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THE IMPACT OF SOCIAL MEDIA ADVERTISEMENT AWARENESS ON BRAND AWARENESS, BRAND IMAGE, BRAND ATTITUDE AND BRAND LOYALTY: A RESEARCH ON UNIVERSITY STUDENTS

Bulut DÜLEK¹

Reha SAYDAN²

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Abstract

Due to the more effective use of social media tools and the further advancement of the internet, marketing efforts of brands have nowadays become more personal, fun, attractive and social. This study analyzes the impact of social media advertisement awareness on brand awareness, brand image, brand attitude and brand loyalty. Participants of the study consisted of 390 students currently enrolled at Van Yüzüncü Yıl University. The research model and hypothesis built for the purpose of the study were tested with structural equation modelling. Results of the analyses concluded that social media advertisement awareness has an impact on brand awareness, brand awareness has an impact on brand image, brand image has an impact on brand attitude and brand attitude has an impact on brand loyalty.

Keywords: Social Media, Brand Awareness, Brand Image.

JEL Codes: M31, M37, L82

Introduction

Besides traditional media platforms, modern-day brands have started to take place much more frequently in social media that has evolved as an extension of the internet technology thanks to the advancement of information communication technologies. Consumers particularly participate in social media actively and spend long periods of time in social media platforms, create content and share them.

¹ Assis. Prof. Dr., Faculty of Economics and Administrative Sciences, Van Yüzüncü Yıl University, Turkey, bulutdulek@yyu.edu.tr

² Prof. Dr., Faculty of Economics and Administrative Sciences, Van Yüzüncü Yıl University, Turkey, rsaydan@yyu.edu.tr

Companies that are aware of this fact steer towards various activities to attract the attention of consumers, increase their own levels of awareness and gain maximum effort from the opportunities offered by social media. Accordingly, companies carry out strategic campaigns that overlap with structures of consumers and the values offered by the brand in order to increase the levels of recognition of their brands in social media (Vural, 2016).

Social media channels have become platforms that enable consumers to be more in contact with brands where they can share, comment and like in our present day. Relations among brands and consumers have become more effective and interactive thanks to social media platforms, and brands are able to access consumers much more easily and frequently through particularly social media advertisements. In this sense, it has become vital for companies to know how to manage their marketing activities in social media in order to increase their brand awareness, create a brand image and create strong connections between their brand and consumers by generating positive attitudes.

This study analyzes the impact of social media advertisement awareness on brand awareness, brand image, brand attitude and brand loyalty. The reason for conducting this study is the scarcity of studies in relation to explaining the relation between social media advertisement awareness and brand dimensions. Universe of the study is comprised of university students due to their active and effective use of social media tools. This study searches the answer on whether there is a relation between the social media advertisement awareness of university students and the awareness, image, attitude and loyalty dimensions of brands. The difference of this study compared to previous ones is that it analyzes social media advertisement awareness, brand awareness, brand image, brand attitude and brand loyalty dimensions together. Accordingly, it is foreseen that this study shall bring a new perspective to studies in digital marketing, social media marketing and studies to be conducted in brand topics.

Conceptual Framework

Social Media Advertisements

It is possible to define social media as social platforms where users share their information, manners, areas of interest through the internet or mobile systems. These social platforms generally include chat rooms, discussion forums, location based services, social network services, social guides, social bookmarking, social reputation networks, weblogs,

blogs, podcasts, video-casts, wiki's, and applications such as Facebook and Twitter (Eröz and Doğdubay, 2014: 134).

Companies make it easier for their brands to reach target markets through ad channels in social media and aim to become more permanent by increasing their brand-consumer interactions (Dib and Alhaddad, 2015: 75). Factors that are effective in companies preferring social media advertisements can generally be listed under four main titles. These are (Todi, 2008:6-7):

- Opportunity to access mass audiences through social media,
- Comparatively lower levels of cost compared to traditional advertisement practices,
- Creation of advertisement strategies according to features of target audiences,
- Further increase in the time spent by consumers online.

Brand Awareness

Brand awareness is defined as the power of qualities such as the name, symbol and logo of a brand that are created in the minds of consumers in order for them to define and remember a brand (Keller, 1993: 3). Another definition defines it as the skill of a brand to be selected among product categories given to consumers in order for them to remember it (Aktuğlu, 2011: 37).

Brand awareness is defined as two-dimensional. These are assessed as the skills of consumers to recognize and remember a brand (Hoeffler ve Keller, 2002: 79). Brand recognition is defined as consumers being able to distinguish a brand because they have previously seen or heard about it. Brand recall is for a brand to be remembered first when a product is needed in order to satisfy certain needs (Tosun, 2010: 111).

As a result, as a component of brand recognition and brand recall, brand awareness defines brand loyalty as the main element to simplify consumer choice and has a positive impact on purchasing tendencies of consumers by undertaking quite an important role in terms of brand image (Vural vd. 2016: 666).

Brand Image

Brand image is the perception that is created in the minds of consumers as a result of various communications in the form of a meaningfully organized series of association (Uztuğ, 2003: 40).

Brand image is defined as how a brand is perceived by consumers in respect of the benefits or characteristics it offers (Keller, 1993:3). In a

similar definition, brand image was defined as “a holistic picture in the minds of consumers in relation to the brand”. Brand image is said to encourage consumers to purchasing the brand when it has a positive opinion in the consumers mind and abstain from buying the brand when the opinion is negative (Deneçli, 2014: 157-158).

Brand Attitude

One of the broadest definitions of attitude is the consistent tendency of positive or negative behavior that is learned in relation to any object (Schiffman ve Kanuk 2007, 238). Attitude towards a brand can also be defined as a general assessment of a consumer in relation to a brand (Uztuğ, 2003: 32).

Brand attitude consists of constant, positive or negative general assessment and effective behavior in relation to a brand that are defined as a certain measurement of brand preference. The attitude can impact behavior and vice versa (Franzen, 2005:59). Attitude of consumers towards a brand is assessed as the most important determinant in decisions of purchasing power (Farquar, 1989: 26).

Brand Loyalty

The concept of brand loyalty is defined as the faith of the consumer in the brand. The fact that consumers detect deterministic aspects of a brand and are affected by them results in an increase in the loyalty towards that brand (Uztuğ, 2003: 34).

Brand loyalty is defined as a deep loyalty of consumers towards constantly buying a specific brand despite the marketing effort that could impact their purchasing decisions (Oliver, 1999: 36). Brand loyalty is an important marketing tool for companies and brands in order to establish long-term consumer relations in the highly competitive market conditions of our times. Companies and brands attach importance to retaining customers as much as acquiring them in the marketing environment of our present day where marketing is far beyond product orientation (Torlak vd., 2014: 148).

Literature And Hypothesis

Correlation between Social Media Advertisement Awareness and Brand Awareness

Unlike traditional advertisement activities, advertisement activities in social media have gained an interactive dimension where consumers are included in the process through likes, comments and sharing.

Steps that companies take towards creating brand awareness in social media have become relatively easier as social media has become a platform where access is simple (Nyekwere vd, 2013: 177). Previous studies in this regard also support this stated case.

The study conducted by Akbar and Özgül (2018) in Izmir on young consumers detected that social media can have a meaningful impact on brand awareness. This study concluded that Facebook that is among social media channels has a significant level of impact on increasing brand awareness.

Another study concluded that social media marketing activities significantly affect levels of brand awareness. Social media has exclusive superiority in creating awareness thanks to especially online communities, interaction, content sharing, easy access and confidentiality (Elaydi, 2018).

In a research conducted with 547 brand followers that use social media channels, it was detected that social media marketing activities have an impact on brand image and brand loyalty, but its most prominent impact is on brand awareness. This study also detected that brand awareness and brand image have a meaningful impact on brand loyalty (Bilgin, 2018). The first hypothesis of this study was formed as shown below, based on the studies stated in literature;

H₁: Social media advertisement awareness has a positive impact on brand awareness.

Correlation between Social Media Advertisement Awareness and Brand Image

Promotion activities of brands have become more effective and continuous with the widespread use of social media instruments. Creating their own image and ingraining it in minds of consumers is easier for brands especially with the use of visual elements.

The study that aimed to determine the impact of social media instrument usage of brands on consumers concluded that efforts of companies via social media channels have a significant impact on brand image and brand attitude (Aytan and Telci, 2014). Lian and Yoong (2018) reached the conclusion that the interaction dimension of social media instruments has a positive impact on brand image in the study where they analyzed the level of impact that social media has on the brand performance of companies in the tourism sector.

Dib and Alhaddad (2015) concluded that social media advertisement activities have a meaningful impact on the creation of brand image and increase in brand awareness in their study that was conducted with GSM operator users. A study conducted by Jokinen (2016) showed that the importance of social media in terms of branding and its impact on brand image is better than traditional media in general. This study also concluded that social media use provides important contributions to the brand image perceptions of consumers. The hypothesis below was established based on these studies in literature;

H₂: Social media advertising awareness has a positive impact on brand image.

Correlation between Brand Awareness, Brand Image and Brand Attitude

In scope of brand awareness there are characteristics that differentiate a brand and define the value, aspects and image of the brands in the view of consumers. Brand image is the entirety of values that are created through the meaningful organization of associations attached to a product. It is viewed in the markets that the image, i.e. the associations created in the minds of consumers, are more prominent compared to the brand itself (Çağlıyan, 2018: 188).

Karam and Saydam (2015), analyzed the impact of the increase in brand awareness through media channels on consumer behavior. This study showed that there is a meaningful relation between brand awareness and brand image.

According to Mudzakkir and Nutfarida(2015), the brands awareness will increase brand image. Improving the brand image enables the consumer to establish associations related to the brand of Islamic products in his memory. Aberdeen et.all (2016) concluded that brand awareness had a direct impact on brand image in the study that analyzed the impacts of brand awareness and brand image dimensions on perceived quality and purchasing intent.

Brand awareness that poses the characteristics of brand recognition and recall adds an important value in terms of creating brand image besides establishing perceived quality and brand confidence (Cakmak, 2016).

Brand awareness is one of the essential components that gives direction to brand preference and attitudes of consumers and impacts their attitudes towards the brand. Creating awareness that falls into place

with consumer values can cause positive and desired changes in brand attitude (Macdonald and Sharp 2000). It is seen that continuous exposure of consumers to brand communication increases awareness which strengthens memory trails in relation to the brand, adds warmth and familiarity towards the brand and creates positive brand attitudes accordingly (Seamon vd.1983).

The study that analyzes the impact of corporate reputation on brand attitude and purchasing intent concluded that brand awareness has significant effects on brand attitude and purchasing intent (Jung and Seock, 2016).

Another study that analyzed brand signature, brand awareness and brand attitude impacts in the performance of brands within the hotels industry concluded that brand awareness dimension has a positive impact on brand attitude (Foroudi, 2019).

The study that analyzes the effectiveness of social network websites on brand creation analyzed the impact of the active participation of users in brand awareness and brand attitude. According to this study, it was concluded that active participation in social network websites are effective in the creation of brand awareness and brand awareness has a positive effect on brand attitude (Langaro vd, 2018).

Brand image is generally related to perceptions with regards to a brand, that are created in the minds of customers and where visuals are much more prominent. Attitudes and approaches of consumers towards brands are more frequently shaped according to the image of a brand. Consumers generally tend to purchase images rather than a product. Accordingly, it is estimated that there is a positive correlation between brand image and the attitudes of consumers towards a brand. Some studies in this respect also support this estimation.

It was concluded that brand image has a positive impact on consumer attitude in a study conducted on the correlation between brand image and consumer attitude in the sportswear market (Ranjbarian vd., 2013)

According to the results of a study conducted by Shin and friends (2014) with brand followers at the International Travel Fair, brand awareness and brand image dimensions have a meaningful impact on brand attitude.

In a study where the impact of brand image and discount prices in outlet stores have on purchasing intent, it was stated that the key to the purchasing intent of a brand image is consumer attitude created by brand

image (Chao and Liao, 2016). Considering the above assessments, the following hypotheses were created in order to explain the correlation among brand awareness, brand image and brand attitude:

H₃: Brand awareness has a positive impact on brand image.

H₄: Brand awareness has a positive impact on brand attitude.

H₅: Brand image has a positive impact on brand attitude.

Correlation between Brand Attitude and Brand Loyalty

Brand attitude is defined as the general assessment of a brand according to how much they meet consumer requirements (Liu vd., 2012: 924). Close bonds created with customers during the development process of a brand and during the preferability of a brand, the fact that products and services have a meaning to customers, experience and satisfaction after use, strong beliefs towards the brand and positive attitudes define the loyalty of consumers towards a brand (Göksu, 2010). Accordingly, it can be put forward that positive attitudes towards a brand are important in the increase of loyalty towards a brand. There are similar studies based on the correlation between brand attitude and loyalty dimensions.

Kruger and friends (2013) analyzed the behavior of consumers towards brands in the mobile phone industry in South Africa where fast growth and intense competition prevails. According to the results of this study, there exists a strong and positive correlation between attitudes of consumers towards a brand and the loyalty that is shown to that brand.

In a study conducted on consumers that use luxury brands in Australia, the characteristic harmony of a brand and the attitude and level of loyalty to a brand by consumers were analyzed. According to the results, it was seen that there is a positive correlation between brand attitude and brand loyalty for consumers who use luxury brands (Liu vd, 2011).

In a study conducted by Emari and friends (2012), the creation of brand values for brands in the chocolate industry were analyzed. According to this study, brand loyalty and brand image are important components in the creation of brand values in the sector. It was also observed that attitudes towards a brand have a meaningful impact on the creation of brand loyalty.

In another study where it was aimed to define the impacts of branding on purchasing preferences of tourists in accommodation

facilities, it was concluded that there is a positive correlation between brand attitude perceived for the accommodation facility and brand loyalty (Yıldız, 2013). The last hypothesis of the study was established as below, in line with these information;

H₆: Brand attitude has a positive impact on brand loyalty.

The above hypothesis were put forward in the framework of the research model shown in Figure 1.

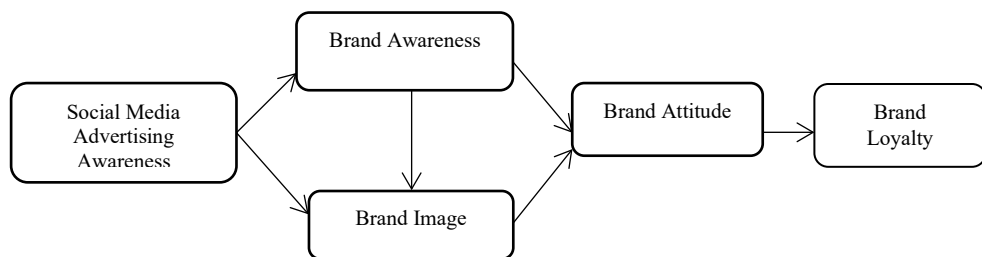


Figure 1: Research Model

Research Methodology

Purpose of the Research

The purpose of this research is to analyze the impact of the social media advertisement awareness of university students on brand loyalty. The impact of social media advertisement awareness on brand awareness, brand image and brand attitude were also assessed in this study as sub-goals.

Sampling Method and Scale of the Research

Universe of the research are students currently enrolled in Van Yüzüncü Yıl University. The study was conducted in May and June of 2019 at the Campus of Van Yüzüncü Yıl University with 445 students. Convenience sampling method among non-probability sampling methods was used as the sampling method of the study due to the limitedness of the budgets set aside for the research. 390 of the surveys were taken into assessment and 55 were dismissed due to errors and incompleteness.

A survey form of 5 sections and 18 questions was devised in order to measure the variables in the research model. Studies of Dib and Alhaddad (2015) were utilized to measure social media advertisement awareness, brand awareness and brand image variables, studies of Abzari

vd.(2014) were utilized to measure brand attitude variable and studies of Yoo and Donthu (2001) were utilized to measure brand loyalty variable. 18 expressions that constitute the scale were prepared according to the 5-point Likert scale.

Demographic Characteristics of the Sample

Demographics of participant students in this research are given in Table 1 below.

Table 1: Findings related to Demographics of Students that Participated in the Research

Demographic Characteristics		Frequency	Percent (%)
GENDER	<i>Male</i>	176	45,1
	<i>Female</i>	214	54,9
	<i>Total</i>	390	100
AGE	<i>18 below</i>	5	1,3
	<i>18 - 21</i>	145	37,2
	<i>22 - 25</i>	223	57,2
	<i>26-29</i>	14	3,6
	<i>30 and above</i>	3	,8
	<i>Total</i>	390	100
SOCIAL MEDIA	<i>Facebook</i>	47	12,1
	<i>Instagram</i>	153	39,2
	<i>Twitter</i>	62	15,9
	<i>Youtube</i>	128	32,8
	<i>Total</i>	390	100,0
EDUCATION	<i>Associate degree</i>	22	5,6
	<i>Graduate</i>	354	90,8
	<i>Postgraduate</i>	14	3,6

	<i>Total</i>	390	100,0
MONTHLY EXPENDITURE	<i>Less than 300 TL</i>	28	7,2
	<i>300-500TL</i>	173	44,4
	<i>More than 500 TL</i>	189	48,4
	<i>Total</i>	390	100,0
	<i>Electronic device</i>	68	17,4
PROUDUCT&SER VICE	<i>Clothing</i>	126	32,3
	<i>Sport Equipment</i>	42	10,8
	<i>Care product</i>	34	8,7
	<i>Ticket&holiday service</i>	22	5,6
	<i>Books, mucic, games</i>	98	25,1
	<i>Total</i>	390	100,0

In total, 390 usable questionnaires were collected 45.1% of respondents that participated in the research were male students and 54.9% were female students. Ages of the majority of the students ranged from 18 to 25. Observing the monthly expenditure amounts of participant students, 48.4% spent more than 500 TL, 44.4% spent between 300-500. In terms of most frequently used social media channels, 39.2% of them use Instagram, 32.8% use YouTube, 15.9% use Twitter and 12.1% use Facebook. 32.3% of participant students follow clothing, 25.1% follow books, music and games, 17.4% follow electronic devices, 10.8% follow sports equipment, 8.7% follow personal care products and 5.6% follow tickets and holiday services under the most frequently followed product category in social media.

Reliability and Factor Analysis related to the Research

Factor and Reliability analyses results related to the research as a result of data obtained from participants are shown in Table-2.

Table 2: Results of the Reliability and Factor Analysis

Factor	Item	Standard Loading	Variance Explained(%)	Cronbach's Alpha
SOCIAL MEDIA ADVERSITING AWERENES	SMAA1	0,813	13,796	0,634
	SMAA 2	0,780		
	B_AWR1	0,508		
BRAND AWARENES	B_AWR 2	0,651	13,288	0,762
	B_AWR 3	0,720		
	B_AWR 4	0,717		
	B_IMG1	0,594		
BRAND IMAGE	B_IMG 2	0,611	12,839	0,730
	B_IMG 3	0,716		
	B_IMG 4	0,525		
	B_ATT1	0,700		
BRAND ATTITUDE	B_ATT 2	0,731	11,540	0,777
	B_ATT 3	0,741		
	B_LYT1	0,450		
BRAND LOYALTY	B_LYT 2	0,653	10,262	0,761
	B_LYT3	0,664		
	B_LYT 4	0,800		
	B_LYT 5	0,710		
	TOTAL			
Kaiser-Meyer-Olkin(KMO) Measure of Sampling Adequacy				0,888
Bartlett's Test of Spheritic				2401,152

sd:	153
P	,000

Factor analysis was made for the 18 questions given under the survey. Adequate correlation among variables was found according to the results of the Bartlett's Test of Sphericity that is the pre-requisite of the factor analysis ($p < 0,05$, $p = 0,000$). KMO value must be above 0.60 which is the minimally accepted value. As the KMO value measures the adequacy of the sampling number for the factor analysis, it was determined that the number of participants was adequate for the factor analysis (KMO=0,888). Results of the factor analysis and reliability analysis were given in Table-2. 18 questions in the research scale were grouped under 5 factors and explained 61,725% of the total variant. Cronbach Alpha value was used in the calculation of the internal consistency of factors. It can be said that the research is highly reliable as this value is above 0.70%.

Confirmatory Factor Analysis

A confirmatory factor analysis was conducted in order to test whether the factor structures obtained as a result of the exploratory factor analysis were at levels compliant with the current data set. Compliance index obtained as a result of the analysis are shown in Table-3. The analyses were repeated until a suitable model was obtained, starting from the full model in order to assess the statistical compliance of the measurement model at first. Social Media Advertisement Awareness, Brand Awareness, Brand Image, Brand Attitude and Brand Loyalty factors and entire items thought to explain these were included in the model defined as the Measurement Model to carry out the CFA. Results of the analyses are given below.

Table 3: Compliance Criteria Value for the CFA Model

Fit Indices	Perfect Fit	Acceptable Fit	Model	Result
χ^2/sd (310,44/125)	≤ 3	≤ 5	2,48	Perfect Fit
RMSEA	$0 < RMSEA < 0.05$	$0.05 \leq RMSEA \leq 0.10$	0,062	Acceptable Fit
SRMR	$0 \leq SRMR < 0.05$	$0.05 \leq SRMR \leq 0.10$	0,048	Perfect Fit
GFI	$0.95 \leq GFI \leq 1$	$0.90 \leq GFI \leq 0.95$	0,92	Acceptable Fit
AGFI	$0.90 \leq AGFI \leq 1$	$0.85 \leq AGFI \leq 0.90$	0,89	Acceptable Fit

CFI	$0.95 \leq CFI \leq 1$	$0.90 \leq CFI \leq 0.95$	0,97	Perfect Fit
NFI	$0.95 \leq NFI \leq 1$	$0.90 \leq NFI \leq 0.95$	0,96	Perfect Fit
NNFI	$0.95 \leq NFI \leq 1$	$0.90 \leq NFI \leq 0.95$	0,96	Perfect Fit

According to the results of the confirmative factor analysis and the modification results belonging to the 5 factor research scale; chi-square value of 310,44 divided by the degrees of freedom which is 125 equals to 2,48(≤ 3). It was concluded that compliance value was statistically perfect accordingly.

Table 4: CFA Results for the Measurement Model

Factor	Item	Standard Loading	t-Value	AVE	CR
SOCIAL MEDIA ADVERSITING AWERENES	SMAA1	0,90	12,22	0,59	0,74
	SMAA 2	0,62	10,18		
BRAND AWARENES	B_AWR1	0,71	15,60	0,45	0,76
	B_AWR 2	0,72	15,08		
	B_AWR 3	0,68	13,84		
	B_AWR 4	0,55	10,46		
BRAND IMAGE	B_IMG1	0,79	15,15	0,44	0,75
	B_IMG 2	0,68	14,36		
	B_IMG 3	0,56	10,73		
	B_IMG 4	0,59	11,27		
BRAND ATTITUDE	B_ATT1	0,75	16,09	0,52	0,76
	B_ATT 2	0,74	15,89		
	B_ATT 3	0,67	14,20		
BRAND LOYALTY	B_LYT1	0,59	11,28	0,44	0,79
	B_LYT 2	0,76	13,33		
	B_LYT3	0,52	9,53		
	B_LYT 4	0,71	13,83		
	B_LYT 5	0,71	14,24		

The compliance of the model was tested by taking into account the compliance criteria of the study Schermelleh-Engel et.al (2003) when assessing the results obtained from the confirmatory factor analysis. Acceptability of the variables forming the research scale according to the values in the above table are at good levels. Validity of the research scale was put forward as a result of the confirmative factor analysis. In line with findings obtained, it can be said that the measurement model is statistically meaningful and appropriate.

Besides the estimated path coefficients observed in the measurement model having the correct symbols in line with the hypothesis, it was found statistically meaningful too. Observing the compliance criteria given in Table-3, the descriptive compliance measurements RMSEA, SRMR and NFI, NNFI, CFI, GFI and AGFI that are essentially based on the model comparison statistically state that the research measurement model is an appropriate model.

Convergence validity was also tested in the study and AVE and CR values were observed for this. While AVE values in relation to social media advertisement awareness and brand attitude dimensions were above 0,50, brand awareness, brand image and brand loyalty dimensions remained under the AVE reference value. CR values of all the dimensions remained above 0,70. Hair and friends (1998) have stated that remaining below 0,50 in AVE values is acceptable when CR values are above 0,60 and construct validity is enough.

Structural Equating Modelling and Testing the Research Hypothesis

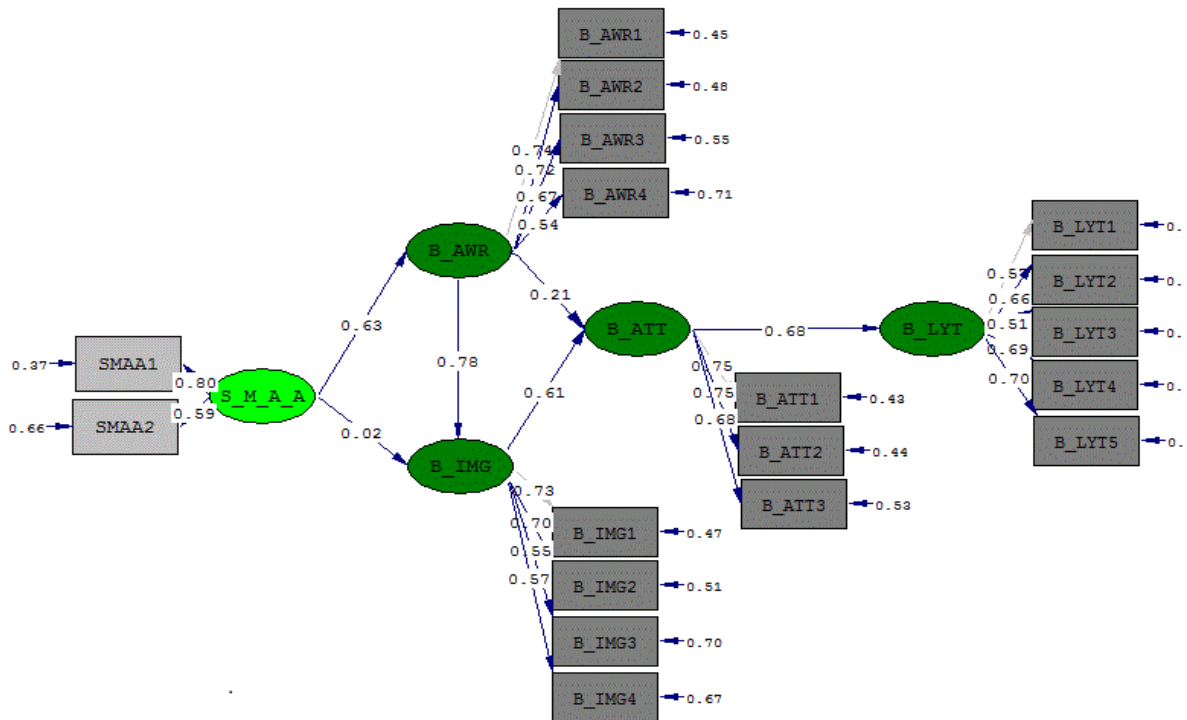
After the measurement model was tested, the structural model established in line with literature towards the complex relations among variables was tested. It was concluded that the compliance values of the said model were at quite good levels as a result of these analyses.

Table 5: Compliance Criteria Values for the Structural Model

Fit Indices	Perfect Fit	Acceptable Fit	Model	Result
χ^2/sd (313,12/129)	≤ 3	≤ 5	2,43	Perfect Fit
RMSEA	$0 < RMSEA < 0.05$	$0.05 \leq RMSEA \leq 0.10$	0,061	Acceptable Fit
SRMR	$0 \leq SRMR < 0.05$	$0.05 \leq SRMR \leq 0.10$	0,051	Acceptable Fit
GFI	$0.95 \leq GFI \leq 1$	$0.90 \leq GFI \leq 0.95$	0,92	Acceptable Fit

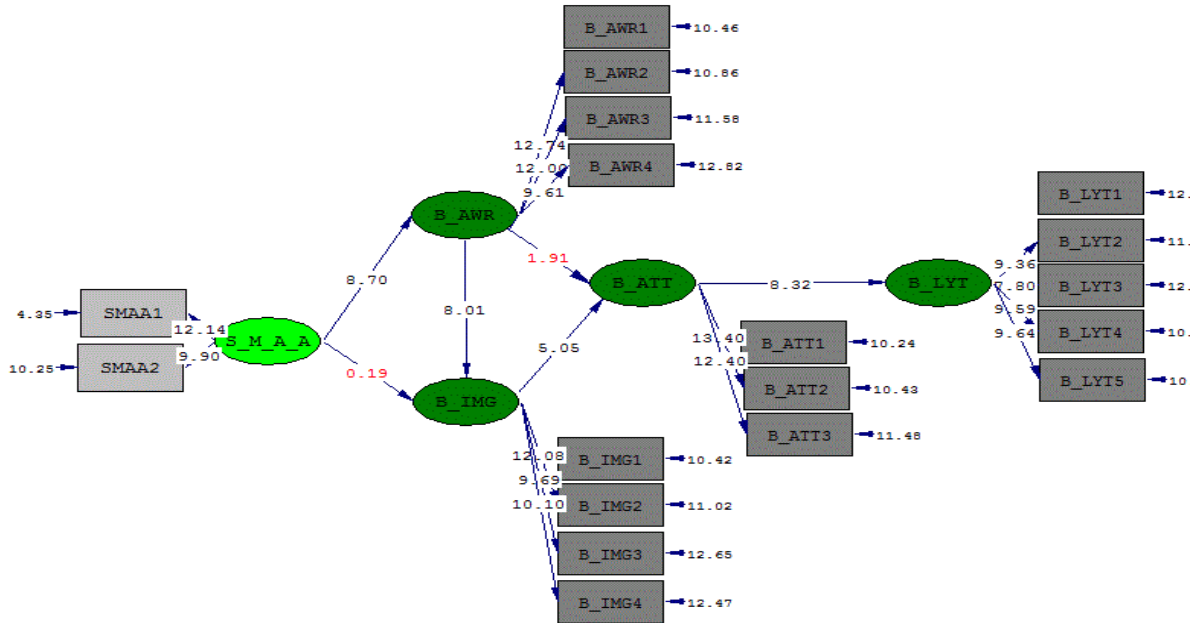
AGFI	$0.90 \leq AGFI \leq 1$	$0.85 \leq AGFI \leq 0.90$	0,89	Acceptable Fit
CFI	$0.95 \leq CFI \leq 1$	$0.90 \leq CFI \leq 0.95$	0,97	Perfect Fit
NFI	$0.95 \leq NFI \leq 1$	$0.90 \leq NFI \leq 0.95$	0,96	Perfect Fit
NNFI	$0.95 \leq NNFI \leq 1$	$0.90 \leq NNFI \leq 0.95$	0,96	Perfect Fit

Assessment of RMSEA (0.06) and SRMR (0.05) that are descriptive compliance measurements that take into account the difference between the estimated covariance matrix and the sampling covariance matrix regarding the model showed that the model shows a good level of compliance. NFI (0.96), NNFI (0.96), CFI (0.97), GFI (0.92) and AGFI (0.89) measurements that are based on model comparisons were obtained by taking the proposed research model and the independent model as basis. All the observed variables belonging to the independent model where the comparisons are made for the model whose compliance is researched, are estimated to be measured without error.



Chi-Square=313.12, df=129, P-value=0.00000, RMSEA=0.061

Figure 3: Standardized Parameter Values for the Structural Model



Chi-Square=313.12, df=129, P-value=0.00000, RMSEA=0.061

Figure 4: t-values in relation to the Structural Model

Structural model suitability of fit values regarding the research show good level of compliance and shows that the said model is strongly supported by data. T-values and standardized parameter values of this model are shown in Figure 3 and Figure 4.

Table 6: SEM results of the Research Model

Factor	Item	Standart Loading	t-Value	R ²
SOCIAL ADVERSITING AWERENES	SMAA1	0,80	12,14	0,63
	SMAA 2	0,59	9,90	0,34
BRAND AWARENES	B_AWR1	0,74		0,55
	B_AWR 2	0,72	12,74	0,52
	B_AWR 3	0,67	12,00	0,45
	B_AWR 4	0,54	9,61	0,29

BRAND IMAGE	B_IMG1	0,73		0,53
	B_IMG 2	0,70	12,08	0,49
	B_IMG 3	0,55	9,69	0,30
	B_IMG 4	0,57	10,10	0,33
BRAND ATTITUDE	B_ATT1	0,75		0,57
	B_ATT 2	0,75	13,40	0,56
	B_ATT 3	0,68	12,40	0,47
BRAND LOYALTY	B_LYT1	0,57		0,33
	B_LYT 2	0,66	9,36	0,44
	B_LYT3	0,51	7,80	0,26
	B_LYT 4	0,69	9,59	0,48
	B_LYT 5	0,70	9,64	0,49

Statistical assessment of the research hypothesis in scope of the model were obtained by taking into account the structural equating modelling results of the research model. The statistical results of the hypothesis based on the model whose validity was determined as a result of analysis of structural and measurement models based on ready-to-use software LISREL 8.70 are given in the below table respectively.

Table- 7: SEM Results of the Research Model

Hypotheses		Standardized Loading	t-value	Results
H₁	SMAA>B_AWR	0,63	8,70	Supported
H₂	SMAA>B_IMG	0,02	0,19	Rejected
H₃	B_AWR>B_IMG	0,78	8,01	Supported
H₄	B_AWR>B_ATT	0,21	1,91	Rejected
H₅	B_IMG>B_ATT	0,61	5,05	Supported
H₆	B_ATT>B_LYT	0,68	8,32	Supported

Mathematical Forms of Structural Relations	R ²
$B_AWR = 0,63 \times SMAA$	0,39
$B_IMG = 0,78 \times B_AWR + 0,016 \times SMAA$	0,62
$B_ATT = 0,21 \times B_AWR + 0,61 \times B_IMG$	0,63
$B_LYT = 0,68 \times B_ATT$	0,46

A positive and meaningful correlation at the level of $p < 0,05$ was found between variables according to the analysis results conducted to determine whether there is a positive correlation between the social media advertisement awareness and brand awareness of university students. As can be seen from the model, standardized path value from social media advertisement awareness towards brand awareness was calculated as 0.63 and it was understood that the correlation between these two variables was high. This value means that an increase of one point in social media advertisement awareness shall cause an increase of 0.63 in brand awareness or vice versa, one point decrease in social media advertisement awareness shall cause a decrease of 0.63 in brand awareness. Accordingly, hypothesis of **H₁** was confirmed.

A positive and meaningful correlation at the level of $p < 0,05$ was not found between variables according to the analysis results conducted to determine whether there is a positive correlation between the social media advertisement awareness and brand image of university students. Accordingly, hypothesis of **H₂** was not confirmed.

A positive and meaningful correlation at the level of $p < 0,05$ was found between variables according to the analysis results conducted to determine whether there is a positive correlation between the brand awareness and brand image. As the model shows, standardized path value from brand awareness towards brand image was calculated as 0.78 and it was understood that the correlation between these two variables was high. This value means that an increase of one point in brand awareness shall cause an increase of 0.78 in brand image or vice versa, one point decrease in brand awareness shall cause a decrease of 0.78 in brand image. Accordingly, hypothesis of **H₃** was confirmed.

A positive and meaningful correlation at the level of $p < 0,05$ was not found between variables according to the analysis results conducted to determine whether there is a positive correlation between the brand

awareness and brand attitude of university students. Accordingly, hypothesis of **H₄** was not confirmed.

A positive and meaningful correlation at the level of $p < 0,05$ was found between variables according to the analysis results conducted to determine whether there is a positive correlation between the brand image and brand attitude. As the model shows, standardized path value from brand image towards brand attitude was calculated as 0.61 and it was understood that the correlation between these two variables was high. This value means that an increase of one point in brand image shall cause an increase of 0.61 in brand attitude or vice versa, one point decrease in brand image shall cause a decrease of 0.61 in brand attitude. Accordingly, hypothesis of **H₅** was confirmed.

A positive and meaningful correlation at the level of $p < 0,05$ was found between variables according to the analysis results conducted to determine whether there is a positive correlation between the brand attitude and brand loyalty. As the model shows, standardized path value from brand attitude towards brand loyalty was calculated as 0.68 and it was understood that the correlation between these two variables was high. This value means that an increase of one point in brand attitude shall cause an increase of 0.68 in brand loyalty or vice versa, one point decrease in brand attitude shall cause a decrease of 0.68 in brand loyalty. Accordingly, hypothesis of **H₆** was confirmed.

Conclusion and Recommendations

In this study that was conducted in order to analyze the impacts of social media advertisement awareness on brand awareness, brand image, brand attitude and brand loyalty variable of university students, correlations among social media advertising awareness and brand attitude, brand image, brand awareness and brand image and brand attitude; brand attitude and brand loyalty were tested through a structural equating model. It was seen that the model established as per the research was strongly supported. Results and recommendations of the research are given below;

While a positive and meaningful correlation was found between social media advertisement awareness and brand awareness, a meaningful correlation was not found between social media advertisement awareness and brand image. It was concluded that social media advertisement practices of brands were an effective factor in establishing brand awareness. Nyekwere et.all (2013), Elaydi (2018), Akbar and Özgül (2018) reached similar results in explaining this

relation between social media advertisement awareness and brand awareness. However, the negative relation between social media advertisement awareness and brand image differs from the study of Bilgin (2018).

While a positive and meaningful correlation was found between brand awareness and brand image, a meaningful correlation was not found between brand awareness and brand attitude. According to these results, increase in the awareness towards a brand meaningfully impacts the image of a brand. It is understood that communication activities like promotion, advertisement *etc.* of brands that aim to increase awareness in social media channels not only impact the increase in awareness but also aid the establishment of a strong brand image. As in the studies of Karam and Saydam (2015), Mudzakkir and Nutfarida(2015), Aberdeen et.all (2016), the meaningful relation between brand awareness and brand image shows similarity in this study. However, relation between brand awareness and brand attitude was not meaningful as it was anticipated. In this regard, these studies differ from studies of Macdonald and Sharp (2000), Seamon et.all (1983), Foroudi (2019) and Jung and Seock(2016).

A positive and meaningful correlation was found between brand image and brand attitude. Accordingly, increase in brand image positively impacts attitudes towards a brand. This positive relation between brand image and brand attitude is seen in studies of Chao and Liao (2016) and Ranjbarian et.all. (2013). A positive and meaningful correlation was found between brand attitude and brand loyalty. According to these results, power of attitudes towards a brand increases loyalty of consumers to the said brand. This relation is similar to studies of Liu vd, 2011, Emari et.all (2012), Yıldız, (2013).

It is observed that companies that utilize advertisement campaigns in their social media channels by considering results of this research obtain significant privileges in creating awareness towards their brands, along with strengthening their brand image and ensuring positivity with regards to the attitude and loyalty towards their brands. Thus, it is recommended for brands to exert more effective efforts in social media channel marketing to ensure easier access especially to young consumers in the advancing world of technology.

Limitations

Reached number of sampling was limited due to the constraints in time and budget in this study. Other limitations of the study could be pointed out as the selection of university students as the universe of the

research, covering only one university and faculty and only selecting the advertisement awareness dimension among social media marketing practices. Although reliability and validity were tested, it must be taken into account that this study may contain errors in universe, selection of sampling, measurement and answering mistakes in the survey form as it is the case in survey studies.

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