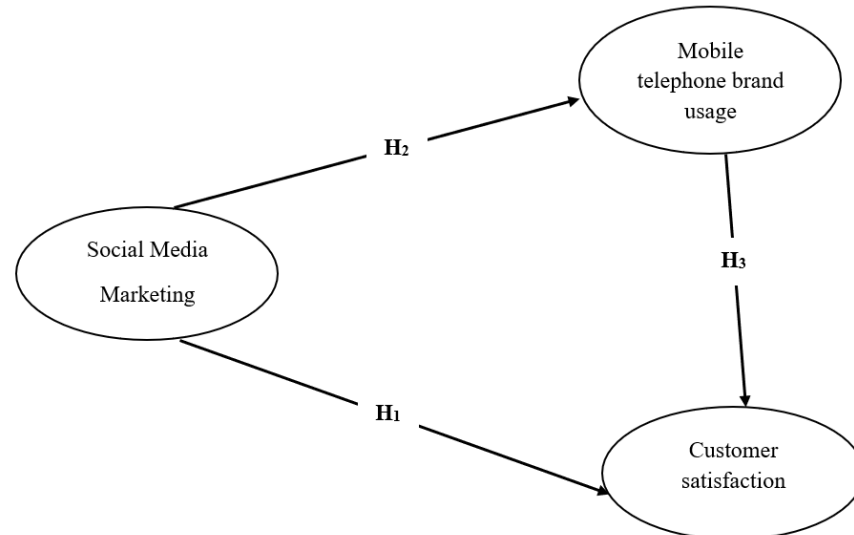
Figure 2.2: Conceptual framework (Researcher, 2020)

Figure 2.2 depicts the established connections between SMM, customer satisfaction and mobile telephone brand usage. Such connections are further illustrating the underlying hypotheses that govern them. This includes the mediating effects of mobile telephone

brands used by a university student on the connection between SMM and customer satisfaction (**H₄**). This conceptual framework results in the establishment of the following primary questions being developed.

- How does social media marketing impact consumer satisfaction through using mobile telephone brands?

- Is there a possibility of using mobile telephone brands mediating the connection between social media marketing and consumer satisfaction? If so, then what is the nature and significance of the mediating effects of using mobile telephone brands mediating the connection between social media marketing and consumer satisfaction?

CHAPTER THREE

METHOD

This chapter provides details of the methodological approaches and steps used to conduct this study. Consequently, the chapter focus on the study participants, measures, procedures, and statistical plans.

3.1 Participants

The study draws ideas from university students in Lagos, Nigeria, studying in five different schools. The School of Arts and Humanities, School of Humanities and Social Sciences, School of Biological Sciences, School of Physical Sciences, and School of Clinical Medicine. Purposive sampling was used in this study to retrieve the required information from the right number and type of study participants (Etikan, Musa & Alkassim, 2016). Furthermore, this was vital for addressing significant study problems in distributing and collecting the students' data (Suen, Huang & Lee, 2014). As a result, a purposive sample of 200 university students from Lagos, Nigeria, was used to fulfil this study's intended purpose. The questionnaires were randomly distributed to the students to ensure that each student has an equal chance of participating in the study (Walliman, 2017).

3.2 Measures

A questionnaire was used to retrieve the required details about the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands. The students' demographic details were established using the information provided in Section One of the question, while Section Two catered for information related to SMM, MTB, and CS. The variable social media marketing comprised of 15 variable elements (Moh'd, 2017; Shabaz, 2018), consumer satisfaction 14 sub-elements (Moh'd, 2017; Wang & Abdullayeva, 2011) while the variable mobile telephone brands 14 sub-elements (Moh'd, 2017) as shown in Table 3.1. However, amendments were made to the adopted sub-variable elements to ensure that the variables remain highly valid ad reliable in addressing

this study's research issues. Consequently, the estimated model social media marketing and mobile telephone brand variables had Cronbach's alpha values of 0.845 and 0.900, which were higher than established previous values except for mobile telephone brand value of 0.798. A five-point Likert scale was used to measure the variables (1=strongly disagree, 2=disagree, 3=not sure, 4=agree, 5= strongly agree). The questionnaires were distributed by hand to the respective departments.

Table 3.1: Research instrument measures and reliability

No.	Variable	Number of items	Empirical Alpha Value (α)	Established Alpha Value (α)
1	Social media marketing	15	0.751	0.845
2	Mobile telephone brands	15	0.898	0.798
3	Customer satisfaction	14	0.834	0.900

3.3 Procedure

The study is a quantitative approach to examining the impact of social media marketing on consumer satisfaction through mobile telephone brands. Such relied on primary data collected using a questionnaire to answer the research questions using the SmartPLS data analysis program. Related empirical information obtained from journals, articles, and books was used to develop theoretical and empirical platforms of examination, which were the key elements of this study. The questionnaire was developed using information obtained from related studies and expert advice provided by the academic supervisor. Facial validity tests were used to ascertain how the students will understand what was required by the questionnaire. Furthermore, this was crucial in ensuring that questionnaire had no errors and guarantees obtaining a high student response rate. Subsequently, the questionnaires were randomly distributed by hand to university students in Lagos, Nigeria. The collected responses were entered into SmartPLS and analyzed to answer the established research questions.

3.4 Statistical plans

The establishment of mobile telephone brands mediating the relationship connecting social media marketing and customer satisfaction warranted Structural Equation Modelling (SEM) as the best suitable approach to examine the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands. SEM revolves around the idea of testing structural connections between latent constructs and measured variables (Dijkstra & Henseler, 2015). Several multiple and interrelated dependencies in a single analysis have been established as feasible when undertaken when SEM is considered (Hair, Hollingsworth, Randolph & Chong, 2017). SEM is a multivariate analytical examination technique used to investigate structural connections (Vermunt & Magidson, 2005). According to Vermunt and Magidson (2005), SEM uses factor analysis and various regression techniques to probe structural links among the variables.

The developed conceptual framework depicted by Figure illustrates that students' customer satisfaction (SCS) is a function of social media marketing (SMM) and mobile telephone brands usage (MTB). This can be illustrated in functional form as follows.

$$SCS = F \{SMM; MTB\} \tag{1}$$

Regression precepts can be integrated into equation (1) results in the following expression.

$$\textbf{SCS} = \alpha + \beta_1\textbf{SMM} + \beta_2\textbf{MTB} + \mu \tag{2}$$

Where α represents a constant, β_1 and β_2 denoting coefficients showing the magnitude of the relationships, and μ representing the error term. Thus, SEM uses equation (2) to analyze the structural connection between the model variables to answer questions relating to the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands. The SEM model was estimated using a data analysis program called SmartPLS.

SEM was crucial for testing the formulated hypothesis (Dijkstra & Henseler, 2015). That is, SEM was used to test the validity of the following hypothesis regarding the impact of

social media marketing on university students' consumer satisfaction through the use of mobile telephone brands.

- **H₁:** Social media marketing positively causes significant improvements in customer satisfaction.
- **H₂:** Social media marketing positively influences the use of mobile telephone brands.
- **H₃:** The use of brand mobile telephone brands causes significant improvements in customer satisfaction.
- **H₄:** The use of mobile telephone brands mediates the relationship between social media marketing and customer satisfaction.

3.5 Reliability and validity tests

Cronbach alpha test was applied in assessing the reliability of the model variables. The decision was to consider variables with alpha values exceeding 0.70 as reliable or having higher internal consistency (Hair, Hollingsworth, Randolph & Chong, 2017). Discriminant validity and construct reliability tests were also conducted to ascertain if the model variables possess the required validity and reliability capable of answering questions related to the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands. The decision was to regard the variables as reliable when their obtained rho_A, and construct reliability exceed 0.80, and average variance extracted values exceed 0.50, respectively (Vermunt & Magidson, 2005). In addition, the estimated model was subjected to a series of a model fitness tests to examine its capacity to provide effective solutions for strategic management purposes of social media marketing and customer satisfaction activities (Dijkstra & Henseler, 2015).

3.6 Ethical considerations

An ethical committee approval was sought from the concerned research institution to undertake this study, and through which the committee evaluated this study's capacity to adhere to acceptable ethical research standards. Written approval was granted to undertake this study (see attached ethical approval confirmation letter after the list of appendices section). The collected findings were strictly for academic purposes and

hence, were not made public. A written notice was provided through the participant consent form that the respondents would be informed if the researcher decides to publish the findings (see Appendix II). Besides, the informants were informed that their participation in the study was voluntary. That is, the students were free to opt out at any point in time.

3.7 Limitations of the study

The major limitation of the study was that it was confined to one university in Lagos Nigeria. Thus, purposive sampling was used to address this issue and other related measures needed to enhance future studies were given as suggestions at the end of the study.

CHAPTER FOUR

RESULTS

4.1 Introduction

The study aims to examine the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands. This was accomplished by applying the structural equation modelling (SEM) technique to determine the structural connections between social media marketing, mobile telephone brands and consumer satisfaction. 200 questionnaires were distributed to university students in Lagos Nigeria and 183 questionnaires were obtained. Thus, the analyzed findings are based on the collected 183 responses. This chapter provides details of the factor analysis, construct reliability and validity, discriminant validity tests, critical path analysis and hypotheses tests result carried out to answer the formulated questions.

4.2 Student demographic profile

The 183 student respondents were comprised of 101 males' students and 82 female students. 43.7% of the students were between the age of 26-35 years, 17% 18-25 years, 20.2% 36-45 years, 14.8% 46-65 years, and 12.0% 66 years and above. 20.8% of the students were from the School of Biological Sciences and 30.1% from the School of Physical Sciences. The rest were from the School of Arts and Humanities (4.4%), School of Humanities and Social Sciences (12%), School of Clinical Medicine (24%) and School of Technology (8.7%). Table 4.1 shows a summary of the Student demographic profile.

Table 4.1: Student demographic profile

Variable	Description	Frequency	Percentages
Gender	Male	101	55.2%
	Female	82	44.8%
	Total	**183**	**100%**
Age	18-25 years	17	9.3%
	26-35 years	80	43.7%
	36-45 years	37	20.2%
	46-65 years	27	14.8%
	66 years and above	22	12.0%
	Total	**183**	**100%**
School	School of Arts and Humanities	8	4.4%
	School of Humanities and Social	22	12.0%
	Sciences	38	20.8%
	School of Biological Sciences	55	30.1%
	School of Physical Sciences	44	24.0%
	School of Clinical Medicine	16	8.7%
	School of Technology	**183**	**100%**
	Total		

4.2.1 Mobile brands used by the students

The findings revealed that of the 183 collected responses, 76 students were using Apple (iPhones), 54 Samsung, 34 Huawei and 19 other mobile brands. As a result, the study proceeded to determine the type of social media platforms used by the university students, and if there were significant differences in social media usage among the university students. The established results are presented in Figure 4.1 and Table 4.2.
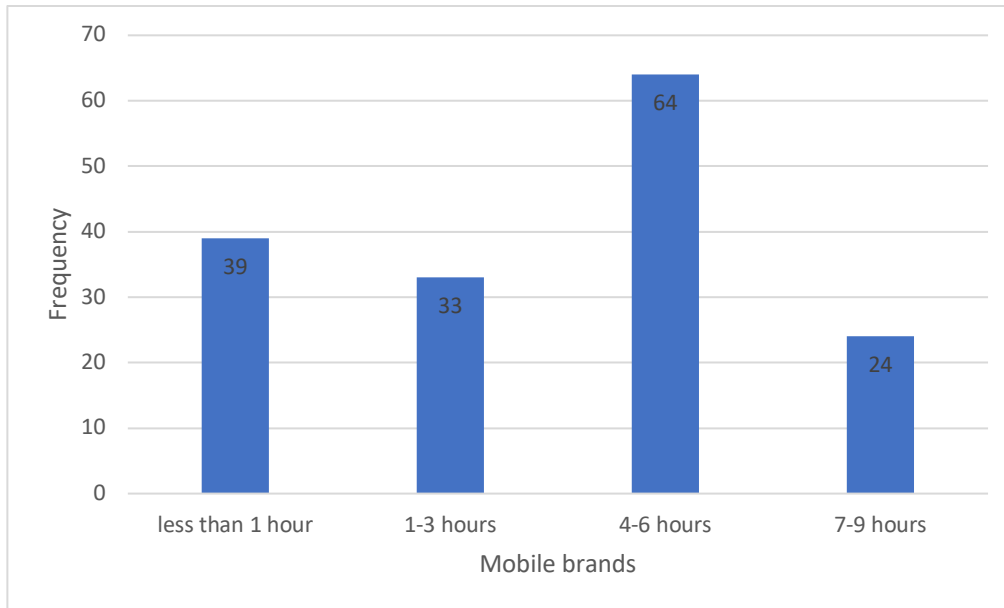
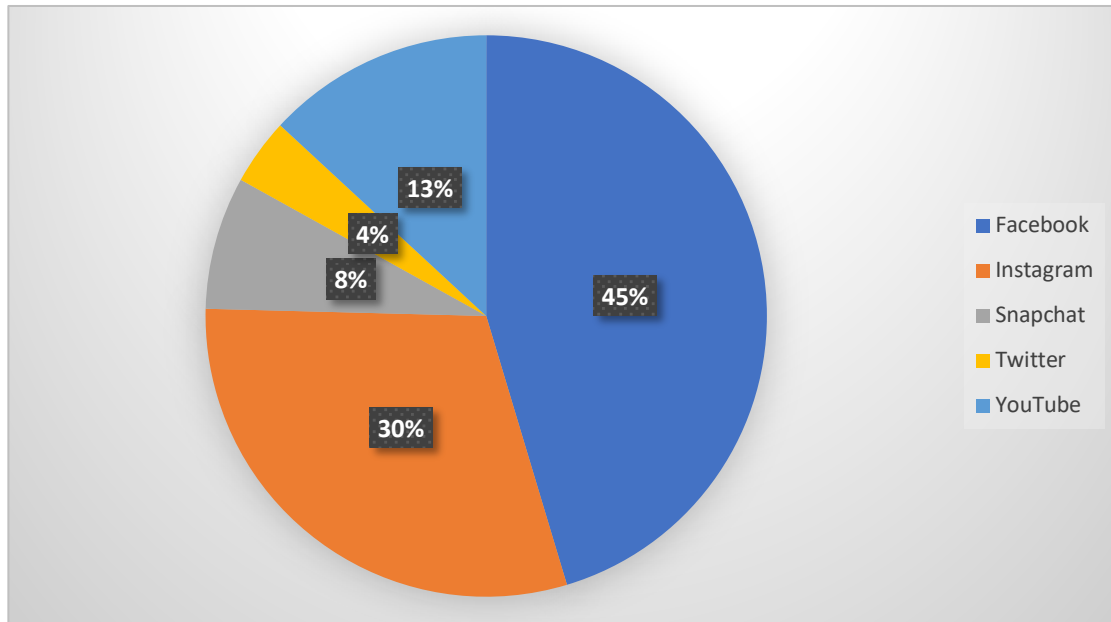**Figure 4.1:** Social media usage among the university students

39 students spent less than 1 hour on social media a day, 33 students spent 1-3 hours on social media a day, 64 students spent 4-6 hours on social media a day, 24 students spent 7-9 hours on social media a day and 23 students spent 10 hours and above (see Figure 4.2).
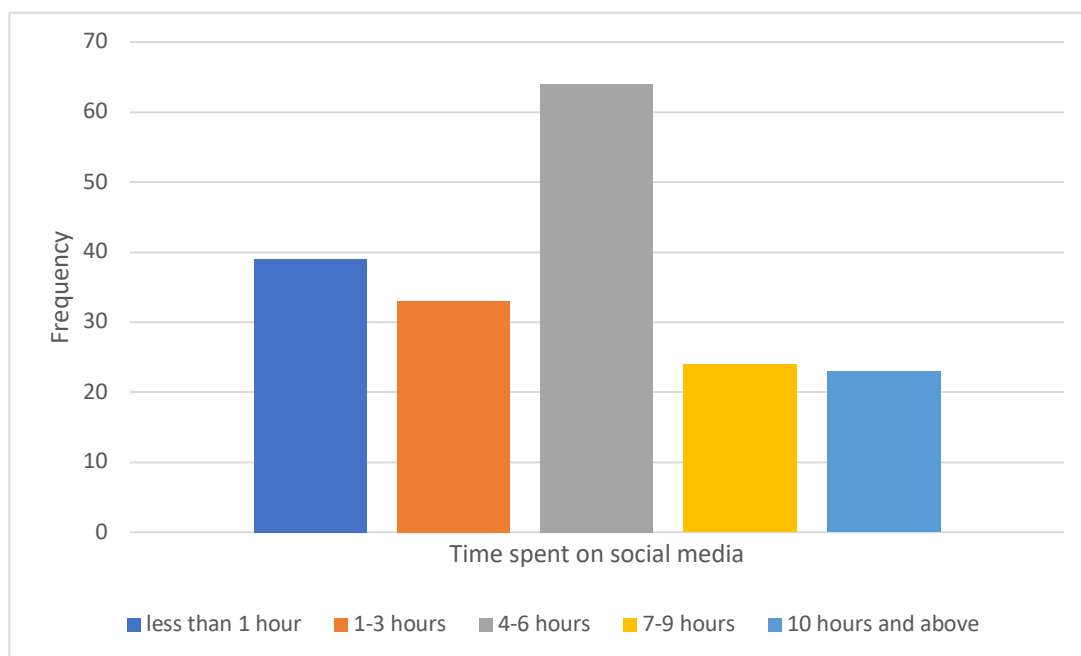
Figure 4.2: Daily time spent on social media usage by the students

4.2.2 Social media usage among the university students

The study devoted attention to determining the type of social media platforms used by university students. Figure 4.3 revealed that 45% of the students used Facebook, 30% Instagram, 13% YouTube, 8% Snapchat and 4% Twitter.

Figure 4.3: Social media usage among the university students

40% of students responded by indicated that social media advertisements cause them to want to find out more information about the product. All the students agreed that the contents (posts, pictures, videos, reviews, etc.) are relevant to them, The contents (posts, pictures, videos, reviews, etc.) are popular among friends or others, they can freely provide their views on the advertising company's social media platform, there are many marketing campaigns (advertisements, videos, images, posts, reviews, etc.) by the brand on social media site, and that they get recommendations/views from their friends first before buying or using any product or services. 12% of the students noted that social media slogans and visuals of the chosen advertisement provide a memorable brand familiarity. Only 2% of the students responded that they react positively to social media advertisements. 24% responded by indicating that they can obtain all the information I want on the advertising company's social media platforms. 13% highlighted that

advertising companies provide them with the necessary product and service feedback on their social media platforms, 33% that companies always respond to their queries or questions on their social media page, 40% that advertising companies always constantly keep their social media platforms updated, and 48% that advertising companies have social media supporting tools that help provide better information. 3% responded by indicating that the brand uses applications (mobile apps) and different platforms (social media, website, email, SMS, telephone, etc.) in promoting their products and services.

Furthermore, an independent t-test was applied to determine if there were significant differences in social media usage among university students in Lagos, Nigeria. The Independent t-test results show that there were significant differences in social media usage among university students in Lagos, Nigeria because the p-value is significant at 0.01 level.

Table 4.2: Independent t-test results

	t	df	Sig. (2-tailed)	Mean Difference
Social media platform	20.732	182	.000	2.09290

4.3 Factor analysis results

Table 4.3 provides details of the conducted factor analysis tests. It was established that all the variables had factor loadings above 0.70 and hence this implied that five factors strongly influenced the variable customer satisfaction, 4 factors strongly influenced the variable mobile telephone brands and 9 factors strongly influenced the variable social media marketing.

Table 4.3: Factor analysis results

	Customer Satisfaction	Mobile Telephone Brands	Social Media Marketing
CS10	0.817		
CS12	0.798		
CS13	0.734		
CS2	0.759		
CS9	0.819		
MBI1		0.795	
MBI11		0.827	
MBI13		0.787	
MBI14		0.748	
SM1			0.763
SM11			0.727
SM12			0.730
SM13			0.706
SM2			0.755
SM3			0.796
SM4			0.750
SM8			0.738
SM9			0.740

VIF values were computed to determine the existence of multicollinearity issues among the model variables. Since all the variables had VIF values that were below 3.5, it was, therefore, concluded that there were multicollinearity issues among the variables. Hence, the study proceeded to determine the discriminant and construct validity of the model variables. The established results are exhibited in Table 4.4.

Table 4.4: Outer VIF Values

Variable elements	VIF
CS10	1.977
CS12	1.849
CS13	1.579
CS2	1.628
CS9	1.999
MBI1	1.844
MBI11	1.937
MBI13	1.687
MBI14	1.518
SM1	2.166
SM11	2.246
SM12	2.022
SM13	1.637
SM2	2.434
SM3	3.176
SM4	2.313
SM8	1.864
SM9	2.090

4.4 Construct reliability and validity tests

Construct reliability and validity tests were performed using a combination of Cronbach's Alpha, rho_A, Composite Reliability, Average and Variance Extracted (AVE). Table 4.3 results depict that all the variables had Cronbach's alpha values exceeding 0.70 [(Customer Satisfaction (0.845); Mobile Telephone Brands (0.798); Social Media Marketing (0.90)]. Therefore, this showed that the variables were reliable in explaining the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands.

Table 4.5: Construct reliability and validity tests

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.845	0.848	0.890	0.618
Mobile Telephone Brands	0.798	0.800	0.869	0.624
Social Media Marketing	0.900	0.900	0.918	0.555

RhoA and CR values were above 0.80 while AVE was above 0.50 and this implied that the variables had high discriminant validity (Mohajan, 2017; Thanasegaran, 2009). Such entails that the variables were valid to address the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands.

4.4 Discriminant validity tests

Fornell-Larcker Criterion was used to perform the discriminant validity tests and the decision was to accept the variables as having discriminant validity when the diagonal values are greater than column and row values (Zaiţ & Bertea, 2011). That is, diagonal values of 0.786 between customer satisfaction, 0.790 mobile telephone brands, and 0.745 between social media marketing itself being greater than 0.686, 0.660, and 0.604. Hence, inferred that the variables customer satisfaction, mobile telephone brands, and social media marketing possessed the required discriminant validity to explain the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands.

Table 4.6: Fornell-Larcker Criterion

	Customer Satisfaction	Mobile Telephone Brands	Social Media Marketing
Customer Satisfaction	0.786		
Mobile Telephone Brands	0.686	0.790	
Social Media Marketing	0.660	0.604	0.745

The HTMT criterion was applied as part of efforts to further ascertain the validity of the model variables. The decision was to consider the variables as having the desired discriminant validity when the obtained HTMT values were less than 0.90 (Zaiţ & Bertea, 2011). Table 4.7 confirms that the variables customer satisfaction, mobile telephone brands, and social media marketing possessed the required discriminant validity to explain the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands.

Table 4.7: Heterotrait-Monotrait Ratio (HTMT)

	Customer Satisfaction	Mobile Telephone Brands	Social Media Marketing
Customer Satisfaction			
Mobile Telephone Brands	0.835		
Social Media Marketing	0.749	0.706	

4.5 Model fitness tests

The model results depict that both the saturated and estimated models have SRMR values of 0.071 each which are less than 0.08. Therefore, this depicts that discrepancies between the saturated and estimated model are limited (Hanseler et al., 2014). Hence, the estimated model is free from misspecification issues. Model fit was also established because the d_ULS and d_G values are non-significant. In addition, the Chi-square of 384.955 is significant at 0.01 level implying that the model is fit and does not suffer from any misspecification issues.

Table 4.8: Fit Summary

	Saturated Model	Estimated Model
SRMR	0.071	0.071
d_ULS	0.860	0.860
d_G	0.381	0.381
Chi-Square	384.955	384.955*
NFI	0.789	0.789

SRMR: Standardized Root Mean Squared Residual; NFI: Normalised Fit Index
* Significant at 0.001

4.6 Critical path analysis

Path coefficients were obtained from the regression analysis conducted using SEM with the aid of SmartPLS. The results depict that social media marketing positively influences customer satisfaction by 0.386. Such confirms similar suggestions made by Ramanathan, Subramanian and Parrott (2017)) contending that enhances customers' trust in firms and

contention with products and services offered. Students are satisfied when they are fully convinced that they have bought the right product and that the products or services will correctly and effectively serve the intended purpose. Besides, the idea of social media positively predicting changes in customer satisfaction are linked to students being capable of making rational decisions (Agnihotri, Dingus, Hu & Krush, 2016). That is, information obtained by customers through social media allows them to make correct decisions that maximize their satisfaction levels (see Figure 4.4).
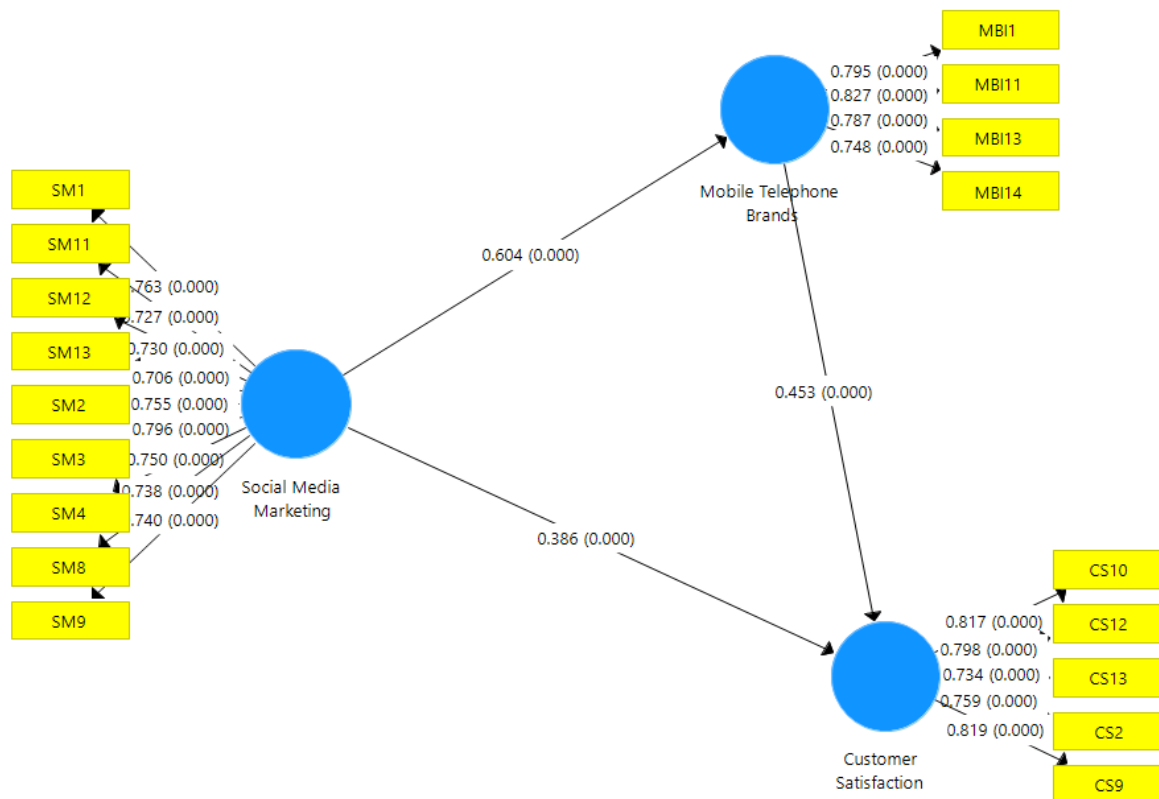
Figure 4.4: A path analysis

Social media provides customers with vital information needed in making rational decisions. With the high prevalence and diverse social media platforms, customers can easily access information using electronic word of mouth about certain products. Additionally, such information can be used to determine whether they should buy particular product or services, if so, then from which supplier or firm (Agnihotri, Dingus, Hu & Krush, 2016; Gu & Ye, 2014; Nunan, Sibai, Schivinski & Christodoulides, 2018).

Information provided to customers on social media platforms is essential and plays a vital role in reviewing aspects like trust, services quality, etc., through the aid of online reviews that are accessible to customers (Kim & Park, 2017). All these social media informational roles help customers to avoid making wrong choices leading them to buy the best products and services at affordable prices from reputable firms. Consequently, the level of satisfaction enjoyed from such activities will be high. Hence, this explains the positive interaction between social media marketing and customer satisfaction.

The results also show that social media marketing positively influences mobile telephone brands used by students. This reaffirms similar results established by Al-Zyoud (2018) suggesting that social media marketing builds brand familiarity. Thus, a vast number of mobile telephone brands by students are a result of the increased familiarity with such brands. Possible reasons can also be linked to social media marketing building the status quo relating to the use of specific mobile brands such as the iPhone. Effective social media marketing triggers high mobile brand popularity levels among student customers and non-students' customers. Hence, hypothesis 2 led to the conclusion that social media marketing has significant positive effects on mobile telephone brands usage.

Table 4.9: Hypothesis results

No.	Hypothesis	Tests method	Results	Decision
H_1	Social media marketing has no significant positive effects on customer satisfaction.	SEM	0.005	Reject
H_2	Social media marketing has no significant positive positively effects on the use of mobile telephone brands.	SEM	0.000	Reject
H_3	The use of brand mobile telephone brands has no significant and positive influence on customer satisfaction.	SEM	0.000	Reject

Figure 4.4 led to the conclusion that using mobile telephone brands positively and significantly affects customer satisfaction by 0.453. Hence, **H_3** was rejected and conclusions were made that the use of brand mobile telephone brands has a significant positive effect on customer satisfaction. This realigns with related studies asserting that

mobile brands are associated with different degrees of status quo, prestige and reputation which consumers related users can enjoy (Atkin, Wilson, Thach & Olsen, 2017; Zhao, Sun & Kakuda, 2017).

Modelling the effects of social media marketing on mobile telephone brands was associated with an R-square value of 0.789. Such entails that social media marketing explained changes in mobile telephone brands by 78.9%. Hence, other variables excluded from the model accounts for 21.1% of the changes in mobile telephone brands (see Table 4.10). Additionally, there is an insignificant difference between the estimated model's R-square (0.789) and adjusted R-square (0.789). This entails that the model is correctly specified and does not have any misspecification issues.

Table 4.10: Model summary results

Model	R-square	Adjusted R-square
Social media marketing --> mobile telephone brands	0.789	0.786
Mobile telephone brands--> customer satisfaction	0.813	0.809

Table 4.10 also denotes that mobile telephone brands explained changes in customer satisfaction by 81.3%, and hence, other variables excluded from the model account for 18.7% of the changes in customer satisfaction. The Mobile telephone brands-customer satisfaction model was also correctly specified because of the insignificant difference between the estimated model's R-square (0.813) and adjusted R-square (0.809).

4.7 Indirect effects

The study findings depict that social media has indirect effects of 0.27 on customer satisfaction. This is because **H₄** was rejected. Hence, it was accepted that mobile telephone brands positively and significantly mediate the relationship between social media marketing and customer satisfaction. This implies that social media has positive indirect effects on the relationship between the use of mobile telephone brands and customer satisfaction.

Table 4.11: Indirect effects

Hypothesis	Coefficient	t-statistics	p-value
H₄	0.27	5.83	0.000

H₄: The use of mobile telephone brands has no significant and positive mediating effects on the

relationship between social media marketing and customer satisfaction.

The obtained results can be summarized using the hypotheses test results shown in Table 4.10 depicting that all the null hypotheses were accepted at 0.05 level. Thus, denoting the existence of positive effects and mediating effects between the variables.

CHAPTER FIVE

CONCLUSIONS, RECOMMENDATIONS AND SUGGESTIONS FOR FUTURE STUDIES

5.1 Conclusions

The study primarily aims to examine the impact of social media marketing on consumer satisfaction through mobile telephone brand image. Such was part of efforts to illustrate the possibility of students' use of mobile telephone devices mediating the connection between social media marketing and customer satisfaction. This was the wake of studies neglecting the mediating effects of mobile telephone devices in students learning activities socialization activities and other life activities.

Preliminary findings established using an independent t-test to determine if there were significant differences in social media usage among university students in Lagos, Nigeria showed that there were significant differences in social media usage among university students in Lagos, Nigeria. Such implies that students have got different tastes and preferences regarding the type of mobile telephone brands they use. This subsequently led to inferences being established that the amount of time spent on social media influences university students' level of satisfaction enjoyed from using various mobile telephone brands. This significantly matches related existing findings.

SEM approach was applied to examine the impact of social media marketing on consumer satisfaction through using mobile telephone brands. The results showed that social media marketing positively influences consumer satisfaction. This is possible because social media provides consumers with product and service information needed to decide if they should buy the products or services. These findings have been established to align with related previous studies and suggest that consumers' satisfaction is maximized when they buy the right products at the desired price with ease and getting to enjoy the product and services' features. Such is facilitated through the aid of social media marketing. More so, students are satisfied when they are fully convinced

that they have bought the right product and that the products or services will correctly and effectively serve the intended purpose. Besides, social media's idea of positively predicting customer satisfaction changes is linked to students being capable of making rational decisions. Information obtained by customers through social media allows them to make correct decisions that maximize their satisfaction levels.

Studying the effects of social media marketing on customer satisfaction have been prominently examined by academic studies. Notable findings denote that there is a positive interaction linking social media marketing and customer satisfaction. This study's findings have proved this assertion to be valid, especially in the context of the education sector. Such has not been duly acknowledged and modelling such effects by incorporating the mediating effects of mobile telephone brands had also been another empirical gap that needed to be filled. As a result, it can be said that social media is essential and provides customers vital information required in making rational decisions regarding the purchasing of products and services. Such can be easier and less costly conducted because of the high prevalence and diverse social media platforms available. Thus, customers can easily access information using electronic word of mouth about certain products for various decision making and buying behavior purposes. This study has successfully demonstrated that information acquired from social media platforms can be used to determine whether they should buy products or services. Moreover, the application of such information extends to a point where customers can decide from which supplier, or they have to buy the products or services. Besides, the information provided to customers on social media platforms is essential and plays a vital role in reviewing aspects like trust, and services quality. There are numerous ways through which social media positively affects customer satisfaction and the study results have alternatively suggested that social media reviews and other social media informational roles help customers to avoid making wrong choices leading them to buy the best products and services at affordable prices from reputable firms. Consequently, the level of satisfaction enjoyed from such activities will be high. Hence, this explains the positive interaction between social media marketing and customer satisfaction.

The study established similar results that confirm assertions by previous examinations about the effects of social media marketing on mobile telephone brands used by students. Hence, null hypothesis two was rejected and inferences were made that social media marketing has significant positive effects on mobile telephone brands used by students. Thus, using social media to market products and services builds brand familiarity. Social media marketing also enhances high mobile brand popularity levels among student customers and non-student customers.

At this juncture, the results of this study do affirm that using mobile telephone brands positively and significantly affects customer satisfaction because H_3 was rejected. Hence, this study contributes to existing studies by reiterating that using brand mobile telephone brands has significant positive effects on customer satisfaction. This is because using different mobile brands is associated with different forms and degrees of status quo, prestige and reputation which related users can enjoy from.

The study's novelty and originality have been demonstrated through attempts to determine if there was a possibility of using mobile telephone brands mediating the connection between social media marketing and consumer satisfaction. The SEM findings reaffirmed that mobile telephone brands mediate the connection between social media marketing and consumer satisfaction. Hence, this denotes that social media marketing influences the type of mobile brands used by students, which causes mobile brands to influence students' satisfaction obtained from using such mobile telephones. There are positive and significant mediating effects of using mobile telephone brands linking the connection between social media marketing and consumer satisfaction.

Related studies examining both the determinants and effects of customer satisfaction do not acknowledge and address the importance of customer satisfaction in triggering brand loyalty, whose effects are two-way because of loyal customers and satisfied customers. Such has not been integrated into related studies, and this study contributes to existing studies by highlighting the importance of studying customer satisfaction and projecting its possible effects on other organizational strategies.

5.2 Recommendations

The study findings depicted that positive interactions are linking social media marketing, consumer satisfaction and the use of mobile telephone brands. Hence, recommendations were made in line with these findings as follows.

- Social media marketing strategies must target areas, services, needs and wants that are of vital importance to students. Such will be done by designing social media programs that meet and satisfy students' basic, surprise and expected forms of demand.

- Institutions should use attractive names, slogans, philosophies and packages to enhance the appearance and attractiveness of their brands to enhance customer satisfaction.

- There is a greater need for universities to introduce mobile applications suitable for use by all existing mobile brands to enhance students' satisfaction.

- There is a need to providing required and relevant information to students reliably, correctly and timeously.

- Institutions must provide high-quality products and services that meet expected and set standards to promote brand loyalty and increase satisfaction.

5.3 Theoretical and empirical implications

Results established by this study are valid and reliable and hence, can be used to provide theoretical and empirical understanding about the impact of social media marketing on consumer satisfaction through using mobile telephone brands. Such has been supported by the established VIF values which refuted the existence of multicollinearity issues among the model variables. The study can be used for practical purposes because the estimated model does not have misspecification issues.

The study can be used for providing an enriching understanding of the interaction between social media marketing, consumer satisfaction and the use of mobile telephone brands. Connections linking social media marketing, consumer satisfaction and the use of mobile telephone brands have not been dully empirically examined due to a lack of

theoretical insights linking the connections. Thus, the study addressed these issues and highlights the existence of positive interactions between social media marketing, consumer satisfaction and the use of mobile telephone brands. Such is vital for developing conceptual models that can be used further related understanding.

The study's practical implications denote the importance of using social media marketing by universities and non-academic institutions to promote brand loyalty and enhance the reputation of their brands. Furthermore, the study practically infers that organisational managers should use social media to enhance customer satisfaction. Of paramount importance is the notion that branding has a significant implication on customer satisfaction. Hence, managers should rebrand their products to enhance customer satisfaction.

5.4 Suggestions for future studies

Since the study's significant limitation was it being confined to one of 200 university students in Lagos, Nigeria, the study suggests that future studies must conduct cross-examinations of various university students in Lagos, Nigeria. Such can include conducting a comparative analysis of social media marketing's influence on public and private university students' customer satisfaction. Such will be crucial in engaging a vast number of students and ensuring that the findings reflect the actual Nigerian universities' social media marketing and students' satisfaction activities.

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LIST OF APPENDICES

Appendix I: Research Questionnaire

NEAR EAST UNIVERSITY

DEPARTMENT OF MARKETING

THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER SATISFACTION THROUGH THE USE OF MOBILE TELEPHONE BRANDS

Dear Participant

I invite you to take part in a survey being conducted in partial fulfilment of the requirements of a master's degree in Marketing and seek your views on the impact of social media marketing on consumer satisfaction through the use of mobile telephone brands. The survey is being conducted to collect feedback from university students on their views about how social media marketing and mobile telephone brand image influence university students' level of satisfaction enjoyed from using particular mobile telephone brands.

While you will not experience any direct benefits from participation, information collected in this study may benefit the profession of marketing in the future by better understanding the role and implications of social media marketing on customer satisfaction. Participation in this survey is highly valued, but voluntary. You are free to withdraw consent at any time. We will fully protect your anonymity and the confidentiality of your response within the limits of the law.

Please note that your response is private and confidential. Individual respondents will not be identified in any data or reports, and survey responses will not be linked with enrolment records. The survey should take about 10 minutes to complete. By completing and submitting this survey, you are indicating your consent to participate in the study. Your participation is appreciated. If you have any questions about this survey or would like further information, please contact me for further information, or you may contact the Thesis Supervisor, Asst. Prof. Dr. Ahmet Ertugan at Near East University using the details provided below.

Thank you for considering your involvement in this survey.

Yours sincerely
Anita Nnenna Ukpabi (Miss)

Anita Nnenna Ukpabi
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Tel: +971545727489

Asst. Prof. Dr. Ahmet Ertugan
Advisor, Near East University
Department of Marketing
Email: ahmet.ertugan@neu.edu.tr

SECTION ONE: DEMOGRAPHY SECTION

1. Gender	
☐ Male	☐ Female
2.. Age	
☐ 18-25 years	☐ 26-35 years
☐ 36-45 years	☐ 46-65 years ☐ 66 years and above

3. Under which school does your program of study fall under?	
☐ School of Arts and Humanities	☐ School of Humanities and Social Sciences
☐ School of Biological Sciences	☐ School of Physical Sciences
☐ School of Clinical Medicine	☐ School of Technology
4. Which mobile brand do you use?	
☐ Apple	☐ Samsung
☐ Huawei	☐ Other
5. Which social media platform do you use the most?	
☐ Facebook	☐ Instagram
☐ Snapchat	☐ Twitter
☐ YouTube	☐ Other
6. How many hours per day do you spend on social media?	
☐ Less than 1 hour	☐ 1-3 hours
☐ 4-6 hours	☐ 7-9 hours
☐ 10 hours and above	

SECTION TWO: INFORMATIVE SECTION

This section contains statements that measure the impact of social media marketing on customer satisfaction through brand image. Please tick your response according to the following scale:

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

		1	2	3	4	5
	Social media marketing					
7	Social media slogans and visuals of the chosen advertisement provide a memorable brand familiarity.					
8	Social media advertisements cause me to want to find out more information about the product.					
9	I react positively to social media advertisements.					
10	I can obtain all the information I want on the advertising company's social media platforms.					
11	I can freely provide my views on the advertising company's social media platform.					
12	Advertising companies provide me with the necessary product and service feedback on their social media platforms.					
13	There are many marketing campaigns (advertisements, videos, images, posts, reviews, etc.) by the brand on social media site.					
14	Companies always respond to my queries or questions on their social media page.					
15	Advertising companies always constantly keep their social media platforms updated.					
16	Advertising companies have social media supporting tools that help provide better information.					
17	The contents (posts, pictures, videos, reviews, etc.) are relevant to me.					
18	The contents (posts, pictures, videos, reviews, etc.) are popular among friends or others.					
19	The brand uses applications (mobile apps) and different platform (social media, website, email, SMS, telephone, etc.) in promoting their products and services.					
20	There are many marketing campaigns (advertisements, videos, images, posts, reviews, etc.) by the brand on social media site.					
21	I get recommendations/views from my friend first before buying or using any product or services					

		1	2	3	4	5
	Customer satisfaction					
22	I am satisfied with the advertising company's webpage.					
23	The company's webpage or website responds fast.					
24	The advertising company's webpage layout makes it easy for me to find what I want.					
25	The advertising company's social media platforms are appealing to look at.					
26	The advertising company's social media platforms always keep me well informed.					
27	The advertising company's webpage offers several services to choose from.					
28	I am satisfied with the advertising company's promotional offers on its social media pages.					
29	I am well informed of the promotional offers available on the company's social media platforms.					
30	I feel happy after every visit the company's website/webpage.					
31	The company's service exactly meets my expectations and requirements.					
32	The company always exceed in my expectation while offering me the services.					
33	The advertising company apologises if they fail to serve me on time.					
34	The probability that I will buy the product/service is very high.					
35	I will buy the product/service next time when I need it.					
	Brand image					
36	I will recommend the product/service to my friends or other consumers via social media.					
37	Recommendations by friend make me feel confident in buying the product or service.					
38	I think the online reviews (number of likes, shares, comments, ratings, etc.) are helpful for my decision making when I buy a product/service.					
39	I often read online reviews (number of likes, shares, comments, ratings, etc.) on products/services from different brands, and I think they are generally informative					
40	I have positive feelings about my favourite brand and therefore plan to remain a consumer of my favourite brand.					
41	I feel loyal to the brand because they regularly offer rewards (discounts, free gifts, etc.) to engage with me.					
42	I am willing to spend more time and to pay more if I am satisfied with this brand.					
43	I feel secure when I buy this brand because I know that this brand will never let me down.					
44	When I need to buy a product/service, my first thought is this brand.					
45	It is likely that I will continue buying a product/service from the brand in the future.					
46	I am aware of this brand.					
47	I have a bad opinion about this brand.					
48	I have a good opinion about this brand					
49	I know what this brand stands for.					
50	I am very committed to this brand.					

Thank you for your participation

Appendix II: Participant Information Sheet

NEAR EAST UNIVERSITY

The Impact of Social Media Marketing on Consumer Satisfaction Through the Use of Mobile Telephone Brands

My name is Anita Nnenna Ukpabi and I am currently undertaking a study titled '***The Impact of Social Media Marketing on Consumer Satisfaction Through the Use of Mobile Telephone Brands'***. This study is in partial fulfilment of the requirements of a master's degree in English Language Teaching at Near East University. The purpose of the study is to examine the how social media marketing and mobile telephone brand image affect the level of satisfaction enjoyed by university students from using certain mobile telephone brands.

I would like to invite you to take part in this research study. Before you decide whether to take part or not, I would like you to understand why the research is being done and what it would involve for you. Please take a few moments to read the following information carefully and take time to decide whether you wish to take part or not. If you would like more information or have any questions, please contact the research team.

What is the purpose of the study?

The purpose of the study is to examine the impact of social media marketing on consumer satisfaction through mobile telephone brand image. Your experiences will help us to identify any strategies that need to be made to improve the level of satisfaction enjoyed by mobile telephone users in Nigeria to increase their level of satisfaction.

Do I have to take part?

No, taking part is voluntary. If you would prefer not to take part, you do not have to give a reason. If you decide to take part, we will ask you to provide verbal consent prior to taking part. You are free to withdraw at any time, without giving a reason.

What will taking part involve?

The questionnaires will be distributed by hand to university students in Lagos, Nigeria and seek to obtain your views on the way's social media marketing and mobile telephone brand image affect the level of satisfaction enjoyed by university students from using certain mobile telephone brands. Each questionnaire takes about 5 minutes to complete.

Will you pay my expenses?

Unfortunately, we are unable to pay you for your time.

What are the possible risks and benefits from taking part?
We cannot promise that taking part will benefit you directly. By taking part you will help us to understand and identify any strategies that need to be made to improve the level of satisfaction enjoyed by mobile telephone users in Nigeria so as to increase their level of satisfaction. The results may be used in the future to improve treatment services. We do not plan to cover any sensitive or embarrassing issues. However, if you feel uncomfortable to continue participating in the study, you can opt out at any point in time.

Will my taking part in this study be kept confidential?
Yes. The identity of people taking part in the study will only be made known to the department of Social Sciences at Near East University.

Will the information I provide remain confidential?
Yes. Any information you provide will remain confidential with the researcher. Your information will be securely stored by the researcher according to university policy in a way that means you cannot be identified from the information you give us.

What will happen to the results of the study?
The results of the study will provide information about strategies that help to deal with the problem of an invisible culture of violence and develop measures that promote and foster peace. The findings may be published in a scientific journal or presented at a conference. However, your identity will remain anonymous in all publications and presentations of the findings.

Who is organising and funding the research?
The study is organised by the department of Social Sciences at Near East University as part of a master's degree thesis and the research project is not funded.

Who has reviewed the study?
This research has been looked at by an independent group of people, called a Research Ethics Committee, to protect your interests. This study has been reviewed and approved by Near East University Research Ethics Committees – North Cyprus.

Where can I get more information?
If you require further information about the study, you can contact the following individuals:

Researcher   **Thesis Supervisor**
Anita Nnenna Ukpabi   Asst. Prof. Dr. Ahmet Ertugan
Student No: 20147174   Advisor, Near East University
Master's Student, Near East University   Department of Marketing
Department of Marketing   Email: ahmet.ertugan@neu.edu.tr
Email: robertanjezz@gmail.com
Tel: +971545727489

ETHICAL APPROVAL

YAKIN DOĞU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

17.12.2020

Dear Anita Nnenna Ukpabi

Your application titled **"The Impact of Social Media Marketing on Consumer Satisfaction Through the Use of Mobile Telephone Brands"** with the application number YDÜ/SB/2020/844 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

Direnc Kanol

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.

SIMILARITY INDEX

Anita

ORIGINALITY REPORT

7% SIMILARITY INDEX	5% INTERNET SOURCES	5% PUBLICATIONS	2% STUDENT PAPERS

PRIMARY SOURCES

1. Ebuka Christian Ezenwafor, Adeola A. Ayodele, Chukwudi Ireneus Nwaizugbo. "Social Media Marketing and Brand Loyalty Among Online Shoppers in Anambra State, Nigeria", Journal of Electronic Commerce in Organizations, 2021
Publication — 1%

2. freedomrunners.org
Internet Source — 1%

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4. Elise Devereux, Louise Grimmer, Martin Grimmer. "Consumer engagement on social media: Evidence from small retailers", Journal of Consumer Behaviour, 2019
Publication — <1%

5. Submitted to University of New York in Tirana
Student Paper — <1%

6. revistaclinicapsicologica.com
Internet Source — <1%