

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER
SATISFACTION THROUGH BRAND IMAGE (STUDY CASE TURKEY
TELECOMMUNICATION COMPANIES)**

THESIS

Almouthna ALARIB ALMOUSA

**Department of Business
Business Administration Program**

October, 2020

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**Almouhna ALARIB ALMOUSA
(Y1712.130030)**

**Department of Business
Business Administration Program**

Advisor: Assoc. Dr. ALİ KURT

October, 2020

DECLARATION

I hereby declare with the respect that the study “The Impact Of Social Media Marketing On Customer Satisfaction Through Brand Image (Study Case Turkey Telecommunication Companies)”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

Almouhna ALARIB ALMOUSA

FOREWORD

I would like to thank my thesis advisor Dr. Ali KURT was always open whenever I ran into a trouble spot or had a question about my research or writing. He allowed this paper to be my work but steered me in the right direction whenever he thought I needed it, and I must express my very profound gratitude to all who supported and providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis especially to my mother, my wife, and finally to my Manager at work Ahmad ALERAQI. This accomplishment would not have been possible without them.

Thank you.

October 2020

Almouna ALARIB ALMOUSA

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ABBREVIATIONS

BI	: Brand Image
CS	: Customer satisfaction
SMM	: Social Media Marketing
TC	: Turkcell
TT	: Turk Telekom
VF	: Vodafone

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THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION THROUGH BRAND IMAGE (STUDY CASE TURKEY TELECOMMUNICATION COMPANIES)

ABSTRACT

All aspects of human life have undoubtedly been influenced by technology which yet requires continuous investigation into all of its features. An instance of such trending features of technology is social media and within its branch, social media marketing. This research aims to measure the social media marketing effect on customer satisfaction and brand image. Concentrating on Turkish telecommunication companies as a case study, 285 students of Istanbul Aydin University in Turkey have been surveyed as a sample population to measure the effect of social media on customer satisfaction. Current research applies a quantitative research method to data that has been collected through a survey questionnaire with a five-point Likert scale. The statistical tools used for data analysis were SPSS and AMOS. Research variables that are being examined in this study are social media marketing, customer satisfaction, and brand image. The findings represent a positive correlation between dependent and independent variables, which indicates a positive correlation between social media marketing and customer satisfaction, and this relationship has extended positive and indirect impact through brand image.

Keywords: *telecommunication companies, social media marketing, brand image, customer satisfaction.*

SOSYAL MEDYA PAZARLAMASININ MARKA İMAJIYLA MÜŞTERİ MEMNUNİYETİNE ETKİSİ (TÜRKİYE TELEKOMÜNİKASYON ŞİRKETLERİ ÖRNEĞİ)

ÖZET

İnsan yaşamının tüm yönleri şüphesiz teknolojiden etkilenmiştir ve bu da tüm özelliklerinin sürekli olarak araştırılmasını gerektirir. Teknolojinin bu tür trend özelliklerinin bir örneği sosyal medya ve türleri içinde sosyal medya pazarlamasıdır. Bu araştırma, sosyal medya pazarlamasının müşteri memnuniyeti ve marka imajı üzerindeki etkisini ölçmeyi amaçlamaktadır. Bir vaka çalışması olarak Türk telekomünikasyon şirketlerine odaklanan Türkiye'deki İstanbul Aydın Üniversitesi'nden 285 öğrenci, sosyal medyanın müşteri memnuniyeti üzerindeki etkisini ölçmek için örnek bir popülasyon olarak ankete tabi tutuldu. Mevcut araştırma, beş puanlık Likert ölçeğine sahip bir anket anketiyle toplanan verilere nicel bir araştırma yöntemi uygulamaktadır. Veri analizi için kullanılan istatistiksel araçlar SPSS ve AMOS idi. Bu çalışmada incelenen araştırma değişkenleri sosyal medya pazarlaması, müşteri memnuniyeti ve marka imajıdır. Bulgular, bağımlı ve bağımsız değişkenler arasında pozitif bir korelasyonu temsil ediyor, bu da sosyal medya pazarlaması ile müşteri memnuniyeti arasında pozitif bir korelasyon olduğunu gösteriyor ve bu ilişki marka imajı aracılığıyla olumlu ve dolaylı etkiyi genişletti.

Anahtar Kelimeler: *telekomünikasyon şirketleri, sosyal medya pazarlaması, marka imajı, müşteri memnuniyeti.*

1. INTRODUCTION

The internet revolution created a new era of communication between people. Based on the statistics from interworldstats.com (2019), more than 4.13 billion people have been using the Internet, which created thousands of platforms that users utilize as a means of communication. Social media platforms have been seen as main communities with more than 2.95 billion users in 2019 (interworldstats.com). Due to the huge number of users, social media is considered to be an important tool that enables communication between people and gives the opportunity for companies to interact with clients. Customers are now able to leave their opinion about a product or service. Today, social media is structured to deliver messages in the fastest and most cost-effective way globally (Joshi, 2015). Characterized by highly engaging content, social media has a large number of participants that interact with the content (Joshi, 2015). Dave Evans (2008) stated that social media includes the winning combination of features such as commenting and sharing content. This is why 91% of the marketers who are looking for the most effective ways and social tactics to engage their customers to choose social media, according to Stelzner (2015). The use of social media effectively changed the way of communication and interaction with the audience by business leaders (Bandyopadhyay & Dayton, 2013). To give a good example of using social media as a marketing tool, 82.8 percent of businesses in Italy's accommodation sector use social media to show themselves and their product to their audience, and 31 percent of these businesses use it to enhance their company's image and show the reputation of their goods or services (Statista.com, 2019). We can conclude from the previous example that social media has widespread use for a company's marketing activities. One of the many important tools for marketing is brand management, which is a function of marketing that uses techniques to increase the perceived value of a brand over time. This study focuses on one of the brand management techniques, which is the brand image. Bhasin (2006) states that brand image can be defined as customers' perception about a specific brand and what this brand

means for customers (characters and values), as well as how they accept it. A study conducted by Le & Thi (2009) indicates that the most important part of the product is the image, as it reflects the additional value of the goods or services besides the identity of the company. A brand is not only important for differentiating competitors but is also very important for the company's future in an intensely competitive market. Branding provides opportunities for more growth (Keller & Lane, 1993). According to Goldhaber, (2009) marketing that creates meaningful relations is the one that focuses on brand image and loyalty, which is used on social media marketing, and it does not have the same relations as traditional marketing. A study by Kotler & Keller (2015) stated that satisfied customers and employees are ideal for each entity, as companies in which employees are satisfied, will have better performance reflected in the high quality of goods and services. High quality of goods and services will, in turn, lead to customer satisfaction, which will refract and lead to growth and more profits. Standard ISO 10004 specifies that "Satisfaction is a judgment, an opinion expressed by the customer". The degree of satisfaction reflects the gap between the customer's vision of the expected product and the customer's perception of the delivered product". To connect the seller with the buyer, information and communication play the role of the connector, where customer satisfaction is considered essential and it is referred to as customer final satisfaction (Grewal & Sharma,1991, p. 14). Social media can be used to link buyers and sellers. Provided such possibilities for interaction, sellers must be aware of how to deliver the message in the right way, through appropriate mechanisms, to achieve the correct judgment about the information by the customer (Agnihotri, et al, 2016). In this study, we will focus on the telecommunication sector in Turkey with main three service providers including Turkcell, Turk Telekom, and Vodafone, which are in close competition in the market to gain the highest market share. The aforementioned companies have already started to establish their channels on social media, where Turkcell has the highest number of followers, mainly on Facebook. The main purpose of this study is to investigate the impact of social media marketing on customer satisfaction and the extended effect of this impact through brand image. In the first chapter of the study, the researcher will review the study concept, the importance of this study, and the problems that will be explored in this study.

Chapter two of this study contains a literary review for study elements with a review of the previous studies. The third chapter comprises a demographical analysis for this study, and the fourth chapter the statistical analysis to investigate the study's hypothesis. Finally, the last chapter will present the study's findings and give a conclusion.

1.1 Study problem

Social media enables marketers to examine clients independently from a different point of view (Ahmad, 2017). The current study aims to show the effect of social media marketing of Turkish telecommunication companies to gain customer satisfaction through brand image. According to Cone (2008), 93% of users of social media believe that the company's presence on social media is important. Meanwhile, 85% of companies think that they should use social media to interact with customers (Michaelidou et al., 2011). Social media marketing is important for marketers to engage and interact with customers offering an exchange of information and delivering organizational values through communication (Tuten & Solomon, 2014). There is an opportunity to enhance brand awareness and brand image through a strong presence on social media (Murdough & Chris, 2009). This study will be helpful for telecommunication decision-makers in Turkey to gain more understanding of their customers, and it may open the door for other researchers to investigate more about this topic utilizing the findings of the current study. It can assist companies to strengthen brand image through social media marketing, and to recognize main barriers that affect customer satisfaction. Furthermore, it suggests solutions to solve the issue using social media marketing.

1.2 The Importance of the Study

Social media enables marketers to examine clients independently from different points of view (Ahmad, 2017). The current study aims to show the effect of social media marketing for Turkish telecommunication companies to gain customer satisfaction through brand Image. According to Cone (2008), 93% of users of social media believe that the company's presence on social media is important. Meanwhile, companies with a percentage of 85% think that they

should use social media to interact with customers (Michaelidou et al., 2011). And the social media marketing is important for marketers to engage and interact with customers offering the exchange of information and deliver organizational values through communication (Tuten & Solomon, 2014), there is an opportunity to enhance brand awareness and brand image through a strong presence on social media (Murdough & Chris,2009). This study will be helpful for telecommunication decision-makers in Turkey to gain more understanding of their customers and it may open the door for another researcher to do more investigation about this topic utilizing the findings of the current study. It can assist companies in strengthening Brand image through social media marketing and recognizing the main barriers that affect customer satisfaction. Furthermore, it suggests solutions to solve the issue using social media marketing.

1.3 Study Objectives

Current research investigates the relationship between social media, customer satisfaction, and brand image as research variables. The final objective of the study is to survey the role of social media in enhancing customer satisfaction and brand imaging by using statistical tools. Therefore, the main objectives are:

- The investigation of the relationship between social media and customer satisfaction to realize the nature of this relation in case it exists.
- The investigation of the relationship between social media and brand image to realize the nature of this relation in case it exists.
- The investigation of the relationship between brand image and customer satisfaction to realize the nature of this relation in case it exists.
- The investigation of the relationship between social media and customer satisfaction, if it has an indirect and positive impact on customer satisfaction driven by social media through the path it crosses with the brand image as a mediating variable.

1.4 Study Model

The below figure show this study model which used in this study

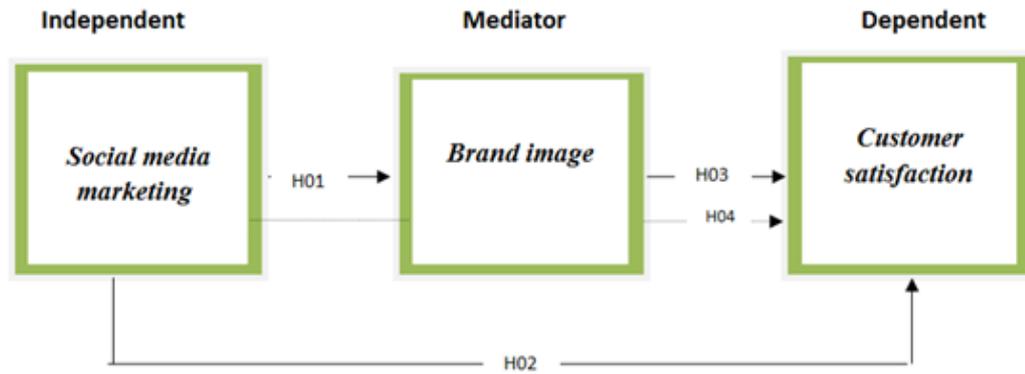


Figure 1.1: Model study

1.5 Study Hypothesis:

H1: Social media marketing has a positive direct impact on brand image in turkey telecommunication companies at the level ($P \leq 0.05$).

H2: Social media marketing has a positive direct impact on customer satisfaction in turkey telecommunication companies at the level ($P \leq 0.05$).

H3: Brand image has a positive direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($P \leq 0.05$).

H4: Social media marketing has a positive indirect effect on customer satisfaction through the Brand image in turkey telecommunication companies at the level ($\alpha \leq 0.05$).

1.6 Study Limitations

Human limitations: In this study, the measured customers' satisfaction is Istanbul Aydin University students who interact through social media.

Place limitations: Istanbul Aydin University in Istanbul representing Turkey.

Time limitations: This study was conducted from 2019 to 2020.

- Field: Istanbul Aydin University
- Data Source: Survey collected from university students.
- Location: Besyol Mahallesi – Kucukcekmece-Istanbul -Turkey.

1.7 Study Terminologies

Independent Variable

Social Media Marketing: The ability to gather data, generate responses and disseminate information by companies, which are related to it and inseparable from customers (Venciute, 2018), this variable is tested in a survey based on questions from (10) to (18).

Dependent variable

Customer Satisfaction:

Satisfaction is an opinion expressed by the client about a specific service or goods if the client is pleased or disappointed. The result comes based on comparing the services, products, and its outcome or performance. Standard ISO (10004) shows that satisfaction decision is a notion expressed by the client. The client's perception of the expected services or goods, and the interval between the client's perspective, indicates the degree of satisfaction. The degree of satisfaction reflects the gap between the customer's perception of the delivered goods or services and the customer's expectation about delivered goods or services. This variable is tested in the survey based on questions from (19) to (32).

Mediating variable

Brand Image:

The brand association held in the client's memory, which are observations around a brand, can be defined as a brand image as mentioned in Anwar et al., (2011). It can also be defined as the client's opinions and sentiments about the brand (Keller,1993). This variable is tested in the survey based on questions (33) to question (38).

2. THEORETICAL FRAMEWORK AND PREVIOUS STUDIES

2.1 Introduction

This part reviews the available relevant literature to this study, which includes the main part of this study as below

- Social media marketing literature review.
- Brand image literature review.
- Customer satisfaction literature review.
- Turkey's telecommunication sector literature review.
- Previous studies related to this study

2.2 Social Media Marketing:

The Internet nowadays plays a major and important role in people's lives. The revolution of technology has made the use of the internet easier, which reflects its importance by the number of current and continuously growing users. According to internetworldstats.com (2019), there are more than 4.6 billion active users in the world with 1.67 percent growth. Internet revelation made the possibility to share and publish information, to post feedback, opinion, and feelings, as well as enable trading over the internet which is known as electronic business. The term "web 2.0" called by Tim O'Reilly (2005) indicates an interactive model of the web platform, where users can connect to each other. Communication, sharing contacts, and collaboration, are new approaches provided by "web 2.0" (Enders et al., 2008). Bria (2013) claims that his platform, with its ability to connect users, provides the opportunity to create communities to share information through it, as well as providing the opportunity to solve issues through their highly collaborative abilities, which was something unimaginable before the existence of this platform. The term social media, which represents the "Web 2.0" has many definitions. According

to the “Merriam-Webster Dictionary” online social media is an electronic communication form through which users establish communication to share information and contact with others by messages, ideas, etc. O’Rielly (2019) defined social media as a generator of natural, genuine conversation between people about something of mutual interest, a conversation built on the thoughts and experiences of the participants, as an example of using social media by big brands. IBM has more than 100 different sites, several official Twitter accounts, and a popular forum called Developer Works, and several presentations uploaded by employees to the media-sharing site. The first social media president is Barak Obama the president of the USA, who as a candidate, had one of the most popular Twitter and Facebook accounts and on his website, the supporters created profiles and communicated with each other on social media sections of this site. Dewing (2010) mentioned that social media can be divided into seven main groups which are:

- Blogs: the word comes from “weblog”: it is a kind of personal web page that display posts in timeline view, it can be found on free host websites like WordPress.
- Wikis: it is a website that allows any participants to create, write, and modify a webpage by using the web browser.
- Social bookmarking: it is a kind of site service that allows users to share links to websites and organize it.
- Social network sites: it is a web-based service that allows the person to create a public or private profile within a bounded system. These platforms enable a person to speak with a list of users that had a connection with them and access and preview other connection lists made by others within the system.
- Status-update service: a service that allows one to share a short status or an update about an event or people, with the ability to view others’ updates. This service can also be called a microblogging service.
- Virtual world content: these virtual environment sites allow users to interact in game-like sites where users can create their avatar and interact with others in an imaginary world.

- Media-sharing sites: sites that enable users to post their videos, presentations, or photographs, examples of which include Shoreside, YouTube, and Snapchat.

Some sites like Twitter are combining two or more categories, for example, Twitter is considered a social network site and a status-update service. The widespread of using social media created opportunities to blend boundaries between the two spaces by both individuals and organizations, with psychological connection to the person's sense of self (Pierce, Kostova, and Dirks 2001). The main characteristics of social media can be viewed not by various types of platforms that could be contained, but rather by the interactive elements it contains, such as comments, reviews, rating, content trail, and many more, which help marketers to better understand the audience. In other words, it reflects and measures the pulse of the audience, which can guide them in the right direction. Listening and responding to their audience can result in opportunities to have a conversation with potential customers and influence their discussions (Evans, 2008). Personal information that users share about themselves such as their style, interests, what they like, and so forth, is what enables the interaction between users (Francesca,2013). Social media marketing is all about the views and sharing content with others. It helps to raise brand awareness, increase communication, and start conversions. Social media presence is essential in the development of a new business or a new company, as well as being important for the adoption strategy and mass collaboration. The control of the platform became centralized by firms (Francesca, 2013). This is a much more powerful strategy than traditional advertising; the old tracts are no longer as effective (Weinberg, 2009: 17).

Hersant (2011) has defined social media marketing as targeting current and potential customers and engaging them in something memorable, meaningful, and relevant to them (Shoe &Lawson, 2018). The opportunity offered by social media to business is to connect and engage with its customers by building long-lasting worthy relationships, generate new leads, build awareness, educate people, and above all manage reputation (Varinder & Kanwar,2012). Schmidt & Ralph (2011) state that social media is a way to collect data on products and

competitors. Kerah (2013) highlights that integrating social media marketing into company marketing strategy became critical in the last few years.



Figure 2.1: The Evolution of Marketing Communications

Source: Tuten and Solomon, 2015: 127/

Figure (2.1.1) shows how marketing has evolved from traditional marketing to tradigital marketing, where the way of communication changed. For example, here we can see how in traditional marketing “attention gained via orientation” transferred into digital marketing as “attention gained via interruption”, which got another meaning in social media marketing and became “attention gained via interactivity”. We can see from the figure above how social media changed the traditional concept of marketing into modern marketing that is based on interactivity with the audience. Taprial et al (2012) in their book “Understanding Social Media” indicates the benefits of social media for business which includes, but is not limited to:

Online Branding: one of the most important things for a company is to build a brand, which reflects the company’s identity; this identity can be shown through name, symbol, tag line, or logo. In an online environment, the company’s identity can be shown prominently on its website or blog and used on all the social media profiles that the business may have. This will ensure the visibility of the brand to the audience online and keep the audience updated and engaged, as well as help the business reach new markets or clients.

To interact with the audience and engage them, businesses use social media as a communication channel. Through this channel, they discuss in groups or forums or on a question and answer sites (Q&A) or write about product or service on its blogs. In this way, the businesses make the audience aware of the company’s

brand and its value. Finally, the effective use of social media can make the brand memorable by building a strong and lasting impression on its audience.

- **Marketing:** the effective use of social media marketing by businesses and non-profit organizations (NGOs) can result in building relationships with the audience. The accessibility of social media everywhere, at home or work, can be used to the company's advantage to reach out to its audience, based on its purpose like advertising, direct marketing, sales promotion, selling, etc., and this can be done through various social media platforms to engage the customers. Besides this, social media is considered a cheap and effective tool for all integrated marketing campaigns for a business online. The organizations use Facebook, Google+, LinkedIn, YouTube, Twitter, and Blogs as essential social media marketing platforms.
- **Building Relationships:** social media give the business the opportunities to have satisfied customers by building long-term relationships and engaging the customers, by understanding and helping them solve the problems they may have, and by answering their questions. Social media help the business to deliver messages or newsletters directly by using various tools and by offering the customers a space to comment about their experiences with the company's service or product.
- **Word of Mouth / Networking:** on social media, all people are interconnected with each other. A small mentioning of the company can quickly be spread out to a wide audience, which is considered the new WOM (word of mouth). Using social media enables people to easily share information, news, or gossip, which can be an effective tool for businesses to disseminate word about their product or service. This can be achieved by encouraging the audience to interact with a like, mention, or by sharing content.
- **Online Reputation Management:** since social media give the customer the space to express themselves freely, this creates an opportunity for the company to monitor the customers' comments and gather feedback, either positive or negative, about the company's brand image or

product/service. Additionally, this helps to maintain the company's reputation by creating content that will help keep the brand's image positive.

- **Community Building:** building a community around a product/business will help create loyalty and encourage discussions which, in turn, will help the company to enhance business development. The community that can be built on social media can be used not only with the company's customers, but it can also be used to create communities for professionals within the same company sector (or with other sectors), which may help the company to extend its business reach and find new business partnerships.
- **Lending a Human Face to the Business:** people are more relaxed when conversing on social media and they like to do deal with other people on it, which helps to lend a face to the company's business.

The conclusion: Social media marketing can help the company to get feedback, share information, and publish content about a business or product with its various tools, which include many platforms to communicate with its customers or potential customers through many channels (blogs, social networks, etc.).

2.3 Brand Image:

Any name, term, design, symbol, or any sign that makes customers identify the company, product, or service from other rivals is called a brand. A small historical review can show that brands have been used from a long time ago. This was first seen in Egyptian civilization 2.700 BC: they used a sign painted on cattle to identify one person's cattle from another. Nowadays, the brand has extended to business to create a strategic identity for a product, service, or company (Hardacre & Keith, 2018). The brand shows the identity of the producer/provider of goods or services and allows customers to develop a sense of loyalty for their performance to that producer. Branding is all about constructing differences among products. It creates a mental structure that helps customers organize their expertise in goods and services in a way that makes their decision clear, which proves valuable to the company. (Kotler & Keller,

2015). Kapferer (1992) argues that the name of the brand represents a company's promise or obligation. The actual perceived image by the client about a company is what the brand image refers to. Through their marketing efforts, the company can analyze if the objectives of the brand were achieved by understanding and measuring the brand image (James, 2016). A brand is not the producer's, but the customer's idea of the goods. Branding is what makes otherwise similar goods different (Pitcher 1985).

The brand, according to Hardacre, K., (2018) has two functions:

- Customers function: to recognize the source of the product assignment and the accountability of

the product producer: the cost, the risk, the personality of the product, and show itself and deliver its value qualitatively and quantitatively.

- Company function: identify the product and track it; in other words, it is the ability to protect the product: its unique features in the legal term, competitive advantage over other competitors, and the source of revenue.

Hardacre (2018) divided the brand into three types:

- Ambassador brands: brand in this type will reflect the image, which means that this brand's success or failure will be reflected in the opinion of the company, respectively.
- Piggyback brands: this kind of brand is the result of another brand, in this case, the brand is not a profitable one, but it generates its image and gains mileage by using another brand.
- Budget brands: indicate that this brand will satisfy everyone's pocket, it is not lower than upper-middle-class and it is affordable by the lower-class as well.

In the brand development concept, the brand image plays an important role. The brand image shows the brand's reputation and credibility, which will transfer later as a guideline for the target audiences to try or use the goods or services. Customers' experience and consumption behavior towards the brand, eventually, leads to certain expertise that may determine whether the buyer is going to be loyal to the brand or is simply an opportunist. The brand image

could be a portrayal of the general perception shaped by information and data about the brand. Brand image is closely related to beliefs that form an alternative to a brand (Wijaya, 2013). Effective branding word means that the name of this brand is successful in the market and profitable if it is created in a good way (Natalia & Syevillia, 2018). Brand image is considered as a requirement to create a strong brand, and the image should be relatively coherent and comprehensible in the long term (Kotler & Gertner, 2002, p. 225). Li Wang, & Cai (2011) identify three indicators and measure the corporate's brand image, image, and product image. According to Aaker (1991), customers usually purchase products or services that have known brands because they feel more secure with what is already famous. It is assumed that being well-known brings additional reliability that is simple to seek out and contains a quality that creates no doubt, which results in well-known brands having the additional potential to be chosen when compared to an unknown brand. What's the brand like from the consumer's point of view? This is an important question to be asked when you think of the brand image, and this leads to a search for the definition of brand image. Kotler & Armstrong (1997) state that brand image is a set of confident consumers using various brands. Brand image can be defined as customers' perceptions as reflected by the associations that hold onto their memory when they think of your brand. Likewise, it can be defined as a summary of the brand's relationship in shopper's minds that results in brand identification and brand relationship (Erfan & Kwek,2013). Brand image is a design created by consumers between themselves and the product or service, that reflects a set of beliefs and relationships between them. This relationship can be likened to a person's memory and perception of someone that they remember him or her by (Li, Wang, & Cai, 2011). Drezner (2002) revealed that buyers act based on what they perceive as reality. Thus, brand image is considered as a set of associations that buyers receive, within a certain period, which directly or indirectly results in the continuity of buyers with the brand. Many studies tried to explore and investigate the relationship between brand image and customer satisfaction, according to Khan et al. (2016). Brand image and consumer purchase intention have a positive relationship, and there is an increase in customer satisfaction level in case the perceived brand image is comparable to the client's self-image (Graeff,1996). Another researcher, Chien-

Hsiung (2011) argues that the enhancement of customer satisfaction will happen if there is a high perceived value of a brand with positive, related, and favorable characteristics. Customer satisfaction will increase and the company will get a positive recommendation from the customers if the brand image of the company has a positive value (Rory, 2000). The same point was confirmed by Sharp (2003) that the consumers can be directly influenced by the company's brand image and lead to the purchase decision of choosing your brand. The result of brand image is the latest output of brand image related to buyer interaction with brand marketing (Ahmed, 2016). Furthermore, Ahmed (2016) states that firms use a brand image to create a competitive advantage in the market that will improve their overall image with long-term sustainability. Cho et al. (2015) also mentioned that the concept of brand image can be viewed in multiple ways including tangible and intangible attributes and the benefits of a brand, and it shows the customers' overall impression of the brand that reflects from the personal perspective. According to Long et al. (2010), the brand image contains a combination of the client's evaluation and perceptions with brand characteristics. The same study also determined and developed the brand image model into five dimensions. This model has been verified and built based on the fast-moving product industry on a sample from China. The model is comprised of the user, corporate, product, service, and visual image. Social media might help to strengthen brand image, and using social media gives an advantage to brands' managers. Finally, social media is incredibly helpful for cultivating brand loyalty by managing relationships with customers.

2.4 Customer Satisfaction

While the brand image is about insight and perception of customers toward a product or service, (Simpson, 2006) customer satisfaction, or the customers' perception of their experience, is generally the measure of greatest concern for organizations. The term satisfaction indicates perspectives and expectations about goods or services from a buyer's point of view. Oliver (1980, 1981) has defined satisfaction as "an evaluation of the surprise inherent in product acquisition and/or consumption experience". There is no greater achievement for companies than satisfied clients (Patrick et al., 2019). A high number of

90% of the high managers in the USA are convinced that to maximize firm profit and its market share, the company needs to maximize its customers' satisfaction (Bhote 1995, p. 39). Giant companies are extending their business competition to include customer satisfaction. For example, 78% to 80% is the percentage of satisfaction of Yahoo customers for the period from 2004 to 2005 in the first quarter, while it is 82% for Google customers (Jones and Gonsalves, 2005).

Customer satisfaction is essential for consideration because it refers to the final satisfaction for a customer (Grewal & Sharma, 1991), and it has significant implications for the performance of companies (Jonathan et al., 2019). It is crucial to invest in it, even though the rewards will not be reaped in short term (Patrick et al., 2019). ISO 9001:2000 customer is the core of a QMS (quality management system) whose target is continuing improvement in customer satisfaction. The root of customer satisfaction has two ideas: the first is about the ability to measure the gap between quality and customers' perceptions and expectations; and the second idea is that quality is about conforming to a standard or a specification (ISO 9001:2000). MithasS & KrishnanMS & Fornell (2016) highlight the same point that the recent consumption experience by the customer will reflect into perceived quality. Their model also emphasizes two points about product or service customization: it should meet customer's needs and it is reliable if it is standardized and free from deficiencies. According to Froehling (2007) satisfaction is the result of the communication between the formation of expectations, performance perception, and the comparison of both. Cardozo (1965) stated that customer satisfaction is a result of the confirmation or positive disaffirm of expectations and that clients disaffirm is a by-goods or service of negative disaffirm of expectations. Westbrook & Oliver (1981), as well as Oliver (1997), argue as follows:

- 1- Perceived service quality (PSQ) refers to evaluations of products or services where judgments of satisfaction are more global.
- 2- Expectations of perceived service quality (EPSQ) refer to satisfaction evaluations of need and equity (fairness).
- 3- Satisfaction evaluations are more emotional reactions and are more effective whereas the PSQ is more cognitive.

Froehling (2007) argues that the initial expectation that customer compares with actual performance can be divided into three terms: the first is positive confirmation which comes with medium satisfaction and it can be explained by the goods or services being delivered as was expected; the second is negative confirmation which results in customer dissatisfaction and it can be explained by-product or service is less than what was expected. The important measure that will help the firms to manage customers is customer satisfaction, which will develop a crucial understanding of customer's demands and is required by the business to attain adequate knowledge to satisfy the customers and make the required changes to improve customer satisfaction (Hill & Self & Roche, 2002).

According to Dutka (1993), there is some information that can be extracted and used from customer satisfaction result which is as follows:

- 1- It shows the levels of customer satisfaction. Using the descriptive data which includes the meaning, range, and standard deviation can assist us in identifying the strengths and weaknesses in the dimensions of satisfaction.
- 2- To determine the most important customer needs, companies need to determine customer comparisons that may achieve their satisfaction. It helps to focus on the significance of customer satisfaction by comparing needs individually or as the total product in satisfaction dimension to determine which requirements or needs are linked with customer satisfaction.
- 3- It aids in the continuous monitoring of satisfaction. Comparing data history of customer satisfaction will help identify through statistical utility what is the path of satisfaction like if there are any trends or patterns so that companies can develop a strategy or plan for progress and changes. Furthermore, it will help to determine the effectiveness of interventions that the company undertook through time. These data comparisons help companies to change and adapt the requirements of products or services to suit and meet customer's needs.
- 4- It helps to compare to other companies. There is a high value of information that can be gathered from comparisons within the company or with other competitors. These comparisons can show strengths, weaknesses,

and the effectiveness of goods or service components and the delivery of it, which will reflect in a plan for changes in the needed area.

- 5- It helps to evaluate the effectiveness of business practices. Valuable and accurate data can be gathered from the customer satisfaction studies to evaluate elements and delivery of goods or services. This enables the company to plan and prioritize any necessary actions to meet the standards of excellence within a specific industry.

The term loyal customer is reflected in customer satisfaction, which in return will lead to a loyal customer to pay more for the company that achieves this satisfaction level (Demir et al., 2015). Customers who thought they were satisfied, have stayed loyal to the company (Bhote, 1995). According to ISO 9004:2000, the benefits for the company successful at satisfying customers include customer loyalty, competitive advantage, and referral and operational results like revenue and market share. The result of a satisfied buyer of the company's product or service is a loyal customer (Demir et al., 2015). There is a positive relationship between loyalty intentions and customer satisfaction associated with consumer repurchase intentions, lifelong value, consumer-spending amount, and equity value (FornellC et al, 2010). Social media plays an important and useful role in managing the relationship between companies and their customers. Moreover, it offers channels to engage and communicate with potential customers. Those channels of social media can help the company to increase customer satisfaction and customer retention (Ramsaran & Fowdar, 2013). Undoubtedly, social media is an essential tool for companies to interact with customers to attract and retain clients (Anjum et al.,2012).

2.4.1 Turkey's telecommunication sector

The Turkish mobile telecommunications industry is considered one of the most concentrated markets in the European market (Atiyas & Dogan, 2007). There are three main operators in Turkey that include Turkcell, Vodafone, and Turk Telekom. Turkcell was established in 2001 by Aycell in Turkey, and in 2004 it was merged with Avia under Avia's name. Later on in 2014 Turk Telekom became the sole owner of the company (investor presentation, 2020). The

section below contains an overview of the three main telecommunication companies.

Turk Telekom (TT): with more than 179 years of history and with the vision of becoming the leader in communication technologies in Turkey, TT started its way in 2015 as a single brand that provided products and services of a wide variety including but not limited to: mobile, internet, telephony and TV services. In 2019, TT has more than 22 million customers and provides service to more than 81 cities with more than 31000 employees. Moreover, it was the first operator that had tested the Narrowband IoT (Internet of Things) in cooperation with Nokia. It has been selected as the most valuable brand in the “Turkey’s 100 Most Valuable Brands” for two years. Finally, it has many social media sites with a high presence, on Facebook alone they had more than 3 million followers at the end of 2019, on Twitter 434.5 thousand followers, and Instagram 184 thousand followers.

Turkcell (TC) established its operation in Turkey as a telecommunication and technology services provider in February 1994, intending to provide digital services for a better future. Turkcell was one of the first operators that implemented HSPA+ service among the global operators, and launched LTE services in 2016, offering high-speed internet with a bandwidth of up to 1 Gbps with fiber optic. At the end of 2017, Turkcell had more than 11 million subscribers. This company provides multiple unique digital products and services which include application cloud storage (Life Box), music (Fizzy), an online magazine (Life Cell magazine), and sports (Life Sport). It has many social media sites with a high presence: 699 thousand Twitter followers, more than 2.9 million Facebook followers, and 317 thousand Instagram followers.

TC won the Best New Service category in World Communication Awards 2002, with its "GPRS Land" service, and received ISO 9001 Quality Management System certificate in November 1999, which means it was the first telecommunication company to earn this certificate in Turkey (Turkcell investor presentation, 2019).

Vodafone (VF) Turkey is a part of a network of 27 local Vodafone worldwide. VF provides mobile voice, fixed voice, mobile internet, ADSL, and fiber services. With a vision of leading the digitalization of Turkey, VF reached more

than 22 million customers by the end of 2016/17, and 4.5G service reached more than 9 million customers, and it provides service to more than 81 cities in Turkey. In 2018 VF achieved ISO 37001 certification ABMS (Anti-bribery Management System) and is considered the first company that achieved it in its sector in Turkey. VF offers a diverse range of internet of things (IoT) services to businesses, including managed connectivity, automotive and insurance services, smart metering, and health solutions. Cloud & Security portfolio includes both public and private cloud services, as well as cloud-based applications and products for securing networks and devices developed by the Vodafone Group guides. Vodafone's sustainability performance was successful in many areas, targets, and activities. “Our purpose is to connect our stakeholders to live a better today and build a better tomorrow”. As of April 2010, in the mobile area and August 2016 in the fixed area (Vodafone.net), VF is encouraging its customers with various promotions to use e-invoice, instead of paper invoice (Vodafone investor presentation, 2019).

The competition in the industry has further increased, especially with the number of portability between the operators that became possible on November 9, 2008 (Güngör & Evren, 2010). Based on a report from 2020 (Turk Telekom investor presentation, 2020), 42% of subscriber market share belong to Turkcell and the spectrum market share is 34%. Vodafone and Turk Telekom are approximately equal with 29% of subscriber market share for each, and 32% of the spectrum market share for Turk Telekom and 26% for Vodafone.

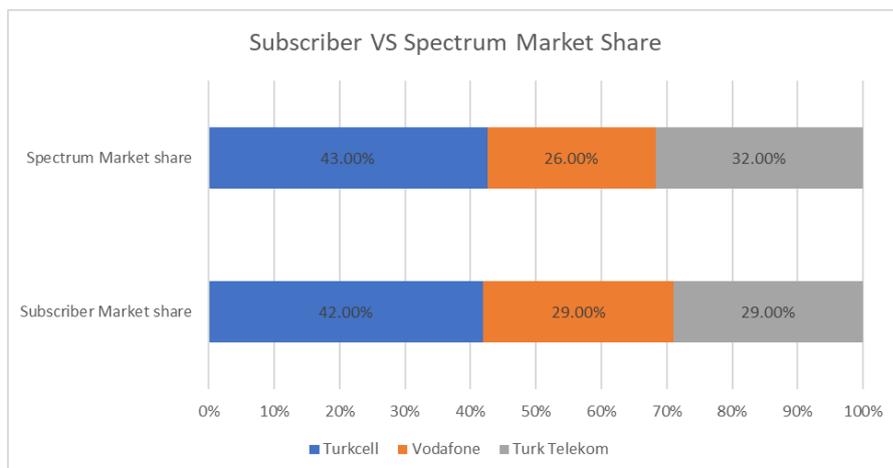


Figure 2.2: Subscriber VS Spectrum market share

The telecommunication industry is a highly competitive market, and in this competitive environment, to obtain a high market share, mobile operators have to compete with rivals to attract new customers as well as to retain current customers (Hogan et al., 2003; Lee-Kelly et al., 2003). High competition, the dynamic of the market, and the change in the market indicate high challenges and prospects of the necessity for the telecommunications operators to find the positive post-purchase intention that may bring more customers to look for the best product/service quality (Cronin et al., 1997; Cronin et al., 2000).

2.5 Previous Studies

The studies below have been chosen based on our study problems and variables, which need to be researched and analyzed to link and explain the dimensions of this study: social media marketing, customer satisfaction, and brand image and related study about telecommunication companies in Turkey.

Michelle Christine Wright (2019) in her thesis titled “Social Media Data Strategies bankers Use to Increase Customer Market Share” tries to explore how to integrate social media analytics into companies by banking leaders with their marketing strategies to increase their customer share in the market. To achieve this purpose, the researcher used 6 senior bank leaders as the target population, and the data was collected through two types of data collecting: the first one was through face-to-face semi-structured interviews; and the second was by reviewing the bank’s social media sites, public documents and websites. Data analysis started with creating categories used in the Corbin and Strauss method, after which the data was imported to NVivo which is a qualitative data analysis tool for testing and analysis of collected categories of data. The result of this research showed that the use of social media as in this company’s marketing strategy has had a positive effect on increasing the customer market share.

Daliri, Rezaei, and Wan Ismail (2014) in an article titled “Online Social Shopping: the Impact of Attitude, Customer Information Quality, Effectiveness of Information Content and Perceived Social Presence” investigated the factors that can make the customer develop purchase intentions. Research in this study was conducted on the users of social media in Malaysia by evaluating the influence of customer information quality (CIQ), which refers to the user’s

perception of quality, on online content. Another influential factor is the effectiveness of information content (EIC) which refers to what is the user's perception of the user-friendly sites and the accuracy and relevance of information. Attitude (ATT) was yet another factor that refers to the evaluation of the entity with different degree of favor or disfavor, as well as the social impact theory (SS), which refers to the theory that was developed to understand the social behavior of an individual. Finally, the factor of social presence theory was identified, which refers to the social presence and studies the user behavior with collaborative activities like on social media. The researchers use quantitative techniques in this study, and they use a snowball sampling procedure. The survey was sent by email to 700 persons within the target population who were university students and professionals in Malaysia. The total of collected data was 326 samples. The researcher used partial least squares (PLS) as an analysis tactic with associated Smart PLS software. The result of this study shows that there is a positive relationship between PSP and ATT, PSP and EIC, PSP and SS, CIQ and ATT, CIQ and EIC, CIQ and SS, EIC, and ATT and between ATT and SS. Finally, the analytic result showed that at online shopping activity the PSP can be a main element to improve the user perception with secure online shopping.

Allison Burford's (2012) study titled "Social Media and Political Participation" investigates the possible role that social media play in the solution for the issue of political participation (PP). For this purpose, the author compared the Twitter posts for the period from January to December 2011 with traditional sources (i.e. newsletters and press releases) with the period from 2005 till 2011 for the content of PP by the Muslim Council of Britain. The findings showed that participation over social media was substantially more frequent than traditional participation which showed a weak change in tone or frequency.

Owino, Cherotich, Karuri, Gitonga, Kimuya, and Kaumbulu (2016) conducted a study titled "The Influence of Social Media on Brand Equity". This study aimed to investigate the social media impact on brand equity in the Kenyan Banking industry. The researcher explored the relationship between social media and brand awareness where awareness was considered as the first line of communication with clients by attracting them on social media, which in turn

would reflect brand awareness. Another relation examined in this study was between brand loyalty and social media, as it is of great importance for a brand to keep the customers over time and brand loyalty shows customer's emotional attachment to the brand. The last issue examined by the researcher was the relationship between social media and perceived quality, where perceived quality indicates an overall judgment or perception of customer compensation for a particular product or service with a rival company. Social media has a main role in building the perception by allowing the space for communication about the brand, The target population was business college students with an age range between 18 to 30 years old, the number of collected surveys was 300 with a 79% response rate, which was sufficient for the needed sample size. The major respondents' age was under 25 which accounts for 93.7% of responses, and 80% of respondents have social media accounts. Data were analyzed with multiple techniques: descriptive statistics, Cronbach's alpha coefficient, and linear regression. The results of this research showed that social media has a positive and significant effect on brand loyalty, brand awareness, and perceived quality in the banking field, which supported the researchers' hypothesis. The findings of this research showed a positive effect of social media on brand equity, where the social media provided the opportunity to apply a strong influence on the population of this study, especially over Facebook, which has the most presence among social media platforms.

Avis Gordon (2017) conducted a study titled "Social Media Marketing Strategies in Nonprofit Professional Membership Organizations". Here the researcher investigated how the use of social media marketing by leaders of Nonprofit Professional Membership Organizations (NPMO) can keep their organizations sustainable. The data sample was collected from 5 NPMO Social Media represented by leaders in the Chicago region. The collection of data was conducted through semi-structured interviews. The researcher has reviewed the organizations' social marketing documents, social media sites, and websites of the candidates' organizations. The conceptual framework for this research was Rogers's diffusion of innovation theory. The researcher's analyses of data yielded 4: social media platforms, engagement strategies, content challenges, and brand awareness. The findings of this study showed that there are positive

implications for social change when using social media by leaders in NPMO, including opportunities to interact and engage with the audience to build a stronger society through collaboration.

Chelsie Veasman (2015) conducted a study titled “The Effects of Expected and Unexpected Experiential Marketing Promotions on Brand Image and Brand”. This study aimed to test the effectiveness of expected and unexpected experiential promotional methods using real brands. The dependent variables in this research were brand image and behavioral intentions. The brands that were selected in this study were McDonald’s and Coke. The participants for the study were enrolled by using Amazon’s Mechanical Turk and the size of the sample was 387 participants. The result of this study showed that unexpected in comparison with the expected experiential marketing method had a positive effect on brand image. Furthermore, after controlling for prior brand attitudes, purchase intentions were greater for unexpected in comparison with expected promotional methods as well.

Haslinda Musa, Namirah Ab Rahim, Fadhlur Rahim Azmi, Abdul Samad Shibghatullah, and Norfaridatul Akmaliah Othman (2016) carried out a study titled “Social Media Marketing and Online Small and Medium Enterprises Performance: Perspective of Malaysian Small and Medium Enterprises Performance”. In this article, the researchers tried to find the effect of social media marketing (SMM) on practices of organizational performance. The study focused on Malaysian small and medium enterprises (SME). Researchers first explored the role of social media for companies where social media plays an important role in delivering the message to its potential customers and sharing product service information through it. The role of SMM was essential in SME: engaging its customers and measuring the performance of the company and employees. The first hypothesis examined in this study was about the brand reputation and image impact to the SME, where brand reputation and image were considered a crucial marketing strategy to satisfy its customers’ needs and measure the company’s performance. The second hypothesis in this study was about the relationship between customer engagement (CE) and SME. Customer engagement occurs when a customer interacts with the agent on social media, and this engagement has an important role in increasing customer satisfaction

and the purchasing number. The last hypothesis examined the relationship between customer brand reputation (CBR) and SME performance, where CBR refers to images or thinking about a particular product from the customer's point of view. The quantitative research method was used to investigate three types of correlation between variables: brand reputation and image, customers engaging, and customer brand attitudes. One hundred survey samples were collected from the owners of online vendor sites with online small and medium enterprises. The results of this study confirmed the previously mentioned hypothesis and found that customer brand attitudes are considered to be the most effective factor among other variables. The research also showed that an understanding of respondents raised concerns about brand awareness and highlighted the important factors of SMM and online SMEs' performances.

Neha Joshi (2015) carried out a study titled "Impact of Social Media Reviews on Brand Perception". In this study, Joshi investigated the effect size of social media reviews on brand perception. The researcher categorized this study under the influencer marketing industry, with two social media being selected to be the main study case: YouTube and Yelp. Both of these platforms can be used for sharing an opinion about goods or services. Postings on those platforms about the smartphone industry on YouTube and the restaurant industry on Yelp.com were collected as data samples. The researcher first used quantitative analysis on the reviews from YouTube to determine the impact of comments and responses on smartphone sales. The sample size for this study was 942 smartphone reviews on YouTube. The researcher classified and categorized video attributes into dependent and independent variables, where the audience review and response to this video was the dependent variable, and the video information was the independent variable. The use of linear regression predicted potential customer reactions by using views-per-like measurements. For the second part of this research, Joshi used a correlation test between meals reviews on Yelp.com and the brand performance in the restaurant industry by using model wordcount-per-positive or wordcount-per-negative. The research finding was that both models are efficient and important parameters for measuring real-time customer or audience feedback by brand managers.

Karolina Ilieska (2013) carried out a research titled “Customer Satisfaction Index – as a Base for Strategic Marketing Management”. Ilieska explained the role of the customer satisfaction index (CSI) as an economic indicator that shows the quality of economic output. For this purpose, Ilieska chose Macedonian passenger transport as the population of her study and collected samples via a survey distributed on Macedonian passengers. In this study, the researcher tries to show the importance of customer satisfaction and what is the operational role of strategic marketing management in archiving customer satisfaction. By using the following: project planning, exploratory research, questionnaire design, and main survey, the researcher analyzed and reported the result. Ilieska explained that the best way to collect data should be by measuring service quality with dimensions such as tangibility, reliability, responsiveness, assurance, and empathy. Finally, Ilieska explained the customer satisfaction index which is a measure of multivariable components by several questions, and that the index result range can be from 0 to 100. By looking at this index the researcher or the companies can identify what drives the satisfaction, what would increase it, what would have the biggest impact on customer loyalty. The result of this study showed that the customer satisfaction index was 66% < 80.4% -borderline for the Macedonian passenger transport and it revealed the need for more effort by marketing managers to develop and create new strategies to increase the service quality which was a base factor for passenger satisfaction.

Dominyka Venciute conducted research titled “Social Media Marketing – from Tool to Capability “. This research aimed to redefine social media marketing not only as a technique or a marketing tool but also as an organizational capability. For this purpose, the researcher used the literature analysis method. Venciute started by exploring the impact of social media marketing on companies through multiple dimensions. Customer engagement, which became the phenomena of this era with new communication channels, enabled companies to improve the relationships with current customers and potential customers. Companies can create relationships with current, potential, and existing clients by engaging them on social media, as well as by using the opportunity to have interactive and collaborative communities. Social media easily enables information

dissemination to create customers by targeting their psychographic and demographic characteristics. Additionally, social media starts to be a powerful tool that will replace the traditional media marketing channel, with its significant impact, like the strong impact on brand image. In the next part of the article, Venciute explored social media from a capability-based perspective and showed that the interactivity in social media, if used effectively by companies, lead to creating an advantage and enhancing the performance, so it should be combined with marketing capabilities. Venciute stated that the role of the customer relationship can be changed by changing the concept of social media marketing competencies. Finally, Venciute defined new social media marketing as: *“firm’s competency by generating, disseminating and responding to information gathered from customers via social media channels to improve customer engagement and thus satisfaction, loyalty, and retention”*.

Cigdem Ay Tekin, S. (2017) carried out a study titled “The Role of Social Media in Real Estate Marketing, a Research on the Transformation of Real Estate Marketing in Turkey”. The research investigated the role of social media in real estate marketing and measured this role. The researcher explored social media marketing and its role in helping small and medium businesses and the evolution of social media marketing as a type of marketing communication. Social media marketing enables two-way communications instead of traditional marketing which uses one-way communication. Numbers on charts for the advertisements on Facebook had the majority slide in comparison with other social media platforms. Real estate has changed due to a highly rapid change in lifestyle and technology. For this purpose, the researchers used social media measurement tools to collect the data and qualitative analysis techniques to analyze the collected data, together with comparison and characterization data techniques. The sample of this study is the top 5 real estate websites in Turkey based on Alexa.com which measures the visitor traffic to rank the sites. The findings of this research were that among six main social networks, Facebook and Twitter were considered as the main platform for those real estate websites and approved positive relationship with traffic that was led by social media networks to those websites.

Cihat Polat (2015) carried out a study titled “How to Measure the Customer Satisfaction among International Students? An Explorative Case Study on University Students”. Polat investigated the satisfaction of international students and what kind of factors had an influence on their satisfaction. Polat explored the multiple factors that influence an international student, such as education quality, which is considered as an important factor and represents the academic staff, way of teaching, quality of lecturers, resource availability and the quality of it, effective technology use, and effects these had on student satisfaction. Social life is another factor and it contains the relationships and connections with other students and staff. Economics was another factor that includes the cost of life and service in general. Other factors include facilities and services that are available and offered by the university infrastructure, such as sports salons, libraries, and transportation. Polat mentioned another factor which is students’ expectations, which include a variety of factors such as lifestyle, age, life, and expectations. Finally, empathy for students, which is a factor of behavior of the employees on all levels at the university. Polat had select Nigde university students as the research population, the total international students at this university were 90 and 53 of them participated in this study by answering a survey designed for this study. Polat used descriptive, tabulate, and graphical methods as data analysis techniques. The result of this research showed that international students were satisfied with their professors and courses above the average, and had the same rating for facilities and services at the university.

Haucap Justus, Heimeshoff Ulrich, and Karaçuka Mehmet (2010) carried out a study titled “Competition in the Turkish Mobile Telecommunications Market: Price Elasticities and Network Substitution”. The researchers in this study made a comparison with old study research about the same topic and did an analysis to demand elasticities of the Turkish telecommunication sector. The first part of the research explored the Turkish telecommunication markets which are considered one of the most concentrated markets in Europe. Turkcell in the period between 1994 and 2001 had the majority of market share, in 1998 Telsim held 31.5% of the market share and this market share decreased after Aria and Aycell, entered the market in 2001. In the startup economy, the customer had

multiple lines because of the difference between off-net and on-net. Aria and Aycell merged to Avea in 2003, because they did not manage to take a major market share in their first two years. To analyze the demand, the researchers collected monthly data from the Turkish communication company for a period of time from the beginning of 2002 to the end of 2006. The collected data contained mobile traffic, prices, and network subscribers for each service provider in this study. The lagged dependent variable was used in traffic-per-capita and the price, and several cost shifters and wage instruments were included as well. The analytic method that was used in this study is regression and descriptive analysis. The first test was for the entire market estimation, where there was a positive elasticity sign with mobile telecommunications traffic, cross-price, and the fixed-line price, and in the previous study, the elasticity sign was negative. The second comparison was with pre-paid market estimation, with the result showing the own-price elasticity was less than elasticity in the previous study. In addition, results showed that for pre-paid customers the landline and mobile line are substitutes. Post-paid market comparison with a previous study showed that this study agrees with it, but the effects were weaker in this study, and the last test was with short and long-run elasticity. The results showed that the elasticities of the short-run and post-paid markets are smaller and there is no difference regarding the pre-paid customers between short and long-run elasticities.

Peter Wolcott and Kursat Cagiltay (2001) conducted research titled “Telecommunications, Liberalization, and the Growth of the Internet in Turkey”. Researchers in this study examined the upgrowth of the internet in the Turkish market and the liberalization of essential telecommunications services, and what was the interplay and efforts between them. The liberalization of telecommunications services did not come easily, the financial crises between the 1980s and 1990s, the international actor and the world bank have promoted liberalization as a solution for this financial crisis, which would reduce state expenditures for the economy and give it a balance. In Turkey, the voice against the liberalization was high and at the same time some parts of the market were liberalized, but in commutation services, Turk Telekom remained as main and solo player in this sector. The researcher in this study reviewed the history of

the telecommunications sector in Turkey. Back in the time before 1980 when the government was the only operator in this sector, there was 2.5 line per day, 50 thousand per year with demand over 1.5 million who are waiting in the queue. The coup in 1980 changed the situation of the telecommunication sector and made it expand rapidly. Three main motives led to this expansion: the strong telecommunication infrastructure demanded by the Turkish army, the open economy lead by Turgut Ozal which required quality infrastructure in the telecommunication sector, and finally instability in Lebanon with the company desire to have a safer place and create an opportunity for Turkey to seize. Between 1982 and 1986, 83% of the capacity of telephone exchanges increased, subscriber number increased 80%, and the number of the area the service reached had increased 162%, with many new services provided by Turk Telekom. By 1988 all areas in Turkey were covered with telecommunication service. In the 1990s, the effort to liberalize telecommunication services which will lead to better service, competition, and lower cost of service started. The plans and the efforts to privatize Turk Telekom did not get a successful outcome, but to give the market a competitive advantage two GSM licenses were given to Turkcell and TelSim in 1990. However, those companies worked under Turk Telekom's supervision where many actions or services could not take place without Turk Telekom's approval. The two strong earthquakes in 1999 stopped mobile service for a long time, which made Turk Telekom decide to open the door for the organization to make international links. The three companies obtained this license called IBS (international business service provider). One of the results that can be observed in this study is the positivity of internet service provider Turk Telekom and the Ministry of transport and telecommunications which can be summarized in three points: firstly, Turk Telekom built the needed infrastructure to expand the internet; secondly, approval was given for internet services to create a liberal market; and finally, Turk Telekom stopped playing the role of a dominant ISP.

Niyazi Gumuş and Fatih Gecti (2014) carried out a research titled "Investigating the Facebook Applications and Their Impact on Customer Loyalty in the Turkish Mobile Telecommunication Industry". Through this study, the researcher tried to examine whether an application build on Facebook by a

telecommunication operator in Turkey had an effect on customer loyalty. There are three GSM telecommunication operators in Turkey and they are Vodafone, Avea, and Turkcell. The ability to move a phone number from one of the operators to another increased the competition between those companies. This ability to move a number allowed an unsatisfied customer to change his GSM operator. The number of mobile users increased rapidly and reached around 69 SIM lines till the end of 2013, and 90% is the penetration percentage in this industry. The researchers gave a brief overview of Facebook, which was launched in 2004 by Mark Zuckerberg with his friend at Harvard University. Only in the first 24 hours, it reached 1500 users at the university, and in a few months, the platform was used by other university students and next in all of the USA. Later in 2007, Facebook reached more than 100000 pages for business and later added some functions to his platforms such as chat and 'like' feature, which the businesses and users paid attention to. Another function that was added was the location which enabled the businesses to provide the real address. Facebook acquired Instagram in 2012 with a big deal of \$19 billion, and in 2014 Facebook acquired What's up. Marketers went with Facebook and made a presence there for their brand for many reasons such as the high number of users, the ability to target specific groups of users, ability to get feedback about a company's product and service, and the ability to have direct interaction with its customers or potential customers. Many other features to communicate with customers were developed on Facebook for multiple applications to get more information about the customers and try to make them loyal. This application classifies under multiple titles based on its content, such as applications for page, entertainment, informative, customer relations, and word of mouth communication. In this study, the researcher studied if the Facebook application has a positive effect on customer loyalty. The population of this study was all followers of the Facebook page of the Turkish telecommunication operator, and the survey was distributed online. The data sample that was collected had 750 respondents. The study analyzed the data through SPSS Amos. The result of this study showed that there is a positive effect of the Facebook application of the telecommunication company on customer loyalty.

Liang Huang, Muning Wang, Zhiling Chen, Bencheng Deng, and Wenfeng Huang (2020) completed a study titled “Brand Image and Customer Loyalty: Transmitting Roles of Cognitive and Affective Brand Trust”. The researchers examined the relationship between the brand image and customer loyalty and if there is any effect on brand trust on them. The brand image can be explained in multiple ways such as that it represents the brand’s tangible and intangible benefits or attributes. On the other hand, brand trust refers to information lead to trust in the brand, which is important to reduce risk perception and enhance performance. The relationship between brand trust and brand image was examined in this study, whether they are positively related to cognitive and affective brand trust. Customer loyalty developed an instrument with two concepts to measure it: the first one is the repurchase intention, which refers to the judgment of buying the brand again by the customer; the second is the slop of the customer to brand through the word-of-mouth (WoM) communication. The relationship between cognitive brand trust and loyalty was considered positive if repurchase intention and advocacy intention existed. Affective brand trust was the other factor in this study which refers to the emotional reliance of customers on the brand. This factor examined the relationship effect with repurchase and advocacy intention. Also, the interaction effect of brand image was examined with repurchase intention and advocacy through cognitive brand trust and affective brand trust. The researcher used the Procter & Gamble brand in this study and the online survey was distributed in China to 308 customers. The valid collected response was 283, all variables were measured by Likert scale with a five-point scale. The research analysis was done using SPSS Amos, and multiple indicators: comparative fit index (CIF), root mean square error of approximation (RMSEA), Tucker–Lewis index (TLI). The result of path analysis showed that this model is a fit model and all hypotheses are supported. There is a positive correlation of brand image with affective and cognitive brand trust, and both supported repurchase intentions with cognitive brand trust. The findings of this study showed that it is important to pay attention to the brand image which has indirect and direct effects on customer loyalty.

Bin Gu and Qiang Ye (2013) completed a study titled “The first Step in Social Media: Measuring the Influence of Online Management Responses on Customer

Satisfaction”. This study aimed to measure what effect the management responses had on customer satisfaction. The population of this study was a travel agency in China. Online social media has an important influence on the customer as it can be used to interact with them and show them the benefits of the product, but it is a double-edged sword where the good comments and a lot of likes can increase the sale and the negative comment could decrease it. This is why it is of crucial importance for the marketer to have a management strategy for it. The phenomenon of service recovery paradox occurs when there is a response when the service failure happened, and the company develops a customer service recovery for the customer. The studies confirmed that customer service recovery has a positive effect on customer satisfaction. Management’s responses on social media take care of the service recovery in that the provider can offer the customer who complained many kinds of resources such as discounts, which will lead to influencing the customer and make him or her satisfied. Another phenomenon showed in the online management response is called “peer induced fairness”. This term refers to the service provider’s justice and equity between its customers. The customer will be dissatisfied if they feel that they were treated unfairly compared to their peers. The previous part was examined by observing customers receiving responses and not receiving responses, the latter having a negative effect on customers’ satisfaction with the service provider. The data has been retrieved from Ctrip.com which is one of the largest travel companies in China, and the total data collected was 316568 customer reviews on this online site. Researchers used the regression analysis technique. The result of this study showed that the satisfaction of low satisfaction customers will increase by receiving responses from a service provider and not receiving a response will have a negative impact on the unsatisfied customer. Those customers that did not receive at least one response had a decreased satisfaction level. Finally, this study showed the importance of online response management.

Vonny, Ujang, Megawati, Eva (2019) completed a study titled “How to Manage Customer Satisfaction through Brand Association and Perceived Value Strategy”. The researcher tried to measure which factor had a high impact on the brand association and perceived value strategy towards customer

satisfaction. Researchers started by exploring what customer satisfaction entails. It refers to perspectives and expectations from a customer's point of view on goods or services and whether their point of view matches the expectations towards the product/service or not. If yes, the customer will be satisfied, if not, the customer will be dissatisfied. On the other hand, the perceived value indicates the comparison between performance, quality, and the price that the customer is willing to pay. Satisfaction is the result of brand association and perceived quality. If a brand has a strong emotional influence on the customer, (and the brand image indicates to the image or the memory of the buyer about the company's product or service), it will increase the value of the product between customer and business. Another factor that influences the customer is sales personality. The first hypothesis that research had investigated is about internal brand equity, specifically whether the brand image and sales personality as components of brand associations have a positive effect on customer satisfaction. The second hypothesis is about a positive effect of perceived value on customer satisfaction. Researchers used the quantitative method in their study design. Ninety surveys were collected from multi-industry sectors that deal with the chemical supplier with a response percentage of 72.58%. For both of the previous hypotheses in this research coefficient and T-test value proved that research hypotheses were confirmed. The result was extracted through the path analysis technique by using The PLS (Partial Least Square) – SEM (Structural Equation Model) software. The researchers' findings based on this research showed that customer satisfaction should be highly prioritized by businesses. Another finding observed by the researchers was that the brand association had a higher impact on customer satisfaction than perceived value.

3. RESEARCH METHODOLOGY

3.1 Introduction

The research conceptual framework is constructed to study our main connected variables, which are: social media marketing, customer satisfaction, and brand image, with brand image acting as a mediating variable. This will help to understand the impact of the mediating variable, which is affected by social media marketing. Also, research will try to identify that affect customer satisfaction as an indirect extended effect of social media marketing through brand image based on the dimensions developed by Nikolova (2012).

3.2 Materials and Methods of Research:

The researcher applied the quantitative analysis method by using multiple analysis techniques to examine the dimensions of the study, measure the relationship, and its nature as a direct and indirect correlation. A five-point Likert scale was applied to measure the study dimensions, which are: social media marketing, customer satisfaction, and brand image.

3.3 Sample size:

Based on the Istanbul Aydin University report (2018), the university has more than 39000 students. to find the needed Sample size for this study, the below equation have been used (Mansor, 2019).

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

Where N indicates to the Population Size equal to 39000, z (1.65), e (0.05) indicate Margin of error, the minimum sample size for this study is 271 to consider our sample as acceptable based on Population Size.

3.4 Study Population and Sample

The population of this research is the Istanbul Aydin University's students, selected sample is based on a random sample method (Sekaran & Bougie, 2013). Before distributing the survey, the researcher explained to the participant the aim of this study and how to fill in this survey to make sure the survey is filled in properly. 340 surveys had been distributed, and 310 surveys were collected, which means the percentage of response is 91.17%, representing a high response. The surveys were distributed on multiple levels of the students at the university. Upon checking the collected surveys, the researcher found that 15 were filled out the incorrect way and 10 surveys were non-realistic due to the extreme values that were filled for all survey questions. The number of valid data then is 285 samples which are acceptable based on the sample size equation that the researcher calculated previously.

3.5 Demographic Variables of Study Sample

In this part, the researcher did a descriptive analysis with a frequency test on 9 demographic variables which represent characteristics of the variables of interest (Sekaran & Bougie, 2013). The questionnaire contains variables age rang Table (3.1), gender Figure (3.1), Marital status table (3.2), highest education Figure(3.2), telecommunication companies subscribers table (3.3), visits of social media telecommunication company page yearly table(3.4), Frequency of using the Internet table(3.5), the purpose of using Social media platforms Figure (3.3), and finally social media platform the Sample use.

Table 3.1: Frequency of Age Rang

Age Range	Frequency	Percent
25-30 years	106	37.19
30-39 years	56	19.65
40 years and Above	12	4.21
Below 25 years	111	38.95
Total	285	100

Table (3.1) shows that the sample age range for the participant which divided into four Age Group under 25, between (25,30), between (30,39), and above 40, the table shows 285 respondents, the highest Value for Age Range who under 25 years with 38.95%, next to high value was for the age range from 25 to 30 with percentage 37.19%, the Age Range from 30 to 39 Have 19.65% from the Sample and the Lowest Value with 4.21% for Age Rang under 40, researcher observe that the major Sample for this study was for young participant who under 30 with Percentage 76.14 %.

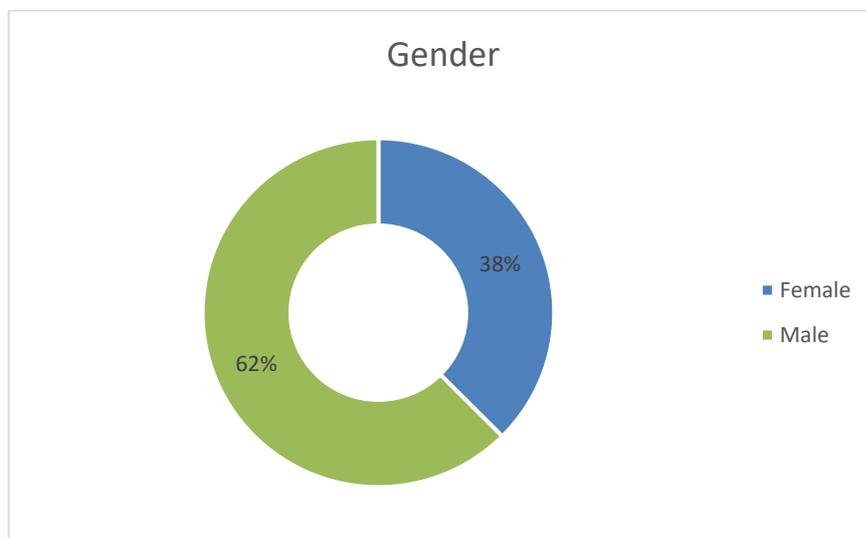


Figure 3.1: Frequency of Gender

Figure (3.1) Show from the gender in the study data Sample, 62% of the respondents were male and 38% of respondents were female.

Table 3.2: Frequency of Marital status

Marital status	Frequency	Percent
Divorced	3	1.05
Married	75	26.32
Single	205	71.93
Widowed	2	0.7
Total	285	100

Table (3.2) show the Marital status for the collected sample where the highest percentage for Singles with 71.93% and the next high percentage was for the Married with a percentage 26.32%, the Divorced is the next value in the queue with 1.05%, and the lowest percentage was for Widowed with 0.7%,

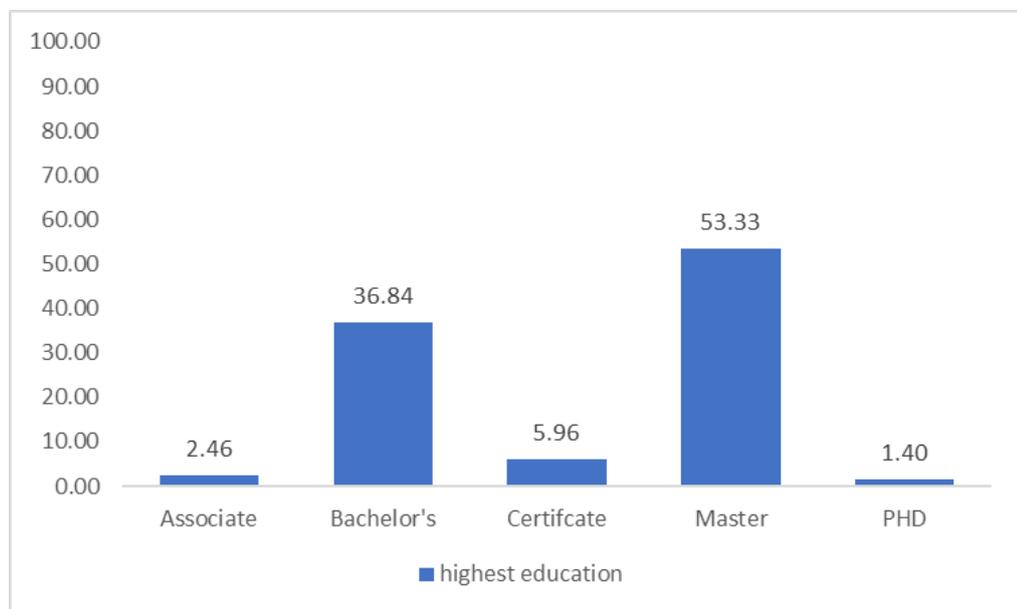


Figure 3.2: Frequency of Highest Education Level

Figure (3.2) show the highest education in the sample where the highest percentage was 53.33%, the Next high percentage 36.84% for the Bachelor's, percentage of Certificate in the sample 5.96%, and associate with 2.46%, the lowest percentage was for Ph.D. with 1.4%.

Table 3.3: Telecommunication companies subscriber frequency

telecommunication companies	Frequency	Percent
Türk Telekom	106	37.19
Turkcell	145	50.88
Vodafone	34	11.93

Table (3.3) show the telecommunication company that respondent use as telecommunication provider for them the Highest percentage was for Turkcell with 50.88% and the high percentage was for Türk Telekom with 37.19%, the lowest percentage was for Vodafone with 11.93%, this value is important to be observed by telecommunication companies where it shows the current market share for each of them.

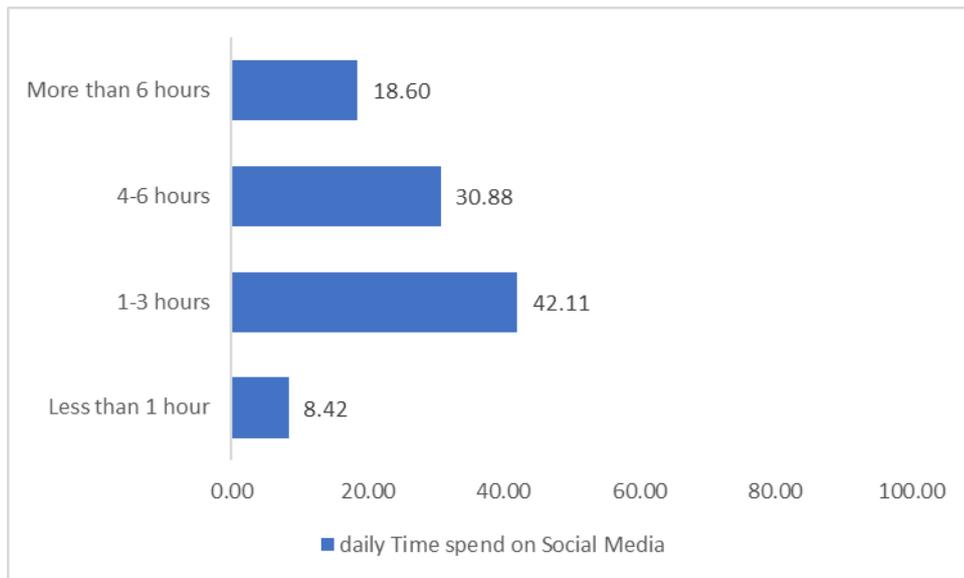


Figure 3.3: Time spent on social media

Figure (3.3) show the time the spent time by the respondent on social media on a daily base, the number shows that 42.11% spend between one to three hours per day and it is the high value in our sample, next value was for Range between 4 to 6 hours per day with percentage 30.88%, 18.6% of them spend more than 6 hours per day, and the lowest number show that only 8.42% spend less than one hour, the observation of this Value shows the importance of social media in customer life where the spend quit time on social media on their daily life which considers as important info to understand customers habits.

Table 3.4: Number of visits to the social media site of the telecommunication company

Variable	Value Rang	Frequency	Percent
If you use social media, specify how often do you visit your telecommunication company page yearly?	16-25	7	2.5
	6-15	32	11.2
	Less than 5	117	41.1
	More than 25	14	4.9
	Never	115	40.4

Table (3.4) show the number of visits to the telecommunication company social media page each year, Sample result shows that 41.1% of the participants visit the telecommunication company social media page less than 5 times per year, and 40.4% of them did not visit the company social media page at all, 11.2% said that they visit the social media page for their telecommunication company between 6 to 15 times per year, 4.9% number of visitors more than 25 times per year, for the Rang of Visits between 16 to 25 times per year the percentage was 2.5%.

Table 3.5: Frequency of using the Internet

Variable	Value	Frequency	Percent
How frequently do you access the internet?	Hourly basis	174	61.05
	In the evenings/ after work	63	22.11
	Work break times	22	7.72
	Once a week	3	1.05
	Occasionally	23	8.07

Table (3.5) show the frequency of using the Internet for the sample data were 61.05% access to the internet on a daily basis and it holds the highest value for this variable, the next values were for accessing the internet in the evenings or after work with percentage 22.11%, 7.2% of participant access to the internet on their work break times, 8.07 said they are accessing the internet occasionally, the lowest percentage for accessing the internet once a week with percentage 1.05%.

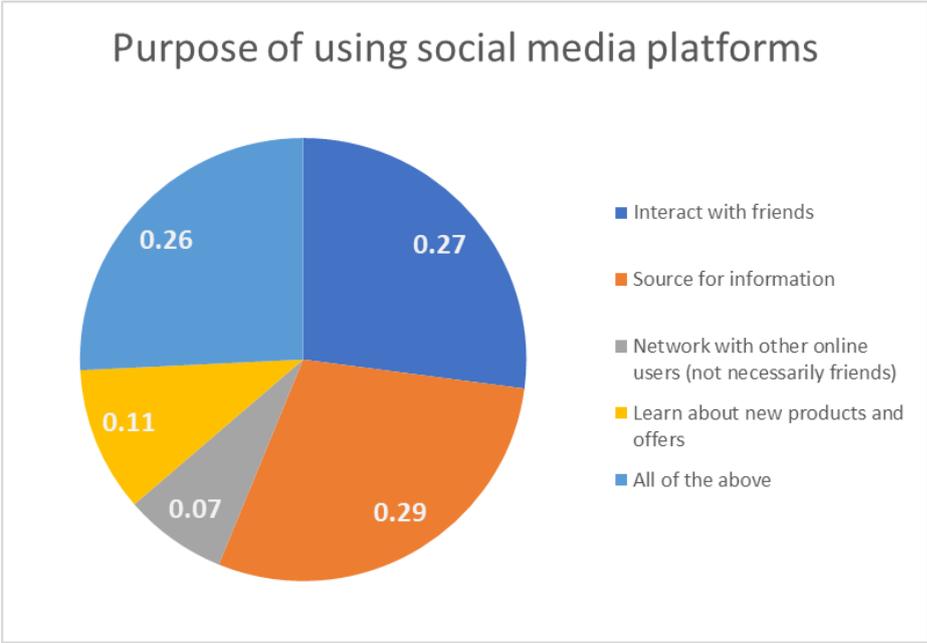


Figure 3.4: Purpose of using Social media

Figure (3.4) show the purpose of using Social media platforms based on a data sample, numbers show that 27% of the participant said they are using the Social media platforms to interact with their friends, 29% of the Sample Said they are using the social media as Source of information,11% of Sample side they use the social media platforms to learn about new products and offers, 7% of them said they are using it for connecting with other users who are online in the network, 26% of the Sample said that all above reasons lead them to use the social media platforms.

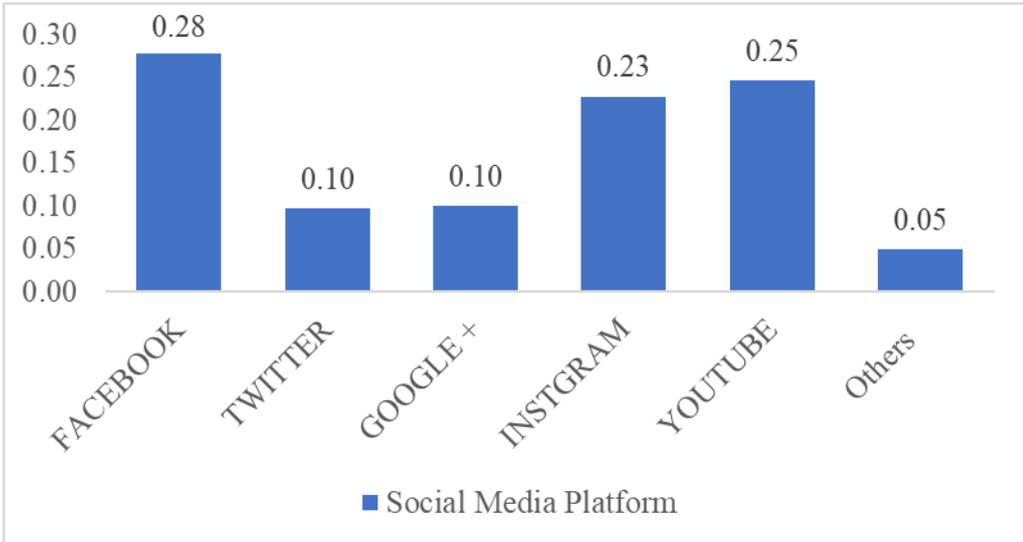


Figure 3.5: Social Media platform users

Figure (3.5) show which social media applications used based on the data sample, where 28% of participants are Facebook users and it held the highest value, 25% of them are using YouTube which is the next, Instagram users 23% of them, Twitter and Google plus have the same number of users with percentage with 10%, Others social media application have only 5% which is the lowest Value.

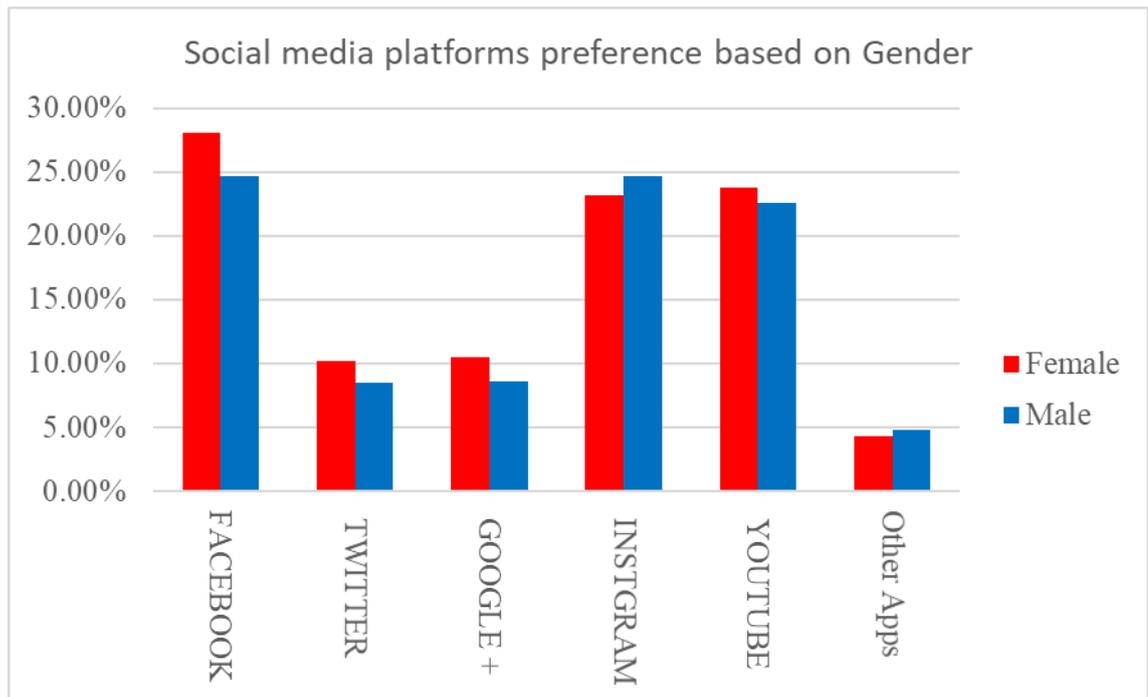


Figure 3.6: Social media platforms preference based on gender

Figure (3.6) show the result of cross table test for social media platforms and gender to explore the preference of Gender for using social media platforms, the researcher observes that for Facebook as the preferred platform 24.7% of males prefer to use it, In contrast, 24.7% of females. With Twitter as the preferred platform, 8.46% of males prefer to use Twitter, In contrast, 10.19% of females, for GOOGLE + as the preferred platform 10.64% of males prefer to use it, contrast, 8.64% of females, INSTAGRAM as the preferred platform 24.7% of males prefer to use it, contrast, 23.15% of females, YouTube as the preferred platform 22.63 % of males prefer to use YouTube, contrast, 23.50% of females, other social media apps as the preferred platform 4.84 % of males prefer to use YouTube, contrast, 4.32% of females

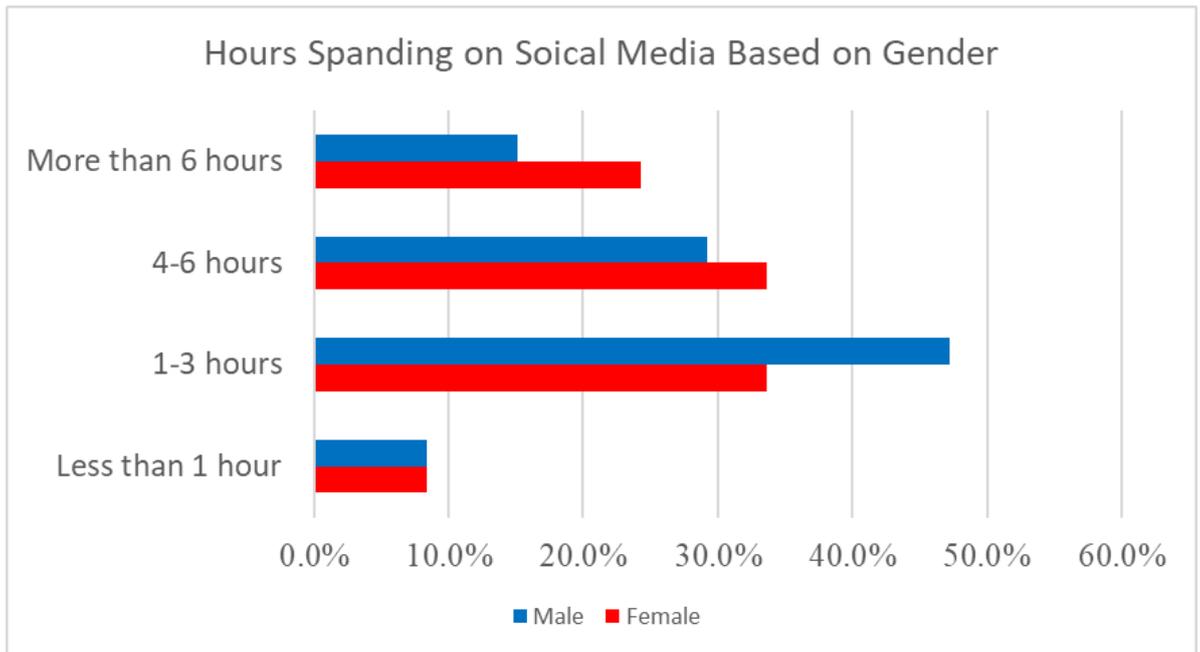


Figure 3.7: Hours spent on social media based on gender

Figure (3.7) show the result of cross table test for Gender and Rang hours spend on social media per day, to explore the range of hours that users spend per day based on his Gender on using Social media platforms, the researcher observes that 8.4% of male and 8.4% of females spending less than an hour per day on social media platforms, 47.2% of male and 33.6% of females spends between one to three hours per day on social media platforms, 29.2% of male and 33.6% of females spends between four to six hours per day on social media platforms, 15.2% of male and 24.3% of females spends more than six hours per day on the social media platforms.

3.6 Study tools and Data Collection

The researcher investigated this case from two parts: theoretical and practical. The theoretical part contains scientific studies that relate to our study subject, and data sources were collected from books, articles, websites, and theses. This data is considered secondary.

The practical part is the second part, which is a survey that was designed to reflect the study objectives and questions, and the sources in this part are considered primary. The researcher uses descriptive and analytical methods to collect and analyze the collected data.

The questionnaire's instrumental sections are divided into two sections: the first one for demographic variables that are collected for 9 factors with closed-ended questions technique; the second section was for main study variables which are social media marketing, brand image, and customer satisfaction. To measure these variables the researcher uses a Likert scale with five points, which are: strongly disagree=1, disagree=2, agree to an extent=3, agree=4, and strongly agree=5.

3.7 Statistic Treatment

The researcher used the valid data that was collected from the distributed survey and analyzed it by using the last version of SPSS software and Amos model analysis tool Version 26 to find the result and the conclusion of this study.

The analysis technique and statistical methods that were used by the researcher are:

- Descriptive analysis with using mean, standard deviation, and item rank,
- Cronbach's alpha that examined internal consistency between variable items,
- Standard deviation which examined the spread out of the data from the arithmetic average,
- Variance inflation factor (VIF), which is tolerance to examine if there is any multicollinearity between independent variables,
- Simple regression analysis to examine the direct effect of the relationship between study variables,
- Path analysis was used to examine the model of this study for the direct and indirect effect of the variables of this study.

3.8 Reliability Test

The reliability concept is to set a condition that measures the stability and consistency of the phenomenon (Carmines & Zeller, 1979). Huck (2007) mentioned that reliability is considered an important test for measuring instruments since it refers to consistency across the parts of the instrument.

Cronbach Alpha coefficient is perceived as the most-used internal consistency measure tool.

The below table shows the Cronbach Alpha coefficient test for this study variables. Cronbach's Alpha for Social media marketing is which means customer satisfaction items have excellent reliability. The overall Alpha coefficient value is 0.86 and it is above 0.7 showing overall study variables have high reliability that can be concluded the items that are used in this research are valid and acceptable.

Table 3.6: Reliability test

NO.	variable	Cronbach's Alpha	N of Items
1	Social media marketing	0.858	9
2	Brand image	0.817	9
3	Customer satisfaction	0.912	14
Overall		0.864	32

4. RESULTS

4.1 Introduction

In this chapter, the researcher used an analytical method to test this study's main variables which are social media marketing, brand image, and customer satisfaction. This analysis aims to check the study's hypotheses and test the main variables. For that purpose, multiple techniques were used, starting from descriptive analysis, one sample test, variance inflation factor (VIF) test, linear regression test, and path analysis.

4.2 Descriptive analysis of study variables:

Table 4.1: Descriptive analysis mean, Std. Deviation, Item Rank for main variables:

No.	Variables	Mean	Std. Deviation	Item Rank
1	Social media marketing	3.14	0.77	3
2	Customer Satisfaction	3.18	0.73	1
3	Brand image	3.17	0.67	2
4	General Arithmetic mean and standard deviation	3.16	0.64	

The above table shows that the mean variables Rang for the variables between (4.12 and 2.18) with general arithmetic mean 3.16 and 0.64 standard deviations, the researcher observes that the highest rank was for Customer Satisfaction with arithmetic average 3.18 and Std. Deviation 0.31, The lowest rank was for Social media marketing with arithmetic average 3.14 and Highest Std. Deviation 0.77 the media variables were Brand image with arithmetic average 3.17.

4.3 Descriptive analysis of social media marketing

Below table show one sample test for social media marketing, the Scale that user to measure this variable is Likert Scale with Rang from 1 to 5 and the mean and median is 3, by analysis the opinion of 285 samples collected, the result shows that degree of freedom is 284 and $t(3.032)$ with $P0.003 < 0.05$, that mean the average opinion of about social media marketing at telecommunication companies in turkey have higher than 3 which mean there is a positive opinion about social media marked marketing.

Table 4.2: Social media marketing variable one Sample T-test

one Sample T-test	Result
T	3.032
Df	284
Sig. (2-tailed)	0.003
Mean Difference	0.14

The below table shows the descriptive analysis of Social media marketing survey items, the response rang for survey items was between(2.89-3.51) and the general athematic mean is 3.14 with Std. Deviation 0.77, the Highest mean was for item “Do the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand” with mean 3.51 and Std. Deviation 1.077 and the lowest mean was for item “My telecommunication company’s social media pages help me receive feedback from my telecommunication company constantly” with mean 2.89 and Std. Deviation.

Table 4.3: Social media marketing variable Descriptive analysis test: mean, Std. Deviation, Item Rank

No	Social media marketing survey items	Mean	Std. Deviation	item Rank
1	My telecommunication company’s social media pages help me receive feedback from my telecommunication company constantly	2.89	1.189	9
2	My telecommunication company pages on social media have a wide range of supporting tools that help to deliver better information	3.07	1.116	7

Table 4.3: (Con) Social media marketing variable Descriptive analysis test: mean, Std. Deviation, Item Rank

No	Social media marketing survey items	Mean	Std. Deviation	item Rank
3	My telecommunication company's pages on social media enable me to acquire more information about my telecommunication company services	3.15	1.071	4
4	My telecommunication company page on social media provides me with the opportunity to state my opinions freely	3.14	1.144	5
5	My telecommunication company's page on social media is updated regularly	3.27	1.129	2
6	my telecommunication company's pages on social media always respond to my question or/and observation	2.91	1.081	8
7	Do you have positive reactions to advertisements on social media	3.08	1.139	6
8	I will inquire for more information on the product because of the advertisement	3.23	1.120	3
9	Does the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand	3.51	1.077	1
	Social media marketing General Std. Deviation and Mean	3.14	0.77	

4.4 Descriptive analysis of Customer satisfaction

below table show one sample test for Customer satisfaction, the Scale that user to measure this variable is Likert Scale with Rang from 1 to 5 and the mean and median is 3, by analysis the opinion of 285 samples collected, the result shows that degree of freedom is 284 and $t(4.19)$ with $P0.000 < 0.05$, that mean the average opinion of about customer satisfaction at telecommunication companies in Turkey have higher than 3 which mean there is a positive opinion about social media marked marketing.

Table 4.4: Customer satisfaction variable one Sample T-Test

One-Sample T-Test	Result
T	4.19
Df	284
Sig. (2-tailed)	0.000
Mean Difference	0.18

The below table shows the descriptive analysis of customer satisfaction survey items, the Response Rang for survey items were between(2.98-3.38) and the general arithmetic mean is 3.18 with Std. Deviation 0.73, the highest mean was for item “I think I did the right thing that I selected my telecommunication company” with mean 3.38 and Std. Deviation 1.11 and the lowest mean was for item “I feel happy after every visit of My telecommunication company website/webpage.” with mean 2.98 and Std. Deviation of 1.08.

Table 4.5: Customer satisfaction variable descriptive analysis test: mean, Std. Deviation, Item Rank

NO	Customer satisfaction survey items	Mea n	Std. Deviatio n	item Rank
1	My telecommunication company is having well-managed web pages.	3.29	1.15	4
2	My telecommunication company apologizes if they fail to serve me on time.	2.99	1.17	13
3	I think I did the right thing that I selected my telecommunication company	3.38	1.11	1
4	My telecommunication company always exceed my expectation while offering me the services.	3.03	1.09	12
5	My telecommunication company’s service exactly meets my requirement.	3.11	1.04	10
6	I feel happy after every visit to My telecommunication company website/webpage.	2.98	1.08	14
7	Seasonal promotions are available	3.22	1.06	6
8	I am well informed of the promotions	3.10	1.12	11
9	Website/web page designs are appealing	3.22	0.99	5
10	Website/webpage layout makes it easy for me to find what I need	3.29	1.01	3
11	The promotions are always attractive on the website/webpage	3.18	1.06	9
12	website/webpage Offers several services to choose from in a category	3.22	1.04	7
13	website/webpage fast response	3.18	1.07	8
14	Overall, I am satisfied with this page	3.36	1.07	2
	Customer satisfaction General Std. Deviation and Mean	3.18	0.73	

4.5 Descriptive analysis of Brand Image

The below table shows one sample test for brand image, the Scale that user to measure this variable is the Likert scale with rang from 1 to 5 and the mean and median is 3, by analysis of the opinion of 285 samples collected, the result shows that degree of freedom is 284 and $t(4.19)$ with $P0.000 < 0.05$, that mean the Average opinion of about Brand Image at telecommunication companies in turkey have higher than 3 which mean there is a positive opinion about Brand Image.

Table 4.6: Brand Image variable one Sample T-Test

One-Sample T-Test	Result
T	4.19
Df	284.00
Sig. (2-tailed)	0.00
Mean Difference	0.17

The below table shows the Descriptive analysis of Brand Image survey items, the Response Rang for survey items were between(2.43-3.41) and the general athematic mean is 3.17 with Std. Deviation 0.67, the Highest mean was for item “I respect this brand.” with mean 3.41 and Std. Deviation 1.05 and the lowest mean were for item “I have a bad opinion about this brand.” with mean 2.43 and Std. Deviation1.13.

Table 4.7: Brand Image variable Descriptive analysis test: mean, Std. Deviation, Item Rank

NO	Brand Image survey Items	Mean	Std. Deviation	item Rank
1	I know what this brand stands for.	3.30	1.166	3
2	I have a good opinion of this brand.	3.36	1.122	2
3	I have a bad opinion about this brand.	2.43	1.126	9
4	I am aware of this brand.	3.24	0.976	5
5	This brand is a pure delight.	3.16	0.925	7
6	I respect this brand.	3.41	1.046	1
7	I am very committed to this brand.	3.13	1.017	8
8	This brand communicates well with me.	3.18	1.004	6
9	This brand is very faithful.	3.28	1.051	4
	Brand Image General Std. Deviation and Mean	3.17	0.67	

4.6 Multicollinearity:

To ensure no multicollinearity between our variables a path analysis has been applied using social media as the independent variable, customer satisfaction as the dependent variable, and brand image as the mediator variable. For this purpose, an inflation factor test was conducted. The result in table (10) showed that VIF for each of customer satisfaction represents the value of (1.68) with tolerance (0.6); for the brand image the value of (2.11) with tolerance (0.47); and for social media marketing the value of (1.87) with tolerance (0.53). The VIR result is under 10 which means there is no multicollinearity between the variables.

Table 4.8: Multicollinearity test of study variables

Dependent Variable	Tolerance	VIF
Customer satisfaction	0.60	1.68
Brand image	0.47	2.11
Social media marketing	0.53	1.87

4.7 First Hypothesis

H1: Social media marketing has a positive direct impact on brand image in Turkey telecommunication companies at the level ($P \leq 0.05$).

Table 4.9: Simple Linear regression test between social media marketing

H1	Simple Linear regression	Result
impact of social media marketing on Brand Image	R.....	0.64
	R Square.....	0.40
	F Change.....	192.22
	B (Social media marketing)	0.56
	B(Constant).....	1.42
	T(Constant).....	10.99
	T (Social media marketing)	13.87
	Sig. F Change.....	0.00

The researcher proposes that there is a direct and positive impact on customer satisfaction is driven by social media marketing; the Table shows results from simple

linear regression analysis test, where R indicates the sample relationship equal to 0.73 and R² value explains 53% of the variation in customer satisfaction in Turkey telecommunication companies driven by social media marketing. The effect of social media marketing on Customer Satisfaction can be measure by following Linear

equation:

Customer Satisfaction = 1 +0.7 (social media marketing).

F calculated is 312.83 and P-value =0.00 less than 0.05 which mean H₂ hypothesis

accepted, social media marketing has a positive direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

The researcher proposes that there is a direct and positive impact on Brand Image driven by social media marketing, Table (4.4.1) shows results from the Simple linear regression analysis test, where social media marketing is the independent variable and Brand Image is the dependent variable, R indicates the sample relationship equal to 0.64 and R² value explains 40% of the variation in Brand Image in turkey telecommunication companies driven by social media marketing. The effect of social media marketing on Brand Image can be measure by the following Linear equation:

Brand Image = 1.42 +0.56 (social media marketing).

The increase in social media marketing will lead increasing in the brand image for Turkey telecommunication companies in 0.56, F calculated is 192.22 and P-value =0.00 less than 0.05 which mean the first hypothesis is supported, then this positive relationship between hypothesis variables based on positive T-value=13.87, we can conclude that there is a positive and direct impact of social media marketing on brand image in Turkey's telecommunication companies.

4.8 Second Hypothesis

H₂: Social media marketing has a positive direct impact on customer satisfaction in turkey telecommunication companies at the level ($P \leq 0.05$).

Table 4.10: Simple Linear regression test between social media marketing and customer satisfaction

H2	Simple Linear regression	Result
impact of Social media marketing on customer satisfaction	R.....	0.73
	R Square.....	0.53
	F Change.....	312.83
	B (Social media marketing)	0.70
	B(Constant).....	1.00
	T(Constant).....	7.90
	T (Social media marketing)	17.69
	Sig. F Change.....	0.00

The researcher proposes that there is a direct and positive impact on customer satisfaction driven by social media marketing, Table (4.5.1) shows results from the Simple linear regression analysis test, where social media marketing is the independent variable and customer satisfaction is the dependent variable, R indicates the sample relationship equal to 0.73 and R² value explains 53% of the variation in Customer Satisfaction in turkey telecommunication companies driven by social media marketing. The effect of social media marketing on customer Satisfaction can be measure by the following linear equation:

$$\text{Customer Satisfaction} = 1 + 0.7 (\text{social media marketing}).$$

The increase in social media marketing will lead increasing in customer satisfaction for Turkey telecommunication companies in 0.7, F calculated is 312.83 and P-value =0.00 less than 0.05 which mean the second hypothesis accepted, then this positive relationship between hypothesis variables abased on positive T-value=17.69, we can conclude that there is a positive and direct impact between social media marketing and customer satisfaction in Turkey telecommunication companies.

4.9 Third Hypothesis:

H3: Brand image has a positive direct impact on customer satisfaction in turkey telecommunication companies at the level ($P \leq 0.05$).

Table 4.11: Simple Linear regression test between Brand Image and customer satisfaction

H3	Simple Linear regression	Result
impact of Brand Image on customers satisfaction	R.....	0.68
	R Square.....	0.47
	F Change.....	246.57
	B (Brand Image)	0.75
	B(Constant).....	0.81
	T(Constant).....	5.26
	T (Brand Image)	15.70
	Sig. F Change.....	0.00

The researcher proposes that there is a direct and positive impact on customer satisfaction driven by brand image, Table (4.6.1) shows results from the Simple linear regression analysis test, where brand image is the independent variable and Customer Satisfaction is the dependent variable, R indicates the sample relationship equal to 0.68 and R² value explains 47% of the variation in Customers Satisfaction in turkey telecommunication companies driven by Brand Image. The Effect of Brand Image on Customer Satisfaction can be measure by the following Linear equation:

$$\text{Customer Satisfaction} = 0.81 + 0.75 (\text{Brand Image}).$$

The increase in the brand image will lead to increasing customer satisfaction for Turkey telecommunication companies 0.75, F calculated is 246.57 and P-value =0.00 less than 0.05 which mean the third hypothesis Accepted, and there this positive relationship between hypothesis variables abased on positive T-value=15.7, and, we can conclude that there is positive and Direct impact between customer satisfaction and brand image in Turkey telecommunication companies.

4.10 Fourth Hypothesis:

H4: Social media marketing has a positive indirect effect on customer satisfaction through a Brand image in Jordanian telecommunication companies at the level ($P \leq 0.05$).

In order to investigate the indirect effect of social media on customer satisfaction the research applied below a model on Amos, the path analysis application tool, and based on the analysis test on this model the results were extracted into Table (4.7.1) and Table (4.7.2).

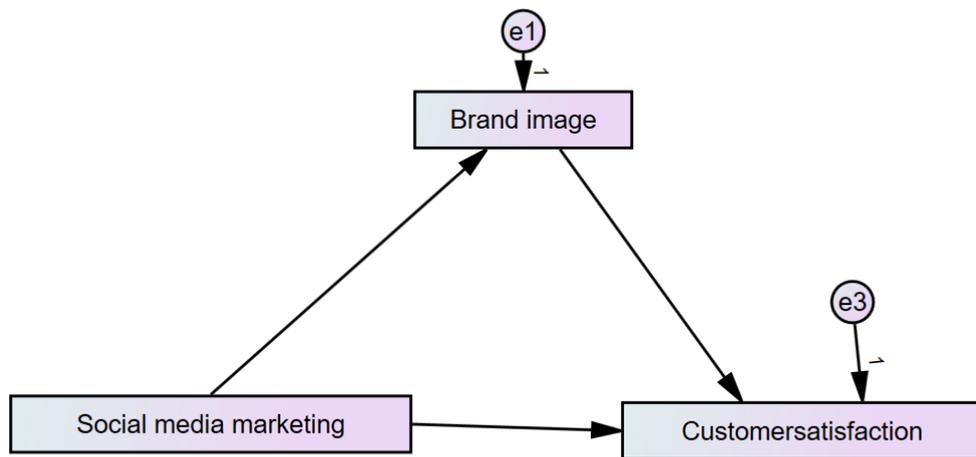


Figure 4.1: Path analysis model in Amos

Table 4.12: Model Fit test

model fit	result
GFI	1.00
CFI	1.00
RMSEA	0.00
Chi-square	0.00

Table(4.7.1) show model fit test where the result of Chi-square equal to zero, Goodness of Fit Index (GFI) is equal to one, Comparative Fit Index (CFI) is equal to one, and Root Mean Square Error of Approximation (RMSEA) is equal to zero, this means the model is fit and has a perfect shape,

Table 4.13: Path analysis test

path	SMM --->BI	BI--->CS	SMM ---->CS
Estimate	0.56	0.41	0.47
S.E.	0.04	0.05	0.05
C.R.	13.89	7.72	10.13
P	***	***	***
Direct Effect	0.64	0.37	0.49
indirect Effect	0.00	0.00	0.23
Total Effect	0.64	0.37	0.72
Indirect Effects	-----	-----	0.008
Two-Tailed Sig.	-	-	-

SMM: Social media marketing, CS: Customers satisfaction, BI: Brand Image

P=*** <0.005

In Table (4.7.2) it is shown that the researcher applied a path analysis test to test the indirect effect of social media marketing on customers satisfaction, where the direct path from SMM to BI has a positive relationship with correlation value 0.56 with direct effect value (0.64), (C.R.) t-Value 13.89 and $P < 0.05$, which confirm the direct and positive relationship between SMM and BI. This is consistent with results that confirmed the first hypothesis. The second path is from $BI \rightarrow CS$ with correlation value between those two variables 0.41, with (C, R) t-Value (7.72) and it is a positive sign with $P < 0.05$, which confirms the direct and positive relationship between BI and CI, and this is consistent with results that confirmed the third hypothesis. The last path was between $SMM \rightarrow CS$. The correlation value between those two variables was 0.47, with (C, R) t-Value (10.13) and it is a positive sign with $P < 0.05$, which confirms the direct and positive relationship between BI and CI, and this is consistent with results that confirmed the second hypothesis. The table of the test shows there is only an indirect correlation on the path from $SMM \rightarrow CS$ where the value of this effect is 0.23 and the total effect of SMM on CS is 0.72, and indirect effects - two-tailed sig. is $(0.008) < 0.005$. This means the fourth

hypothesis is confirmed as well, there is an indirect and positive relationship between social media marketing and customer satisfaction in Turkey telecommunication companies through the mediating variable which is the brand image.

4.11 The summary of the hypothesis results:

H1: Social media marketing effect on the brand image with a positive and direct relationship

- Based on Table (4.4.1) $R = 0.64$, $R^2 = 0.4$ and $P < 0.005$.
- Based on Table (4.7.2) direct effect = 0.64, CR = 13.89 and $P < 0.005$.

Based on the above result there is a positive and direct relationship between social media marketing and brand image

H2: Social media marketing effect on Customers satisfaction with a positive and direct relationship

- Based on Table (4.5.1) $R = 0.73$, $R^2 = 0.53$ and $P < 0.005$.
- Based on Table (4.7.2) direct effect = 0.49, CR = 10.13 $P < 0.005$.

Based on the above results there is a positive and direct between social media marketing and customers satisfaction

H3: Brand Image effect on customers satisfaction with a positive and direct relationship

- Based on Table (4.6.1): $R = 0.68$, $R^2 = 0.47$ and $P < 0.005$.
- Based on Table (4.7.2) direct effect = 0.37, CR 7.72 and $P < 0.005$.

Based on the above result there is a positive and direct relationship between brand image and customer satisfaction.

H4: Social media marketing effect on customers satisfaction with a positive and indirect relationship.

Based on Table (4.7.2), indirect effect = 0.23, CR = 10.13 with Two Tailed Sig. < 0.005

And with a total effect of 0.72

Based on the above table Social media marketing affect customer satisfaction with a positive and indirect relationship through brand Image as a mediating variable.

Table 4.14: summary of the hypothesis

hypothesis	Path	effect	result
H1	Social media marketing - brand image	Direct and positive	supported
H2	Social media marketing - Customers satisfaction	direct and positive	supported
H3	brand image - Customers satisfaction	direct and positive	supported
H4	Social media marketing - Customers satisfaction through brand Image	indirect and positive	supported

5. CONCLUSION

5.1 Introduction:

This chapter will summarize all findings and recommendations based on the analytic study in chapters three and four.

5.2 summary of the result

- This study shows an important result that the researcher hopes will add value to the relevant literature and the studied companies, and help companies make the decisions that will be a trigger point for what needs to be changed in their marketing strategy. Hopefully, this will be reflected to benefit the companies. Below is the summarization of the data analysis and hypothesis test:
- This study concludes an evolution of social media marketing, customer satisfaction, and brand image in the telecommunication industry in Turkey.
- The mean for social media marketing for Turkish telecommunication companies is 3.14 with std. deviation of 0.77.
- The mean for brand image for Turkish telecommunication companies is 3.17 with std. deviation of 0.67.
- The mean for customer satisfaction for Turkish telecommunication companies is 3.18 with std. deviation of 0.77.
- All hypotheses in this study model are confirmed as mentioned in Table (4.8.1).

5.3 Conclusion

The new era of the internet created a new model that makes communication between people and organizations easier. In the last few years, social media gained high popularity (Palmer & Lewis 2009), which lead marketers to

investigate the possible ways to benefit from it, which again, lead to the creation of the term social media marketing. The use of social media has a positive effect on brand awareness and creates satisfied customers (Yoo, Donthu, & Lee 2000). This study aims to measure the effect of social marketing on the organization's customer satisfaction, to measure brand image, and the extended effect of social media on customer satisfaction through the brand image. The researcher in this study uses multiple analytic techniques to investigate the relationship between main variables, which are social media marketing, brand image, and customer satisfaction. The study was applied to Istanbul Aydin University's students, and 285 samples were collected from a survey distributed to these university students. The study case for this model is Turkish telecommunication companies with three main companies on the market, which are: Turkcell, Turk Telekom, and Vodafone. It is helpful to get the exact calculations to create a plan or strategy for the organization. As an example, the correlations help the researcher to examine the relationship and the validation between the studied variables, and the same correlations can be used by companies' decision-makers as well (Yeung, et al, 2006). The researcher used SPSS as an analysis tool with another assisted software Amos (the last version of it, Amos 26). The analytic techniques that were used for the demographic in chapter three are frequency test, cross table test, and reliability test which had the result of 0.864 which is considered an excellent value. The majority of the respondents with a percentage of 76.14 % were under 30 years old, males comprising a percentage of 62.46% and females 36.84%. The majority of the respondents were single with a percentage of 71.93%; the 53.33% of respondents were master students; 50.88% of the respondents have Turkcell line; 37.12% of respondents have Turk Telekom line; 11.93% have Vodafone line; 72,98% of respondents spent between 1 and 6 hours per day on the social media; most of them use the social media to interact with their friends and as a source of information; most of the respondents of this study have an account on Facebook, YouTube, and Instagram; 41% of the respondents visited their telecommunication company's page less than 5 times per year. These results show an important sign that may be useful for the decision-maker to understand its customer. In chapter four, the researcher uses simple linear regression that obtains multiple tests (ANOVA table, R Square, co-efficient

correlation table, one sample test, descriptive, and multicollinearity test). The results of these tests show the importance and the positive impact of using social media marketing for organizations to enhance brand image and customer satisfaction, and the extended positive effect that social media plays through the brand image to increase the satisfaction of customers, which is in line with study findings of Ahmad (2017) and Abu-Rumman & Alhadid (2014).

Customer satisfaction of the company can be enhanced by developing a strategy for enhancing the image of the organization, which corresponds to the study of Graeff (1996), which states that brand image and consumer purchase intention have a positive relationship and that there is an enhancement in customer satisfaction level in case the perceived brand image is comparable to client self-image.

Research is very important to get an idea about and cover the gap between the Turkish telecommunication companies and their customers. The companies will recognize the need for enhancing their strategy to strengthen the picture of their brand from the customer point of view by using social media marketing as a measurement tool, which is in line with findings of the study by Ahmad (2017).

5.4 Recommendations and study limitation

Below is the researcher's recommendation for the companies based on the theoretical and the analytic part of this study:

- Further research is needed about the social media marketing field in Turkey, particularly in the telecommunication industry concerning customer satisfaction and branding, and focusing on Turkish culture.
- The researcher suggests the telecommunication companies have a better presence on social media, which will have a positive effect on customer satisfaction and branding.
- Investing in social media marketing research in Turkish telecommunication companies will be highly beneficial for them.
- Use the study model proposed above regularly to measure customer satisfaction.

- It is highly recommended that the Turkish telecommunication companies develop their brand to enhance their customer satisfaction.
- The researcher suggests linking the social media page with a company campaign to create a more active and attractive page for the customers.
- Enhancing the social media marketing strategy in Turkish telecommunication companies will bring competitive advantage and create value for its customers.
- This study is limited to students at Istanbul Aydin University, it is highly recommended to apply the module of this study to a larger sample.

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APPENDIX

Appendix 1: Questioner

Appendix 2: Etik Onay Form

Appendix 1: Questioner

The researcher is currently conducting a scientific study intended to identify them: **“The Impact of Social Media Marketing on Customer Satisfaction through Brand Image”**.

The purpose of this study is to obtain a master’s degree in e-Business, your assistance to answer the study questionnaire means a lot to us and will add value to our study. It will be used only for academic purposes and will not be used outside the scope of this scientific research.

I should appreciate very much your kind assistance to answer the attached questions.

Researcher: AL Mouthna ALARIB AL MOUSA.

Supervisor: Dr. Ali Kurt.

Thank you very much in anticipation.

Part one, this section for classification purpose, kindly respond to these questions by selecting or ticking (√) in the boxes provided for each statement.

1. Age

Below 25 years	25-30 years	30-39 years	40 years and Above

Q1- Gender Male Female

Marital status: Married ,Single ,Widowed ,Divorced

2. What is your highest education level?

Certificate

Associate

Bachelors

Master

Ph.D.

Q2-Which of the following telecommunication companies do you use? (You can choose more than one

Turkcell

Vodaphone

Türk Telekom

Which of the following Social Media applications do you use? (You can choose more than one)

FACEBOOK

TWITTER

GOOGLE +

INSTAGRAM

YOUTUBE

OTHER, SPECIFY

How many hours per day do you spend on social media?

1-3 hours

4-6 hours

More than 6hours1

Less than 1 hour

If you use social media, specify how often do you visit your telecommunication company page yearly?

Never

Less than 5

6-15

16-25

More than 25

1. Kindly select from the options below why you access social media platforms

a. Interact with friends

b. Source for information

c. Network with other online users (not necessarily friends)

d. Learn about new products and offers

e. All of the above

2. How frequently do you access the internet?

a. Hourly basis

b. In the evenings/ after work

c. Work break times

d. once a week

e. Occasionally

Part two: This section contains statements that measure the impact of social media marketing customer satisfaction in your telecommunication company through the brand image, Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guideline. 5= Strongly Agree 4=Agree, 3= Neutral, 2 =Disagree, 1= Strongly Disagree

Social Media	1	2	3	4	5
Q.10 My telecommunication company's social media pages help me receive feedback from my telecommunication company constantly					
Q.11 My telecommunication company pages on social media have a wide range of supporting tools that help to deliver better information					
Q.12 My telecommunication company's pages on social media enable me to acquire more information about my telecommunication company services					
Q.13 My telecommunication company page on social					

media provides me with the opportunity to state my opinions freely					
Q.14 My telecommunication company's page on social media is updated regularly					
Q.15 My telecommunication company's pages on social media always respond to my question or/and observation					
Q.16 Do you have positive reactions to advertisements on social media					
Q.17 I will enquire more information on the product because of the advertisement					
Q.18 Does the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand					

Customer satisfaction	1	2	3	4	5
Q.19 My telecommunication company is having well-managed web pages.					

Q.20 My telecommunication company apologizes if they fail to serve me on time.					
Q.21 I think I did the right thing that I selected my telecommunication company					
Q.22 My telecommunication company always exceeds my expectation while offering me the services.					
Q.23 My telecommunication company's service exactly meets my requirement.					
Q.24 I feel happy after every visit to My telecommunication company website/webpage.					
Q.25 Seasonal promotions are available					
Q.26 I am well informed of the promotions					
Q.27 Website/webpage designs are appealing					
Q.28 Website/webpage					

layout makes it easy for me to find what I need					
Q.29 The promotions are always attractive on the website/webpage					
Q.30 website/webpage Offers several services to choose from in a category					
Q.31 website/webpage fast response					
Q.32 Overall, I am satisfied with this page					

Brand image	1	2	3	4	5
Q.33 I know what this brand stands for.					
Q.34 I have a good opinion about this brand.					
Q.35 I have a bad opinion about this brand.					
Q.36 I am aware of this brand.					
Q.37 This brand is a pure delight.					
Q.38 I respect this brand.					
Q.39 I am very committed to this brand.					
Q.40 This brand					

communicates well with me.					
Q.41 This brand is very faithful.					

Appendix 2: Etik Onay Form



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : 88083623-020
Konu : ALMOUTHNA ALARIB ALMOUSA
Etik Onayı Hk.

Sayın ALMOUTHNA ALARIB ALMOUSA

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 12.07.2019 tarihli ve 2019/10 sayılı kararıyla uygun bulunmuştur.

Bilgilerinize rica ederim.

e-İmzalıdır
Dr. Öğr. Üyesi Alper FİDAN
Müdür Yardımcısı

11/11/2020 Yazı İşleri Uzman Yardımcısı

Neslihan KUBAL

Evrakı Doğrulamak İçin : <https://evrakdogrula.aydin.edu.tr/enVision.Dogrula/BelgeDogrulama.aspx?V=BE6E3FNHP>

Adres: Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Küçükçekmece / İSTANBUL
Telefon: 444 1 428
Elektronik Ağ: <http://www.aydin.edu.tr/>

Bilgi için: NESLİHAN KUBAL
Unvanı: Yazı İşleri Uzman Yardımcısı



RESUME

Name Surname: AL Mouthna ALARIB Almousa

Date and Place of Birth: 01/11/1986

E-mail: Mouthna@gmail.com

EDUCATION:

Bachelor: 2009, Ittihad university, information technology, computer Engineer

M.A: Istanbul Aydin University, Department of Business, Business Administration Program

PROFESSIONAL EXPERIENCE AND AWARDS:

from May 2016 -to present job title **ICT Assistant**

UN Migration Agency IOM / Istanbul Family Assistant Program - Turkey

From Jan 2016 – to May 2016 job title **Software Developer**

Viabilışm – Izmir – Turkey

From Sep 2015 – to Jan 2016 job title **Technical Support**

Mina Bilgisayar – Izmir – Turkey

From Jul 2010 – to Aug 2015 job title **Head of Computers Department**

Al Assad University Hospital – Damascus - Syria

From Feb 2011 – to Jun 2011 job title **Computer Trainer**

Arabic Culture Center Damascus-Syria

From Sep 2009 – to Jun 2010 job title **Computer teacher**

Government Computer institute - DEIR EZZOR-Syria