



NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
MASTER OF BUSINESS ADMINISTRATION PROGRAM

THE IMPACT OF GRAPHIC DESIGN ADVERTISEMENTS ON BRANDING EFFECTIVENESS AND THE ROLE OF SOCIAL MEDIA

FARES KHRREB

MASTER'S THESIS

NICOSIA
2021

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NICOSIA
2021

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ACKNOWLEDGEMENTS

I thank God first of all for giving me the strength and I would like to thank my supervisor Asst. Prof. Dr. Ahmet Ertugan, whose expertise was invaluable in the formulating of the research topic and methodology, in particular, this work would not have been possible without him. Further, I would like to thank all the family members who haven't saved their support and support as well as the financial and psychological assistance I wished my loving parents long and healthy lives and who made every effort to complete my education in Cyprus. I want to thank my professors from the Near East University and all the people who have helped me to expand my abilities and knowledge direct and indirectly.

ABSTRACT

THE IMPACT OF GRAPHIC DESIGN ADVERTISEMENTS ON BRANDING EFFECTIVENESS AND THE ROLE OF SOCIAL MEDIA

The current expansions in the field of IT have had a significant influence on corporate fundamental marketing methods and approaches for consumers. Graphic design commercials are increasingly utilized to achieve strategic goals, such as marketing research, advertising, and branding. Today's dynamic firms employ graphic design advertisements effectively in social media to increase their reach. The growth of social media has given current dynamic companies tremendous opportunities to collaborate with their target consumers and to establish powerful networks. The paper discusses the impact on brand efficiency and the function of social media via graphical design advertisements. It is empirical research in which a structured questionnaire has been disseminated by convenience sampling among 315 respondents. The results for the reliability, correlation, and regression outcomes for the study were analyzed using SPSS version 26. The findings showed that a) There is a positive relationship between graphic design advertisements on branding effectiveness; b) Social media positively moderates the effect of graphic design advertisements on branding effectiveness. The study supplied the graphic designers and publicity companies with useful advice to build social media content in brand communities that differ from typical advertising platforms and are even more unique. While restricted resources and timescales were confronted by the research project, other moderating factors were provided for the quantitative model to be evaluated and a longitudinal study needed for better accuracy and pragmatic input from consumers was offered. The research offered shows overall that the active presence of graphic design advertisements in social media not only contributes to strong customer interactions but also branding effectiveness.

Keywords: Graphic design advertisements, branding effectiveness, social media.

ÖZ

GRAFİK TASARIM REKLAMLARININ MARKA ETKİNLİĞİ ÜZERİNE ETKİSİ VE SOSYAL MEDYANIN ROLÜ

BT alanındaki mevcut genişlemeler, tüketiciler için kurumsal temel pazarlama yöntemleri ve yaklaşımları üzerinde önemli bir etkiye sahip olmuştur. Pazarlama araştırması, reklamcılık ve markalaşma gibi stratejik hedeflere ulaşmak için grafik tasarım reklamları giderek daha fazla kullanılmaktadır. Günümüzün dinamik firmaları, erişimlerini artırmak için sosyal medyada grafik tasarım reklamlarını etkin bir şekilde kullanıyor. Sosyal medyanın büyümesi, mevcut dinamik şirketlere hedef tüketicileriyle işbirliği yapmak ve güçlü ağlar kurmak için muazzam fırsatlar verdi. Makale, grafik tasarım reklamları aracılığıyla marka verimliliği ve sosyal medyanın işlevi üzerindeki etkisini tartışıyor. Yapılandırılmış bir anketin 315 katılımcı arasında uygun örnekleme yoluyla yayıldığı deneysel bir araştırmadır. Çalışmanın güvenilirlik, korelasyon ve regresyon sonuçlarına ilişkin sonuçlar SPSS 26 sürümü kullanılarak analiz edilmiştir. Bulgular şunu göstermiştir: a) Marka etkinliği konusunda grafik tasarım reklamları arasında pozitif bir ilişki vardır; b) Sosyal medya, grafik tasarım reklamlarının markalaşma etkinliği üzerindeki etkisini olumlu bir şekilde yönetir. Çalışma, grafik tasarımcılara ve tanıtım şirketlerine, tipik reklam platformlarından farklı ve daha da benzersiz olan marka topluluklarında sosyal medya içeriği oluşturmak için yararlı tavsiyeler sağladı. Kısıtlı kaynaklar ve zaman ölçekleri araştırma projesi ile karşı karşıya getirilirken, nicel modelin değerlendirilmesi için diğer moderasyon faktörleri sağlanmış ve tüketicilerden daha iyi doğruluk ve pragmatik girdiler için gerekli olan boylamsal bir çalışma önerilmiştir. Sunulan araştırma, genel olarak, grafik tasarım reklamlarının sosyal medyadaki aktif varlığının yalnızca güçlü müşteri etkileşimlerine değil, aynı zamanda marka etkinliğine de katkıda bulunduğunu göstermektedir.

Anahtar Kelimeler: Grafik tasarım reklamları, markalaşma etkinliği, sosyal medya.

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CHAPTER ONE:

INTRODUCTION:

1.1 Background:

Communication is much more physically focused in today's culture. Prints or literary cultures are replaced by visual cultures (Rodríguez Estrada & Davis, 2015). To offer greater value to graphic design. Brands used it to demonstrate who they are physical. Therefore, when consumers contact a brand, visual stimuli including logos, types, colours, characters, styles, and other characteristics are often present; which decide the image of the brand (McQuarrie & Phillips, 2008). These components are related to the brand and help clients define it.

Social media platforms have become imperative to our industry today, so brands need to extend their reach online. The Internet enables brand experience and brand participation in cultures by improving the engagement that contributes to brand loyalty, promotes faith, and provides customers a greater value. Just four to eight seconds are needed for the public to be impressed in the online environment, so it is necessary to use attractive graphics. The look, mood, purpose, and message a company needs to express are inspired by graphic design (Abdel-Rahim & Ali, 2016). The goal is to create a look and feel that harmonizes visual contact so that the brand is more reflected in the market. The graphic design of visual contact evolves as people change their desires. New features were provided under the control of digital technology, contributing to an arsenal of online resources that allow for convincing visual content creation. Furthermore, by using multiple design features, a distinction in the competition is made, the reputation of a brand is enhanced and consumer satisfaction increased (Magrath & McCormick, 2013). The brand is linked to its public through convincing visuals. They promote dialogue and interaction. Visual appeal can also have an impact on the consistency of customer-online engagement. Since graphic design advertisements make it easy for brands and consumers to communicate, so

content should be simulated and interactive. The creation and recognition of an ideal image is assisted with ample scope. Social media platforms promote the regular production of distinct and influential content. They help designers produce some form of visual content and improve the productivity of the process. These image generation and editing tools allow custom images, tables, graphs, diagrams, infographics to be built and all channels to be cohesive. They offer the ability to publish and distribute the concept quickly, apart from providing a desirable visual in a wide variety of formats (University of Novi Sad, Faculty of Technical Sciences, Department of Industrial Engineering and Management, Novi Sad, Serbia et al., 2020). Since businesses today have moved into the online world, seeking clients on social media platforms is the easiest. Humans are visual beings that use social media for a great deal of time. It is important to develop a distinctive template and distinguish it from others to attract them and concentrate their attention on the promotional material. Visual imagery is convincing and brand messages are assisted and empowered by simple and easy-to-use social media platforms. Visuals may be recalled and recorded. If it is used to communicate the brand, promote a product or transmit a message, visual content is an easy, engaging, and meaningful way to reach customers.

On the other hand, businesses struggle to assess whether their investments in establishing and maintaining brand pages on social media actually meet their high expectations concerning developing and retaining customers. Social media has become ubiquitous for users and businesses. Approximately 2 billion people use Facebook worldwide to follow brands (53 % at least once per month), learn more about brands (65%), or hear of others' experiences with brands(Maecker et al., 2016).

In the new marketplace, brand creation on social media platforms quickly and constantly captured the attention of strategic communicators. Not only are consumers interested in the functions, price, and location of a particular product, they often pay much more attention to the narrative, personality, and lifestyle behind a brand, with such a two-way symmetrical communication channel is created (Belch & Belch, 2012). Furthermore, the emergence of

digital storytelling strategies on social media has led to a revolution in brand design and brand awareness, beyond information distribution. Therefore, branding strategy on digital media, particularly social media, has become more visual with the advancement of visual technology and the advantages of visual communication (Schroeder, 2004). In addition, many visual branding dominated mark advertisements and social media promotions (Phillips et al., 2014). In a way, visual-based social media should be more suitable to create a specific brand image and share a brand's visual stories. Traditional relationship-based social media platforms like Facebook (90%) are still the primary branding channels used by strategic communicators. However, most advertisers lack visual communication and design skills without incorporating additional visual elements or using any visual communication techniques, they prefer to copy their Facebook advertising to their Instagram and Snapchat pages instead.

Academics in psychophysiology have stated that the human brain interactively and synchronously processes visual stimuli through visual and intellectual channels (Arntson, 2011). A visual message's convincing outcome is dependent on the extensive and integral effects of both units, each of which can either enhance or weaken the other. Scholarly study of the visual branding results, centered separately on only one of these two units. On one side, researchers have usually used experiments in visual communication and graphic design advertisements to manipulate one or more visual elements such as color, form, or perspective view, then studied the shift in branding effects induced by such manipulated variables (Burmann et al., 2009a).

In investigating the effect of symbolic significance and representation behind visual branding on brand buildings, media, and advertisement scholars demonstrated their strong preferences (De Klerk & Lubbe, 2008; Okonkwo, 2016). While in previous studies, various variables from visual and intellectual units have been identified, little research has been done to explore comprehensively and collaboratively how to incorporate these visual and intellectual elements to achieve desired brand buildings. In addition, even though each type of social media platform has its own functional and

motivational focus, several scholars have treated social media as a single media platform and merely extrapolated results based on findings from Facebook studies that assumed them to be indicative of all forms of social media. Therefore, on a visual-based social network platform such as Instagram and Snapchat, it is important to analyze the visual branding strategies explicitly. As far as methodology is concerned, conventional experimental designs within, or a mix-factor were frequently used to manipulate one or more branding or visual elements such as visual themes, use of text, personal relevance and participation, and brand familiarity (Burmam et al., 2009b; Phillips et al., 2014).

In this thesis, I'll attempt to determine the relationship between graphic design advertisements and brand effectiveness by finding out the role of social media platforms. I assumed the relationship among the graphic design advertisements, the brand effectiveness, and the social media platforms, based on the SOR model evolved by Mehrabian and Russell in 1974, in which the physical stimuli in the environment directly affect the emotional state of a person, thereby influencing his behaviors in it. The graphic design advertisements (stimulus) have an impact on brand effectiveness (organism) through social media platforms (response) (see Figure 1).

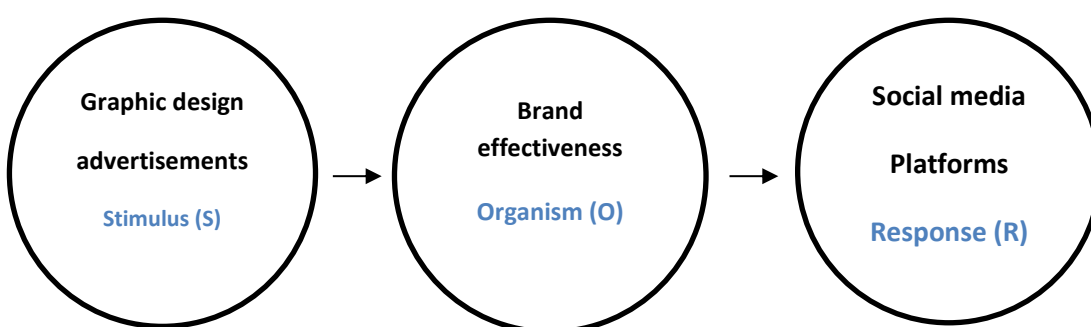


Figure 1. Stimulus-Organism-Response (SOR) model by Mehrabian and Russell (1974)

1.2 Statement of purpose/Main question:

Graphic design advertisements have an effective and powerful way to convey the business message to their users and audience. Social media platforms evolve in new ways daily for advertisement usage and that leads to creating multiple advertisements depending on customer's needs. In addition, the customers play the main role in the engagement process of advertisement creation. Furthermore, social media helps users by providing a more interactive and open way of connecting, which can change a user's view of a brand and its interaction with it. Thus, graphic design advertisements reflect how important to improve businesses and bring more views. Graphic design advertisements also have become the main thing that businesses focus on. Therefore, the brands which play an important part in building excellent relationships with our consumers via graphic design advertisements that are extensively utilized on social media platforms which drive marketing in another sector and make them highly successful as a promotional tool for products and services are one of the issues facing those organizations. From there, every company should know the type of advertisements what's the colors that need to choose in advertisements? what are the best image fit advertisements for marketing campaigns? How type of font affects the content when customers read it in graphic design advertisements?

In their advertising efforts, companies must precisely engage with and effective decision-making in particular through social media, which has a significant position in commercialization activities. Our study will strive to find practical graphic design advertisements for companies that have substantial and successful consumer thinking and behavior, to know the best strategic marketing strategy for a country like Turkey employing these graphic design advertisements, as it is a topic not sufficiently explored by marketing researchers.

1.3 Significance of the study:

Brands have become increasingly significant on social media platforms day after day in our lives, this significance made them a crucial aspect in people's everyday lives through something which attracted advertisers, marketers, and graphic designers' attention by making such networks marketing to promote its products and services by using advertising, and by enabling their business to develop and transcend borders and barriers such as selecting for each society the kind of graphic design advertising while striving to listen best to and satisfy its customers' requirements. From here comes the importance of our study which will try to see what graphic design advertisement type affects customer behaviors making them engage with brands. The results of this study will be a roadmap for advertisers, marketers, and graphic designers to acquire a greater market position and more clients for their company.

1.4 The limitation of the study:

Our study was conducted in Istanbul, Turkey, instead of a case study of some existing brands in the Turkish market and evaluating consumers' reactions to the use of graphic design advertisements on their promotional campaigns and their impact on their buying decision, the research was done by using social media networks and e-mail addresses to purposive sample choices on persons from various areas in Istanbul who are working in social media marketing and graphic design, which may benefit the region in comparison to some participants, which comparatively affect the representativeness of our sample.

1.5 Chapters outlines:

Chapter one:

The first chapter in the study seeks to explain the subject from a range of points of view so that the reader may gain an overview and increase awareness and comprehension by examining features of the area of study and the relevance to their goals starting from their background. The chapter also provides an overview of the remaining chapters.

Chapter two:

This chapter will focus on a literature study, which will discuss the meanings of our subject's keywords, such as graphic design advertisements, branding effectiveness, and social media. Second, to correctly contextualize our study and define its scientific guidance, the chapter will include writers' viewpoints on the issue existing in the field with their critiques and conclusions.

Chapter three:

This chapter addresses our investigations and the hypotheses for their resolution. It addresses the problem. Furthermore, this chapter gives us the model used to reply to our major research issue.

Chapter four:

This chapter will detail the methodological methods used for doing the analyzes needed to obtain the required results of the study and answer its key question. It also shows the study's design and defines the participant demographic and the sample utilized in the investigation.

Chapter five:

The necessary analysis will be provided in this chapter by displaying the test findings used, which confirm or fail to corroborate the hypotheses made at the start of the investigation. This process leads us to findings that may be subsequently generalized for the whole selected research population.

Chapter six:

This chapter provides an overview of the results and results of the tests. In conclusion, we shall endeavor to give guidance to all those who utilize our study as a reference in the field of research or the profession.

CHAPTER TWO:

LITERATURE REVIEW:

2.0 Introduction:

The topics are presented according to the relevance for an understanding of the phenomena. As far as explaining the effects the graphic design advertisements on branding effectiveness, determining the role of social media platforms, and finding more concepts to this relation:

2.1 Graphic design advertisements:

2.1.1 Graphic design advertisements background:

Many definitions can be reflecting the mechanism of Graphic design advertisements but depending on this case graphic design advertisements is defined as a visual communication that uses text and shapes to pictures given more attractive appearance reflect the real face of advertisements and work to reach the message and target the costumers to companies (Barnard, 2013). likewise, Graphic design advertisements are defined as a vast field, allowing innovative and special works with a broad range of consecutive components, including signs, marks, colors, photos, and logos (Ad et al., 2012). The outcome of this imaginative work, advertisements, must develop the AIDA idea and understand it, which means: touching the attention, announcing the interest, experiencing desire, and acting. The advertisement is a very critical vehicle since it is engaged in the graphic design advertising professional contact process. Graphic design advertisements address social challenges with empathy and imagination. The first helps to consider the human-centered strategies that can make a meaningful difference in the lives of real people; with creative approaches, the former can overcome patterns and make a concrete difference. Graphic design advertising approach to the process of solving many of issues, particularly in the willingness to explore risky solutions that transcend the conventional view of issues, which is a strategic gain. Each designer is encouraged to collaborate with socially relevant projects to use

their artistic talents for their ultimate and best cause and to demonstrate the importance of designers and design thinking.

2.1.1 Graphic design advertisements elements:

Figure 2 is “The Six Thinking” scheme about these elements and their destination concerning graphic design advertisements (Arntson, 2011; Barnard, 2013; Sherin, 2012).

Words	Images	Signs	Shapes	Proportion	Colors
Communi cate messages in different ways	Support an idea	Convey context by semiology, denotation and cognition mechanism	Enable the team to bring the constituent elements into a harmony pattern	Define the focal point	Develop a powerful contact and emphasis

Figure 2. “THE SIX THINKING”

The Words are fine for writing the title and the text. We're talking about understanding the message. The style of writing will express beauty, finesse, accessibility, aggressivity, etc. The same is applicable as we use capitals and short letters, hand printing, text typefaces, line spacing, etc. (Arntson, 2011; Barnard, 2013; Sherin, 2012). In this artistic job, an artist must concentrate on graphic publicity required to attain the AIDA idea.

The image is just another consequent factor that is also able to be an anchor. It concerns a photo or illustration's potential to bring attention. Two elements are present: the photo displays graphics and the words refer to it in another

direction. When you pick a powerful image, the words must be clear. If the title is solid, then the image is simple. The title is simple. It's a bad thing to be dominant both in the picture and the word. For this cause, it is a massive challenge for a graphic designer to decide what is the key aspect, the image, or the language (Arntson, 2011; Barnard, 2013; Sherin, 2012).

The signs are iconic or linguistic. The sign is obtained, processed, and translated as a very fascinating element. This means asking questions: What is represented and how is something represented. The public read the signs and then create a thoughtful picture of the method of translation. The signs have different definitions, including strength, achievement, dropping, poorness, man, woman, attractiveness, hideousness, etc.

The logos are strong signs of a company's visual contact policy. A logo is an aspect of graphical and visual identity that reflects the principles and values of the company's value portfolio. The requests for one logo:

1. Support to promote the company's prestige.
2. Encourage the company's true guarantee.
3. Increase the attention towards the company.

The signs could include human actions, the area of practice, a variety of principles, a combination of thoughts, etc. The symbols contain a message specified on two levels: context and meaning. The signs need to be chosen very well so that their significance is not misunderstood. The pictograms of the Olympic Games are an example of specialized signs. There is a very different graphic over time but the public is very well received for all these pictograms. Without additional words, you must understand the picture of a graphic sign (Arntson, 2011; Barnard, 2013; Sherin, 2012).

The shapes increase the rhythm of designs on users and work to engage more eyes to fulfill the AIDA idea in all designs and improve the job of graphic design especially in advertisements (Arntson, 2011; Barnard, 2013; Sherin, 2012).

The proportions of constituent elements. Some approaches have been identified:

- Put in a sparkling color position the piece.
- Image the entity in dark color with bright colors surrounding it.
- In a glamorous color placed the piece.
- Allow for the object a clear comparison with its context.
- Isolate the item on the paper elsewhere.
- Just use black and white color for history (Arntson, 2011; Barnard, 2013; Sherin, 2012).

The most important element is color. Therefore, colors influence the emotions, feelings, and behaviors of consumers significantly and profoundly; advertisers have long been using color as a visual mnemonic device to support awareness, thinking, and attract attention (Labrecque et al., 2013). If customers choose to make a purchase, it is correct to emphasize that they generally weigh different factors and measurements. Marketing experts and managers believe that product type or design and product esthetics are important tools to attain a sustainable market advantage (Kreuzbauer & Malter, 2005). Visual stimulus draws consumer interest and leads consumers to establish impressions of different goods, which have a direct effect on the purchasing decision of consumers (Venter et al., 2011). Graphic Design is a key to the consumer's buying decision and should not be overlooked by manufacturers and marketing specialists in packaging. Graphs include images, colors, typography, and photography of products (Silayoi & Speece, 2007). Therefore, it is noted that the extrinsic product indices, namely the color, affect buying decisions, particularly hurried consumers, who rely on color design in their decision making today, in terms of one means of catching discerning consumers by strategically using visual indices. The consequence of this is an essential element in the purchasing process. The various color functions and in particular how colors attract the attention of customers and influence the perceptions at the point of purchase is an underserved field of

marketing research. Based on studies carried out to date, the design color, customer gain from the colors as stimulus-based information, and design colors catch the attention of consumers, influence preferential decisions, and can convey the product information when it is purchased (Kauppinen-Räsänen, 2014). The effects of color contrast on attentive customer behavior indicate that the contrasting colors significantly influence the consumer's attentive behavior, perception of product quality, visual attractiveness, and purpose of purchase. The factors that increase product sales include visual objects, namely, graphics, color, and placement of visual elements. Given the color of the design and its undeniable role in shaping consumer decision-making, researchers and professionals need to reflect on the meaning and culture-specific psychology of the color and color preferences of consumers (Bix et al., 2013).

2.2 Branding Effectiveness:

2.2.1 Branding Effectiveness background:

Brands mainly are a name to influence customers. A brand must express certainty and confidence as a time and risk reducer. Consumer branding relies on representation and partnership. A representation is a conceptual integration mechanism in a network that can influence others. Besides being a brand name, brand influence can also be related to the basic essence of interpersonal relationships, from emotional to friendly, to an evocative collection of items or a set of ideas, preferences, dedication, activism, and fanaticism. A brand adds a high value to both buyer and vendor products and services that exceed physical attributes and offer them the mere act of service and therefore are readily identified by the consumer as they reflect a certain degree of quality (Wisker et al., 2019). A brand is a common and unique concept found in goods, facilities, locations, and experiences. The more people spread this notion, the greater the brand's power. Since a brand can influence customers, it grows more powerful, is persuaded of, and is valued by

more people. In tandem with people at points of interaction with all aggregating brand interactions, a brand may gain its strength through its product or service. The marketers divide the system of vital brands into three components: product or service, concept, and rubric or symbol.

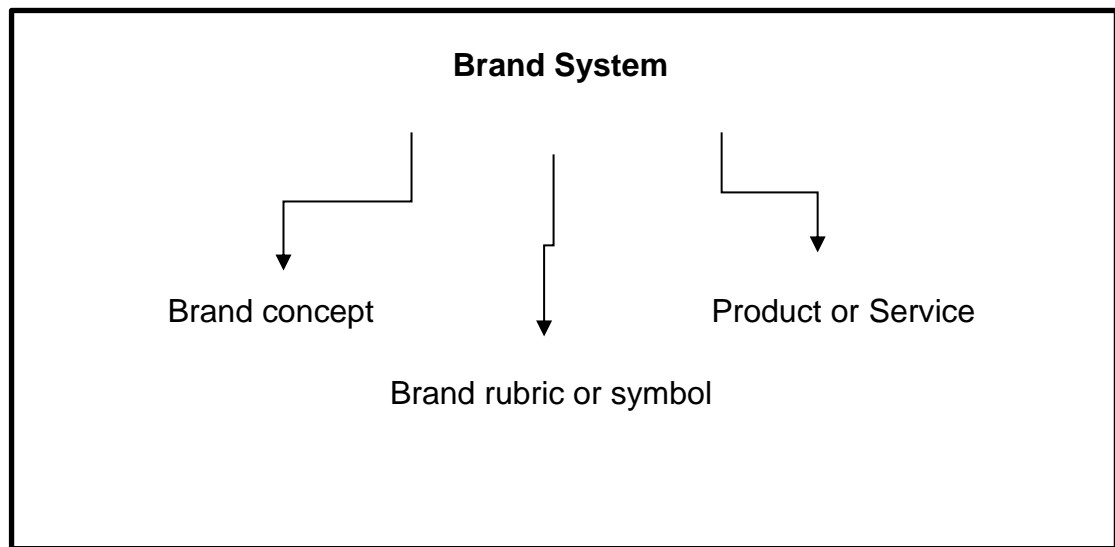


Figure 3. The brand system

(Kapferer, 2008)

A brand presents customers with many advantages. It can create an artistic experience by involving and satisfying the curiosity and the senses of a customer. A brand will also have tranquility by solving the need for a customer to grasp the deal more easily and make decision-making between goods. A brand might be like a trustworthy friend who is always promising. A brand can help a person identify and confirm their personality, help them to separate themselves from others, and on the other hand, can help develop their collective identity, in terms of profitability and customer decision making, branding has been an important consideration (Fiore, 2010). Branding is the use of a name, sign, emblem, style, knowledge, and/or mixture to distinguish a brand and say a story. Therefore, branding has two ultimate objectives: (1) raising awareness of the brand, allowing customers to separate it from other brands, and (2) bringing meaning to a brand that appeals to the customer, and

differentiating it further from the competition. Brand value, the integral consumer force of the business, is enhanced by growing recognition, trust, engagement, recognized quality, and beneficial connections connected to a brand (Fiore, 2010). For the business that has a name, Branding achieves benefits. Firstly, a simple brand design and feel reduces money and improves efficiency if new branding products are regularly enhanced. Secondly, a clear brand identity allows the brand to emerge in a competitive environment. Thirdly, branding lets a company's brands gain individuality, often an essential advantage, in highly competitive conditions. Fourthly, a commodity with an interesting brand name will be paid extra value to a customer, which can lead to more profit. Fifthly, a favorable brand name promotes trust through interesting emotional ties, concepts, and stories that contribute to greater client requirements. Finally, a trademark should be secured lawfully, reducing the possibility of imitation (Fiore, 2010). Brand equity refers to the prestige premium an organization generates by using familiar branding and by engaging with others. Companies will create brand value for their products by rendering them outstanding in consistency and durability, recognized and distinguished. Some restrict the use of the word 'brand equity' to contexts that quantify this through its effect on customers. The brand concept in the Official Marketing Science is a mix of consumers, representatives of the brand, and the parent company's behavior, allowing the brand to achieve greater volume or more leeway than without its name (Kapferer, 2008).

Brand effectiveness is defined as subjective, internal, and behavioral reactions that are evoked by the motives of a brand image or brand identity on customers, thus, when consumers pursue and purchase a brand, they are exposed to multiple brand triggers that influence the productivity of the brand (Brakus et al., 2009; Xie et al., 2017). Brand effectiveness is comprised of four scopes: 1_ sensory effective, 2_ name-related, 3_ behavioral, and 4_ intellectual brand experience. Firstly, sensory effectiveness is connected by color, sound, odor, scent, taste, and touch to bodily experience. Secondly, name brand effectiveness has to do with thoughts, feelings, and emotions. Thirdly, the brands are physical, physical, body, and behavioral experiences.

Finally, an intelligent brand experience has to do with reasoning, encouraging imagination, and solving problems (Brakus, et al., 2009). Successful brand experiences should inspire and attract customers across four areas of brand effectiveness. Companies build and incorporate experiential commercialization techniques to create a meaningful brand image. It is often shown by innovative physical environments that enhance the message of the brand and include the customer (Chen & Fiore, 2017).

2.2.2 Sensory Branding:

By appealing to customers' minds, brands can create emotional connections to their needs. Sensory branding is a form of marketing that attracts all of the senses concerning the brand and is one of the most important marketing instruments utilized by leading successful companies, such as Google, Samsung, and others. Studies show that consumers make purchase decisions based on brand expectations and that the experience constitutes a series of stimuli from sensory receivers. A powerful brand can benefit the human senses, which can boost, reinforce and develop consumer confidence. Sensory marketing is a strategy that attempts, with its senses, to seduce the customer into emotions and behavior. Memories and feelings are closely associated with senses. According to the book "Emotional Branding" (Gobe, 2010a) "Brands must contain subliminal codes which cause a positive perception". The aims of sensory marketing resolve the shortcomings of too-logical "traditional marketing" The belief that the consumer is rational is based on classic marketing. Sensory marketing has brought in the perception and emotions of the customers. The visual, mental, cognitive, behavioral, and relational aspects of these experiences are not only functional. Sensorial marketing seeks to build and then improve the suitability of goods in a commercial setting to make them more attractive. The customer acts following his drives and emotions. In branding and developing a marketing plan, the visual process plays a critical role in attracting various meanings, which in the past 10 years is important for potential brand creation and income generation. A multi-sensory brand experience creates those values, emotions, ideas, and thoughts to give the user a brand view, therefore, the design, packaging and

style color, light and theme of Graphic design, exterior and interior contribute to creating a full vision to customers and engage them to this space (Nandagopal R, 2015).

Sensory interplay gives a richer sensory experience for the user. The relation between the brand and the customer is thus stimulated and amplified. The goal of sensory branding is, therefore, to have a comprehensive integration of senses, the senses of consumers more active, and to interact more firmly with the brand. The relation between the brand and the customer is thus stimulated and amplified. Sensory lack of appeal brands does not attach to goods or services with human extensions. The key reason to build an appealing brand is that it is unforgettable, exclusive, instantaneous, and embraces a design that focuses on human beings. Sensory branding doesn't affect the masses or the segment. A marketing perception is not the same as a person's sensory experience. Companies must be more visually sophisticated and deliberately selective and generate new problems in the branding industry. In the individual's personal and social background, goods or services should be in line with, not only physically or technologically but also in an emotional sense. Senses to improve and excel in a sensory marketing approach.

2.2.3 Consumer & Branding Psychology:

Other factors, particularly color choice, should be taken into consideration when designing the visual aspects of the brand image. Color psychology is important since various colors represent different values and characteristics that can benefit a brand that displays its values. Red, for instance, can display indicators of strength, vitality, and rage, while blue will show characteristics of quietness, calm, and efficiency (O'Connor, 2011). They may want to carefully choose the colors they use in their image depending on a brand's services. Environmental groups, for example in green or orange, prefer to use more earthy tones to represent their values in nature restoration. The attributes of the company can vary from culture to culture. They are important to the scale and nature of the industry when creating a brand image. Preference and brand loyalty are other aspects of the psychology of branding. If a company has been established, continuity will help it thrive. Being approached with the option of a

customer is a much better thing than a regular department store brand. This is because these well-known companies have used their marketing photos to highlight the nature of their products, often called brand equity (Field, Biergen, Giesen, and Fields, 2012). Another research by the Association for Psychological Science showed that a company can rely more on brand identity creation and marketing than on specific product promotion, customer service, and label recognition by studies of consumer decision-making processes provided to different brands (Philiastides & Ratcliff, 2013).

2.3 Social media:

2.3.1 Social media background:

Social media is defined as: "a group of web-based applications based on the Web 2.0 ideological and technological foundations and allowing user-generated content to be created and exchanged" (Kaplan and Haenlein, 2010). Social media networks consist of Facebook, Twitter, and Instagram social networking platforms, professionals' networking sites, such as LinkedIn, media distribution sites like YouTube and Instagram, companies like Amazon, and message boards (Agarwal & Yiliyasi, n.d.). Social media advantages include facilitating strategies, lowering costs, gathering information, improving records, providing services (Barnes, 2010). Thus, Social Media is one of the means of contact that stimulates users to chat about perhaps great encounters with a brand (Kapferer, 2008). "Media proliferation, industry fragmentation and a new wave of IT – the Internet being the most influential – are shifting marketing laws and market conditions, strengthening company strategic positions while weakening the social media marketing role, according to Constantinides (2014), as he talks about Social media Marketing Foundations, that is the Internet, in particular, the position of social media has become relevant in the shifting marketing environment and, more specifically, social media participation as part of the marketing toolbox is becoming a strategic necessity (Constantinides, 2014).

Social media platforms allow many people from diverse backgrounds to come together and design, change, post, and chat about internet content (Tafesse,

2015). Competitors on digital marketers need to develop marketing material that is targeted to the public and delivered through the right social networks. Healthy content is an important part of the online identity of a brand (Gunelius, 2010). Since visual advertising facilitates the visibility and interaction of social media and website traffic. The intervention of Graphic Design in marketing communication is needed to make visual communication appealing and efficient. To further integrate technology with art and to promote the process of making visual content, we add an array of channels online (Abdel-Rahim and Ali, 2016).

The WIKIPEDIA online dictionary describes social media as a 'computer-assessed technology that enables knowledge, thoughts, career preferences and other modes of speech across virtual communities and networks to be generated and shared.' Social Media allows consumers to create innovative ways to browse, evaluate, pick, purchase products and services (Albors et al., 2008). New patterns in consumer behavior embedded in social media use have been identified in recent studies (Constantinides, 2014), and many social media services such as Facebook, LinkedIn, Twitter, Instagram, etc, leading users to create and build their relationships with each other. Table 2 is a list of the top 10 leading social media platforms based on their number of active accounts as of August 2020, according to the online website STATISTA.

Rank	Number of Users
1 - Facebook	2,701,000,000
2 - YouTube	2,000,000,000
3 - WhatsApp	2,000,000,000
4 - Facebook Messenger	1,300,000,000
5 - WeChat	1,206,000,000
6 - Instagram	1,158,000,000
7 - TikTok	689,000,000
8 - QQ	648,000,000
9 - Douyin	600,000,000
10 - Sina Weibo	523,000,000

Table 1. Social media Rank August 2020 STATISTA.

Social media platforms combined with a shop brand can provide a competitive catalyst for user-generated content and fresh and exciting experiences with consumers (Gonzalez, 2016). They can also promote and assist customers in creating innovative tactics to browse, evaluate, pick and purchase products and services (Albors, et al., 2008; Constantinides, 2014). New consumer behavioral movements focused on social media use are identified in recent studies. Users really like to share their perspectives on social media sites with individuals or the public. Consumers with emerging patterns tend to be strong candidates for experiential marketing endeavors, such as pop-up retail, because they displayed a higher degree of novelty and shopping satisfaction, considered it attractive, fascinating and fun to take into account (H. Kim et al., 2010). The newly-created web applications, instruments, and networking opportunities in social media platforms have further enhanced purchasing strength. Though social media platforms are only a small portion of a marketing campaign, some analytical studies already suggest that social media marketers are largely optimistic (Constantinides, 2014). (Stelzner, 2015) estimated that 81% of the businesses surveyed thought that social media advocacy provided more attention to the industry with 61% of them detecting

improved client traffic, 56% of the Social Media Marketing in new company alliances, and 45% of firms retracting the key benefits of social media marketing. As a marketing medium, social media represents low-cost yet lucrative sources of "live" customer voices that enable marketers to optimize their marketing strategies. In public relations and advertising approaches, social media can also be used as instruments to influence customer effects and for the mechanisms that enable customers to adapt their experiences. In terms of contribution to the development and innovation process, social media should be used to foster customer interaction with a company (Constantinides, 2014). Gonzalez (2014) emphasized that marketers should think of topics such as "What makes people want to share images online?" "What makes them proud of the picture they're putting up?" or "What makes them excited enough that they'll decide to become ambassadors for the brand?" to increase the visibility of brands by mutual promotional encounters with people on social media. In addition, a company may track client interaction using a hashtag and similar keywords on Instagram to gain insight into how clients respond to a particular experience and to measure the quality of a brand experience. If the content is positive or not, a company can learn a lot from this knowledge, allow it to change and adapt for the next moment, or help to decide how its consumers can move forward (Wahbe, 2016). Therefore, social media as a contact medium is a powerful agent of shift and a root of opportunities for a brand to create brand loyalty in a modern digital environment which puts the voice of consumers at the top of brand equity.

2.3.2 An impact of social media on brand effectiveness:

In multiple marketing areas, social media can act as a channel to customer relations management, customer support, buyer analysis, lead generation, sales promotion channel, paid advertisement channel, and branding. Irrespective of the intent, branding knowledge needs to be of interest to customers if they want to involve themselves in a brand by the customer (Schmitt, 2012). Branded practices in social media can be used to boost brand recognition and brand loyalty, encourage customer satisfaction, stimulate consumer word-of-mouth marketing communications and ultimately drive

traffic to and on company pages. These social branded activities are focused on social networks which include ongoing business-to-consumer dialogue, branded content socially shared, interactions, and a brand personality's welfare involvement and engagement. There is a report noted to the Social Media Industry, that advertisers should look for increased chances of introducing target markets to a brand post, increasing traffic on company pages, improved search rankings, and increased customer engagement. Social media offer a platform for emerging identity outputs and advertisers are an important part of the results. Consumers may then share their views and/or share their branded material with their network. Branded social content can be used as advertisements to manipulate the views of consumers' brands and it encourages consumers to exchange content through their networks. In other terms, the viewer should indulge in successful content. In addition, the branding activities need to use many social media platforms to keep the performance high level reflecting that with engaging more customers. Thus, Citing the number of Facebook followers, and Twitter supporters, are widely used for social media marketing ventures. Any dimensions of success are linked to the platforms and appeals used. Just a brand involvement was connected to the usage of a wide range of networks. This is not unexpected because the width of the channel has an impact on the ranking (Ashley & Tuten, 2015b).

Social media offers brands with several advantages: it enables brand reputation to be protected, revenue to be increased, customers involved to develop brands, brand awareness to be expanded, positive relationships to be formed and loyalty to a brand to consumers increased (Muñiz Jr & Schau, 2011; ULUSU, 2010). Studies of social media in the growth of brand equity have shown that social media is transforming brand contact. Three fields of brand/consumer communication in Social Media are distinguishable: brand/consumer communication; consumer/consumer communication, and consumer/brand communication (reactions). Consumers substitute their role in the virtual world by acquiring greater power to control brand speech and help to create, disseminate, promote and represent the brand. Social media

also needs the credibility of branding behavior and enhanced responsibility in the contact process with customers. Changes in the structure of brand awareness may also reflect the efficacy of social media communication. Social media contact can build brand equity. Brand recognition and brand image are two of the brand knowledge's most critical elements. The ability to reach customers is one of the benefits of communication in social media because they are looking for information, thereby expanding brand recognition, helping to build favorable ties and prompt the decision to purchase, and making the brand feel resilient. Corporations using social media in the building of brand shares need to look closely at engagement strategy and aim to follow its execution by being in a lasting partnership with customers. The brand equity model by the use of social media was recommended for the management of brand contact in social media(Zailskaite-Jakste & Kuvykaitė, 2013).

2.3.3 Social media strategy:

A social media marketing strategy is important for evaluating the marketing effectiveness of a company. Social media operates like most other fields of human life by putting together individuals with common preferences and features. A sound social media marketing campaign generates brand wishes in a person who transmits the message of the brand to their social network, enabling advertisers to connect with an extended network of potential buyers (Provost, et al., 2009). Blogs, customer feedback, commentaries on social media, and web communities increasingly affect the attitudes of individuals toward the brand. Marketers must consider the various locations that prospective consumers collect and engage in the collection of knowledge about a company (Constantinides, et al., 2008). Marketers must preserve the content in a social media world that is new and pertinent to their products. The most critical thing was that the material was fresh or exceptional, exciting and indispensable and unique. Members of social media prefer to respect user feedback and suggestions. When advertisements are more targeted and beneficial to consumers, social media can shift the advertising perspective. advertisements are effective when they represent the interests of the individual

and are not replicated. Publicity functions well because it is connected to the website material visited by the customer. The findings show that its audiences are likely to recommend it to friends via an active social networking profile of followers. The content funded concurrently results in more meaningful contact with the company. If audiences are motivated to purchase items for the brand, advertisers can allow viewers to provide and receive personalized widgets, the graphic design elements showing details that the user can amend. The inclusion of social media advertisements is essential to advancing a cohesive, consistent message to the target population of the brand. Social Networking Optimization increases the engagement of consumers and enables the distribution of brand content. The development of an Internet-based community that allows consumers to generate content and exchange ideas will expand the scope of the company, improve its support and lead to promoting new goods (Heckadon, 2010).

2.3.4 Content on social media:

Brands create and share their stories for the content marketing process. It is defined as "a strategy to create, distribute and deliver value-added, relevant, and consistent content that attracts and retains a clearly defined audience and ultimately drives profitable customer action" as content on social media (Content Marketing Institute, 2020). Brands now face the task of developing and posting content that builds and encourages their social media messages (Chauhan and Pillai, 2013). To maximize brand awareness across their related network, consumers should be driven with enticing content and supported by social media, competitions, and review selection. "91% of consumers prefer to use standard static media to interactive or visual contents like video." Graphic design has a vital role to play in building what consumers expect on the network. It is seen as a visual element that guides customers through intended communications (Tresnic Media, 2020). Brands need to show that they have plenty to say by meeting users on social media. Adequate content will also place them as a leading member of the social web culture (Gunelius, 2010). Social media platforms are rather visual, which is why content creation is critical. Graphic design advertising and joint marketing build spaces for social

media, With the aid of graphic design messages, the viewer will experience a stellar visual experience through creative design elements. One of the key reasons that push advertisers to incorporate design graphics into their content strategies is to grab consumer interest (Abdel-Rahim and Ali, 2016).

2.3.5 Foster the development of consumer content and feedback:

Encouraging the development and reviews of user content will contribute to brand loyalty among consumers in a group seeking customized brand interaction. Companies engage their consumers more and more in internal systems in which they can sell new goods and reduce the cost of production (Constantinides, et al., 2008). In 2009 Mountain Dew produced DEWmocracy community, a group that brought together fans of drinks to develop a new flavor. Mountain Dew chose consumers in its departments to build their top three preferences, branding, and promotion tactics. They produced "Flavor Nations." In April 2010, the three flavors were launched and the "Flavor Nations" were given the task of soliciting votes through social networking sites. "White Out" became a permanent taste of mountain dew. A loyal group participated, and a new product was produced in Record Time, and the company democratically established the product. Increased traffic to a brand website contributes to better results for search engines. Honest product buyers' ratings and consulting services offer their future consumers a holistic viewpoint that can boost revenue. Marketers should also consider unfavorable feedback. Potential users may be accused of an absence of unfavorable feedback or advertisements. Bad content created by consumers may be used to detect and address problems with the product or marketing plan of the marketers (Heckadon, 2010).

2.3.6 Branding Promotion on social media:

Branding promotion through social media is one of the key ways in which the intended customer demographic will become more loyal. If a prospective user understands what the accounts of a particular Company appear like on social media, so the general flow of content is more and more regular and will most definitely display his logo, colors, font, or a specific promotional post. This will

reinforce the completeness of the promotional efforts of the business by the preservation of a single brand identity, including in social media platforms, in any sort of marketing campaign (Tsurri, 2016). Social media platforms can represent a brand's corporate identity, enhance an inner atmosphere, and unite team members by defining the company's principles, purpose and goals. This can have a positive effect on the company's visual environment and the esthetic perception of its goods (a beautiful, attractive style increases the aesthetic value of products). Thus, promotion on social media platforms today is, firstly, one of the key instruments in rivalry and countering a customer and, thirdly, one of the important components of new branding, an important link in the whole contact strategy of a company (Tsurri, 2016; Lund, Cohen & Scarles 2018).

2.4 Conclusion:

Social media platforms help to make enterprise communications with customers more successful, to add to the growth of the company's image and its market popularity (Zaitseva et al., 2020). Social media platforms play a vital role in the operations of the company: they promote customer recognition and recall of products, services, and brands. Social media allows creating casualties with consumers in the brand, to rapidly address questions, and act as analogs of CRM systems for database selection (Salakhova & Ukolova, 2020). Many factors characterize brand sustaining social media content, mainly a well-developed graphic design field that represents and correlates to brand values, valuable and secure copyright, the utilization of all the capacities of a specific welfare network (stories, widgets, live broadcasts, etc.).

Some of the resources concluded that there are direct effects and indirect effects on brand effectiveness through graphic design advertisements through many processes are followed through the previous articles and these effects reflect the environment of businesses, summarize to find out more effects

influence on brands of companies and users and that's lead to create a new type of advertisements and effective strategies serve the process of companies to reach the effect of graphic design advertisements on brands.

CHAPTER THREE:

3.1 Conceptual model:

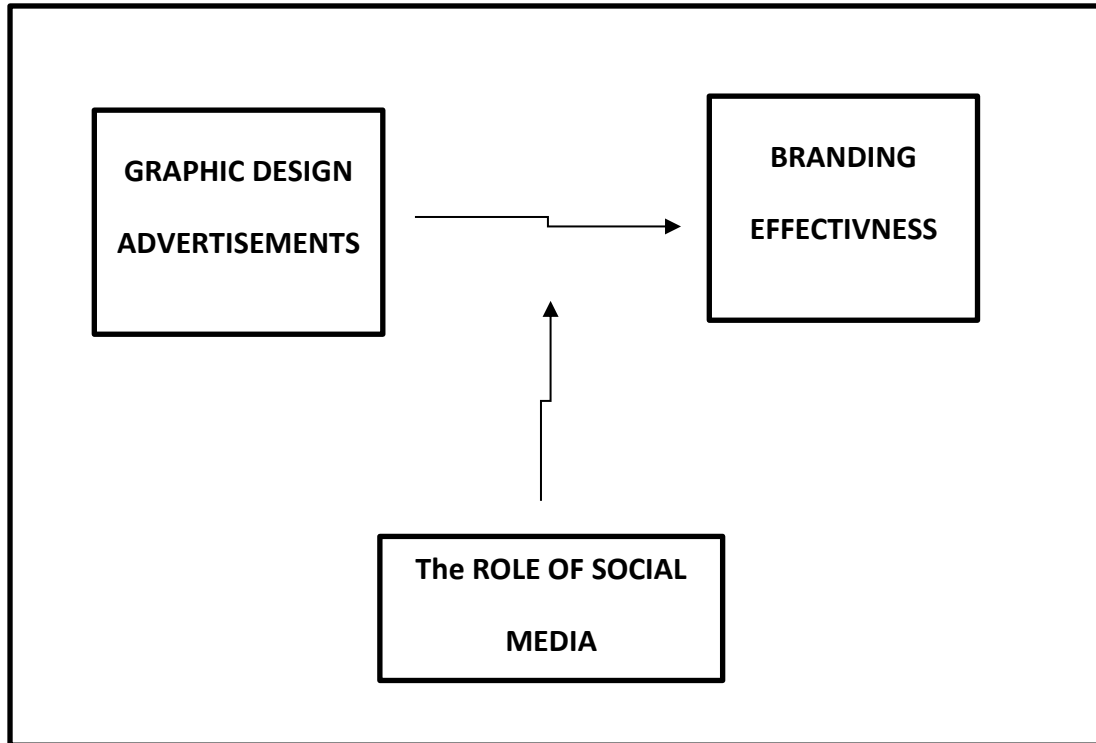


Figure 4. Conceptual Model for the research

The strongest art that has breathed new life into social media sites is graphic design advertising. This new type of art has brought a contemporary flair to every company's advertising profile. It also serves as one of the main components of building brand recognition and shaping the decision-making process of the consumer. In the field of digital marketing, graphic design advertising is currently booming to create and help branding businesses expand and be more effective for the audience. In addition, graphic design advertisements play an important role in the current competitive business climate, so social media have found more critical ways to promote advertisements, to be directly linked to individuals, and to involve more individuals in selling goods and services for branding business processes. In this research, we will study the effects of graphic design advertisements on branding effectiveness and explain the role of social media in this process. The

factors that will use in this case are customers' behavior and thoughts and strategic plan of marketing where the independent variables are graphic design advertisements and social media, and the dependent variable is branding effectiveness.

3.2 Hypothesis:

The two hypotheses that research will focus on:

H₁: Graphic design advertisements have a positive effect on branding effectiveness.

H₂: Social media positively moderates the effect of graphic design advertisements on branding effectiveness.

3.3 Research questions

This study will explain the relationship between graphic design advertisements and branding effectiveness and give accurate information and results about these impacts depending on this case. Although of weak of previous studies, we can determine many of the effects and try to find more information about this relationship with these five questions:

- 1- What is the value of graphic design advertisements on brands?
- 2- How can graphic design advertisements lead the customer behavior and change their needs?
- 3- What are the main advantages of graphic design advertisements to create new ways to promote them?
- 4- What are the main strategies that companies should follow to target the customers?

- 5- What are responses can social media impact brands and stimulate them to find out more new ways to promote?

CHAPTER FOUR:

THE RESEARCH METHODOLOGY:

4.0 Introduction:

After examining the study backdrop in Chapter one, we outlined in Chapter two the guidelines for analysis.

In the third chapter, we decided upon the appropriate study model, which discusses the methods used to collect the required study data.

The following steps and the methods used in the data collection process are described in the chapter, beginning with the study design and ensuring its validity and reliability.

4.1 Research Design:

Research design is the roadmap that describes until analytical, the actions and instruments employed in the data gathering.

Our research took the quantitative approach using the cross-sectional design, by collecting data by conducting an online survey for Istanbul residents who are working in social media marketing and graphic design especially professional people in this kind of advertisements, and that the administration of the questionnaire was done in a purposive manner.

The questionnaire was activated on 16/04/2021 and collecting the required data finished on 08/05/2021.

The survey employed a purposive sampling methodology to guarantee that our sample is representative of known applicants for different knowledge.

I used multiple ways on social media like (Facebook, Messenger, Twitter, LinkedIn, and Tandem) and email addresses to allow applicants to share their knowledge with me about this research.

The questionnaire questions were designed basically from different resources as mentioned in the table below:

Questionnaire questions	References
Graphic design advertisements effects:	
Graphic design advertisements affect the emotional state of customers, thereby influencing their behaviors.	(Ladhari et al., 2017)
Graphic design advertisements have an effective and powerful style to convey a business message to customers.	(Barnard, 2013)
Graphic design advertisements reflect how important to improve businesses and bring more views.	(Gobe, 2010a)
Graphic design advertisements have become the main thing that businesses focus on.	(Barnard, 2013)
The type of fonts, images, and colors affect the content when customers read it on the graphic design advertisements.	(Arntson, 2011; Barnard, 2013; Sherin, 2012)
Graphic design advertisements support promoting the business popularity of brands.	(Landa, 2005)
Graphic design advertisements contribute to creating a full vision for customers and engage them in building the brand process.	(Heckadon, 2010)
Graphic design advertisements are one of the main components of building brand recognition and shaping the decision-making process of the consumer.	(Underwood, 2003)
Branding effectiveness:	
Brands are important for customers to make the decision to purchase a product or service.	(Wisker et al., 2019)
Branding strategy on social media has become more visible with the advancement	(A. J. Kim & Ko, 2012)

of visual technology and the advantages of visual communication.	
Brands have to choose the type of strategy promotion for their advertisements on social media.	(Ashley & Tuten, 2015a)
Brand's improvements come from social media users creating new advertisements that lead to customers' needs.	(Tsimonis & Dimitriadis, 2014)
Color is important to represent different values and characteristics that can benefit a brand that displays its values.	(O'Connor, 2011)
Social media role:	
Social media platforms support brands to affect the emotional state of customers and change their behaviors.	(Gonzalez, 2016)
Social Media is one of the means of contact that stimulates users to chat about great encounters with a brand.	(Kapferer, 2008)
The number of users on social media can support the graphic design idea.	(Marlow & Dabbish, 2014)
Successful Brands link with a number of users on social media.	(Ashley & Tuten, 2015)
Social media platforms represent a brand of corporate identity.	(Tsurri, 2016; Lund, Cohen & Scarles 2018)
Social media protects brands' reputations, expands and develops brand awareness for customers, and increases the loyalty of customers to brands.	(Ashley & Tuten, 2015)
Customers' opinions on social media can improve the brand's goods and services.	(Gensler et al., 2013a)

Table 2 Questionnaire questions sources

The cross-sectional design allows us to check the impact of graphic design advertisements on branding effectiveness to lead our study to know the effects on customers' behavior and thoughts and the role of social media in this study.

4.2 Population study:

The population affected by the investigation comprises all social media users living in Istanbul and working in social media marketing and graphic design, especially professional people in this kind of advertisements, who are exposed to various publications by different firms from different industries to market various services and commodities on a regular basis.

The total population in Turkey is almost 85 million and the social media users in Turkey were reported 60.00 million which is 70,8% of the total population in January 2021 (KEMP, 2021).

Our population is targeted at Istanbul that has almost 15.5 million and based on the total Istanbul population data of social media users almost 11 million (KEMP, 2021).

Participants who share similar features, such as Turkish nationality and other nationalities living in Istanbul, social media users, social media advertising, and many other factors, such as gender, age, and social media users may differ from the participants. The survey participants come from various parts of Istanbul.

4.3 The sample population:

Stanley Lemeshow and Saint Levy suggested that a study involving the subset of a greater population chosen can be described as a sample survey where variables or features of the individuals being sampled are observed or evaluated and applied to the whole population later. We used a purposive sample of 315 applicants from a population of 15.5 million in Istanbul who are working in social media marketing and graphic design, especially professional people in this type of advertisement.

4.4 Data collecting type and methods:

The data collected from primary and secondary sources need to be used for the objective of our study in order to give more accurate information and to treat the issue in an impartial way.

Thus, in our study, we focused more on the main data sources through the use of an online survey questionnaire, where links were provided through different modes to participants, including Social Media instant communications like (Facebook, Messenger, Twitter, LinkedIn, Tandem), e-mail addresses, and other platforms to monitor the impact of graphic design advertisements on branding effectiveness and the role of social media.

The questionnaire was activated on 16/04/2021 and I finished collecting the required data on 08/05/2021.

We had developed a questionnaire in the spoken languages of the country such as English, Turkish and Arabic to help us and the participants to adjust the language level of the participants and to provide excellent reaction time between them.

4.5 The Measurement tool:

The study includes an online questionnaire, as it is a popular statistical tool used to gather primary data, particularly in marketing by many researchers of social sciences and organizations, where advertisers examine the behavior of their consumers and their preferences for our services and the items covered by our research to monitor to check the impact of graphic design advertisements on branding effectiveness and the role of social media. In addition, the online survey has enabled us to access a demographic that will reach a greater population in less time and has enabled us to minimize the costs, commitment and facilitate our analytical process. In addition, the survey as a tool allows users to have more access, as it guarantees their anonymity and uses clear common language; it also helps to prevent prejudicial outcomes.

4.6 Description of the measurement tool:

In order to better understand our subject, we chose to set our question with 23 questions which consist of two sections: Section 1: is Personal details, section 2: part1 measures graphic design advertisements effects, part 2 measures Branding effectiveness, and part 3 measures social media role.

4.7 Data analysis:

After the data collection process was completed, we went on to the data analysis phase, which included using one of the most well-known statistical descriptive software packages, SPSS version 26, which is commonly used in a variety of disciplines such as social sciences, psychology, epidemiology, and others. The program has allowed us to work with a variety of statistical tests, in which the linkages between the Independent variables are checked, or where Independent variables are graphic design advertisements and social media, and the dependent variable is the branding effectiveness. The second method of analysis is the interaction analysis, which employs what is known as regression, tabulation, and correlation tests to assess the intensity of the correlations between the factors used in the sample, such as Pearson's correlation coefficient.

4.8 Measurement validity and reliability:

To measure the reliability and validity of the research, the first step was to monitor our interneccine reliability by examining the Cronbach Alpha Test, which informed us whether or not our questionnaire covered our topic efficiently and whether the issues were well formulated. To assess the reliability and validity of this study we followed; We had to evaluate the association of our variables using the Pearson correlation coefficient, and multiple linear regression to determine the frequency of the relationship between the independent and dependent variables of the study.

4.9 Conclusion:

We reviewed the features of our research strategy in this chapter and represented the demography, the study, the nature of the research, and the reliability and validity tests of our research.

CHAPTER FIVE:

ANALYSIS AND FINDINGS:

5.0 Introduction:

This chapter discusses the several tests used to assess the survey replies, which we conducted by Google forms and collected 313 responses from the student population. The mathematical descriptive and other statistical tests were used to support the hypothesis or to deny them in order to present the results.

5.1 Data background and collection process description:

We conducted a Google survey in Istanbul, which frequented the social networks, to reply to the questions of our study.

The table below displays the rates and the type of the data collection method.

Questions	Applicants Number	Rate
responses	315	100%
Total Responses	315	100%

Table 3. Data background and collection process description.

As seen in the table above, there are 315 correct answers, representing 100% of the total answers filled in the Google forms. Mentioning that the objective of

the study was to assess the impact of graphic design advertisements on branding effectiveness and the role of social media.

5.2 Reliability and Validity Analysis:

		N	%
Case	Valid	315	100
	Excluded	0	0
	Total	315	100

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

Table 4. Case Processing Summary

Construct		Cronbach's Alpha	Cronbach's Based Standardized Items	Alpha on Items	No of Items
Graphic design advertisements		0.756	0.763		8
Branding effectiveness		0.704	0.708		5
Social media		0.701	0.697		7

Table 5. Cronbach's Reliability Summary

The Cronbach's alpha measures the internal reliability and consistency of the items measuring a construct. The literature shows that DeVellis (2016)

concluded that Cronbach's alpha coefficient should be greater than 0.7 to be duly accepted. Additionally, Malhotra (2008) indicated that the rejection criteria of any construct should be 0.6 or lower. The table above shows the reliability results of our constructs. Graphic design advertisements (0.756), Branding effectiveness (0.704), and Social media (0.701) are above the minimum criteria, defined by the mentioned literature. Therefore, the analysis concludes that the calculations of our variables have high internal accuracy.

5.3 Demographic items:

5.3.1 Participants' gender distribution:

Gender distributions

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	108	34.3	34.3	34.3
Female	207	65.7	65.7	100.0
Total	315	100.0	100.0	

Table 6. Gender distributions of the participants

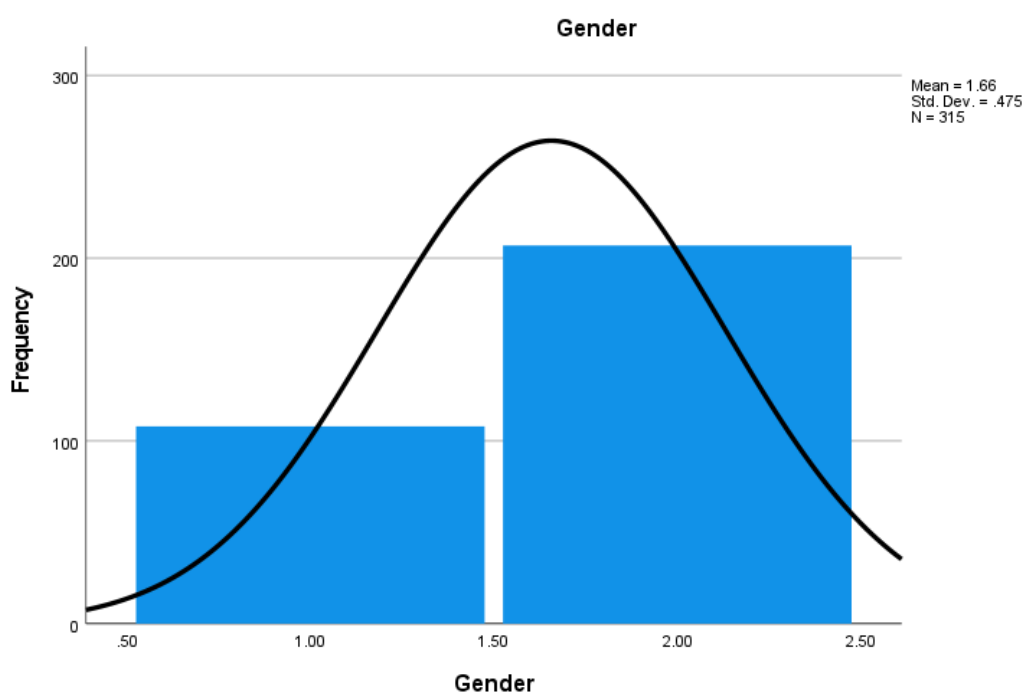


Figure 5. Gender distributions of the participants

There were 315 legal replies, 108 are from the male with 34.3%, while 207 are from the female with 65.7%. Based on the findings, we conclude that the poll involved more women than males.

5.3.2 Participants' age distribution:

Age distribution:

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	157	49.8	49.8	49.8
25-34	105	33.3	33.3	83.2
35-44	36	11.4	11.4	94.6
+45	17	5.4	5.4	100.0
Total	315	100.0	100.0	

Table 7. Age distribution

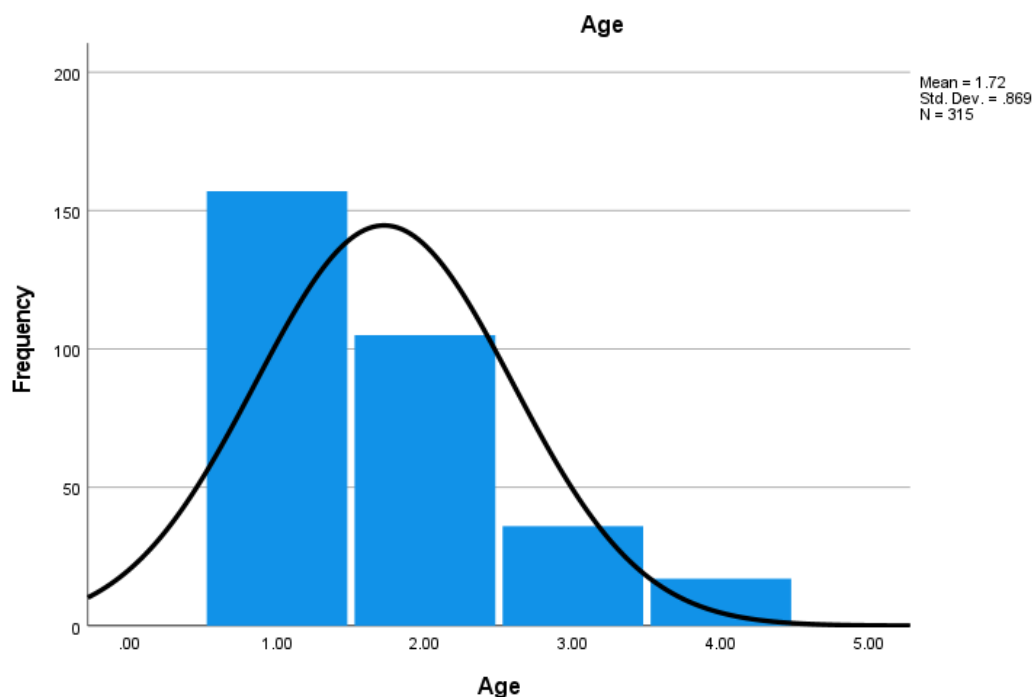


Figure 6. Age distributions of the participants

In the table above, we found that the survey group is the most react is one of 18-24 years old with 49.8% of the total number of responses and the number of 157 respondents, next the category of 25-34 years old represents 33.3% of the sample with 105 respondents, next the category of 35-44 years old represent 11.4% of the sample with 36 respondents, the last category was bigger than 45 years old represents 5.4% of the sample with 17 respondents. These findings are in the interests of the social media network and the various marketing campuses linked to their preferred brands, respectively 18-24 and 25-34 years, and add to the fact that they are represented on these networks, by a considerable amount. (According to Echo Journal, 63%of online users are aged between 18 and 24 and have agreed our results).

5.3.3 Are you a Social media user?

Social media user:

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	305	96.8	96.8	96.8
No	10	3.2	3.2	100.0
Total	315	100.0	100.0	

Table 8. Social media users

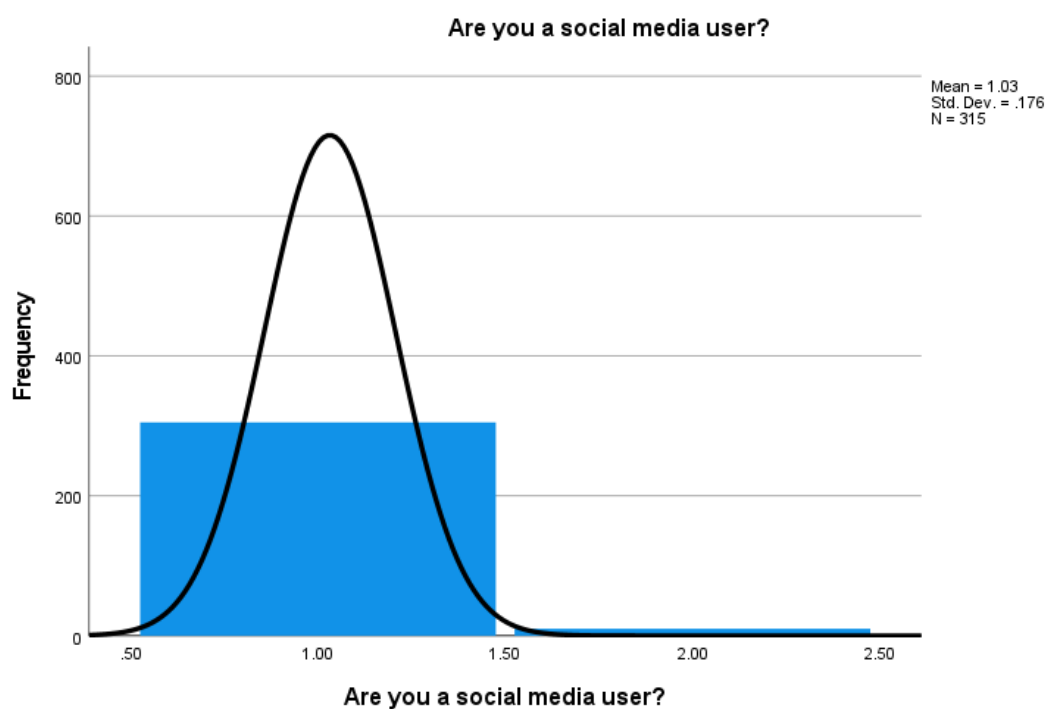


Figure 7. Social media user

From above we found most of the applicants are social media users which represent 96.8% with 305 respondents, whereas 10 of the applicants are not social media users which represents 3.4%, according to the results given that most people are social media users and that agrees with the research.

5.4 ANALYSIS DATA:

Weighted Average	Results	Result interpretation
1.00 – 1.79	Strongly Agree	Very Influential
1.80 – 2.59	Agree	Influential
2.60 – 3.39	Neutral	Neutral or do not know
3.40 – 4.19	Disagree	Uninfluential
4.20 – 5.00	Strongly Disagree	Very Uninfluential

Table 9. 5-Points Likert Scale

5.4.1 Data Analyzes for Graphic design advertisements 5-point Likert scale:

5.4.1.1 Graphic design advertisements:

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Std. Deviation	Level
1- Graphic design advertisements affect the emotional state of customers, thereby	N 92	163	47	12	1	1.9429	0.78799	Agree

influencing their behaviors.									
	%	29.2%	51.7%	14.9%	3.8%	0.3			
2- Graphic design advertisements have an effective and powerful style to convey a business message to customers.	N	108	187	14	5	1	1.7429	0.64386	Strongly Agree
	%	34.3%	59.4%	4.4%	1.6%	0.3%			
3- Graphic design advertisements reflect how important to improve businesses and bring more views.	N	104	164	40	6	1	1.8444	0.73445	Agree
	%	33.0%	52.1%	12.7%	1.9%	0.3%			
4- Graphic design advertisements have become the main thing that businesses focus on.	N	64	124	98	28	1	2.2952	0.90213	Agree
	%	20.3%	39.4%	31.1%	8.9%	0.3%			
5- The type of fonts, images, and colors affect the content when customers read it on the graphic design advertisements.	N	157	134	20	3	1	1.5937	0.68186	Strongly Agree
	%	49.8%	42.5%	6.3%	1.0%	0.3%			
6- Graphic design	N	111	167	28	7	2			

advertisements support promoting the business popularity of brands.							1.8000	0.74098	Agree
	%	35.2%	53.0%	8.9%	2.2%	0.6%			
7- Graphic design advertisements contribute to creating a full vision for customers and engage them in building the brand process.	N	63	162	65	24	1			
							2.1683	0.84477	Agree
	%	20.0%	51.4%	20.6%	7.6%	0.3%			
8- Graphic design advertisements one of the main components of building brand recognition and shaping the decision-making process of the consumer.	N	85	160	50	16	4			
							2.0286	0.86463	Agree
	%	27.0%	50.8%	15.9%	5.1%	1.3%			
			Weighted	Mean				1.9270	
			Std.	Deviation				0.47355	

Table 10. Data Analyzes for Graphic design advertisements 5-point Likert scale

5.4.1.2 Analyze the factors from the tables of graphic design advertisements:

5.4.1.2.1 Graphic design advertisements affect the emotional state of customers, thereby influencing their behaviors.

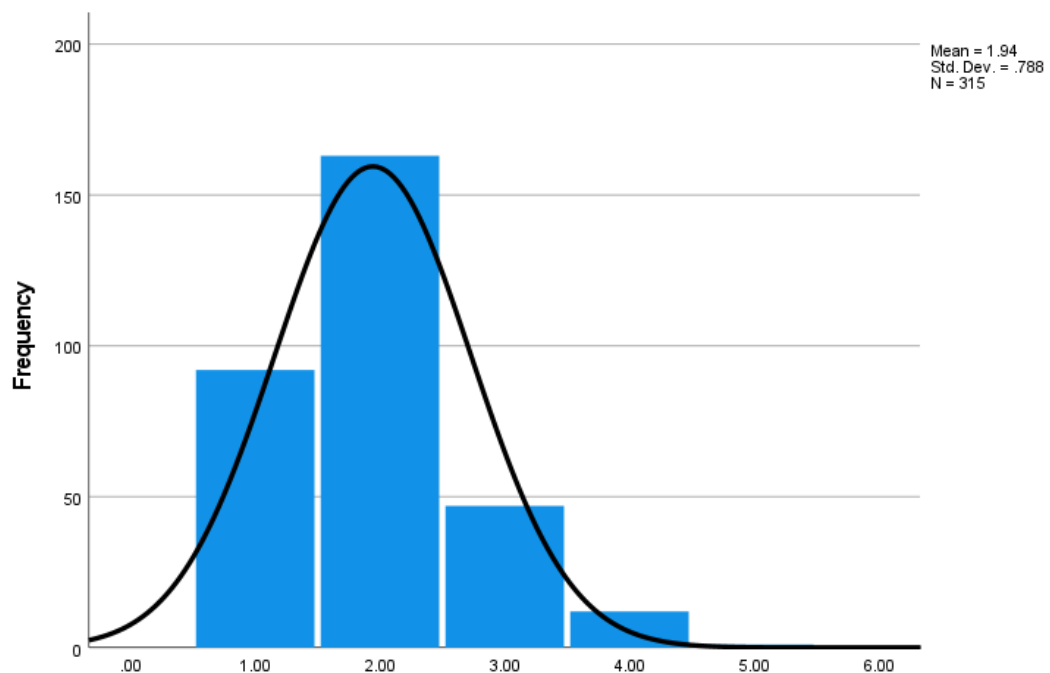


Figure 8. Graphic design advertisements affect the emotional state of customers, thereby influencing their behaviors.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 51.7% of respondents affirmed that they agree with idea that graphic design advertisements have a positive effect and influence on customers' emotional state and behaviors, and 29.2% are Strongly agreed while 14.9% are Neutral or do not know. Besides only 3.8% are disagree and 0.3% strongly disagree. The mean of this criterion showed 1.9429 on the table and that leads to level agree. These analyses showed that the majority of

respondents support that graphic design advertisements are influential on the emotional state of customers hence influential on their behaviors, thus, this criterion is evaluated positively.

5.4.1.2.2 Graphic design advertisements have an effective and powerful style to convey a business message to customers.

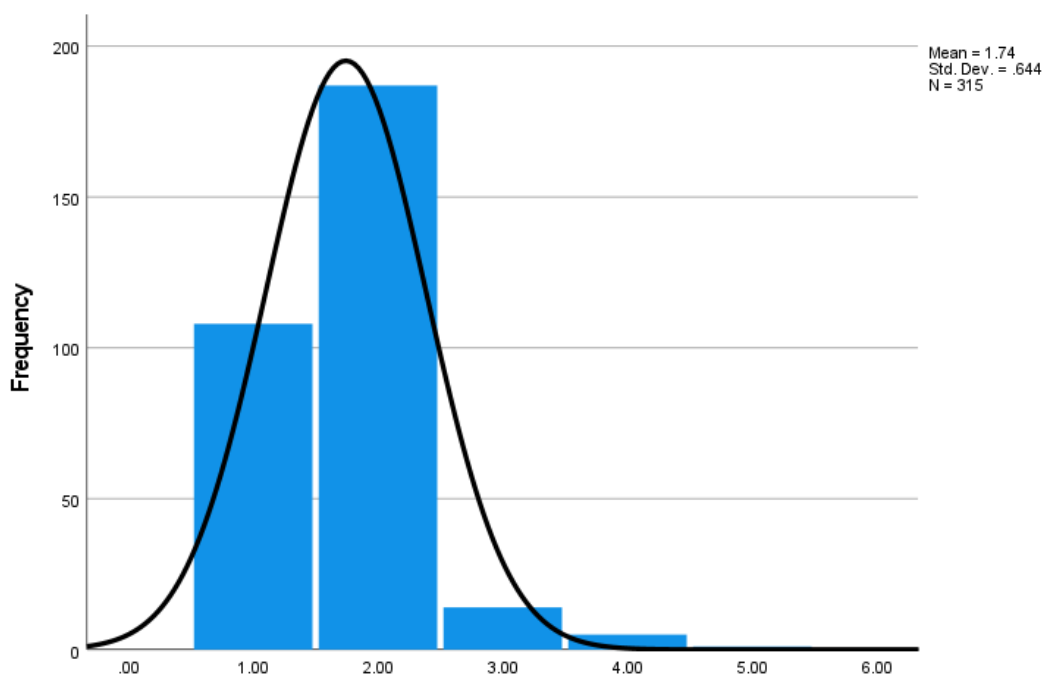


Figure 9. Graphic design advertisements have an effective and powerful style to convey a business message to customers.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 59.4% of respondents affirmed that they agree with idea that graphic design advertisements have an effective and powerful style to convey a business message to customers, and 34.3% are Strongly agreed while 4.4% are Neutral or do not know. Besides only 1.6% are disagree and 0.3% strongly disagree. The mean of this criterion showed 1.7429 on the table

and that leads to a level of strongly agree. These analyses showed that the majority of respondents support that graphic design advertisements have an effective and powerful style to convey a business message to customers, thus, this criterion is evaluated positively.

5.4.1.2.3 Graphic design advertisements reflect how important to improve businesses and bring more views.

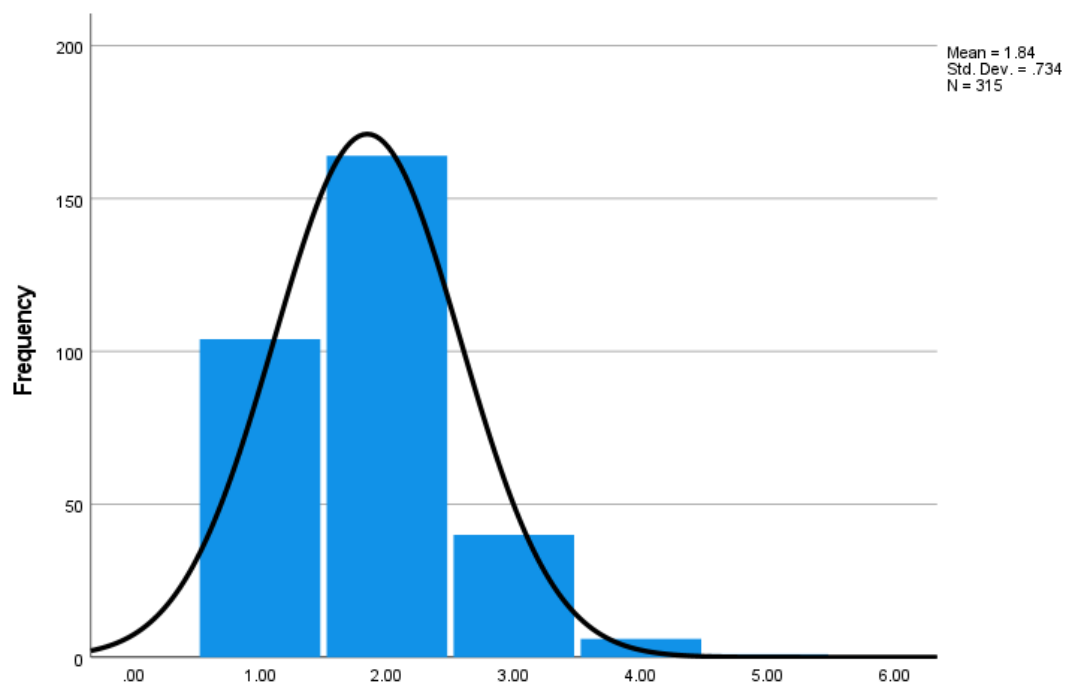


Figure 10. Graphic design advertisements reflect how important to improve businesses and bring more views.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 52.1% of respondents affirmed that they agree with idea that graphic design advertisements are important to improve businesses and engage more views, and 33.0% are Strongly agreed while 12.7% are Neutral or do not know. Besides only 1.9% are disagree and 0.3% strongly disagree. The mean of this criterion showed 1.8444 on the table and that leads to level agree. These analyses showed that the majority of respondents support that graphic design advertisements are important to improve businesses and engage more views, thus, this criterion is evaluated positively.

5.4.1.2.4 Graphic design advertisements have become the main thing that businesses focus on.

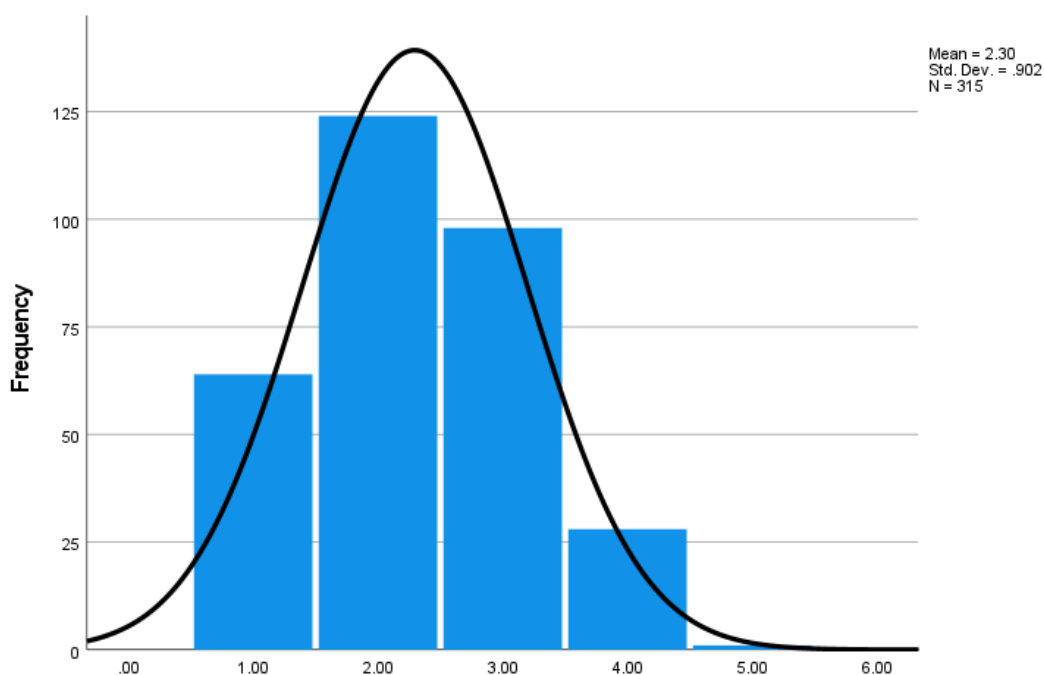


Figure 11. Graphic design advertisements have become the main thing that businesses focus on.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 39.4% of respondents affirmed that they agree to some extent with idea graphic design advertisements have become the main thing that businesses focus on, and 31.1% are Neutral while 20.3% strongly agrees. Besides only 8.9% are disagree and 0.3% strongly disagree. The mean of this criterion showed 2.2952 on the table and that leads to level agree. These analyses showed that the majority of respondents support that graphic design advertisements have become the main thing that businesses focus on, thus, this criterion is evaluated positively.

5.4.1.2.5 Type of fonts, images, and colors affect the content when customers read it on the graphic design advertisements.

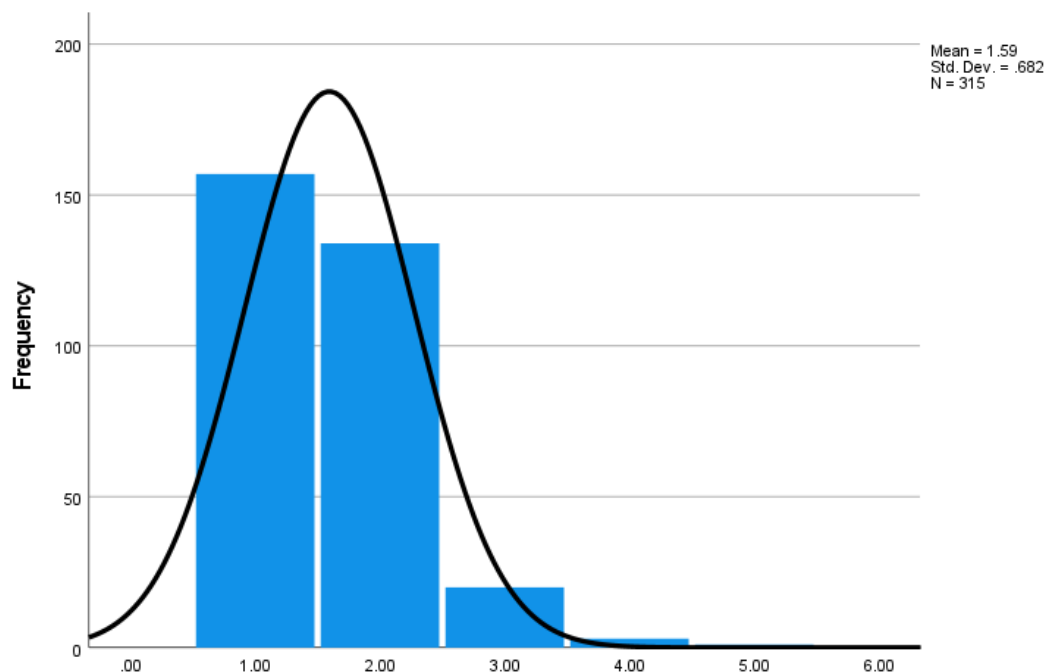


Figure 12. Type of fonts, images, and colors affect the content when customers read it on the graphic design advertisements.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 49.8% of respondents affirmed that they strongly agree with idea that type of fonts, images, and colors influence positively the content when customers read it on the graphic design advertisements, and 42.5% are agreed while 6.3% are Neutral or do not know. Besides only 1.0% are disagree and 0.3% strongly disagree. The mean of this criterion showed 1.5937 on the table and that leads to a level of strongly agree. These analyses showed that the majority of respondents support that type of fonts, images, and colors influence positively on the content when customers read it on the graphic design advertisements, thus, this criterion is evaluated positively.

5.4.1.2.6 Graphic design advertisements support promoting the business popularity of brands

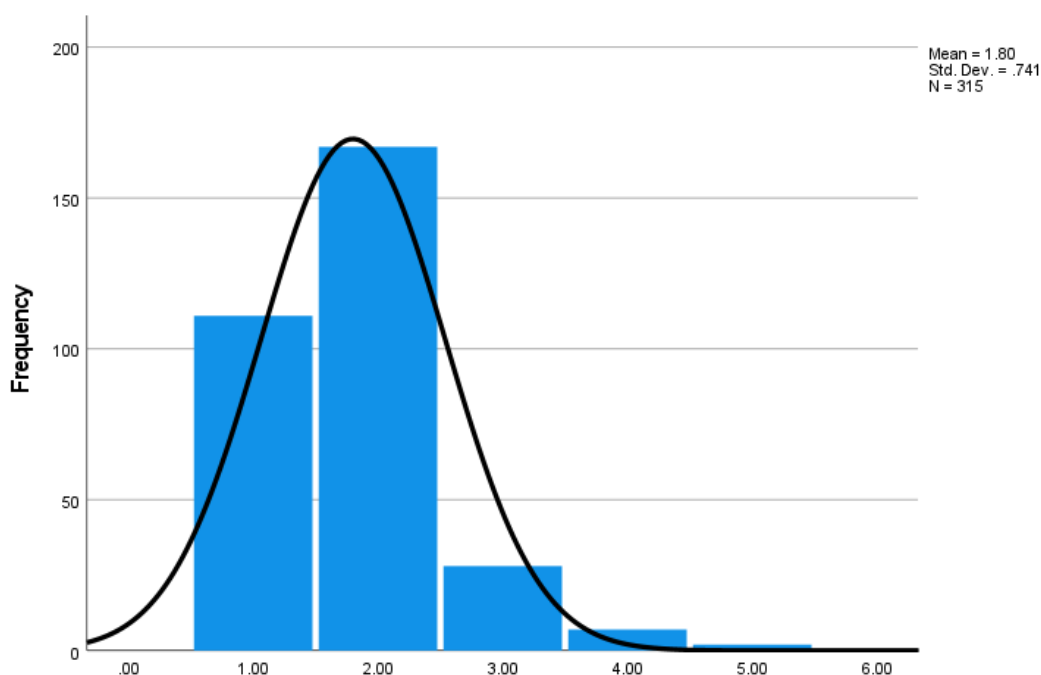


Figure 13. Graphic design advertisements support promoting the business popularity of brands.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 53.0% of respondents affirmed that they agree with idea that graphic design advertisements support promoting the business popularity of brands, and 35.2% are strongly agreed while 8.9% are Neutral or do not know. Besides only 2.2% are disagree and 0.6% strongly disagree. The mean of this criterion showed 1.8000 on the table and that's lead to level agree. These analyses showed that the majority of respondents support that graphic design advertisements support promoting the business popularity of brands, thus, this criterion is evaluated positively.

5.4.1.2.7 Graphic design advertisements contribute to creating a full vision for customers and engage them in building the brand process.

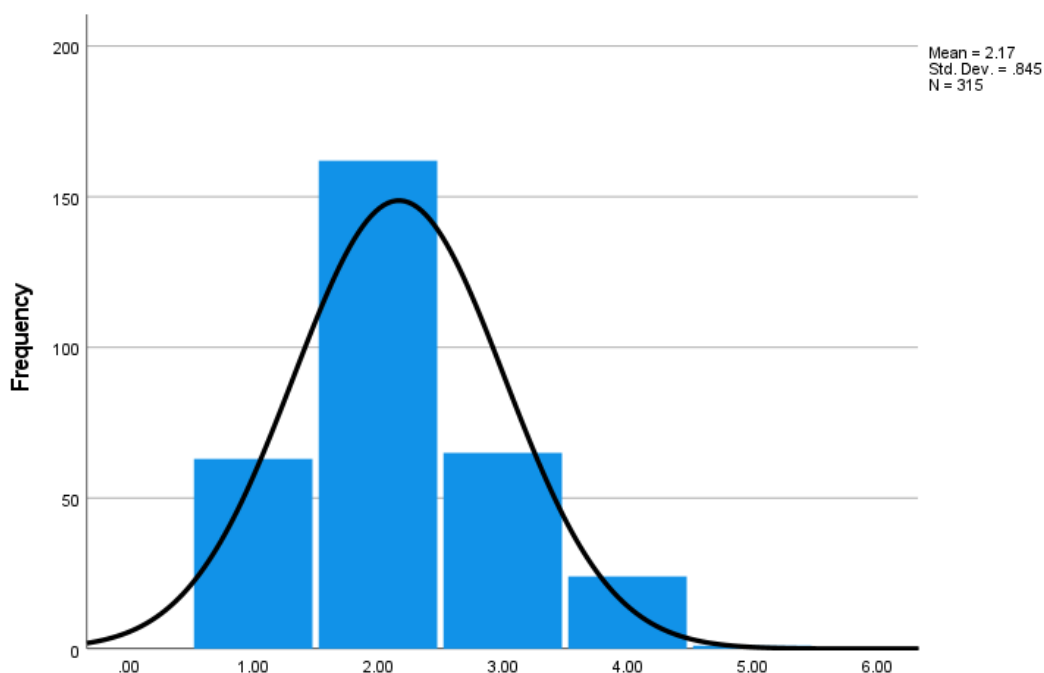


Figure 14. Graphic design advertisements contribute to creating a full vision for customers and engage them in building the brand process.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 51.4% of respondents affirmed that they agree with idea that graphic design advertisements contribute positively to creating a full vision for customers and engage them in building the brand process, and 20.6% are Neutral or do not know while 20.0% are strongly agreed. Besides only 7.6% are disagree and 0.3% strongly disagree. The mean of this criterion showed 2.1683 on the table and that leads to level agree. These analyses showed that the majority of respondents support that graphic design advertisements contribute positively to creating a full vision for customers and engage them in building the brand process, thus, this criterion is evaluated positively.

5.4.1.2.8 Graphic design advertisements one of the main components of building brand recognition and shaping the decision-making process of the consumer.

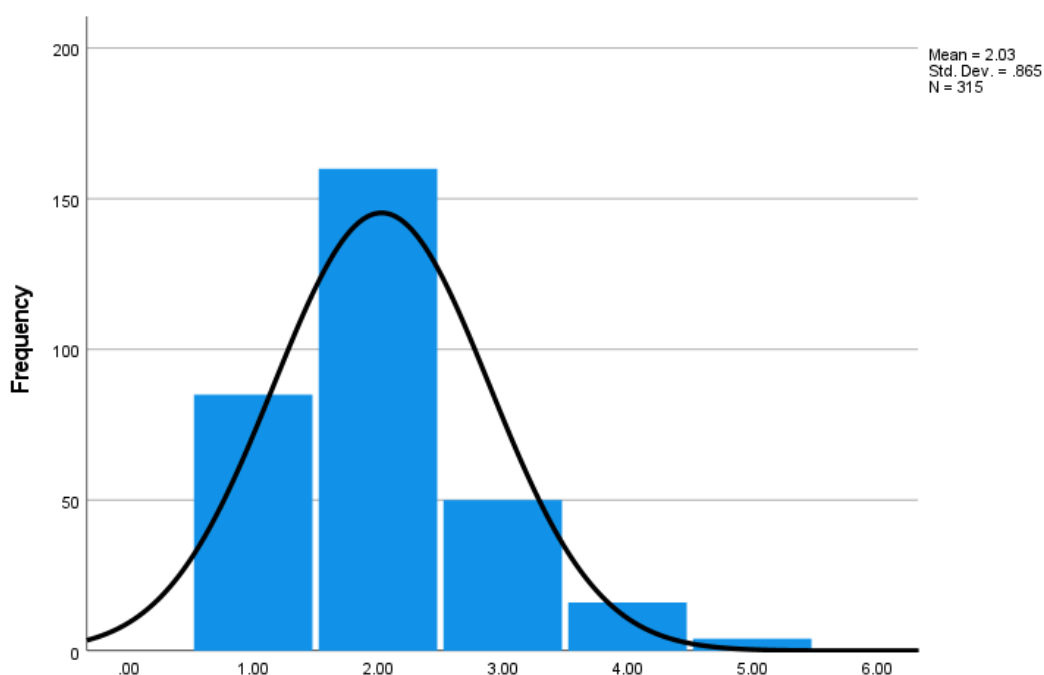


Figure 15. Graphic design advertisements are one of the main components of building brand recognition and shaping the decision-making process of the consumer.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 50.8% of respondents affirmed that they agree with idea that graphic design advertisements are one of the main components of building brand recognition and shaping the decision-making process of the consumer, and 27.0% are strongly agreed while 15.9% are Neutral or do not know. Besides only 5.1% are disagree and 1.3% strongly disagree. The mean of this criterion showed 2.0286 on the table and that leads to level agree. These analyses showed that the majority of respondents support that graphic

design advertisements one of the main components of building brand recognition and shaping the decision-making process of the consumer, thus, this criterion is evaluated positively.

5.4.1.2.9 Conclusion:

The measurement of total graphic design advertisements data as a variable is agreed on the level with a weighted Mean of 1.9270 and Standard deviation of 0.47355, thus, this variable is evaluated positively.

5.4.2 Data Analyzes for Branding Effectiveness 5-point Likert scale:

5.4.2.1 Branding Effectiveness:

Questions		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Std. Deviation	Level
1- Brands are important for customers to make the decision to purchase a product or service.	N	108	159	30	16	2	1.8730	0.82732	Agree
	%	34.3%	50.5%	9.5%	5.1%	0.6			
2- Branding strategy on social media has become more visible with the advancement of visual technology and the advantages of visual communication.	N	123	161	25	4	2	1.7333	0.71294	Strongly Agree
	%	39.0%	51.1%	7.9%	1.3%	0.3%			

3- Brands have to choose the type of strategy promotion for their advertisements on social media.	N	100	150	54	7	4	1.9365	0.83080	Agree
	%	31.7%	47.6%	17.1%	2.2%	1.3%			
4- Brand improvements come from social media users creating new advertisements that lead to customers' needs.	N	62	168	62	18	5	2.1619	0.86094	Agree
	%	19.7%	53.3%	19.7%	5.7%	1.6%			
5- Color is important to represent different values and characteristics that can benefit a brand that displays its own values.	N	113	155	35	9	3	1.8381	0.80354	Agree
	%	35.9%	49.2%	11.1%	2.9%	1.0%			
			Weighted	Mean	1.9086				
			Std.	Deviation	0.54716				
				n					

5.4.2.2.1 Brands are important for customers to make the decision to purchase a product or service.

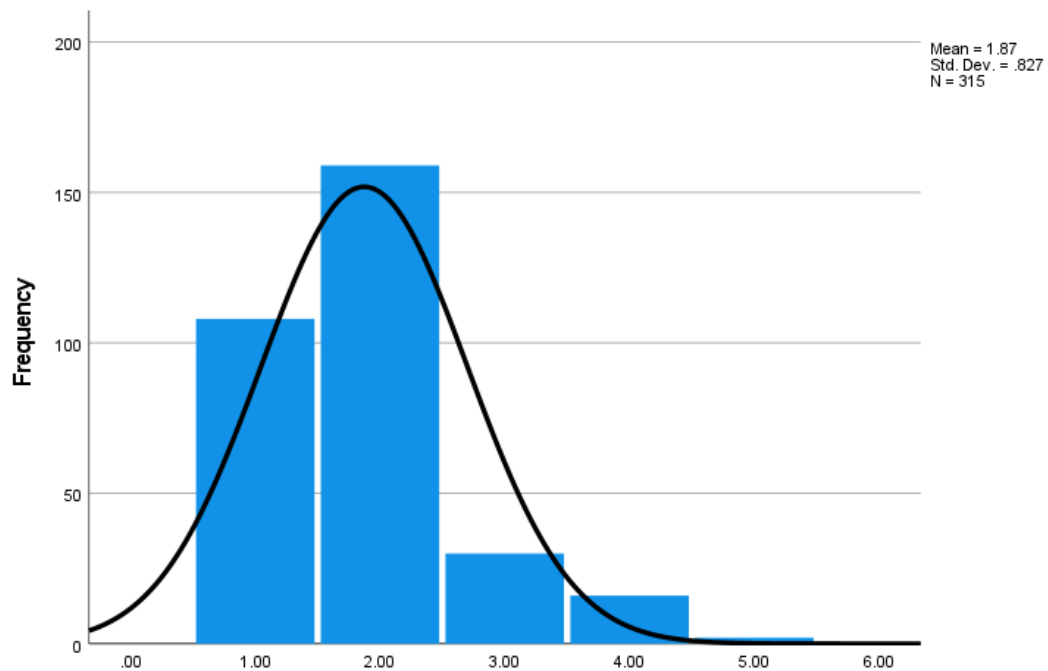


Figure 16. Brands are important for customers to make the decision to purchase a product or service.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 50.5% of respondents affirmed that they agree with idea that brands are important for customers to make the decision to purchase a product or service, and 34.3% are strongly agreed while 9.5% are Neutral or do not know. Besides only 5.1% are disagree and 0.6% strongly disagree. The mean of this criterion showed 1.8730 on the table and that leads to level agree. These analyses showed that the majority of respondents support that brands are important for customers to make the decision to purchase a product or service, thus, this criterion is evaluated positively.

5.4.2.2.2 Branding strategy on social media has become more visible with the advancement of visual technology and the advantages of visual communication.

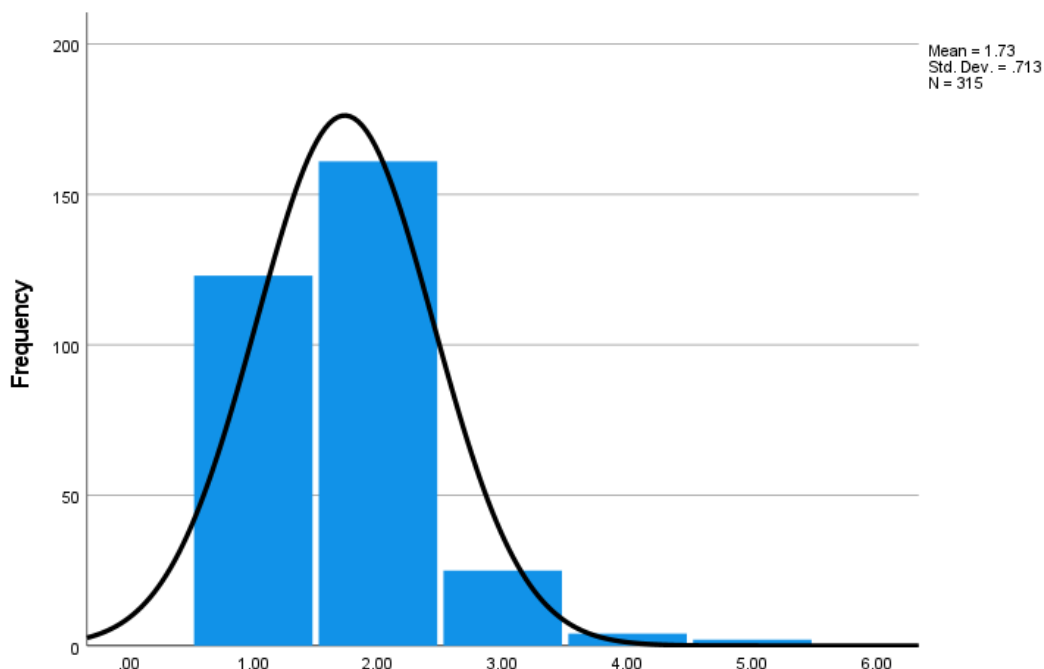


Figure 17. Branding strategy on social media has become more visible with the advancement of visual technology and the advantages of visual communication.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 51.1% of respondents affirmed that they agree with idea that branding strategy on social media has become more visible with the advancement of visual technology and the advantages of visual communication, and 39.0% are strongly agreed while 7.9% are Neutral or do not know. Besides only 1.3% are disagree and 0.3% strongly disagree. The mean of this criterion showed 1.7333 on the table and that leads to a level of strongly agree. These analyses showed that the majority of respondents support that branding strategy on social media has become more visible with

the advancement of visual technology and the advantages of visual communication, thus, this criterion is evaluated positively.

5.4.2.2.3 Brands have to choose the type of strategy promotion for their advertisements on social media.

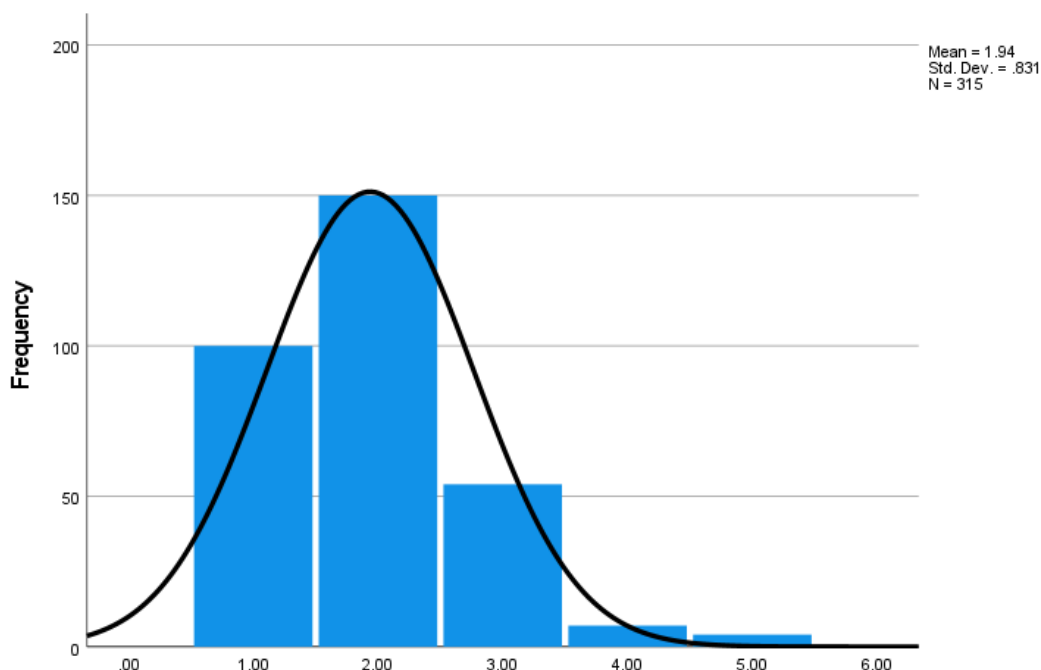


Figure 18. Brands have to choose the type of strategy promotion for their advertisements on social media.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 47.6% of respondents affirmed that they agree with idea that brands have to choose the type of strategy promotion for their advertisements on social media, and 31.7% are strongly agreed while 17.1% are Neutral or do not know. Besides only 2.2% are disagree and 1.3% strongly disagree. The mean of this criterion showed 1.9365 on the table and that leads to level agree. These analyses showed that the majority of respondents

support that brands have to choose the type of strategy promotion for their advertisements on social media, thus, this criterion is evaluated positively.

5.4.2.2.4 Brand improvements come from social media users creating new advertisements that lead to customers' needs.

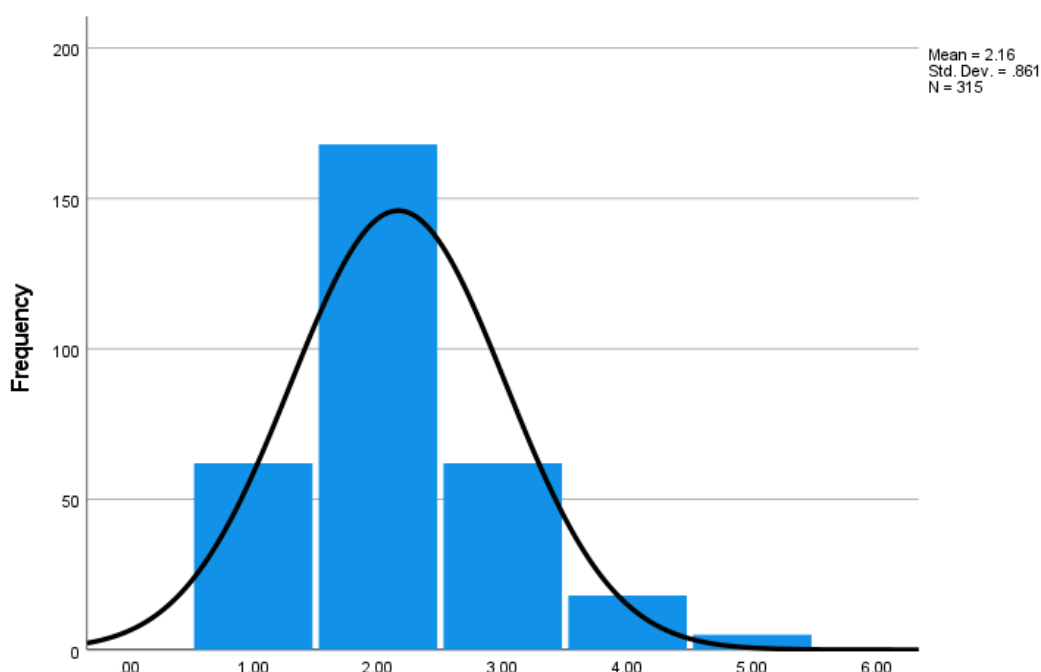


Figure 19. Brand's improvements come from social media users creating new advertisements that lead to customers' needs.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 53.3% of respondents affirmed that they agree with idea that Brand's improvements come from social media users creating new advertisements that lead to customers' needs, and 19.7% are strongly agreed while 19.7% are Neutral or do not know. Besides only 5.7% are disagree and 1.6% strongly disagree. The mean of this criterion showed 2.1619 on the table and that leads to level agree. These analyses showed that the majority of respondents support that Brand's improvements come from social media users

creating new advertisements that lead to customers' needs, thus, this criterion is evaluated positively.

5.4.2.2.5 Color is important to represent different values and characteristics that can benefit a brand that displays its values.

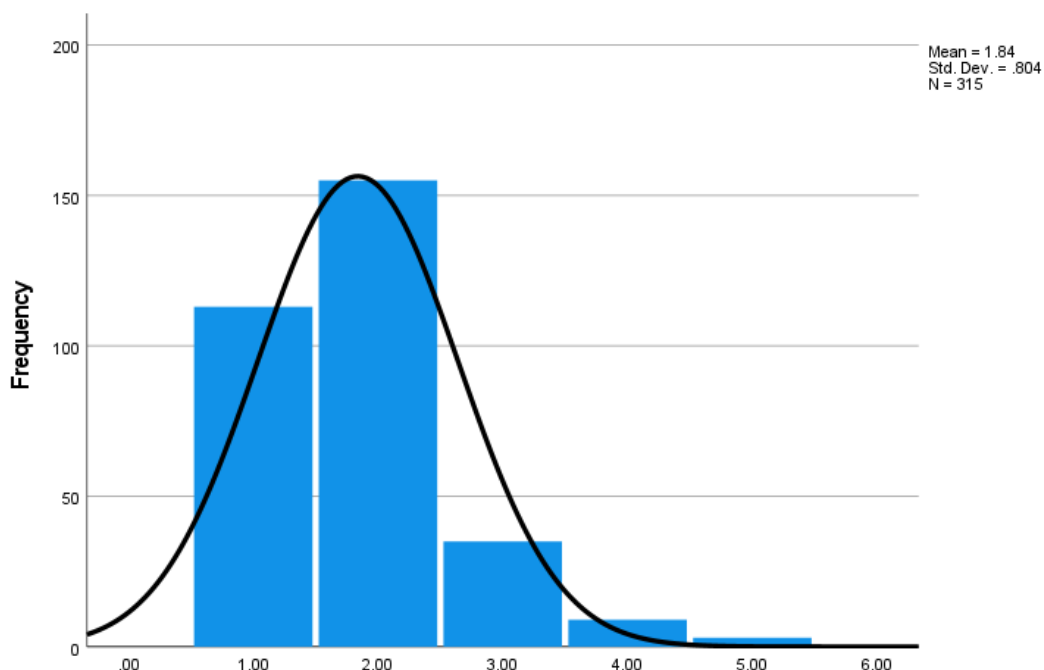


Figure 20. Color is important to represent different values and characteristics that can benefit a brand that displays its values.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 49.2% of respondents affirmed that they agree with idea that color is important to represent different values and characteristics that can benefit a brand that displays its values, and 35.9% are strongly agreed while 11.1% are Neutral or do not know. Besides only 2.9% are disagree and 1.0% strongly disagree. The mean of this criterion showed 1.8381 on the table and that leads to level agree. These analyses showed that the majority of respondents support that color is important to represent different values and

characteristics that can benefit a brand that displays its values, thus, this criterion is evaluated positively.

5.4.2.2.6 Conclusion:

The measurement of total Branding Effectiveness data as a variable is agreed on the level with a weighted Mean of 1.9086 and Standard deviation of 0.54716, thus, this variable is evaluated positively.

5.4.3 Data Analyzes for Social Media 5-point Likert scale:

5.4.3.1 Social Media:

Questions		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Std. Deviation	Level	
1- Social media platforms support brands to affect the emotional state of customers and change their behaviors.	N	102	150	45	16	2		1.9397	0.85185	Agree
	%	32.4%	47.6%	14.3%	5.1%	0.6				
2- Social Media is one of the means of contact that stimulates users to chat about great encounters with a brand.	N	86	152	58	17	2		2.0381	0.85500	Agree
	%	27.3%	48.3%	18.4%	5.4%	0.6%				
3- The number of users on social media can support the graphic design idea.	N	63	143	81	26	2		2.2413	0.88811	Agree

	%	20.0%	45.4%	25.7%	8.3%	0.6%			
<hr/>									
4- Successful Brands									
link with a number of	N	89	143	60	19	4			
users on social							2.0667	0.90926	Agree
media.									
	%	28.3%	45.4%	19.0%	6.0%	1.3%			
<hr/>									
5- Social media									
platforms represent a	N	57	151	77	27	3			
brand of corporate									
identity.							2.2635	0.88715	Agree
	%	18.1%	47.9%	24.4%	8.6%	1.0%			
<hr/>									
6- Social media									
protects brands'	N	68	151	71	22	3			
reputations, expands							2.1778	0.88160	Agree
and develops brand									
awareness for									
customers, and									
increases the loyalty									
of customers to									
brands.									
	%	21.6%	47.9%	22.5%	7.0%	1.0%			
<hr/>									
7- Customers'									
opinions on social	N	125	152	27	9	2			
media can improve									Strongly
the brand's goods							1.7651	0.77504	Agree
and services.									
	%	39.7%	48.3%	8.6%	2.9%	0.6%			
<hr/>									
			Weight	Mean				2.0703	
			ed						
			Std.	Deviation				0.51752	
				n					
<hr/>									

Table 12. Data Analysis for Social media 5-point Likert scale

5.4.3.2 Analyze the factors from the tables of social media:

5.4.3.2.1 Social media platforms support brands to affect the emotional state of customers and change their behaviors.

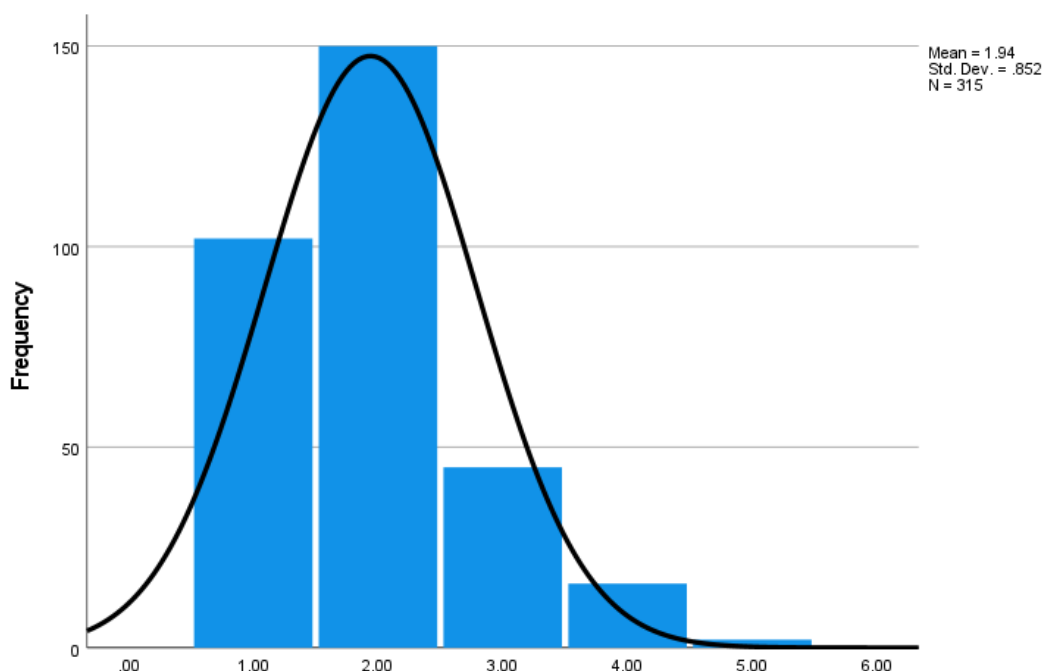


Figure 21. Social media platforms support brands to affect the emotional state of customers and change their behaviors.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 47.6% of respondents affirmed that they agree with idea that social media platforms support brands to affect the emotional state of customers and change their behaviors, and 32.4% are strongly agreed while 14.3% are Neutral or do not know. Besides only 5.1% are disagree and 0.6% strongly disagree. The mean of this criterion showed 1.9397 on the table and that leads to level agree. These analyses showed that the majority of respondents support that social media platforms support brands to affect the

emotional state of customers and change their behaviors, thus, this criterion is evaluated positively.

5.4.3.2.2 Social Media is one of the means of contact that stimulates users to chat about great encounters with a brand.

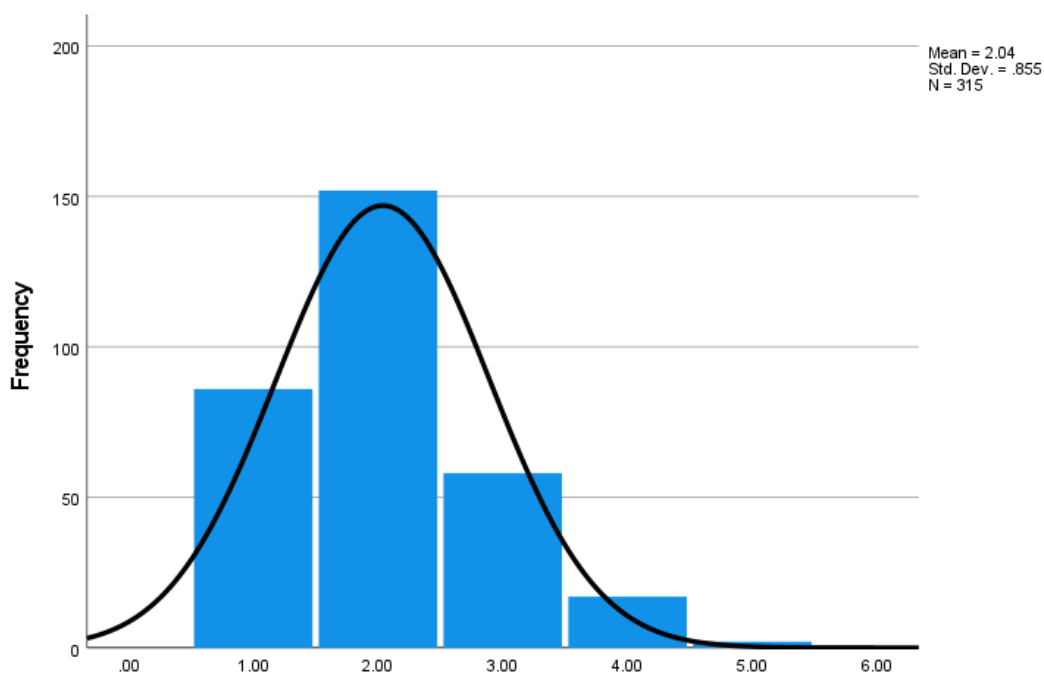


Figure 22. Social Media is one of the means of contact that stimulates users to chat about great encounters with a brand.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 48.3% of respondents affirmed that they agree with idea that social media is one of the means of contact that stimulates users to chat about great encounters with a brand, and 27.3% are strongly agreed while 18.4% are Neutral or do not know. Besides only 5.4% are disagree and 0.6% strongly disagree. The mean of this criterion showed 2.0381 on the table and that leads to level agree. These analyses showed that the majority of respondents support that social media is one of the means of contact that

stimulates users to chat about great encounters with a brand, thus, this criterion is evaluated positively.

5.4.3.2.3 The number of users on social media can support the graphic design idea.

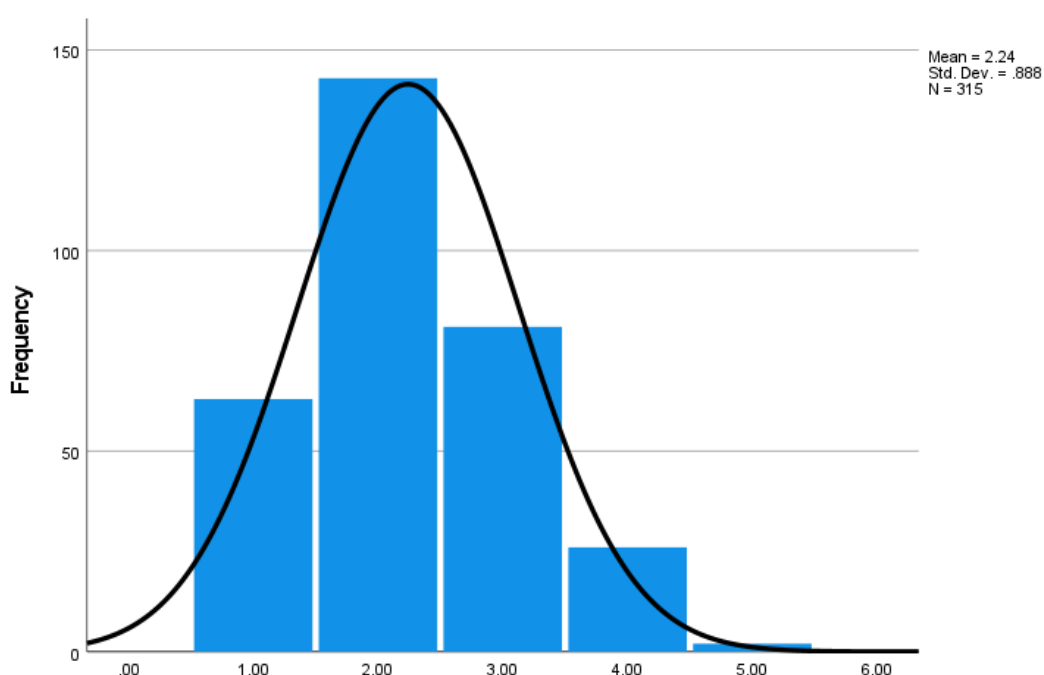


Figure 23. The number of users on social media can support the graphic design idea.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 45.4% of respondents affirmed that they agree with idea that the number of users on social media can support the graphic design idea, and 25.7% are Neutral or do not know while 20.0% are strongly agreed. Besides only 8.3% are disagree and 0.6% strongly disagree. The mean of this criterion showed 2.2413 on the table and that leads to level agree. These

analyses showed that the majority of respondents support that the number of users on social media can support the graphic design idea, thus, this criterion is evaluated positively.

5.4.3.2.4 Successful Brands link with a number of users on social media.

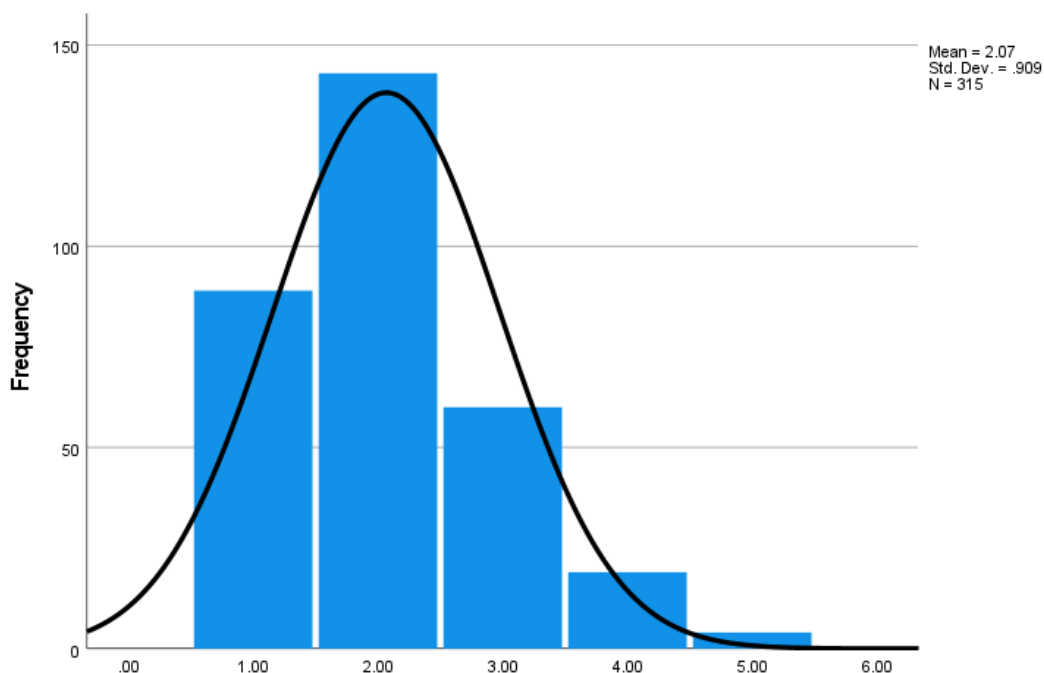


Figure 24. Successful Brands link with a number of users on social media.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 45.4% of respondents affirmed that they agree with idea that successful brands link with a number of users on social media, and 28.3% are strongly agreed while 19.0% are Neutral or do not know. Besides

only 6.0% are disagree and 1.3% strongly disagree. The mean of this criterion showed 2.0667 on the table and that leads to level agree. These analyses showed that the majority of respondents support that the successful brand link with a number of users on social media, thus, this criterion is evaluated positively.

5.4.3.2.5 Social media platforms represent a brand of corporate identity.

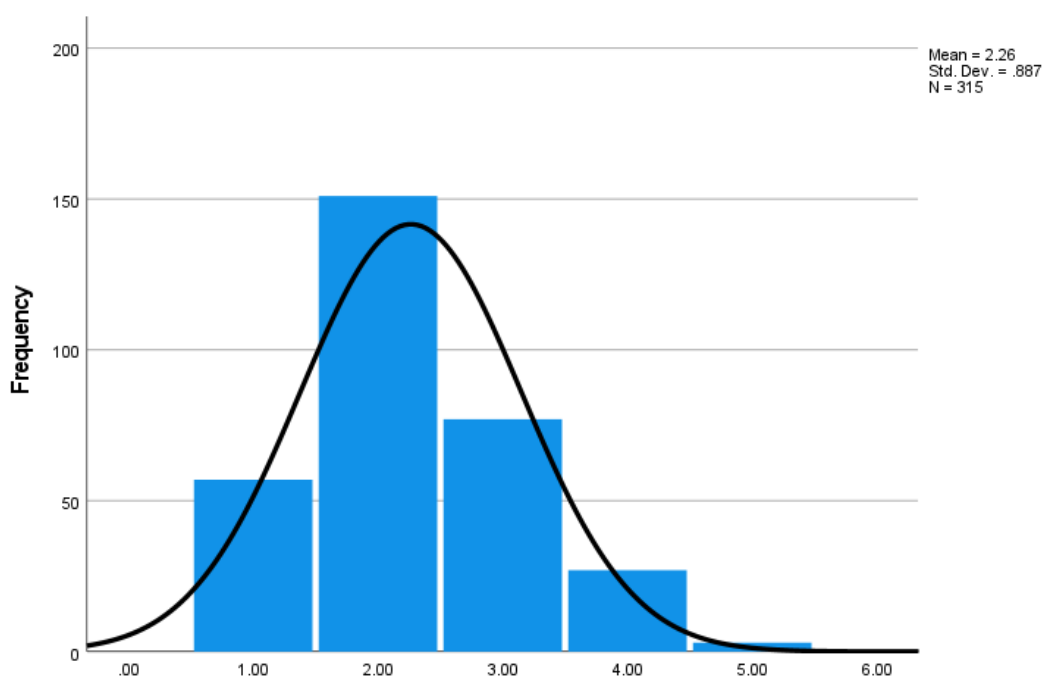


Figure 25. Social media platforms represent a brand of corporate identity.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 47.9% of respondents affirmed that they agree with idea that social media platforms represent a brand of corporate identity, and

24.4% are Neutral or do not know while 18.1% are strongly agreed. Besides only 8.6% are disagree and 1.0% strongly disagree. The mean of this criterion showed 2.2635 on the table and that leads to level agree. These analyses showed that the majority of respondents support that social media platforms represent a brand of corporate identity, thus, this criterion is evaluated positively.

5.4.3.2.6 Social media protects brands' reputations, expands and develops brand awareness for customers, and increases the loyalty of customers to brands.

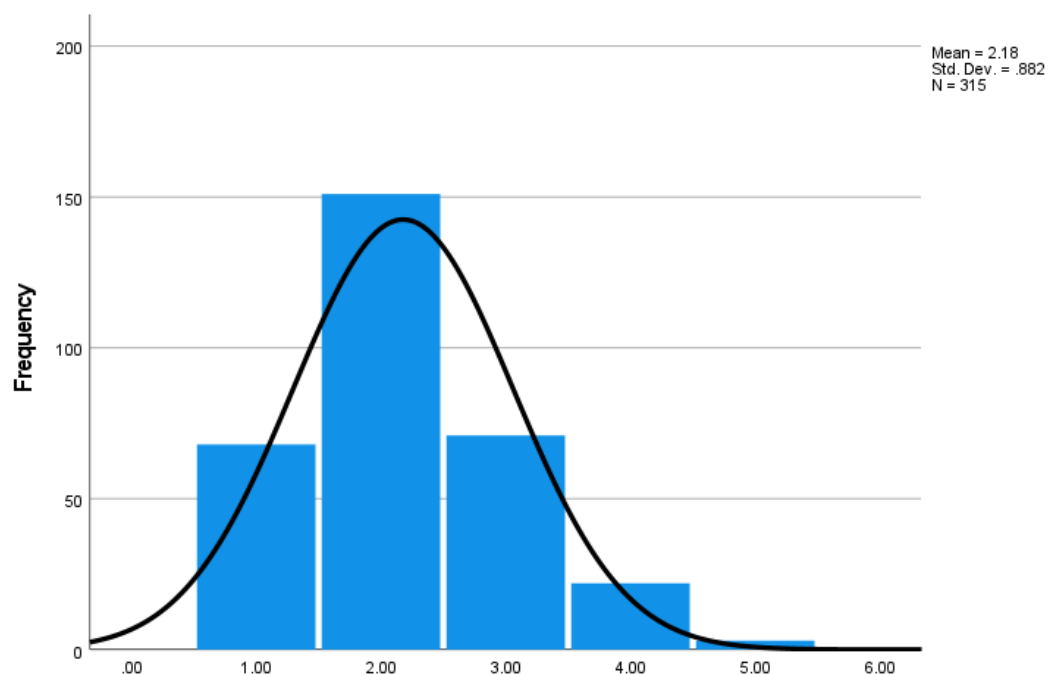


Figure 26. Social media protects brands' reputations, expands and develops brand awareness for customers, and increases the loyalty of customers to brands.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 47.9% of respondents affirmed that they agree with idea that social media protects brands' reputations, expands and develops brand awareness for customers, and increases loyalty of customers to brands, and 22.5% are Neutral or do not know while 21.6% are strongly agreed. Besides only 7.0% are disagree and 1.0% strongly disagree. The mean of this criterion showed 2.1778 on the table and that's lead to level agree. These analyses showed that the majority of respondents support that social media protects brands' reputations, expands and develops brand awareness for customers, and increases the loyalty of customers to brands, thus, this criterion is evaluated positively.

5.4.3.2.7 Customers' opinions on social media can improve the brand's goods and services.

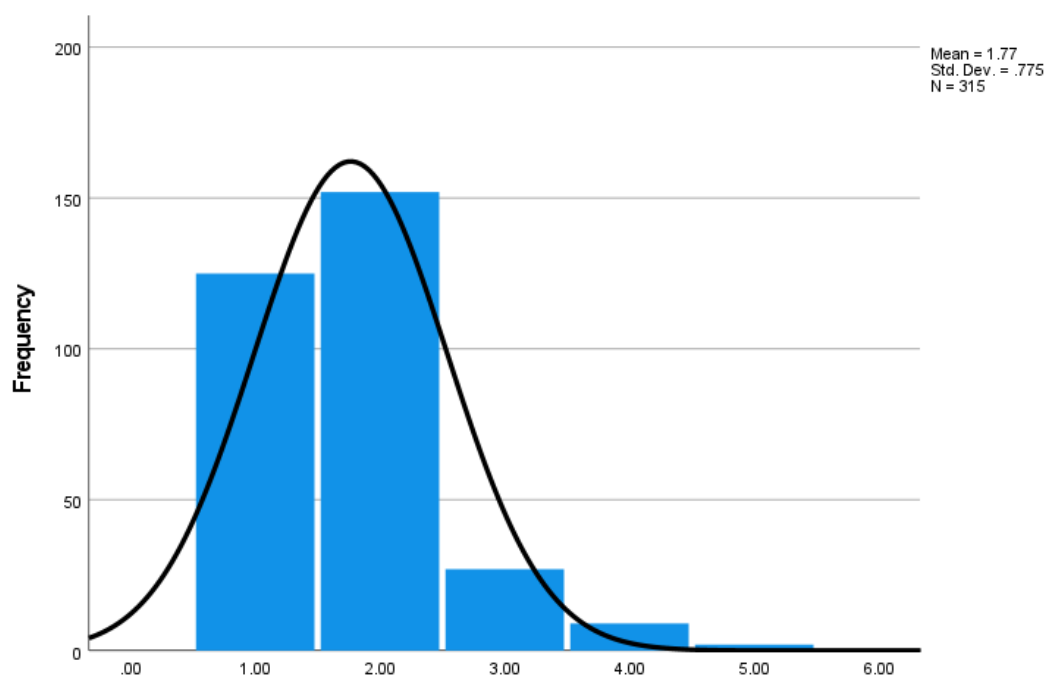


Figure 27. Customers' opinions on social media can improve the brand's goods and services.

Based on the 5-Points Likert scale table above and the results of the table and histogram, we noticed that 48.3% of respondents affirmed that they agree with idea that Customers' opinions on social media can improve the brand's goods and services, and 39.7% are strongly agreed while 8.6% are Neutral or do not know. Besides only 2.9% are disagree and 0.6% strongly disagree. The mean of this criterion showed 1.7651 on the table and that leads to a level of strongly agree. These analyses showed that the majority of respondents support that Customers' opinions on social media can improve the brand's goods and services, thus, this criterion is evaluated positively.

5.4.3.2.8 Conclusion:

The measurement of total Social media data as a variable is agreed on the level with a weighted Mean of 2.0703 and Standard deviation of 0.51752, thus, this variable is evaluated positively.

5.5 TEST DATA:**5.5.0 The Study model:**

This part attempts to assess the preceding model for this study, which aims to investigate “the impact of graphic design advertisements on branding

effectiveness and the role of social media”, in addition, to examine the relationship between independent and dependent variables.

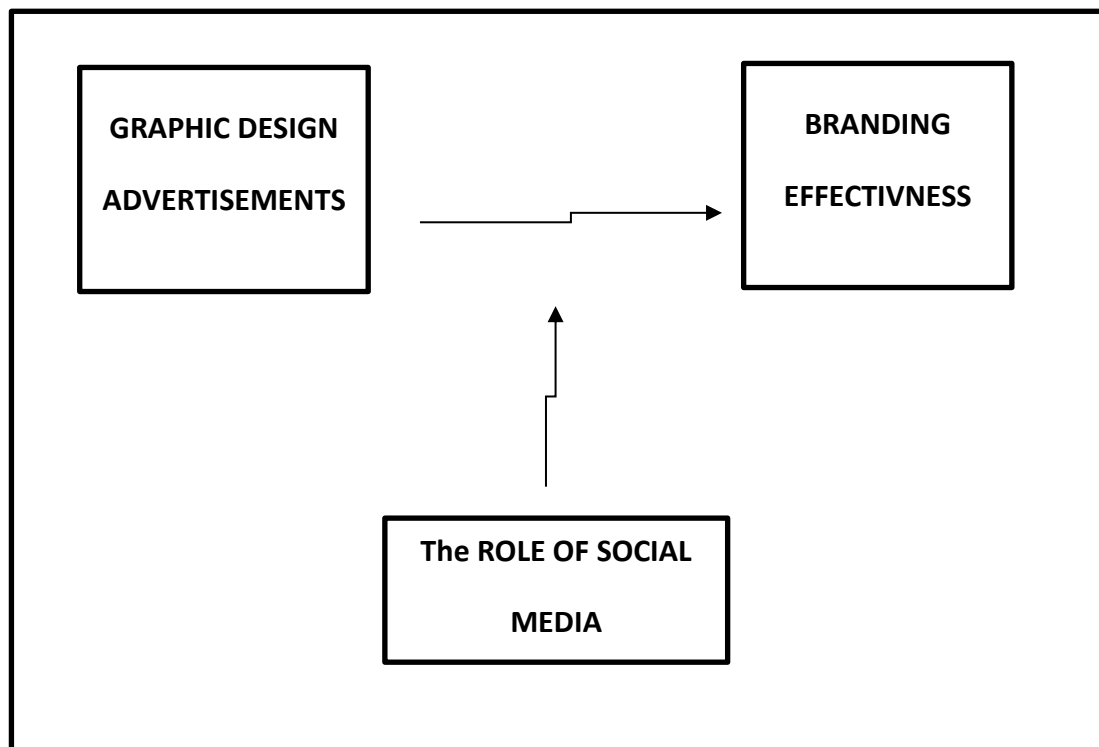


Figure 28. Conceptual Model for the research

5.5.1 Study hypotheses:

The two hypotheses that research will focus on:

H₁: Graphic design advertisements have a positive effect on branding effectiveness.

H₂: Social media positively moderates the effect of graphic design advertisements on branding effectiveness.

5.5.2 Testing the first Hypothesis:

H₁: Graphic design advertisements have a positive effect on branding effectiveness.

Null Hypothesis: The regression model is insignificant, which means that the independent variable (Graphic design advertisements) does not affect the dependent variable (Brand Effectiveness).

Alternative Hypothesis: The regression model is significant, which means that the independent variable (Graphic design advertisements) affects the dependent variable (Brand Effectiveness).

5.5.2.1 Regression analyzes:

Regression analysis measures the change in the dependent variable which in this case is 'branding effectiveness', caused by a change in the independent variable of graphic design advertisements.

5.5.2.1.1 Descriptive Statistics:

Variable	Mean	Std. Deviation	N
Branding effectiveness	1.9086	0.54716	315
Graphic design advertisements	1.9270	0.47355	315

Table 13. Descriptive statistics

In the table above, descriptive statistics data showed (sample size, weighted means that follow to 5-point Likert scale, standard deviation) for the independent and dependent variables that entered to regression model which gave that the weighted mean for branding effectiveness and graphic design advertisements are evaluated positively and influential 1.9086 and 1.9270 respectively.

5.5.2.1.2 Pearson Correlations:

		Branding effectiveness	Graphic design advertisements
Pearson correlation	Branding effectiveness	1	0.548
	Graphic design advertisements	0.548	1
Sig. (1-tailed)	Branding effectiveness		0.000
	Graphic design advertisements	0.000	
N	Branding effectiveness	315	315
	Graphic design advertisements	315	315

Table 14. Pearson Correlations

Correlation reflects the degree of relationship between the two variables; having a range of +1 to - 1. A value +1 indicates perfect positive correlation, -

1 with perfect negative correlation while 0 shows the existence of no relationship between the variables (Sekaran & Bougie, 2016).

Referring to the table above, graphic design advertisements ($r = 0.548$) have a significant moderate correlation with branding effectiveness. For addressing the issue of multicollinearity, the R-values of the independent factor should be less than 0.80 (Garson, 2013). The value shown in the table above is not greater than the set criteria.

5.5.2.1.3 Variables Entered/Removed:

Model	Variables entered	Variables removed	Method
1.	Graphic design advertisements		Enter

a. Dependent Variable: Branding effectiveness.

b. All requested variables entered.

Table 15. Variables Entered/Removed for Graphic design advertisements and branding effectiveness.

The table above shows the name of variables that entered in the regression equation (branding effectiveness) as a dependent variable and independent variable (graphic design advertisements) and the analysis did not exclude any variable, the method used in the model is standard regression.

5.5.2.1.4 Model Summary:

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1.	0.548	0.300	0.298	0.45859

a. Predictors: (Constant), Graphic design advertisements.

b. Dependent Variable: Branding effectiveness.

Table 16. Model summary for graphic design advertisements and branding effectiveness.

The table above shows the values in the form of R, R square, and adjusted R square. The R-value is 0.548, showcasing that 55% of the variation in the dependent variable (branding effectiveness) has been caused by the independent variable (graphic design advertisements). The value of R square, which is a more accurate prediction of multiple linear regression; shows that 30% of the variation in the predicted variable has been due to the study's predictor variable. The value of R square is adjusted, to attain how much of the study's target sample can justify the population. The adjusted R square value shows that 30% of the variation reflected in branding effectiveness is due to the existence of graphic design advertisements.

5.5.2.1.5 ANOVA:

Model		Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	28.182	1	28.182	134.009	0.000
	Residual	65.824	313	0.210		
	Total	94.007	314			

a. Dependent Variable: Branding effectiveness.

b. Predictors: (Constant), Graphic design advertisements.

Table 17. ANOVA test for graphic design advertisements and branding effectiveness.

The table above shows the F statistic, representing the overall significance of the conceptual model, and shows that the regression equation is fitting with the data collected. The F statistic value is 134.009 and the sig value noticed is

(0.000) and it's less than (0.001) thus we reject the null hypothesis H_0 and we accept the alternative hypothesis H_1 which means the regression model is significant (Field, 2013). This dictates that the regression equation is statistically significant and the independent variable of the study has truly represented its dependent variable.

5.5.2.1.6 Collinearity Statistics:

		Collinearity Statistics	
Model		Tolerance	VIF
1.	Graphic design advertisements	1.000	1.000

a. Dependent Variable: Branding effectiveness.

Table 18. Collinearity statistics for graphic design advertisements and branding effectiveness.

A multi-collinearity test has also been applied shown in the table above. The Variance Inflation Factor (VIF) reflects the inflation of variances amongst the estimated coefficients, ultimately leading to multi-collinearity. The value should ideally be less than 3 and the Tolerance level should be greater than 0.1 (Black et al., 2010; Kennedy, 2003; Pan & Jackson, 2008). The results clearly show that multi-collinearity is non-existent between the variables of the research study.

5.5.2.1.7 Coefficient Application:

		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1.	(Constant)	0.689	0.108		6.359
	Graphic design advertisements	0.633	0.055	0.548	11.576

a. Dependent Variable: Branding effectiveness.

Table 19. Coefficient application for graphic design advertisements and branding effectiveness.

The table above shows the coefficient application of the conceptual model. The independent construct i.e., graphic design advertisements (Sig=0.000, t=11.576, b= 0.633) has a statistically significant influence on branding effectiveness as the sig value and t values are significant at 0.05 and 2.00 level respectively i.e., less than 0.05 and greater than 2.00 (Field, 2013). Finally, the beta values further show, that the relationship of graphic design advertisements with the dependent variable (branding effectiveness) is positive and significant.

We also can create the regression equation as follows:

Predicted (Branding Effectiveness) = 0.548*(Graphic design advertisements) + error terms

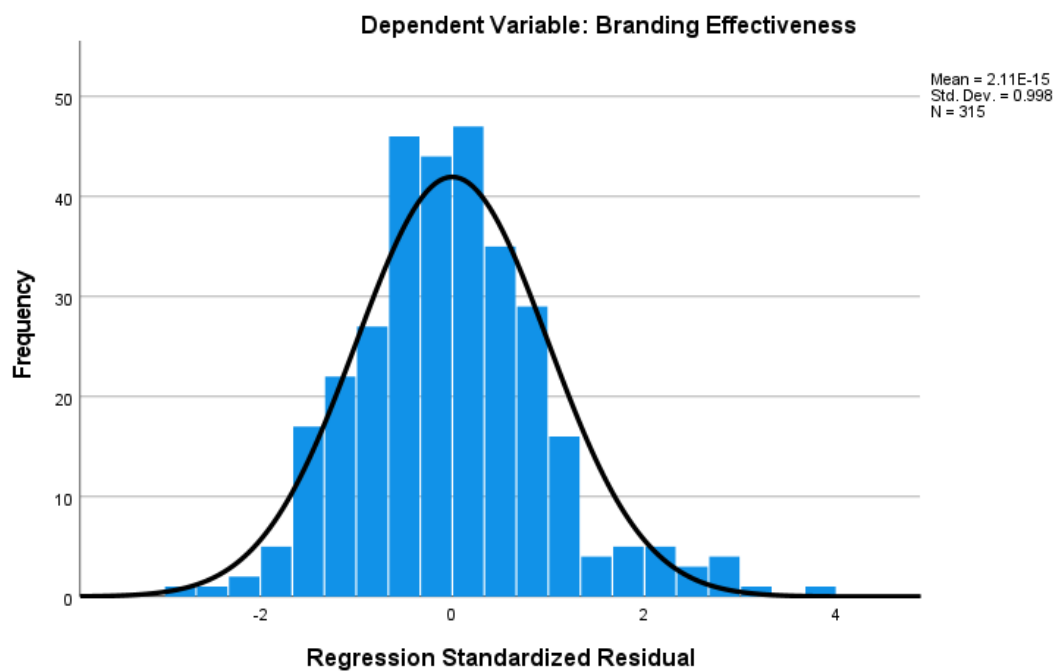


Figure 29. Histogram of frequency and regression standardized residual.

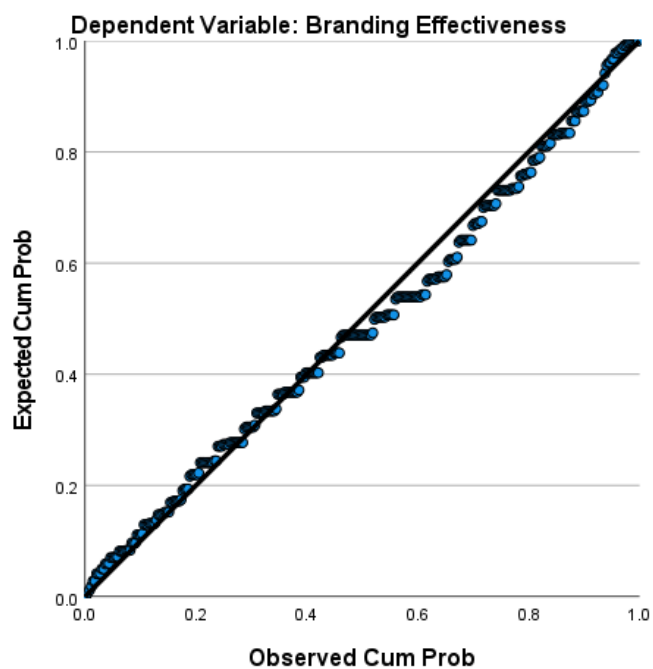


Figure 30. Normal P-P Plot of Regression Standardized Residual.

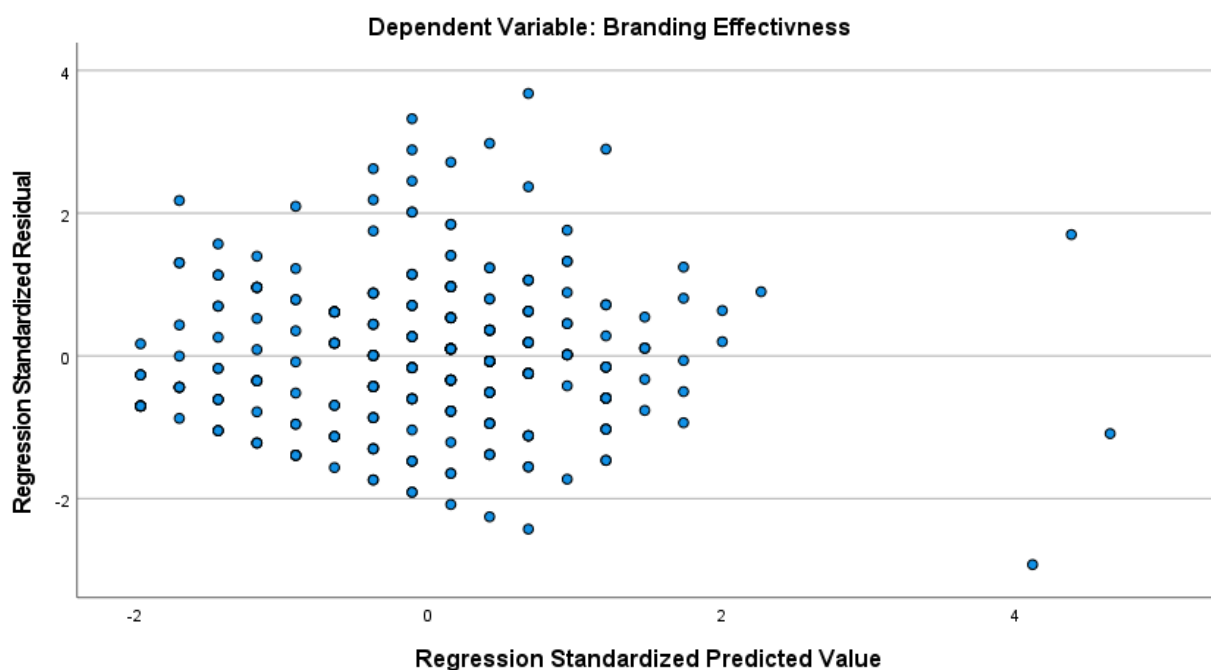


Figure 31. Scatter plot.

The previous figures (29-30-31) above show the moderate distribution of residues and collect data about the straight line. Therefore, the residues follow the normal distribution, which is one of the conditions for the validity of the regression analysis.

5.5.3 Testing the second Hypothesis:

H₂: Social media positively moderates the effect of graphic design advertisements on branding effectiveness.

Null Hypothesis: The regression model is insignificant, which means that the independent variables (Graphic design advertisements and social media) do not affect the dependent variable (Brand Effectiveness).

Alternative Hypothesis: The regression model is significant, which means that the independent variables (Graphic design advertisements and social media) affect the dependent variable (Brand Effectiveness).

5.5.3.1 Regression analyzes:

Regression analysis measures the change in the dependent variable which in this case is 'branding effectiveness', caused by a change in the independent variable of graphic design advertisements.

5.5.3.1.1 Descriptive Statistics:

Variable	Mean	Std. Deviation	N
Branding effectiveness	1.9086	0.54716	315
Graphic design advertisements	1.9270	0.47355	315
Social media	2.0703	0.51752	315

Table 20. Descriptive statistics for graphic design advertisements, branding effectiveness, and social media.

In the table above, descriptive statistics data showed (sample size, weighted means that follow to 5-point Likert scale, standard deviation) for the independent and dependent variables that entered to regression model which gave that the weighted mean for branding effectiveness, graphic design advertisements, and social media are evaluated positively and influential 1.9086, 1.9270 and 2.0703 respectively.

5.5.3.1.2 Pearson Correlations:

		Branding effectiveness	Graphic design advertisements	Social media
Pearson correlation	Branding effectiveness	1	0.548	0.509
	Graphic design advertisements	0.548	1	0.459
	Social media	0.509	0.459	1
Sig. (1- tailed)	Branding effectiveness		0.000	
	Graphic design advertisements	0.000		
	Social media	0.000	0.000	
N	Branding effectiveness	315	315	315
	Graphic design advertisements	315	315	315
	Social media	315	315	315

Table 21. Pearson correlations for graphic design advertisements, branding effectiveness, and social media.

Correlation reflects the degree of relationship between the two variables; having a range of +1 to - 1. A value +1 indicates perfect positive correlation, -

1 with perfect negative correlation while 0 shows the existence of no relationship between the variables (Sekaran & Bougie, 2016).

Referring to the table above, graphic design advertisements ($r = 0.548$) have a significant moderate correlation with branding effectiveness. On the other hand, social media ($r = 0.509$) also possesses a significant moderate correlation with the study's dependent variable. For addressing the issue of multicollinearity, the R-values of the independent factor should be less than 0.80 (Garson, 2013). The value shown in the table above is not greater than the set criteria.

5.5.3.1.3 Variables Entered/Removed:

Model	Variables entered	Variables removed	Method
1.	Graphic design advertisements, social media		Enter

c. Dependent Variable: Branding effectiveness.

d. All requested variables entered.

Table 22. Variables Entered for graphic design advertisements, branding effectiveness, and social media.

The table above shows the name of variables that entered in the regression equation (branding effectiveness) as a dependent variable and independent variables (graphic design advertisements and social media) and the analysis did not exclude any variable, the method used in the model is standard regression.

5.5.3.1.4 Model Summary:

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1.	0.620	0.384	0.380	0.43089

a. Predictors: (Constant), Graphic design advertisements, Social media.

b. Dependent Variable: Branding effectiveness.

Table 23. Model Summary for graphic design advertisements, branding effectiveness, and social media.

The table above shows the values in the form of R, R square, and adjusted R square. The R-value is 0.620, showcasing that 62% of the variation in the dependent variable (branding effectiveness) has been caused by the independent variables (graphic design advertisements and social media). The value of R square, which is a more accurate prediction of multiple linear regression; shows that 38% of the variation in the predicted variable has been due to the study's two predictor variables. The value of R square is adjusted, to attain how much of the study's target sample can justify the population. The adjusted R square value shows that 38% of the variation reflected in branding effectiveness is due to the existence of graphic design advertisements and social media.

5.5.3.1.5 ANOVA:

Model		Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	36.079	2	18.039	97.161	0.000
	Residual	57.928	312	0.186		
	Total	94.007	314			

a. Dependent Variable: Branding effectiveness.

b. Predictors: (Constant), Graphic design advertisements, Social media.

Table 24. ANOVA test for graphic design advertisements, branding effectiveness, and social media.

The table above shows the F statistic, representing the overall significance of the conceptual model, and shows that the regression equation is fitting with the data collected. The F statistic value is 97.161 and the sig value noticed is (0.000) and it's less than (0.001) thus we reject the null hypothesis H0 and we accept the alternative hypothesis H1 which means the regression model is significant (Field, 2013). This dictates that the regression equation is statistically significant and the independent variables of the study have truly represented its dependent variable.

5.5.3.1.6 Collinearity Statistics:

			Collinearity Statistics	
Model			Tolerance	VIF
1.	Graphic design advertisements		0.789	1.267
	Social media		0.789	1.267

b. Dependent Variable: Branding effectiveness.

Table 25. Collinearity statistics for graphic design advertisements, branding effectiveness, and social media.

A multi-collinearity test has also been applied shown in the table above. The Variance Inflation Factor (VIF) reflects the inflation of variances amongst the estimated coefficients, ultimately leading to multi-collinearity. The value should ideally be less than 3 and the Tolerance level should be greater than 0.1 (Black et al., 2010; Kennedy, 2003; Pan & Jackson, 2008). The results clearly show that multi-collinearity is non-existent between the variables of the research study.

5.5.3.1.7 Coefficient Application:

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1.	(Constant)	0.309	0.117		2.632	0.009
	Graphic design advertisements	0.459	0.058	0.398	7.948	0.000
	Social media	0.345	0.053	0.326	6.522	0.000

a. Dependent Variable: Branding effectiveness.

Table 26. Coefficient application for graphic design advertisements, branding effectiveness, and social media.

The table above shows the coefficient application of the conceptual model. The independent construct i.e., graphic design advertisements (Sig=0.000,

$t=7.948$, $b= 0.459$) and social media ($\text{Sig}=0.000$, $t=6.522$, $b=0.345$) have a statistically significant influence on branding effectiveness as the sig value and t values are significant at the 0.05 and 2.00 level respectively i.e., less than 0.05 and greater than 2.00 (Field, 2013). Finally, the beta values further show, that the relationship of graphic design advertisements and social media with the dependent variable (branding effectiveness) is positive and significant.

We also can create the regression equation as follows:

Predicted (Branding Effectiveness) = $0.389 \times (\text{Graphic design advertisements}) + 0.326 \times (\text{Social media}) + \text{error terms}$

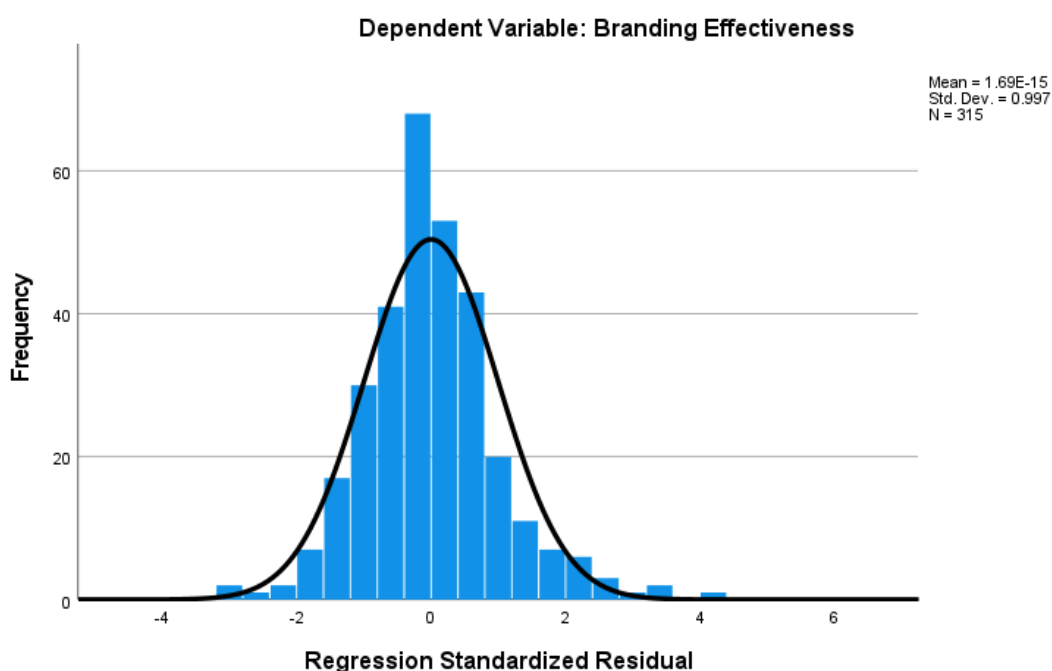


Figure 32. Histogram of frequency and regression standardized residual.

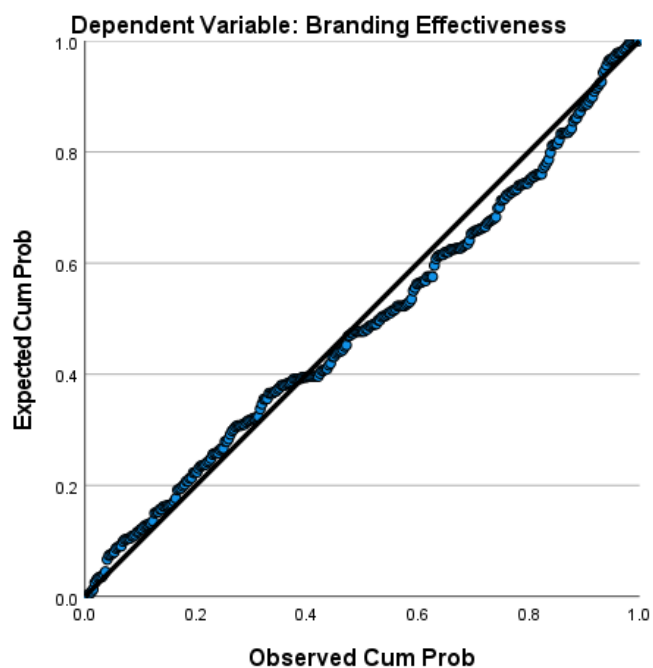


Figure 33. Normal P-P Plot of Regression Standardized Residual.

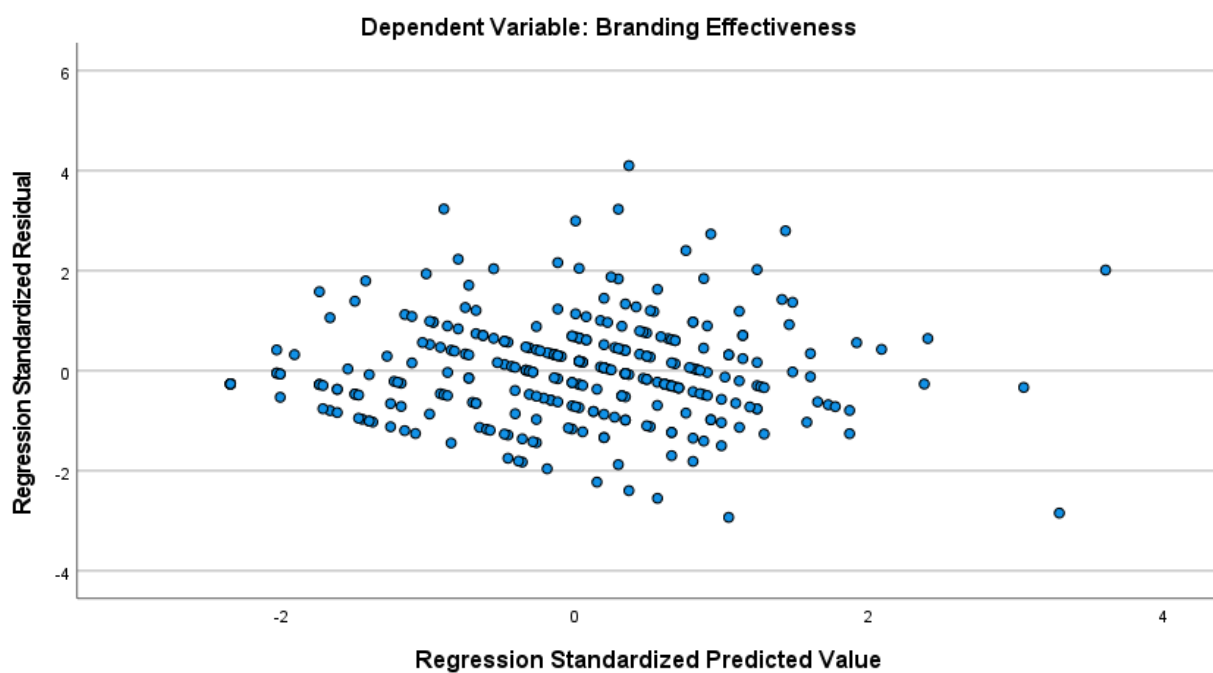


Figure 34. Scatter plot.

The previous figures (32-33-34) above show the moderate distribution of residues and collect data about the straight line. Therefore, the residues follow the normal distribution, which is one of the conditions for the validity of the regression analysis.

CHAPTER SIX:

CONCLUSIONS AND RECOMMANDATIONS:

6.0 Introduction:

This Chapter presents the findings of our survey and the results of the tests carried out based on the survey answer intended for the selected population in response to the questionnaire. It should be mentioned that this chapter also presents advice that marketers and graphic designers who will promote and market after doing the study should consider vital.

6.1 Discussion of Results:

Graphic design advertisements and social media are not only extensively used but have become a way of life in the growing area for graphic designers, empowered and excited marketers. For academics and marketers today, it has become a subject of increasing interest. On-line surveys and data analysis utilizing reliability testing, correlation, and regression analyses show that graphic design advertising has a substantial influence on branding effectiveness and social media has had a strong impact on this relation.

Earlier studies conducted by (Ahmed et al., 2018; Bao & Mandrik, 2004; Habibi et al., 2016; Ismail, 2017; Smith & Chaffey, 2008) also provide similar findings in the context of graphic design advertisements, branding effectiveness, and social media.

Based on the reliability of the 3 main constructs, the internal consistency of the products was shown to be admirable. This supported the Study of (Ismail, 2017), which evaluated the influence and value of social media marketing on the underlying brand effectiveness of consumer products. The correlation and regression analysis portrayed that graphic design advertisements and social media had a significant positive impact on branding effectiveness and serve as key predictors in its variation. This shows that if modern marketers can develop proactive social media advertising techniques and raise the consumers' brand consciousness, they would ultimately be successful in building their lifetime brands. These relationships developed, support the earlier research works of (Bao & Mandrik, 2004), (Merisavo & Raulas, 2004), (Bagozzi & Dholakia, 2006), and (Ahmed et al., 2018). So, in a nutshell, our hypotheses H₁ (Graphic design advertisements have a positive effect on branding effectiveness) & H₂ (Social media positively moderates the effect of graphic design advertisements on branding effectiveness) have both been accepted. The overall findings of the research study are congruent to the works done on raising consumers' the importance of graphic design advertisements on brands (Ahmed et al., 2018; Ismail, 2017; McAlexander et al., 2002; Schau et al., 2009; Zhou et al., 2011).

6.2 Conclusion and Recommendations:

The main objective of this empirical research was to study the impact of graphic design advertisements on branding effectiveness and the role of social media. After analyzing the survey results through reliability tests, regression, and correlation analysis, it was observed that there is a positive role of graphic design advertisements and social media in branding effectiveness. The findings of the above-mentioned tests verify hypothesis H₁, that graphic design

advertisements have a positive impact on branding effectiveness. The empirical investigation also verifies hypothesis H2, that Social media positively moderates the effect of graphic design advertisements on branding effectiveness. So, the quantitative analysis truly justifies the conceptual development of the proposed model.

The outcomes show clearly that marketers and graphic designers need to establish marketing strategies for the internet and social media that differ from traditional media methods. The notion of 'co-creation of value' has already entered graphic design advertisements on social media and customers must now participate in every step of the company process. Consumers of brand knowledge feel that a stronger name and brand image represent excellent quality via graphical design advertisements marketing.

This trait is currently being commercialized effectively via emerging social media platforms. Consumers with better brand awareness and a deeper knowledge of graphic design advertisements and social media are ready to pay premium rates for particular companies. They view brands as emblems of stature and gain confidence in connecting a brand identity. These consumers will thus probably be paying greater costs for a well-known brand and governments must focus on such profitable potential.

Advertisers and current marketers need to determine which graphic design advertisements serve best to promote businesses on social media platforms in the organization. An integrated and well-organized social media marketing plan may be established based on the efficacy and scope of the platforms. In addition, such tactics must be frequently examined to ascertain their efficacy and, if necessary, make improvements. Therefore, the involvement of customers with varied incentives and offers on various graphic design advertisements on social media platforms can lead to improved brand effectiveness.

6.3 Limitations and Future Research:

This study exhibits certain limitations, like with any other academic research. The research explores the connection between users and social media graphic design advertising. Most people in Istanbul use social media and have realized that graphic design advertising is vital for and supports branding efficacy in social media. Consumer brand effectiveness behaviors in the context of demographics still need to be investigated. A modest sample size of 315 participants was used for the present investigation. The bulk of the population, therefore, does not represent the sample. Relatively high sample size for better general populations can be used for future studies. In addition, future research may be more specialized and examine trends in online behavior.

As a convenience approach has been used to draw the sample in this research, questions emerge about generalizability. In addition, consumers are still experiencing an embryonic process in social media, a cross-sectional approach is frequently insufficient to capture their genuine progress. More accurately, longitudinal research would be better suited to better findings on consumer conduct and its virtual community brand linkages.

In its empirical research, the study did not investigate moderating factors. There is no question that there are other key moderator characteristics that affect brand performance activities such as customer age, gender, income, and education through graphic design advertising. In the sampling framework, this would yield more demographic comparisons. Finally, future research could provide more depth by comparing the influence of graphic design advertisements on the specified study variables. This would have a greater impact on the institutionalization and refinement of their brands on social media platforms for graphic designers.

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APPENDIX 1: A LETTER TO THE RESPONDENT:

Dear Participant,

Please remember that your study involvement is optional. In any case, your identity is not disclosed to other parties.

I am an MBA student at (NEU) Near East University in the institute of graduate studies, specializing in Business Administration in Northern Cyprus, this questionnaire is part of a master thesis study and it aims to determine **“The impact of graphic design advertisements on branding effectiveness and the role of social media”**. To accomplish this purpose, you have been selected to participate in this scholarly research.

The questionnaire consists of two sections: Section 1: is Personal details, section 2: part1 measures graphic design advertisements effects, part 2 measures Branding effectiveness, and part 3 measures social media role. Please answer as honestly as possible and you must respond to all of the statements. The information collected will be used for research purposes only. Thank you for your time. The information collected will be used for research purposes only. Thank you for your time.

Please contact me using the following information if you have any questions or concerns:

FARES KHRREB

Email: *20177766@std.neu.edu.tr*

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ERTUGAN

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Near East University

Marketing Department Supervisor

APPENDIX 2:

Appendix: Questionnaire

Dear Respondent,

This questionnaire is part of a master thesis study and it aims to measure whether

“The impact of graphic design advertisements on branding effectiveness and the role of social media”

The questionnaire consists of two sections: Section 1: is Personal details, section 2: part1 measures graphic design advertisements effects, part 2 measures Branding effectiveness, and part 3 measures social media role. Please answer as honestly as possible and you must respond to all of the statements. The information collected will be used for research purposes only. Thank you for your time.

Best Regards

FARES KHRREB

Section 1

Please mark (✓) as your answer:

Your gender

Male ☐ Female ☐

Your age

18-24 ☐ 25-34 ☐ 35-44 ☐ 45+ ☐

Are you a social media user?

Yes ☐ No ☐

Section 2

Please mark (O) to response from 1 to 5 as:

(Strongly Agree= 1, Agree=2, Neutral=3, Disagree= 4, Strongly Disagree= 5)

Graphic design advertisements effects

	Graphic design advertisements affect the emotional state of customers, thereby influencing their behaviors.	1	2	3	4	5
	Graphic design advertisements have an effective and powerful style to convey a business message to customers.	1	2	3	4	5
	Graphic design advertisements reflect how important to improve businesses and bring more views.	1	2	3	4	5
	Graphic design advertisements have become the main thing that businesses focus on.	1	2	3	4	5
	The type of fonts, images, and colors affect the content when customers read it on the graphic design advertisements.	1	2	3	4	5
	Graphic design advertisements support promoting the business popularity of brands.	1	2	3	4	5
	Graphic design advertisements contribute to creating a full vision for customers and engage them in building the brand process.	1	2	3	4	5
	Graphic design advertisements one of the main components of building brand recognition and shaping the decision-making process of the consumer.	1	2	3	4	5
Branding effectiveness						
	Brands are important for customers to make the decision to purchase a product or service.	1	2	3	4	5
	Branding strategy on social media has become more visible with the advancement of visual technology and the advantages of visual communication.	1	2	3	4	5
	Brands have to choose the type of strategy promotion for their advertisements on social media.	1	2	3	4	5

	Brand improvements come from social media users creating new advertisements that lead to customers' needs.	1	2	3	4	5
	Color is important to represent different values and characteristics that can benefit a brand that displays its values.	1	2	3	4	5
Social media role						
	Social media platforms support brands to affect the emotional state of customers and change their behaviors.	1	2	3	4	5
	Social Media is one of the means of contact that stimulates users to chat about great encounters with a brand.	1	2	3	4	5
	The number of users on social media can support the graphic design idea.	1	2	3	4	5
	Successful Brands link with a number of users on social media.	1	2	3	4	5
	Social media platforms represent a brand of corporate identity.	1	2	3	4	5
	Social media protects brands' reputations, expands and develops brand awareness for customers, and increases the loyalty of customers to brands.	1	2	3	4	5
	Customers' opinions on social media can improve the brand's goods and services.	1	2	3	4	5

Note2: (YDÜ/SB/2021/949)



YAKIN DOĞU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

15.04.2021

Dear Fares Khrreb

Your application titled **“The impact of graphic design advertisements on branding effectiveness and the role of social media”** with the application number YDÜ/SS/2021/949 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

A handwritten signature in black ink, reading "Direnç 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.

THE IMPACT OF GRAPHIC DESIGN ADVERTISEMENTS ON BRANDING EFFECTIVENESS AND THE ROLE OF SOCIAL MEDIA

by Fares Khrreb (20177766)

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