Facebook Addition and Brand Tracking: Case Study Eastern Mediterranean University

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ABSTRACT

The study 'Facebook Addiction and Brand Tracking' was conducted to investigate and assess the addiction to Facebook, and its role in remembering and following brands. The focus of this study is to analyze the addiction of Facebook among Eastern Mediterranean University students, and how these students build a relationship with their favorite brands.

With the use of quantitative research method, the survey method was established as the main tool for the research. A sample size of 400 respondents who represented 10% of the population was issued questionnaire consisting of 30 questions. Of the 400 questionnaires, none was left behind, they were all returned. The questionnaire was divided into two, which consisted 200 English questionnaires and 200 Turkish questionnaires. In respect to respondents sex, T-Test was conducted to assess the significant differences between the mean of respondents.

The result of the study indicates that all 400 respondents use social media, and 38.5% of the sample particularly make use of Facebook compared to other social media. The main reasons student use Facebook is for checking news online, exchanging messages and sharing photos and videos. In the results, 45% of students turn on the internet for information on their favorite brands. Facebook advertising is very good and effective affirms 48.5% of the study.

Keywords: Social Media, Facebook, Addiction, Brand, Advertisement.

ÖZ

'Facebook Bağımlılığı ve Marka Takibi' çalışması, Facebook bağımlılığı ve bu bağımlılığın markaların hatırlanma ve takip edilmeleri üzerindeki etkisini incelemek ve belirlemek için gerçekleştirilmiştir. Bu çalışmanın odak noktası, Doğu Akdeniz Üniversitesi öğrencilerinin Facebook bağımlılık düzeylerini araştırmak ve bu öğrencilerin favori markalarıyla kurdukları ilişkileri incelemektir.

Nicel araştırma metodunun kullanımıyla, anket methodu bu araştırma için ana araç olarak kullanılmıştır. Popülasyonun 10%'unu temsil eden 400 katılımcıya 30 sorudan oluşan anket soruları soruldu. Dağıtılan 400 anketten tamamı cevaplandı ve geri dönüşü sağlandı. Anket, 200 adet İngilizce ve 200 adet Türkçe olmak üzere ikiye bölündü. Cinsiyete bağlı farklılıkları tespit etmek için, katılımcıların ortalama cevapları üzerinden T-Test'i uygulandı.

Çalışma, tüm katılımcıların sosyal medya kullandığını ve 38.5%'inin diğer sosyal medya araçlarına kıyasla özellikle Facebook'u kullandığını göstermiştir. Öğrenciler Facebook'u çoğunlukla haberleri takip etmek, mesajlaşmak ve fotoğraf/video paylaşmak için kullanıyor. Çalışma, öğrencilerin 45%'inin interneti favori markaları hakkında bilgiler edinmek için de kullandığını gösterdi. Çalışmanın 48.5%'i Facebook reklamcılığının çok iyi ve etkili olduğunu onayladı.

Anahtar kelimeler: Sosyal Medya, Facebook, Bağımlılık, Marka, Reklam.

DEDICATION

Dedicated to my family

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INTRODUCTION

The arrival of social media has brought a change in the way we communicate with each other, and this has touched our social and cultural lives. In view of this, on one hand internet beside its other usage increases individuals awareness, on the other hand involve them in social relations and hardly is there less urban public space for conversation (Ko, Yen, Chen, Chen, Wu, & Yen, 2006). Virtual space has changed to a place for conversation and its main feature is dynamicity which allows people to show their political, religious and other tendencies according to tools given to them (Ko, Yen, Chen, Chen, Wu, & Yen, 2006).

One of the new mass media expansions that have attracted lots of audience is social networks. Virtual social networks often are web-based services including online services, platforms or sites which people present their ideas and interests in it and share them with others. These networks have created a space which users can offset their restrictions and obstacles of their real life and have created an opportunity for interactions, communications and message transition (DeAngelis, 2000).

Nowadays, social networks play an important role in relations of people around the world. To that, they have turned to an inseparable part of most people life. The fundamentals of this networks formation are considered as facilitating and shortening relational path among individuals of the society. Maybe, not so distant past people

had less recognition about nature and usage of these networks, but these days it can be seen that different categories of people talk together about these networks and information transferring.

Different segment in the society; women and men, young and old, educated and uneducated are talking about social media. Spreading of using this phenomenon have induced negative and positive outcomes to our lives, and have forced inescapable consequences to us. So far, some custom terms of these networks constitute some part of conversational culture of people from our society (Duran, 2003).

1.1 Aim of the Study

Current research tries to investigate how many students of Eastern Mediterranean University are addicted to Facebook. Why they use it? Whether they use it to follow their favored brands news and website? Whether promotional method of Facebook is effective or not and does it stay in peoples mind or not?

The aim of this research is also to investigate and assess the addiction to Facebook, and its role in remembering and following brand. Its applied aim is presenting solutions to marketing managers to use them optimally. With the use of relevant literatures, this study will go through the social network analysis and internet addiction.

1.2 Problem Statement

Hundreds of websites have been generated around the world from formation of the first virtual social network till now. Right now virtual social networks have changed to one of the most important communicative tools in the society and world, and have

lots of fame as well as usage of them is considered as one of the routine works (Boyd & Ellison, 2008). Virtual social networks are places which people find time there to introduce themselves, show their personal characteristics and communicate with others as well as keep these relations in these environments (Ko, Yen, Yen, Lin, & Yang, 2007).

Generally, expansion of social networks in the society has provided opportunities for increasing people's awareness and even creation of employment for some people. But it has some threats too. These kinds of spaces have had some negative and positive outcomes that affect the society and users lives. The most positive outcome is facilitating and accelerating communications and information exchange. Social network works as a resource of mouth to mouth advertisement. They let followers share and like created comments by others on a promotional good. By message repetition, people are able to see the message, and they send to more people. When more information about goods is spread out and repeated, more traffic data is sent to that goods or firm.

It is important to know how well the brands messages and adverts on social media is effective. Hence, this study looks into the relationship of Facebook users and their brand advertisement, how the brand managers are able to leave a cognitive effect in the minds of the Facebook users, and how effective it is.

1.3 Significance of Study

In order to investigate the research importance, basically, it can be said that in talking about scientific researches three functions are referred (Zahniser, 2000). Scientific

research has cognitive function i.e. improve current knowledge in a specific field and increase cognition of the community from that special issue.

It is clear that studying and investigating addiction to social networks and brand following can have such function. Second function is philosophical function. Researcher presents a new attitude based on this function. This function also have a particular importance, since negative and positive effects of social networks have transformed to one of the main issues and one of cultural , social, psychological, marketing concerns. Finally, the third function of scientific research is applied function which is from problem solving elements.

With regard to done researches; in the libraries, research centers and valid scientific internal and external journals as well as internet searches, there is less research which has investigated the issue of addiction to social networks especially Facebook and its role in brand following .This research can also help cultural and social politicians, as well as marketing and sales managers of the organization, in choosing proper policies to use social networks especially Facebook. It is hoped that proper solutions to be provided & implemented based on this research. So, it can be said that current research has been essential, more important and has priority.

1.4 Motivation for the Study

Firms are able to interact and communicate with their followers through sites of social networks. This personal interaction can gradually create loyalty in followers and potential customers. Also, goods can find a very restrict target audience through personal choice which should be followed in this cites. Social networks also have large amount of information about goods and services which customers are interested

in. Through new technologies of conceptual analysis marketers can find purchase signals like shared content by individuals and posted online questions.

According to (Oliver, 2015), nowadays 79 % of business firms do marketing through social networks. Business retailers have had 133 % increment in their income through marketing in social networks. Also, most customers look for their favoured products and brands and news about them in social networks; this has turned to one of their daily entertainments. This is the foundation for the researcher's motivation for this study, which is to evaluate the addiction of Facebook and its role in keeping a stable relationship with brands.

The reason why I was interested about this topic because of my own background study in this field, Public Relation and Advertising, and also brand advertising nowadays are so popular, companies are much more interested in investment in social media advertisings more than other kind, because these days it's more effective and almost all people are using social media.

1.5 Objectives of the Study

This study will address the following objectives:

1. To know why students use Facebook.

2. To find out how addicted University students are to Facebook.

3. To identify if students use Facebook to follow their favorite brand or its website.

4. To know the students perception of Facebook advertisement.

5. To know if the existing advertisements are remembered in the mind of the students.

1.6 Research Questions

To delve into the addiction of Facebook and the relationship of its users and their brands, this study seeks to answer the following research questions:

1. Why do student use Facebook?
2. How addicted are University students to Facebook?
3. Do students use Facebook to follow their favorite brand or its website?
4. What is the student's perception of Facebook advertisement?
5. Are the existing advertisements remembered in the mind of the students?

1.7 Limitations of the Study

This study is limited to Facebook addiction and brand tracking among the students of Eastern Mediterranean University, North Cyprus. This study is also limited to 400 participants who use Facebook from the whole university which almost has around 20000 students, and also this research had done in March till June 2016.

1.8 Operational Definition of Terms

The following terms are defined below as it is being used in the research.

  i. **Social Media:** this is a tool used online to communicate and keep in touch with the world. It is also a platform that enables companies and individuals share information.

 ii. **Facebook:** Facebook is a social networking site which offers message texting, sharing of ideas, pictures, videos and opinions on various things.

iii. **Addiction:** this is a case or position when someone is so use to something and finds it hard to do away with it. It is used here to refer to the excessive and compulsive use of the social media (Facebook).

iv. **Brand**: this in this context refers to the name or symbol of a business, be it a company, or a product. The brand is what demarcates each product or company name from each other.

v. **Advertisement**: this term means promoting of good and services through the process of advertising.

Chapter 2

LIERATURE REVIEW

This chapter reviews relevant literatures that are important to the present study. The concept of internet will be discussed in this chapter paying attention to the history of social networks, social networks and their effects on various life dimensions, internet addiction, history of internet addiction, consequences of internet addiction and use of social networks in business. The theoretical framework is imbedded on uses and gratification theory.

2.1 Internet

Internet is a combination of resources and technology that is expected to be considered as an infrastructure and facility for service providing. There is high level of dependence on internet for daily and diverse activities such as communication, job cooperation, business transactions, entertainment and education and hence, irresponsible use of internet is regarded as a great threat for the society (Allen, Fournier, Miller, & Chris, 2008). Electronic revolution, information explosion and computer revolution have caused many qualitative and quantitative differences in the world compared to two previous decades. Before public availability, internet was mainly used for confidential correspondence to achieve communication. Thereafter, it grew widely and became a necessary tool for our lives (Cesario, Plaks, & Higgins, 2006). Ivan Goldberg, the psychologist of Colombia University, proposed the concept of internet addiction disorder for the first time in July of 1995 when he developed this concept and determined its dimensions (Gonzalez, 2008).

Studies show that university students addicted to internet lack necessary skills for social relations and have lower social and mental well-being. Virtual social networks are new generation of social relation space that has attracted many people although they are too young. Many people with various ages and social classes come together in virtual social networks and communicate with each other by social networks from far distance (Woodside, 2010).

An important feature of information era is quick and easy access to the required information and reduction of response time. When internet and then worldwide web were created, every person admired it and everyone was seeking to use its astonishing capabilities. Application of web abilities in circulation of knowledge and information overcame many temporal and spatial limitations and audience' choosing right was valued.

After the years and web penetration in various levels of people's life, advantages and disadvantages of this phenomenon were revealed. Importance and global spread of this emerging phenomenon encouraged many experts to address the disadvantages and to fortify the advantages. Thus, they evaluated and quantified problems and advantages of the web from various perspectives. These experts wanted to develop criteria and frameworks for web evaluation (Goldenberg, Singer, & Reichman, 2012). Social networks are a group of individuals or organizations with common interests or benefits that come together to achieve special goals.

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were created, every person admired it and everyone was seeking to use its astonishing capabilities. Application of web abilities in circulation of knowledge and information overcame many temporal and spatial limitations and audience' choosing right was valued. After the years of web penetration in various levels of people's life, advantages and disadvantages of this phenomenon were revealed.

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Internet is a worldwide network that links various computer networks of different sizes and even personal computers with different software and hardware and with communication contracts. It can be said that internet resembles a virtual general meeting place for all the people across the world. It is a general junction in which millions of people connect to each other. It is a huge organization whose discipline is to some extent determined in advance. People can obtain information about various items, chat, play game, make business, do scientific search, see different images, listen to voices and music, watch movies and do other works. Internet is not an information bank; rather is the most important and the widest global computer network and maybe a prototype of information highways in the first quarter of 21st century. Internet is considered as a pool of bad and good, ugly and beauty, ethical and non-ethical information (Kunimura & Thomas, 2000).

As an entertainment environment free of geographical and boundary constraints; internet satisfies people's demand for activities such as game and entertainment with real and virtual characters. As a visual and writing medium, internet satisfies current inabilities in real environment for fortifying and compensating sexual motives. As a writing mass medium without real writing constraints, internet enables everyone to express his own ideas as freely as denying his real identity and to repair and satisfy his emotions through reflection of ideas and feelings of his audience (Lavin, Yuen, Weinman, & Kozak, 2004).

These functions result in decentralization, easy access, low cost and getting rid of boundaries so that there is no central headquarter within internet environment. Although internet can possess both positive and negative functions; the abovementioned properties intensify the negative impacts because typical controls currently used in newspaper, TV and radio are not applicable for internet. In the case of the mentioned media, monitoring is implemented at personal, family, group and public levels individually or in combination. These monitoring practices either are inapplicable or are not practical sufficiently and hence, problems such as internet addiction become important (Soule, Shell, & Kleen, 2003).

2.2 History of Social Networks

In this section, history of social networks is presented to get a deeper insight about antecedents and background of formation of various social networks. Some think that friendship websites are the first social networks. The first friendship (friend finding) websites were launched when internet use was fairly widespread. These websites enables their user to register as a member and communicate with other

members. Online chat rooms also played critical role in progress and evolution of social networks (Jackson & Wang, 2013).

The concept of internet-based social network as is known today was first proposed in Illinois state university in 1960. Then, the first modern social network called 'SixDegrees' was established in 1965 that enabled the users to get member and become familiar with other members. In this website, users could create their profile and then add their friends list (Kane, Fichman, Gallaugher, & Glaser, 2009). Before this website, there were other websites offering 'visits' and 'associations' that made it possible to create profile and communicate with friends. However, SixDegrees was the only website that had both of these properties. Thus, it is considered as the first social network. By improving its facilities, this website attracted many users and became a commercial tool. Unfortunately, its activity was closed in 2000 after three years (Singh & Sonnenburg, 2012).

Since 2001, various social networks with different applications emerged and a new movement of social networks started. Live Journal and Rise are among the first social networks with professional objectives. Live Journal was dedicated to journals' reviews and in Rise; the users were able of networking around their commercial activities. Rise was formed based on business objectives and became the biggest business network. Establishment of Rise in 2001 was the second wave of social networks that deviated focus of such networks from entertainment. Following this wave, LinkedIn was established in 2002 whose activity as the most important professional and business social network is still continuing. In these years, social

networks were regarded as websites at the margin of virtual world and classic "web 1" websites were the boss (Katona, Zubcsek, & Sarvary, 2011).

Since 2002, Friendster, Orkut and LinkedIn were established. Friendster was formed as a complementary for Rise website. This website attracted many users as it offered a new feature and after three years, its users reached three millions. This new feature attracting many users enabled the user to establish friendship with four far relatives that is friend of friend of friend of friend of his friends. Another attractive feature of this website was an icon called "the most famous". After a while, people started to create fake profiles of celebrities and this problem forced the company to eliminate this icon. Another problem was large volume of the users that caused some technical problems. Therefore, popularity of this website was decreased in United State but at the same time, it gained high popularity in other countries. Today, application of Friendster has changed and it is a social network for online games (Gal , Libai, Sivan, Carmi, & Yassin, 2013).

The Turkish engineer of Google, Orkak Corten, in the hours the managers let him and other employees work for their personal projects, worked on a network that resulted in creation of Orkut website. Orkut was a wide network; everyone had his own profile, send message for his friends and create chat forum, etc. each profile had the social, professional and personal parts (Puzakova, Kwak, & Rocereto, 2013).

Since 2003, many social networks with different applications were established seeking for reaching Friendster success. Sometimes, these websites had their own special users, such as LinkedIn, 'observable path' and Xing that had business

applications, MyChurch that established communication among Christian churches, and MySpace being the most important one whose objective was to attract Friendster users who were not eager to that any longer. Thus, MySpace tried to attract Friendster users by advertising in various ways (Schmitt, 2012). The majority of MySpace users were teenagers, artists and musicians. This website gained global popularity, although some countries such as Netherland, Sweden and Poland started to establish specific social networks for their own people.

MySpace created special and attractive features that played critical role in attraction of users. The most important features included two icons of 'who do I want to visit' and 'about me'. Profile of each person is composed of two parts namely "interests" and "details about person" and it is possible to upload photos (Gal & Sundararajan, 2012).

In 2004, Friendster and MySpace with millions of users had the highest users among social networks. Now, MySpace has delegated his position to Facebook with one billion and 100 million users whose facilities and features are more and more updated than other social networks (Holt, 2002).

Twitter is service providing micro-blogging created in March 2006 by Jack Dursi and launched in July of the same year and now it has more than 200 million users (Hennig-Thurau, et al., 2010). With the motto of 'what are you doing', Twitter entered web2 field; but the motto was changed in to what is happening in November 2009. A unique property of Twitter is its limitation to type only nine characters. These two properties were so new that brought high popularity for Twitter. In

addition to text, video, photo and audio files can also be sent. Twitter in word means to chirp.

2.2.1 History of Facebook

In February 2004, Mark Zuckerberg, with the help of Andrew McCollum and Eduardo Saverin, launched a website that would change online social interaction forever. The Facebook started on the campus of Harvard University, where the three friends were students, Zuckerberg being a psychology major of all things. Within 24 hours of going live, The Facebook was a community of 1200 Harvard University students. The Facebook buzz grew on the Harvard campus and within weeks students from Stanford and Yale wanted in. The network was extended and by April 2004, The Facebook was available on all Ivy League servers.

In December 2, 2005, high school version of Facebook was released and at the end of 2005, about 2000 faculties and more than 25000 high schools were member of Facebook. Until April 26, 2006 employees of ten elite firms such as Amazon, Apple and Microsoft were allowed to access this website and finally in September 11, 2006, access to Facebook was permitted to all people with an authenticated Email and age above 13 years (Fang & Zhao, 2010).

In 2008, Facebook flourished considerably by creation of its main web pages in various languages (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). After Facebook launching, at first Harvard University and then other academic individuals of United States and now all famous universities and global firms and celebrities and also a large number of people all over the world have been members of this website.

Complementary notes about history of social networks include (Grayson & Martinec, 2004).

2.3 Investigating Social Networks and Their Effects on Various Life Dimensions

Social networks play impressive role in modern world and can't be neglected. These websites affect various dimensions of personal and social lives of individuals at national and even international levels; thus they are flourishing and their roles in life will be more crucial in future. Virtual social networks represent a new generation of internet websites. In these websites, users come together around a common topic virtually and constitute online societies. Indeed, social networks are composed of people, groups and their relations (Watts, 2004).

Tendency to social network websites is flourishing across the world. Social networks represent a type of social media. Social media have been so impressive in online and offline life of the users in recent years that social relation forms have been also influenced by these emerging media. Social media have become an indispensable part of people's life. Social networks are a part of social media generated based on different goals that have gained many users. Some social networks have become a news medium regarding the services and applications they provide and have put impressive influence on various events of real world. Social media have substantial effect on lives of their users. Social networks represent one of the most impressive services provided on internet that have created considerable revolution in social system of the countries (Van den Bulte & Wuyts, 2007).

A social network is a website or a set of websites that provides the opportunity for people who want to share their interests, thoughts and activities with others. While providing a space for finding new friends, social networks enable the people to communicate with their old friends. Moreover, they are places for interlocution where individuals share their opinions and ideas. In general, social networks are places in virtual world in which, people introduce themselves briefly and communicate with their fellows in various fields. They are indeed new type of communication and content sharing in internet. Social networks are new bases interested by internet users and each network brings together a group of users with special properties (Thompson & Malaviya, 2013).

In the simplest form, social networks are categorized into two general and specific groups. In general social networks, internet users with different motives and intentions are present and follow their virtual networking via these websites; whereas specific networks are formed around a special topic and their users' number is fewer. The major general social networks on internet are Facebook, Orkut and My Space. In these networks, every type of user is present and most of online friends can be found in; user number of the most famous general networks reaches hundreds of millions. Moreover, there are special social networks that act on certain topics. For instance, Last.fm is a famous example of such networks which is dedicated to music, Good reads is social network for book fans and Flickr is a website for photography fans. Sometimes, activity of social network is concentrated on the users belonging to certain country, race or religion. For example, Qzone which is one of the largest global website is the social network for the Chinese. Special social networks have been established for various issues ranging from fans of a soccer team to graduates of

a university. Special networks have been created even for dogs and cats where people can create profile for their pets (Stephen & Berger, 2010).

In general, social networks are established for goals such as organization of various virtual social groups relying on various common issues and achieving political, social, cultural goals in real world. Development of social participations and sharing the interests among the members is a major function without which social network is meaningless. Users share their interests and concerns, content creation and intentional internet advertisement which are a main source of revenue.

So, users announce their interests in the website and advertising firms send advertisement for them based on their interests. Many firms have their own pages in social networks and communicate with their customers and other firms. One of the effects of social networks is formation of concepts such as trust and intimacy in cyberspace; the concepts whose realization was once a dream. Now, many websites across the world have facilities and infrastructures of social networks which enhances their visiting number and duration of users' presence in the website (Pullig, Simmons, & Netemeyer, 2006).

The advantages of social networks endowing them high social acceptance include rapid and freely circulation of news and information, increased analytical power and fortified criticism spirit. Although circulation of incorrect information is highly probable, the user can compare the information of different bases and even he can enhance his analysis power in this way, passing beyond geographical boundaries and getting familiar with people of other societies and cultures. Users can introduce their

culture and traditions to others; organization can also publish their opinions, formation and improvement of collective wisdom.

Collective wisdom refers to dynamic flow of users' thoughts in these environments which processes the information as a large processor. Mind power and thoughts of the users are combined and create a big force with high processing power. There is possibility to express the ideas freely and to get familiar with others opinions, thoughts and interests, also, possibility to send feedback and cooperate with users and participation in discussions. Members are encouraged to participate and comment; there is no serious hurdle for content creation and in contrast to conventional media that generate and broadcast the content, there is possibility to talk in social networks and hence, the communication is mutual.

Content and advertising function, continuous virtual communication with friends and fellows have broadened communication range. We can find and communicate with the people who are far from us or have not been in contact for a long time. Propagation and extension of ethical and human values at global field, integration of many web-based facilities, development of useful social participations, acceleration of education process and 24h link between teacher and student, increasing trust, intimacy and honesty in cyberspace (Srivastava, Shervani, & Fahey, 1998).

However social network have their own disadvantages such as formation and circulation of tumours and wrong news because it is impossible to identify real identity of the members and to control the content created by users. Lack of control over personal information presented on social network leads to fraud as users permit

them to access a part of their private information; sometimes, people with fake profiles abuse others information such as photos (Smith, Fische, & Yongjian, 2012).

2.4 Internet Social Networks

Virtual space provides the opportunity for formation of new communities of the users. Since Tonnies' time and his attempts to define two types of human societies namely community versus society, all scholars of cultural and social science have proposed concepts such as 'being face to face', 'number limit' and 'being based on emotional relations rather than on logical relations' as the main properties of the community (Skinner, 1990). Although user's relations are realized by intermediate in cyberspace and not face to face. Many internet scholars tend to use 'community' word to refer to users' aggregation. Many attempts have been made to elucidate the meaning range of this word for referring to aggregation of cyberspace users. One of these attempts was made by Mrs Shelini Vencherli (Algesheimer, Borle, Dholakia, & Singh, 2010).

Internet-based social network such as Facebook have gained considerable popularity among American young people. These network are places in which individuals find new friends or give news about their life for their old friends, and at the same time, are places for opinion exchange in which, young people share their opinions and ideas (Jeri & Beth, 2005).

Usage of social networks gains more popularity every day. At present, social networks websites are the most used internet services after big portals such as Yahoo and MSN and search engines such as Google. Many global institutes with various goals, with advertising and business goals being the most important objective, have

launched social networks or are going to buy the stocks of the main global social networks as is the case for recent competition between Google and Microsoft for MySpace and Facebook. Social networks, especially those with ordinary and non-business applications, are places in the virtual world where people introduce themselves briefly and communicate with people of the same thinking in different fields. In some cases such as My NASA, the direction of the interest is conspicuous (Yen, Ko, Yen, Wu, & Yang, 2007).

2.5 Internet Addiction

The word addiction is often associated with traditional addictions such as addiction to alcohol, nicotine and gambling. However, internet addiction has met a new facet. Extension of personal computers and connection to internet in home and work place has caused emergence of new problem called internet addiction. Internet addiction includes addiction to chat rooms, pornography, online gambling and online shopping. Like other addictions, this type of addiction separates the person from his family and friends. Behavioural addictions such as addiction to internet can damage person's health, relations, emotions and finally, mind and spirit (Landers & Lounsbury, 2006).

Addiction to something can reduce pain feeling, uncertainty and sadness and by paying attention to addiction item, person's mind doesn't focus on problems and uncomfortable issues. Internet addiction has been reported to vary between 0.3% and 22%. Moreover, it is well documented that internet addiction is related to social phobia, attention deficit disorder, hyperactivity, bipolar disorder, problems in inter-individual relations, anxiety and impulse disorder, suicide and aggression, depression and high irritability. On the other hand, demographic properties such as gender, age,

unemployment and marriage have been proposed in some studies as predictors of internet addiction (Kumar, Bhaskaran, Mirchandani , & Shah, 2013). In general, internet addiction can be defined as a type of internet use that can cause psychological, social, educational and job-related problems in the person's life (Gonzalez, 2008).

Internet addiction or behavioral dependence on internet, regardless of considering it as a mental illness or a social problem, is a chronic, pervasive and recurrent phenomenon which is accompanied with serious physical, mental, financial, and social damages. The most common concept is 'internet addiction' which causes a type of behavioral dependency on internet.

According to American psychology association, internet addiction is a pattern of using internet which causes functional disorders and is accompanied with internal unfavorable modes during a period of two months and has seven criteria (at least three criteria during two months) including endurance, renunciation signs, internet using time more than initial intention of the user, continuous tendency to control the behavior, spending considerable time for internet-related affairs, reduction of entertainment, job and social activities due to internet use, continuing the use in spite of being aware about its negative consequences (Kuksov, Shachar, & Wang, 2013).

Internet addiction is a new phenomenon that many general physicians are not aware about. It seems that the root of this phenomenon is far beyond evading personal problems. High diversity of various parts of internet provides an opportunity to

escape from emotional problems such as depression, stress, anxiety or problem in communication with others (Naylor, Lamberton, & West , 2012).

The main criteria for diagnosis of internet addiction include severe educational drop, weight loss due to losing body nutrition, increased nervous stresses, reduction of social activities, communication with bigger groups, illegality, lack of responsibility in family, excessive violence, aggression, behavioral habits change, nervous headache; by which internet addiction symptoms can be recognized. The Britain psychologist, Mark Griffith, by clinical comparison and well-established definitions of addiction investigated internet addiction indices. To determine internet addiction symptoms, Griffith used a simple definition of internet addiction based on which, addiction are characterized by signs as follows (Quittner, 2009):

1- Prominence: continuity in a certain activity or using an unusual behavior is the main activity in personal life.

2- Change: in mood and temperament.

3- Endurance: increase in activity volume through the time to produce the same amount of satisfaction.

4- Relinquishing signs: feeling grouch and irritability when he leaves the activity.

5- Struggle: interpersonal struggle due to doing the interested activity and internal conflict.

6- Relapsing: tendency to return to the previous pattern of pathological use. In the case of the severest addition, this return can occur quickly even after control and avoidance years.

People who spend a long time for computer games or in discussion forums are regarded as addicted. It should be mentioned that like drug addicted persons, these people show anxiety, irritability, and anger and need feeling id they are prevented from computer and internet. However, these symptoms vary from one to another (Matthews, Deary, & Whiteman, 2009).

Internet addiction has three steps: continued use, increased use and real addiction step. Like addiction to TV watching, smoking and doing special activities, internet addiction seems to be of low hazard at first; however it may become a real addiction if neglected (Hardie & Tee, 2007).

2.6 Perspective and Theories for Explaining Internet Addiction and its Consequences

What is the cause of tendency to internet and why some people using it meet problems and are exposed to risk of losing job, disruption of social relations and financial harms? Various perspectives have been proposed to answer these questions. Internet addiction is an interdisciplinary issue and many sciences such as medicine, communication, sociology, ethics and psychology have studied this phenomenon and its consequences from various perspectives. We are mainly focused on social and psychological dimensions. Explaining why people get addicted to internet, Grvhvl proposed pathological use of internet and in this regard, proposed two visions (Gombor & Vas, 2008):

1- The motive of people to get addicted to internet results from their tendency to avoid the problems they face in personal life. In the other words, they use internet to escape from life problems.

2- The second vision foe explaining internet addiction is more acceptable. He remarks the steps that a person passes when he uses internet and discovers its resources.

In personal theories, disorder causes are explored within the person; meaning that biological structure and psychological properties of the person form his behavior. Based on this theory, personality includes all behavioral, emotional, cognitive, ethical, physical, neural, and hormonal and biochemical aspects that create a normal or abnormal behavior. According to social structure theories, violating behavior results from person's adaptation to conditions dominating low class environments (Colwell & Payne, 2000).

Siegel and Sena divided social structure theories in to three categories: Social chaos theory, Pressure theory and Sub-culture (deviated culture) theory.

2.7 Consequences of Internet Addiction

Studies show that excess use of internet can be accompanied with social and mental consequences and signs. Biker (2000) showed that 2.3% of the parents participated in the survey claimed that internet use intensifies anti-social behaviors in children and teenagers. Gross et al (2002) showed that internet use causes loneliness and social anxiety in students and university students. Krut et al (1998) showed that using

internet for ten hours per week in school and university schools increases depression and reduces social support (Gonzalez, 2008).

Young (1996) stated that internet users can be classified into two categories (Young, 1996) as Dependent users and Independent users:

Dependent users use the internet for social communication and communicating and opinion exchanging with strangers; whereas independent users use internet to collect information (Young, 1996). Studies carried out by Cobzy (1973) and Jourard (1964) confirmed that females more than males, even in apparent encountering and meeting, have the tendency to self-expression. Caldwel and Peplau (1982) investigated gender differences in homosexual friendships and showed that females are more eager to talk and share emotions; whereas males tend to make common activities. Based on this, compared to males, females perceive close internet relations as intimate and romance relations (Fenichel, 2013).

Young (1996) conducted a study on students and showed that persons that overuse internet are lonely, tired, depressed, out of self-esteem and introverted (Young, 1996). In this research, 38% of the participants stated that internet use has negative consequences on them and out of this number, 36% used chat and 28% used websites. Anderson carried out a study on internet addiction among students and showed that one third of these students have met educational problems sue to internet overuse (Duran, 2003).

According to the study conducted by Young (1997), 5-10% of global online population was addicted at the time of the research. About 54% of internet addicted population had depression experience and 34% of them had experience of anxiety. 50% of the respondents had drug addiction experience. Among total students with internet addiction, 35% stated that they had become addicted during the first six month of presence in online environment. 58% and 17% of them reported addiction period between 1 and 6 years and more than one year (Young, 1996).

Men use internet as a tool to seek for power, base and dominance and internet usage items among them include information acquisition, violating interactional games, and pornography and sex chat rooms. However, females mainly used chat rooms to form supportive friendships, friend finding and socialization (Careaga, 2003).

The study conducted by (Kunimura & Thomas, 2000) on 113 students of Loyola Mary Pont University indicated that there is positive and significant relation between neuroticism and internet addiction; and there is negative and significant relation between extraversion and internet addiction (Kunimura & Thomas, 2000). Biggs (2000) showed that interment use is a prominent manifestation of modern world and an important tool for training the new generation.

Internet is ubiquitous: in home, school and even shopping centers. According to estimations made in 1981, 66 million people of American population access to internet and the number reached to 83 million in 1999. On the other hand, dependency on internet is significantly higher in male students compared to female ones (Ferris, 2003). Most of internet users are young people. Studies conducted in

United States showed that internet use in young people is higher than any other age class (Lavin, Yuen, Weinman, & Kozak, 2004).

Internet addiction is not specific to a certain age. Men and women all over the world get addicted to internet communication, internet games, information collection and so forth. Persons suffering from severe weakness in social relations refuge to internet communication. Dominance of new generation over digital and information technology results from two major causes. First, computer learning in this era is a necessary issue and it is impossible to continue the life without sufficient knowledge about computer and internet. Second, children and teenagers compared to middle-aged persons are more eager to pry in computer and internet and adapt to typical opinions and beliefs more easily (Lavin, Yuen, Weinman, & Kozak, 2004). Roberts et al (2005) studied 2513 young user of internet and found out that out of each eight American users, one person is addicted to internet and out of each 11 American persons, one hide his addiction. This research shows that some users are wondering in the internet without a certain goal (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004).

The study conducted by (Kunimura & Thomas, 2000) on 113 students of Loyola Mary Pont University indicated that there is positive and significant relation between neuroticism and internet addiction.

2.8 Use of Social Networks in Business

Social networks represent a critical part of marketing in modern firms; however, the main problem is that the number of social networks is high- and many social networks are developing too- and hence, it is difficult to determine which network is

better for investment. Moreover, due to high number of these networks, it is difficult for business firms to evaluate them to use in marketing (Thompson & Malaviya, 2013).

In following section, we remark a study conducted by an authenticated research centre in the field of social marketing called Social Media Examiner. This report clearly explains which network marketers should invest in and more importantly, the reason for this importance is explained (Watts, 2004).

Bollen and Niki (2015) interviewed with 2700 owners of small and medium enterprises to find out how is application of these networks and what influence their have on marketing activity; 90% of the respondents emphasized positive effect of these networks on their business. The second major effect was increased traffic as confirmed by 77% of the respondents. 69% of the respondents stated that they use these networks to increase their fans number and awareness of their audience about their brand.

 Interestingly, in a similar report published in 2014, these three advantages were placed in the top with this difference that each one had a 1% drop compared to
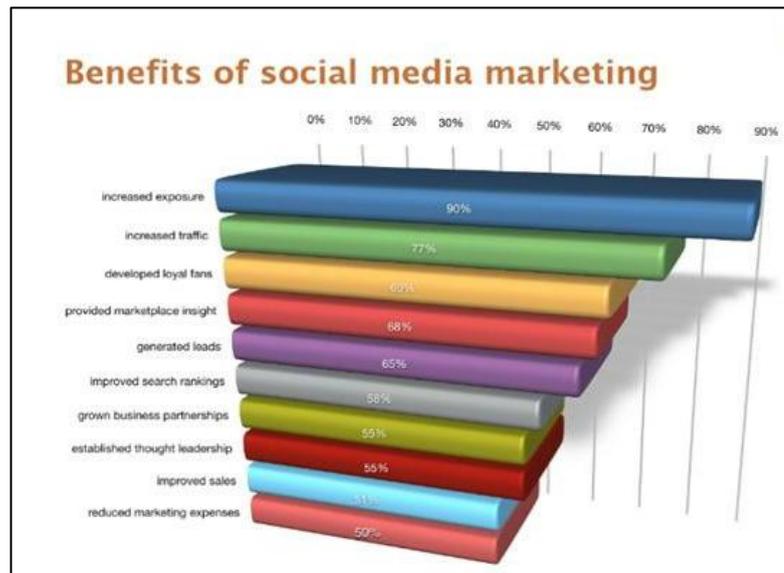
Figure 2.1: Benefits of social media marketing

previous year; while sale had a 1% growth compared to previous year. Compared to previous year, Facebook has dropped from 94% to 93%; however it still in the first place for marketing; whereas Twitter has experienced a drop form 83% application to 79%. In between, with a 2% growth, Google plus has occupied the 4th place and image-oriented network, Instagram that has also gained much popularity in Iran has grown form 28% in 2014 to 36%; suggesting that 36% of the respondents have used this network for their activities.

Duran (2003) asked the respondents to name only one effective network for firm's marketing activities; the results are summarized as follows (Duran, 2003):

25% adopted Facebook (dropping compared to 54% in 2014)

21% adopted LinkedIn (growing compared to 17% in 2014)

12% selected Twitter (1% growth compared to 2014)

4% adopted YouTube (1% growth compared to 2014)
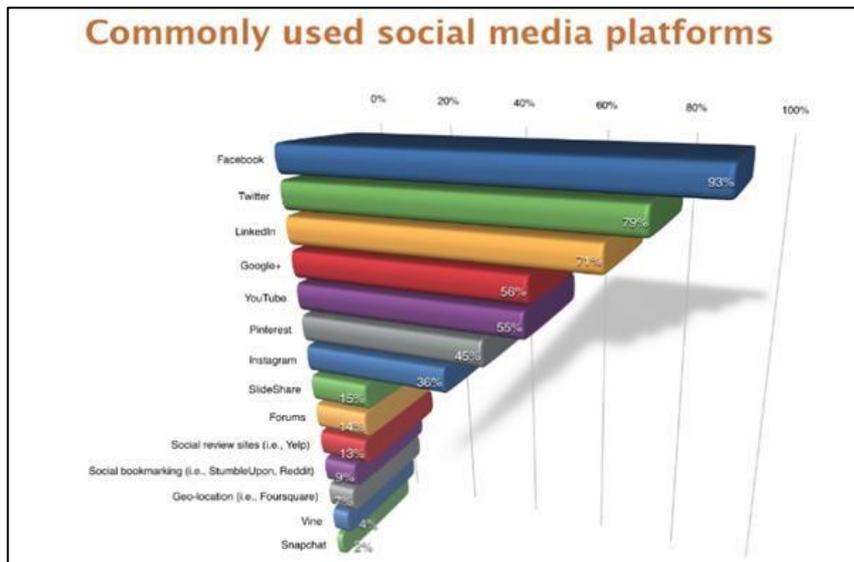
Figure 2.2: Commonly used social media platforms
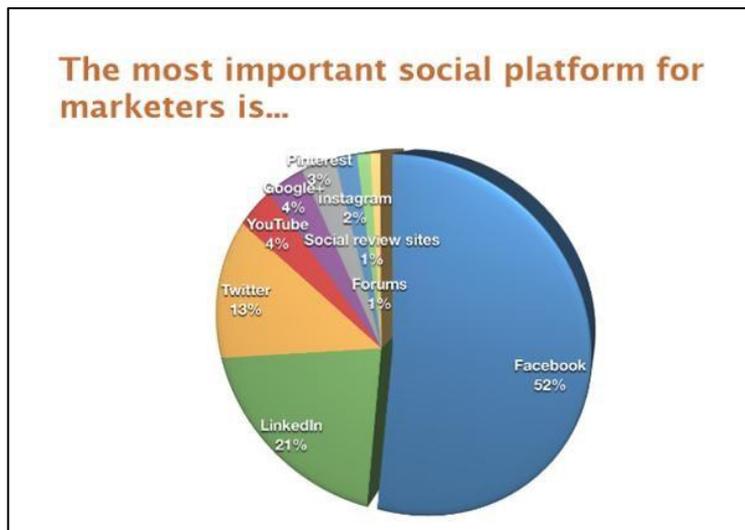
Figure 2.3: The important social platforms for marketers

Moreover, the marketers were asked to say which social network they want to obtain more information. For this question, Facebook had the best rank and out completed Google plus compared to previous year. Moreover, LinkedIn had the highest growth rate which is not astonishing considering new features added to this network.
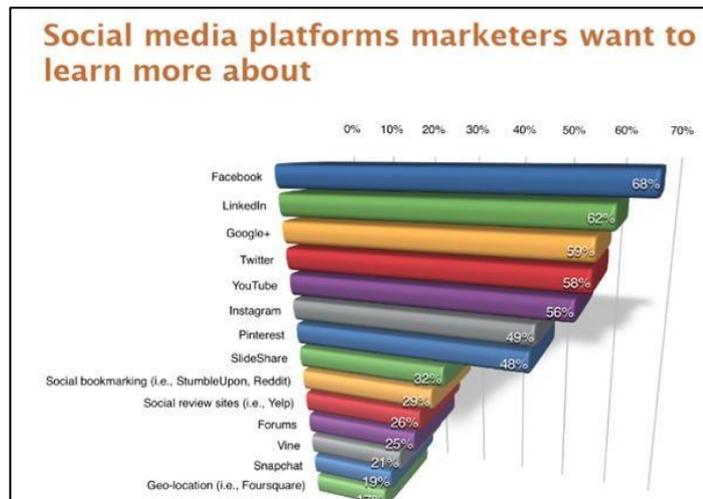
Figure 2.4: Social media platforms for marketers

2.8.1 Facebook Advertising

Facebook advertising offers users or consumers the opportunity to interact actively with the adverts on their page allowing them to "like" and "share" and also view who else or which friends liked or shared the same adverts. According to some research, social media such as Facebook act as a check on the credibility of brands. Lee and Kim (2011) found that consumers view consumer-generated messages on social media, unlike advertising generated by advertisers, as being motivated by altruism. In today's corporate market, the success or failure of any company hinges on public perception. The success of advertising should be measured taking into account consumers' evaluations of the interest aroused by the advertisements. Facebook creates wide platforms for viral online recommendation (Smock, Ellison, Lampe, & Wohn, 2011). This encourages advertisers whose organizations are willing to spend a reasonable portion of their budgets on analyzing procedures to determine potential customers and target them with advertisements on Facebook (Falls, 2009). However, they are shifting advertising from push advertising to trust-based advertising, in

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which advertisers engage their consumers with their brands and stimulate word of mouth (WOM) promotion (Knight & Kristina, 2007). Advertisers develop WOM through Facebook, which positions Facebook advertising as an effective means of enhancing the brand image of various goods and services (Kaplan & Haenlein, 2010).

It is obvious that the phenomenon of advertising has changed from push advertising to trust based advertising. Although Facebook advertising offers this advantage, the nature of such advertising dictates that the successful effectiveness on consumers should include features such as participation, realization, personalization and feedback. This can be happen by companies planning on boosting their budget in Facebook in order to customization advertising for their consumers. It is now more critical than ever that successful companies use engagement advertising to determine for successfully engaging their customers before, during and after their purchase cycle, and that the basis for this engagement is enhancing either brand image and brand equity. Moreover, many of the users agree that their willingness to buy brands has increased as a result of seeing the most "like"s and "share"s, which suggested that the brand is reputable. As many consumers have accepted Facebook as a fashionable way of advertising and since most of the members of Facebook are young adults, they tend to be interested in finding unique styles by pursuing the information on a brand's pages and through the recommendations and practices of friends and close acquaintances. In order to survive in today's intensely competitive market, firms need to be informed of the brand awareness of their consumers and devise up-to-date advertising strategies accordingly.

Based on Campaign live website In February 2015, Facebook announced that it had reached the milestone of attracting more than two million active advertisers to its site, and also they announced Facebook, which now claims 1.39 billion monthly users, delivered a 58 per cent revenue growth to $12.47 billion in 2014. Much of this was driven by mobile advertising.

2.9 Theoretical Framework

The aim of this study is to analyze Facebook addiction and brand tracking, and there are series of communication theories that are pertinent to this research. However, this research will be using uses and gratification theory and Diffusion of Innovations theory.

2.9.1 Uses and Gratifications

Uses and gratification is concerned with how people use the media, and why they use it. Uses and gratification theory is the proper theory for a study about how people use the social media. Unlike most communication theories that focus on what the media to the audience, uses and gratification theory is more concerned with how the audience choose specific media to gratify specific needs.

With computer mediated communication all over the place, it is becoming more difficult to decide on what media gratifies peoples need in a point in time (Ezumah, 2013). The social media is used to maintain relationships and also keep in touch with friends and family far away from you. Aside from building and controlling social ties, social media network have created a channel for employees in organizations to share their ideas to the world (Ezumah, 2013). Among the benefits of social media is bridging, bonding and linking. One may decide to expand ones bridging social

capital by finding people on the social media who have the same interest or ideas as you (Lineberry, 2012). One might also expand bonding social capital by keeping in touch with extended families. Lastly one can expand linking social capital by following companies to track promotions and opportunities (Lineberry, 2012).

The arrival of social networking studies helped revive uses and gratification theory, as it was among the first empirical studies that looked into uses and gratification sought from the three types of social capital (Lineberry, 2012). This study employs uses and gratification to know and understand how Facebook addiction has succeeded in creating a relationship between users and their brands. The growth of social networks has captured attentions of researchers, and this has led to a lot of studies on usage and social implication of social media (Karimi, Khodabandelou, Ehsani, & Ahmad, 2014).

Social media users look out for products they need or that best fit their bet online. Presently a lot of organizations and brands have various social media outlets to provide and advertise their goods and services. However various researches done on this area of study have shown that there are various reasons why people use certain media. A study by Wang, Fink, and Cai (2008) confirmed that there is a different in how male and female are motivated to use social media. The males mostly use the media to erase feelings of loneliness, while female use the media to satisfy their lack of family relationship (Karimi, Khodabandelou, Ehsani, & Ahmad, 2014).

Internet falls under new media which as three features compared to traditional media; interactivity, demystification, and asynchronies (Ruggiero, 2000). Interactivity posits

users are exposed to a lot of functions online such as meeting new people with same interest, online shopping etc. Interactivity allows users to 'select from a wide array of Internet merchandise' (Ruggiero, 2000, p. 15). Demassification on the other hand allows users to select from a variety of options online. Unlike the traditional media, social network internet enable users to choose what they want based on their need and interest (Ruggiero, 2000). Lastly, asynchrony is not affected by time. That is, users can receive messages at any time and decide to open the messages or view pictures at a convenient time. Each of these media aspect has an effect on communication behavior, and how audience use the social media (Ruggiero, 2000).

The internet gives people an independent power, as internet users now have the power to decide what they want and what they do not want. Individuals decision is been influence by other people's ideas and opinion online. Brands that have a social media outlet might post a product and testify to it. Now we all know what advertising entails, which is a brand doing all they can to get you to purchase their goods. An individual build confidence in purchasing a product after reading reviews from users of the same product. Users of the social media however pay a close attention to fellow user's response online, as it influences their decision.

Another use of the social media that encourages users to have a cognitive effect of brand messages is reposting and re-sharing of posts. The rate of the internet growth is very epidemic and the number of users has doubled over the years (Ruggiero, 2000). Everyone is exposed to the internet as networks are available 24/7. The social media use has provided a combination of mass communication and inter-personal communication, which also strengthens the bond of human activity (Ruggiero, 2000).

Hence, if social media is a rampant field in human activity, then it is also a rampant area for uses and gratification researchers (Ruggiero, 2000).

2.9.2 Theory of Diffusion of Innovations

The diffusion of innovation theory analysis how the social members adopt the new innovative ideas and how they made the decision towards it. Both mass media and interpersonal communication channel is involved in the diffusion process.

Internet based applications has gained a great popularity in the last ten years with millions of users. As a consequence of expansion and diversification of the Internet applications, it becomes a part of individuals' daily lives. Today, people are so familiar with the Internet and the Internet based applications. Social media, which is the final step in the evaluation process of the Internet, can be considered as a great innovation. It is possible to associate the diffusion and widespread use of social media in the context of decision-making process for innovation.(Kocak, Erol, 2013). The social networking sites associated to a particular region differs; hence the reason for joining these sites differs from one person to another. Although, social networking sites have been in existence for quite a while, its adoption in Africa has recently increased. Social networking sites are built for users to interact for different purposes like business, general chatting, meeting with friends and colleagues, etc. It is also helpful in politics, dating, with the interest of getting numerous advantages with the people they meet. Recently, the use of network sites has increased overtime in Africa with the improvement in technology and the use of mobile phone to surf the web and statistic have shown that 90% of people on the internet at one point in time or the other are visiting social network sites (Boyd and Ellison, 2007).

This study apply Diffusion of Innovations theory to analysis how the social media, Facebook, members adopt the new innovative ideas, social media advertisements or brand tracking, and how they made the decision towards these advertisements.

Chapter 3

RESEARCH METHODOLOGY

This chapter entails a description of the research methodology, research design, research sample and population, research procedure and research instruments that intent to find out Facebook addiction and brand tracking. All these are enforced in order to gather and analyze the data for the study.

3.1 Research Methodology

The prime focus of this study is investigating and assessing addiction to Facebook, and its role in remembering and following brand. To get solid analytical results for this research, the quantitative research method was used in this study.

In quantitative research method, statistical data are been collected. It is a research in which analysis is done mathematically. The data collected from a quantitative research can be generalized to the participant and population. Quantitative research main target is collecting numerical data and generalizing it across groups of people (Sibanda, 2009).

With the use of the survey method as the main tool for the research, 30 questions concerning the present study were assigned to participant. Issuing out of these questions assisted the researcher to make conclusions around the research question. The surveys were prepared in both English language and in Turkish language. The surveys were also distributed evenly among Turkish and international students.

3.2 Research Design

The survey method was efficient in this study. A total of 30 questions are designed in the questionnaire, and these questions were divided into three groups. The first group happens to be questions about the demography of the respondents, which include their age, gender and level of education. The second section was designed to know how familiar respondents are to the social media, and also how often they use it.

Furthermore, the last section of the questionnaire looked into the relationship of the respondents and the Facebook. The set of questions in this group assessed how well the respondents are involved with Facebook and how it affects their daily lives. Aside this, the questions in the third section also investigated into how Facebook users get information about their favorite brand, and their relationship with their brands online. Therefore, the research problem was investigated by using a questionnaire to get and analyze important data.

In this research the statistical population of the present study include students of Eastern Mediterranean University, which involves about 20000 persons. However, the target sample used in this research is a total of 400 participants, plus 20 participants for pilot study. Pilot studies are usually executed as planned for the intended study, but on a smaller scale. First of this research we did pilot studies because we wanted to know about our result about research questions in smaller scale, and we used communication and media studies students form Eastern Mediterranean University.

3.3 Research Population and Sampling Technique

Research sample is a part of the population by investigation of which, the researcher can extract the results that can be generalized to the whole population. Simple random sampling was used in the present research.

The participants of this research were both Turkish citizens as well as international students of Eastern Mediterranean University. Both groups of people were chosen as the sample of the study in other to reach out to a wider audience. The survey part of the research went on from March to May 2016 in Spring Semester of 2015-2016 Academic Years.

3.4 Research Variables

Variable is a quantity that can take various values in a certain range from one individual or observation to another; thus variable is something that changes and is controlled, observed or modified by the investigator according to his research objectives. In some situation, variable is a figure to which values are appointed.

Research variables are categorized into four classes as independent (predictor), dependent (criterion), mediator and modifier. Dependent variable is one the investigator wants to describe or predict its variation and is always present in the research. In this research, Facebook following, fashion brand and advertisement are independent variables and sticking in mind is the dependent variable.

3.5 Data Collection Instrument

Questionnaire was used as the main tool for data collection. For this purpose, after reviewing literature and theoretical background of the research, criteria and indices of the research variables were identified and classified. Then, the questionnaire was

Developed to evaluate the variables by interviewing with experts and university professors. The questionnaire evaluates components of social capital, intellectual capital and knowledge management development in three sections as follows:

1- Primary explanation of the issue for the respondents

2- Demographic and general information of the respondents

3- Research questions

3.6 Validity and Reliability of Data Collection Instrument

Before confirming measurement tools and their use in data collection step, it is necessary for the investigator to ensure validity and reliability of the measurement tool. In general, two issues should be met during evaluation of research findings; first, how trustworthy are the findings? To answer this question, research validity should be considered. Second, how generalizable are the findings to other conditions and populations? This question deals with reliability. Thus, two criteria of reliability and validity were used to ensure authenticity of the research results.

Chapter 4

DATA ANALYSIS

In this chapter, the collected data will be analyzed and explained through appropriate tools to transmit information. In this chapter, data have been collected and summarized through SPSS software's, and then data has been analyzed by descriptive indexes and inferential. The researcher administered 400 questionnaires with the purpose of finding out the Facebook addiction and brand tracking relationship from the population. The participants of the study are both international and Turkish students of Eastern Mediterranean University.

Furthermore, besides explaining the data on frequency tables, the researcher will also analyze the data and provide answer to the research questions. With the help of two assistants, the questionnaires were administered to respondents. The respondents were reached out to all around the school, and were guided on what they are needed to do. Hence, the questionnaires were self-administered.

4.1 Findings of Respondent's Demographics

The total number of participants are 400, and participants answered all the questions, first we will analysis their Mean number and their attitude towards the questions.

Table 4.1: Mean Table

Statement	Mean	Attitude
Gender	1.4525	Female
Age	2.3175	22-25
Level of education	1.4975	Undergraduate
How many hours do you spend daily in social media?	1.8700	3-4
Which social media do you use mostly?	2.6275	Facebook
How many hours do you use your Facebook per day?	1.9300	3-4
How often do you update your Facebook status?	2.3650	A few times a day
What is your main reason for using Facebook?	5.2525	Checking news
How many Facebook friends do you have?	3.7725	301-500
What kind of pages do you LIKE in Facebook?	2.7475	News pages
What type of product advertisements you mostly follow in Facebook?	2.3050	Fashion products
What is your primary source of information to learn about a specific fashion products?	3.3000	Internet
How frequently do you shop for your favourite fashion brand?	3.7900	Once in 6 month
Which mode of advertising do you usually follow for selecting your fashion brand?	2.2025	Social media advertising
How did you come to know new updates about your favourite fashion brand?	2.7475	Through the brands' Facebook page

Table 4.2: Mean table for likert scale questions

I cannot go a day without checking Facebook.	2.9875	Agree
I read all kind of news via Facebook.	3.0350	Undecided
When I post an update on Facebook, I am disappointed if no one comments on it.	3.4875	Disagree
Facebook advertising is more effective than other social media advertising.	2.5625	Undecided
I don't like to see any advertising in Facebook.	2.8875	Undecided
I would like to see advertising on fashion brand pages more than pop-up ads on other pages.	2.9175	Undecided
I LIKE my favourite fashion brand page in Facebook.	3.0300	Agree
I like to see new product ads related to fashion from their Facebook page.	2.8450	Agree
I like to get information about fashion product from their Facebook page.	3.0075	Agree
I follow news updates for my favourite fashion brand page from Facebook.	2.9600	Agree
I follow news updates for my Favourite fashion brand page from their own websites.	3.4250	Disagree
I can remember Banner advertisements that I see in Facebook.	3.1850	Undecided
More advertising I see in Facebook pages, more I go for shopping.	3.4600	Disagree
Facebook advertising effects on my choice in fashion brand shopping.	3.1350	Agree
Developing fashion brand image in Facebook is a good investment.	2.7250	Agree

In table 4.1 and 4.2 we shortly analysis the questions means and what was the attitude towards them.

The total numbers of participants are 400, and the participants were asked questions about their demographic such as their age, gender and level of education. The analysis will be done on frequency table below. The tables were derived from SPSS.

Table 4.3: Frequency distribution of gender of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	219	54.8	54.8	54.8
	Male	181	45.2	45.2	100.0
	Total	400	100.0	100.0	

Table 4.3 above shows that is a higher percentage of female respondents than male respondents. According to the analysis provided by the table, 219 respondents representing 54.8% were female, while 181 respondents representing 45.2% were male. These results were not intended or deliberate, as the questionnaires were distributed to respondents according to their availability. This result might even out to be that there are more female than male students at EMU or not.

Based on the frequency table 4.4 above, the age group with the highest number were 22-25 years old with 160 respondents representing 40.0% of the entire sample. The highest age group number was followed by 26-30 years old with 116 respondents representing 29.0%, followed by 16-21 years old with 79 respondents representing 19.8% of the sample. The lowest number of age group was 30+ years old with 45

Table 4.4: Frequency distribution of age of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-21	79	19.8	19.8	19.8
	22-25	160	40.0	40.0	59.8
	26-30	116	29.0	29.0	88.8
	30+	45	11.3	11.3	100.0
	Total	400	100.0	100.0	

respondents representing 11.3% of the sample. This results shows that students with the highest number are students in the age group of 22-25. Going by this presentation it is confirmed that there is a high rate of university student's use of social media as this is the most common age group for university students.

Table 4.5: Frequency distribution of level of education of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	265	66.3	66.3	66.3
	Master	71	17.8	17.8	84.0
	PhD	64	16.0	16.0	100.0
	Total	400	100.0	100.0	

Table 4.5 is shows an analysis of the participants education level. The table shows that there is a high number of undergraduate students with 265 respondents representing 66.3% of the sample, followed by masters students with 71 respondents representing 17.8% and lastly doctorate students with 64 respondent representing 16.0% of the study sample. The result shows that there is a wide gap in the percentage between the undergraduates compared to master and doctorate students.

4.2 Analysis for Social Media Use

This study is based on the use of Facebook which is a very common social media. Due to this it is very important to ask the respondents questions on their use of social media. The respondents were asked how much time they dedicate for the use of social media and they were also asked a question on what social media they use the most. The survey result is being presented below in frequency tables.

Table 4.6: How many hours do you spend daily in social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	152	38.0	38.0	38.0
	3-4	173	43.3	43.3	81.3
	5-6	50	12.5	12.5	93.8
	7+	25	6.3	6.3	100.0
	Total	400	100.0	100.0	

The response in table 4.6 shows that 173 students representing 43.3% of the sample spend 3-4 hours daily on social media, closely followed by 152 respondents representing 38.0% who use the social media for 1-2 hours daily. 50 respondents representing 12.5% use the social media 5-6 hours, while 25 respondents representing 6.3% use the social media for 7+ hours. It is important for the researcher to find out how many hours' participants spend on social media, and with this result, it shows that students spend a total of 862.10.5% between 3-7 hours or more daily on social media.

Table 4.7: Which social media do you use mostly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	154	38.5	38.5	38.5
	Twitter	75	18.8	18.8	57.3
	Instagram	135	33.8	33.8	91.0
	LinkedIn	18	4.5	4.5	95.5
	Google Plus	9	2.3	2.3	97.8
	Pinterest	9	2.3	2.3	100.0
	Total	400	100.0	100.0	

In table 4.7, Facebook had the highest number with 154 participants representing 38.5% followed by Instagram, with 135 respondents represented by 33.8% of the sample. Twitter had 75 respondents representing 18.8%, followed by LinkedIn with 18 respondents representing 4.5% and Pinterest with 9 respondents representing 2.3%. Google plus had the same number with Pinterest with 9 respondents representing 2.3%. This result affirms to students close involvement with social media especially Facebook.

Table 4.8: How many hours do you use your Facebook per day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	128	32.0	32.0	32.0
	3-4	197	49.3	49.3	81.3
	5-6	50	12.5	12.5	93.8
	7+	25	6.3	6.3	100.0
	Total	400	100.0	100.0	

In table 4.8, the results from the survey shows that 197 respondents representing 49.3% spend 3-4 hours on Facebook daily, closely followed by 128 participants

representing 32.0% of the sample spend 1-2 hours on Facebook. 50 respondents representing 12.5% use Facebook for 5-6 hours per day, and lastly 25 respondents representing 6.3% spend 7+ on Facebook. This result correlates well with the previous result of the amount of time the respondents spend on social media. This table shows that 68.1% of participants spend 3-7hours or more daily on Facebook.

Table 4.9: How often do you update your Facebook status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A few times a day	186	46.5	46.5	46.5
	Once a day	68	17.0	17.0	63.5
	Once a week	56	14.0	14.0	77.5
	A few times a week	36	9.0	9.0	86.5
	A few times a month	24	6.0	6.0	92.5
	Once a month	18	4.5	4.5	97.0
	A few times a year	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

Table 4.9 shows that 186 respondents representing 46.5% update their Facebook status a few times a day. This is followed by 68 respondents representing 17.0% who update their Facebook status once a day, 56 respondents representing 14.0% update their Facebook status once a week, 36 respondents representing 9.0% update their Facebook status a few times a week, 24 respondents representing 6.0% update their status a few times a month, while 18 respondents representing 4.5% update their status once a month. The lowest number of respondent updates their Facebook status a few times a year, with a total of 12 respondents representing 3.0% of the sample.

This shows that reasonable amounts of student are attached to their phone as they are able to update their status as frequent as possible in a day.

Table 4.10: What is your main reason for using Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Exchanging messages	48	12.0	12.0	12.0
	Updating status	36	9.0	9.0	21.0
	Checking news	60	15.0	15.0	36.0
	Sharing photo/videos	39	9.8	9.8	45.8
	Sharing with many people at once	30	7.5	7.5	53.3
	seeing photos/videos	48	12.0	12.0	65.3
	Getting feedback on content you have	18	4.5	4.5	69.8
	Receiving support from people	48	12.0	12.0	81.8
	seeing entertaining/funny posts	33	8.3	8.3	90.0
	Following celebrities pages	40	10.0	10.0	100.0
	Total	400	100.0	100.0	

Table 4.10 shows response for the respondent's main reason for the use of Facebook. According to the result presented in the frequency table above, the highest reason is for checking news, with 60 respondents representing 15.0%. This is followed by three other reasons which have the same amount of respondents. These three reasons are, for exchanging messages, for seeing photo and videos and for receiving support from people, all this reasons had 48 respondents representing 12.0% each. This is followed by 40 respondents representing 10.0% whose main reason for using Facebook is to follow celebrity's pages. This is closely followed by 39 respondents

representing 9.8% of the sample, who use Facebook for sharing photos and videos. Also, 36 respondents representing 9.0% use Facebook for updating their status, 33 respondents representing 8.3% use Facebook for seeing entertaining and funny posts, 30 respondents representing 7.5% use the Facebook mainly for sharing with many people at once, while 18 respondents representing 4.5% of the sample use Facebook for getting feedback on content they have. There are tons of reasons students have for using Facebook, but according to this analysis it is clear the main reasons students use Facebook is to check news, exchange messages, viewing photos and videos, receiving support from people and following celebrity's pages.

Table 4.11: How many Facebook friends do you have?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-50	3	.8	.8	.8
	51-100	49	12.3	12.3	13.0
	101-300	96	24.0	24.0	37.0
	301-500	140	35.0	35.0	72.0
	501+	112	28.0	28.0	100.0
	Total	400	100.0	100.0	

In table 4.11, 140 respondents representing 35.0% have 301-500 friends on Facebook, followed by 112 respondents representing 28.0% who have over 501 friends on Facebook. This is followed by 96 respondents representing 24.0% who have 101-300 friends, 49 respondents representing 12.3% have 51-100 friends, and lastly 3 respondents representing 0.8% have 0-50 friends on Facebook. This shows that several students have a lot of friends ranging from 300 upwards on Facebook, as 63% of the sample affirms to this.

Table 4.12: What kinds of pages do you LIKE in Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Celebrity pages	66	16.5	16.5	16.5
	News pages	142	35.5	35.5	52.0
	Fashion pages	98	24.5	24.5	76.5
	Food pages	15	3.8	3.8	80.3
	Funny pages	79	19.8	19.8	100.0
	Total	400	100.0	100.0	

In table 4.12, participant are asked what kind of pages they like on Facebook, and 142 respondents representing 35.2% likes news pages, followed by 98 respondents representing 24.5% who likes fashion pages. For funny pages, 79 respondents representing 19.8% likes it, while 66 respondents representing 16.5% likes celebrity pages. The least liked pages in this survey are the food pages. Therefore, students have interest in news and fashion pages mostly.

Table 4.13: What type of product advertisements you mostly follow in Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fashion Product	180	45.0	45.0	45.0
	Food Product	36	9.0	9.0	54.0
	Beauty Product	72	18.0	18.0	72.0
	Technology Product	106	26.5	26.5	98.5
	Automobiles Product	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Table 4.13 shows that the respondents mostly follow fashion products mostly on Facebook, with a total of 180 respondents represented by 45.0%, followed by 106

respondents representing 26.5% who follow technology products. Beauty products is followed by 72 respondents representing 18.0%, food products is followed by 36 respondents representing 9.0%, while automobile products is followed by 6 respondents representing 1.5% of the sample. This result indicates that students are much more interested in fashion products and technology products, as 71.5% of the sample are following this two products.

Table 4.14: What is your primary source of information to learn about a specific fashion products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper	26	6.5	6.5	6.5
	Magazine	26	6.5	6.5	13.0
	Television	159	39.8	39.8	52.8
	Internet	180	45.0	45.0	97.8
	Other	9	2.3	2.3	100.0
	Total	400	100.0	100.0	

Table 4.14 shows that internet is the highest primary source of information on fashion products for students, with a total of 180 respondents representing 45.0%. Closely followed are a total of 159 respondents representing 39.8% who turn on television for their source of fashion products information. This result clearly shows how reading habit has changed in youths, as the newspaper and magazine both had the same amount of respondent. Students turn on to internet and television mostly for tips on fashion products.

According to table 4.15, 111 respondents representing 27.8% shop once in 6 month for their favorite brand, followed by 75 respondents representing 18.8% who shop

once in a year. A total of 74 respondents representing 18.5% shop once in 2 month, 55 respondents representing 13.8% never shop for their favorite brand, 53 respondents representing 13.3% shop monthly, while 32 respondents representing 8.0% shop once in a month. This result shows that, students might be following their brands on Facebook and liking fashion pages, but they are not active buyers of the products.

Table 4.15: How frequently do you shop for your favourite fashion brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	55	13.8	13.8	13.8
	Monthly	53	13.3	13.3	27.0
	Once in 2 month	74	18.5	18.5	45.5
	Once in 3 month	32	8.0	8.0	53.5
	Once in 6 month	111	27.8	27.8	81.3
	Once in a year	75	18.8	18.8	100.0
	Total	400	100.0	100.0	

In table 4.16, the mode of advertising students usually followed the most is social media advertising, as it has 150 respondents representing 37.5% of the sample. This was closely followed by 135 respondents representing 33.8% who follow television. For newspaper and magazine advertising, the result showed 85 respondents representing 21.3%, 24 respondents representing 6.0% follow outdoor advertising and 6 respondents representing 1.5% had other means of following adverts. Yet again, this result shows that internet and television are the main source of information for students regarding advertisement of their fashion brands.

Table 4.16: Which mode of advertising do you usually follow for selecting your fashion brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	135	33.8	33.8	33.8
	Newspaper/Magazine	85	21.3	21.3	55.0
	Social media advertising	150	37.5	37.5	92.5
	Outdoor advertising	24	6.0	6.0	98.5
	Other	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

4.3 Analysis on Attitude based on Usage of Facebook

The survey provided questions to know how the respondents feel about the use of Facebook and brand relationship. The analysis is presented below in frequency distribution tables along with a data interpretation analysis.

Table 4.17: I cannot go a day without checking Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	64	16.0	16.0	16.0
	Agree	112	28.0	28.0	44.0
	Undecided	83	20.8	20.8	64.8
	Strongly Disagree	47	11.8	11.8	76.5
	Disagree	94	23.5	23.5	100.0
	Total	400	100.0	100.0	

Table 4.17 lays down a statement that investigates if students can go a day without checking Facebook. The result shows that 112 respondents representing 28.0% agree to this statement and 94 respondents representing 23.5% disagree. However, 83

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respondents representing 20.8% were undecided, 64 respondent representing 16.0% strongly agree, while 47 respondents representing 11.8% strongly disagree. Findings show that majority of the respondents cannot go a day without the use of Facebook.

Table 4.18: Facebook advertising is more effective than other social media advertisings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	115	28.7	28.7	28.7
	Agree	79	19.8	19.8	48.5
	Undecided	130	32.5	32.5	81.0
	Strongly Disagree	18	4.5	4.5	85.5
	Disagree	58	14.5	14.5	100.0
	Total	400	100.0	100.0	

Table 4.18 shows that most students strongly agree that Facebook advertising are more effective than other social media advertisings. A total of 130 respondents representing 32.5% were undecided, followed by 115 respondents representing 28.7% who strongly agree to the statement. Out of the sample, 79 respondents representing 19.8% agree, 58 respondents representing 14.5% disagreed and 18 respondents representing 4.5% strongly disagree to the statement. Hence, this result shows that 48.5% of the respondents affirm to Facebook advertising being more effective than other social media advertisings, while 32.5% couldn't decide.

Table 4.19 presents a statement which 130 respondents representing 32.5% agree to, followed by 95 respondents representing 23.8% who disagreed to liking their favorite fashion brand page on Facebook. A total of 76 respondents representing 19.0% were undecided, 50 respondents representing 12.5% strongly disagree, while 49

respondents representing 12.3% strongly agree. Findings show that several numbers of students are loyal customers to their brand as they like their brands Facebook page to be able to see post on new products and services.

Table 4.19: I like my favorite fashion brand page on Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	49	12.3	12.3	12.3
	Agree	130	32.5	32.5	44.8
	Undecided	76	19.0	19.0	63.7
	Strongly Disagree	50	12.5	12.5	76.3
	Disagree	95	23.8	23.8	100.0
	Total	400	100.0	100.0	

Table 4.20: I like to get information about fashion product from their Facebook page.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	32	8.0	8.0	8.0
	Agree	128	32.0	32.0	40.0
	Undecided	126	31.5	31.5	71.5
	Strongly Disagree	33	8.3	8.3	79.8
	Disagree	81	20.3	20.3	100.0
	Total	400	100.0	100.0	

In table 4.20, the researcher enquired to know if the respondents like to get information about fashion product from their Facebook page, and the result shows that students like to get information about fashion product from their Facebook page. In the table, 128 respondents representing 32.0% agree to this statement while 126

respondents representing 31.5% were undecided. This followed by 81 respondents representing 20.3% who disagreed to this statement, 33 respondents representing 8.3% strongly disagree, and 32 respondents representing 8.0% strongly agree. This result shows that students follow their Facebook brand pages and like to get information online from social media.

As we can see in these tables, there is a significant difference in participants' gender F=2.84, SD=1.26 and M=3.20, SD=1.18, and p>0.5 that it means there are significant difference between female and male participants for getting information about their favorite brand from Facebook.

Table 4.21: Group Statistics: I like to get information about fashion product from their Facebook page.

	Gender	N	Mean	Std. Deviation	Std. Error Mean
I like to get information about fashion product from their Facebook page.	Female	219	2.8402	1.26238	.08530
	Male	181	3.2099	1.18327	.08795

Table 4.22: Independent Samples Test: I like to get information about fashion product from their Facebook page.

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | | | | | | | | 95% Confidence Interval of the Difference | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I like to get information about fashion product from their Facebook page.	Equal variances assumed	.000	.986	-2.999	398	.003	-.36976	.12328	-.61213	-.12740
	Equal variances not assumed			-3.018	391.720	.003	-.36976	.12252	-.61065	-.12887

Table 4.23 shows that 142 respondents representing 35.5% agree to following news updates for their favorite fashion brand page from Facebook. This is followed by 127 respondents representing 31.8% who were undecided and 85 respondents representing 21.3% who disagreed. This means that student don't just turn on to their brands Facebook page to get information and like the page alone, they also take an interest in following news updates. In the result 43% of the survey strongly agreed and agreed to this statement.

Table 4.23: I follow news updates for my favorite fashion brand page from Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	30	7.5	7.5	7.5
	Agree	142	35.5	35.5	43.0
	Undecided	127	31.8	31.8	74.8
	Strongly Disagree	16	4.0	4.0	78.8
	Disagree	85	21.3	21.3	100.0
	Total	400	100.0	100.0	

Table 4.24: I follow news updates for my favorite fashion brand page from their own websites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	54	13.5	13.5	13.5
	Agree	58	14.5	14.5	28.0
	Undecided	76	19.0	19.0	47.0
	Strongly Disagree	88	22.0	22.0	69.0
	Disagree	124	31.0	31.0	100.0
	Total	400	100.0	100.0	

In table 4.24, 124 respondents representing 31.0% disagree to following news updates of their fashion brands through the brands website. This is followed by 88 respondents representing 22.0%, who strongly disagreed, 76 respondents representing 19.0% were undecided. This result shows that students follow news updates of their fashion brand on their brands Facebook page (see table 19), but they do not follow their brands news update on the brands website. This again shows how attached the students are to Facebook compared to any other social media platform.

Table 4.25: I can remember Banner advertisements that I see in Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	36	9.0	9.0	9.0
	Agree	98	24.5	24.5	33.5
	Undecided	135	33.8	33.8	67.3
	Strongly Disagree	18	4.5	4.5	71.8
	Disagree	113	28.2	28.2	100.0
	Total	400	100.0	100.0	

Table 4.25 presents a statement that looks into brand tracking and how the students can remember the information's in the adverts they see in banner advertisements. In the result, 135 respondents representing 33.8% were undecided. This is followed by 113 respondents representing 28.2% who disagree, 98 respondents representing 24.5% agree, 36 respondents representing 9.0% strongly agree, and 18 respondents representing 4.5% strongly disagree to remembering banner advertisement they come across on Facebook. 33.8%Mostly they are undecided about remembering advertisings that they see in Facebook but also close to this data we have 33.5% of respondents that they chose strongly agree and agree for this statement and said that they can remember Banner advertisements in Facebook. We also did T-Test analysis based on gender for this question and there was no any significant difference between them.

Table 4.26: Group statistic: I can remember Banner advertisements that I see in Facebook.

	Gender	N	Mean	Std. Deviation	Std. Error Mean
I can remember Banner advertisements that I see in Facebook.	Female	219	3.0183	1.25969	.08512
	Male	181	3.3867	1.37220	.10199

Table 4.27: Independent Samples Test: I can remember Banner advertisements that I see in Facebook.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I can remember Banner advertisements that I see in Facebook.	Equal variances assumed	12.800	.000	-2.796	398	.005	-.36848	.13177	-.62753	-.10942
	Equal variances not assumed			-2.774	369.899	.006	-.36848	.13285	-.62971	-.10724

As we see in these tables for significant difference genders, F=3.01, SD=1.25 and M=3.38, SD=1.37 and p<0.5, and this means that there is no significant difference between female and male in remembering Facebook advertisings.

Table 4.28: More advertising I see in Facebook pages, more I go for shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	44	11.0	11.0	11.0
	Agree	56	14.0	14.0	25.0
	Undecided	88	22.0	22.0	47.0
	Strongly Disagree	96	24.0	24.0	71.0
	Disagree	116	29.0	29.0	100.0
	Total	400	100.0	100.0	

In table 4.28, 116 respondents representing 29.0% of the survey sample disagree to going for shopping after seeing advertisements on Facebook pages. This is followed by 96 respondents representing 24.0% who strongly disagree, 88 respondents representing 22.0% were undecided, 56 respondents representing 14.0% agreed, and 44 respondents representing 11.0% strongly agreed to the statement. This result implies that, even though the students are attached to their Facebook, and the like and follow their brand pages, it is not enough to get them to go shopping. The result means the students go shopping when they are convenient too, and not by just viewing the adverts on Facebook pages.

Table 4.29: Facebook advertising effects on my choice in fashion brand shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	47	11.8	11.8	11.8
	Agree	118	29.5	29.5	41.3
	Undecided	62	15.5	15.5	56.8
	Strongly Disagree	80	20.0	20.0	76.8
	Disagree	93	23.2	23.2	100.0
	Total	400	100.0	100.0	

Table 4.29 shows that 118 respondents representing 29.5% agree that Facebook adverts have an effect on their choice in fashion brand shopping. This is closely followed by 93 respondents representing 23.2% who disagree, while 80 respondents representing 20.0% strongly disagree. And 47 respondents representing 11.8% strongly agree. The results from the frequency distribution table shows that the adverts students see on their brands Facebook page mostly doesn't effects on their choice because 43.2% of participants chose strongly disagree and disagree and near to this data we have 41.3% participants that chose sternly agree and agree about this statement.

Table 4.30 shows that 128 respondents representing 32.0% agree that developing fashion brand image in Facebook is a good investment. And 92 respondents representing 23.0% who were undecided, 86 respondents representing 21.5% strongly disagree. The result of this table shows that 48% of the survey feels that developing fashion brand image in Facebook is a good investment, and 29% feel it is not, while 23.0% couldn't decide if it is or not.

Table 4.30: Developing fashion brand image in Facebook is a good investment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	64	16.0	16.0	16.0
	Agree	128	32.0	32.0	48.0
	Undecided	92	23.0	23.0	71.0
	Strongly Disagree	86	21.5	21.5	92.5
	Disagree	30	7.5	7.5	100.0
	Total	400	100.0	100.0	

Chapter 5

CONCLUSION

This chapter contains three parts. The first part includes the summary of the entire study, the second part includes conclusion drawn from the study, and the last part contains recommendations of researcher for further research. The summary of the study will be derived based on the data analysis and discussion of results. The conclusion will however answer the research question for this study.

5.1 Summary of the Study

This research main focus is to find out how many of Eastern Mediterranean University' students are addicted to Facebook, to know why these students use Facebook, and if they follow their favourite brand or its website. The study also looks into student's use of Facebook for checking their favourite fashion brand and using its website. Also, this study aimed to find out how effective advertisement on Facebook is in the mind of students.

This study used quantitative research method. With the help of two assistants, 400 questionnaires consisting 30 questions was distributed around Turkish and international students of Eastern Mediterranean University. Among the 400 questionnaires, 200 were in English and the other 200 in Turkish language. The questionnaire was shared to participants to know their demographics, their use of social media and their attitude based on usage of Facebook. The questionnaires were distributed to the respondents based on availability. The data from the survey was

analyzed through frequency table and analysis discussion under each table. The software used for the table is Statistical analysis software package (SPSS).

5.2 Conclusions Drawn from the Study

This study's results of the descriptive statistic involved 54.8% females and 45.2% male. The data revealed that majority of the participants were females. This wasn't planned, as the questionnaires were given out based on the availability of the students.

The conclusion of this study will be drawn from the data analysis presented in the earlier chapter. In the introductory chapter, five research questions were laid down from the objectives of the study. Based on the findings, these research questions will be answered.

RQ1.) Why do student use Facebook?

In the process of answering this question, students were giving multiple reason to sign up for Facebook, and the most reasons student gave is for checking news. 60 respondents representing 15.0% use Facebook mostly for checking news online. Another reason the students gave is exchanging messages, which had 12.0% response. This same percentage of response applies to two other reasons in the categories the students gave which include, for sharing photos and videos, and receiving support from people. Hence, the main reasons student use Facebook is to get latest information, view peoples pictures and videos as well as posting pictures and videos people will appreciate, and for keeping in touch with people.

RQ2.) How addicted are University students to Facebook?

Based on the findings, 38.5% of the students mostly use Facebook compared to other social media's. A total of 49.3% of the student in the survey use their Facebook 3-4 hours per day. With numbers like this this research has shown that students are attached to their Facebook every now and then. Besides there are other social media platforms, but the one the students are mostly involve with remains Facebook.. Majority of the students update their Facebook status a few times in a day. The result showed that 46.5% in the survey affirmed to this. This is a considerable high number as it further defines the student's addiction to Facebook.

RQ3.) Do students use Facebook to follow their favorite brand or its website?

To answer this question, it is important to say that students do not use Facebook specifically or mainly to just follow their favorite brands. As stated in research question one, there are tons of reasons students use Facebook, and according to the data analysis of this study, following favorite brands is another theme student's use Facebook for. According to the findings of this study, 45.0% of students turn on to the internet as their primary source of information. Fashion products and technology products are mostly followed by the students in this study. In the study, 37.5% of the students choose social media advertising in selecting their fashion brand. Concerning the student's favorite brands website, 31.0% of the students disagree to following their favorite brand website. The students follow their favorite brands on Facebook but majority disagreed to following the brands website. Based on t-test analysis ($p > 0.5$) there was significant difference between male and female in following their favorite brand from Facebook.

RQ4.) What is the student's perception of Facebook advertisement?

A total of 28.7% strongly agree and 19.8% agree that Facebook advertising is very effective and helpful compared to other social media platforms. These percentages

were higher in this study compared to 14.5% who disagreed and 4.5% who strongly disagreed. In the study, 44.8% also strongly agree and agree to like their favorite fashion brands online. If the advertisements on this brands Facebook page is not good, then this amount of student's won't like the pages. Therefore, Facebook advertisement has a good impression on the University students. .

RQ5.) Are the existing advertisements remembered in the mind of the students? Based on the result of this study, Banner advertisements are not remembered by participants, a total of 113 respondent representing 28.2% of the study confirmed that they cannot remember banner advertisement they see on Facebook. The percentage of the student that disagreed to this is higher than students that agreed, although, 33.8% of the students were undecided. As we understand in t-test analysis for this question there is no significant difference between men and women in remembering Facebook advertisements. But also we can see in other question that, Facebook advertising is more effective than other social media advertisings, 48.5% of total participants are strongly agree and agree with the fact that Facebook advertising are effective, so in here we can say that Banner advertisements are not effective but other kind of advertisements are effective.

5.3 Recommendations for Future Research

Nowadays, social networks play an important role in relations of people around the world. So that, they have turned to an inseparable part of most people life. Most of the people especially young people use social networks a lot. So, social networks can be one of the best tools for advertising. In as much as this study covered various themes including social media, advertising, Facebook, fashion, brands and so on,

there will always be more areas needed to be covered. This is why recommendation for further research is an important part of any research.

This research has been done in a limited population as it covers 400 students. It can be done in other academic and non-academic populations to achieve more generalized results. The proposed researcher might wish to consider doing the same research with a larger population.

This research has been restricted to Facebook which is one of the major social networking sites in the world. Another research can be done for other social networking sites like Instagram, twitter, WhatsApp, and so many more. It is important to find out how social media addiction and brand tracking is been executed in other social media.

In this research there were only three demographic questions which are the gender, level of education and age. The other demographic variables such as media literacy, nationality, language and so on can be put into a prospective research.

This study took a closer look into fashion brands among thousands of brands. Other studies can focus on automobile brands, technology brands, food brands, housing brands and so on. This is important so as to see if it is just the fashion brands that is this effective as seen in this research, or not.

Another area is the methodology of the study; this study used the quantitative method. Prospective researchers can go through another dimension by using

qualitative method. This is important so as to get different result on the same issue. Qualitative and quantitative methods are two different methods, but they can also be combined in one research work.

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APPENDIX

Appendix A: English Version of the Survey

This research survey is part of the master thesis of the student of Faculty of Communication and Media Studies, aiming to analyze "Facebook addiction and Brand Tracking, Case Study: Fashion"

1) Gender:
a) Female   b) Male

2) Age:
a) 16-21   b) 22-25   c) 26-30   d) 30+

3) Level of Education:
   a)   Undergraduate   b) Master   c) PhD
   If you are using social media channels, please answer the questions below:

4) How many hours do you spend daily in social media?
a) 1-2   b) 3-4   c) 5-6   d) 7+

5) Which social media do you use mostly: **if you have more than one, please mark them as well.**
a) Facebook   b) Instagram   c) Twitter   d) **LinkedIn**   e) Pinterest   f) Google Plus
   g) Other (please specify) ……….

   If you are using Facebook, please answer the following questions:

   6)   How many hours do you use your Facebook per day?
   a)   1-2   b) 3-4   c) 5-6   d) 7+

   7)   How often do you update your Facebook status?
   a)   A few times a day
   b)   Once a day
   c)   Once a week
   d)   A few times a week
   e)   A few times a month
   f)   Once a month
   g)   A few times a year
   h)   Once a year
   8)   What is your main reason for using Facebook? **If you have more than one, please mark them as well.**

a)   Exchanging messages   b) Updating status   c) Checking news   d) Sharing photo/videos

e) Sharing with many people at once   f) Seeing photos/videos

 g) Getting feedback on content you have   h) Receiving support from people

i) Seeing entertaining/funny posts   j) Following celebrities pages

9)   How many Facebook friends do you have?
a)   0-50   b) 51-100   c) 101-300   d) 301-500   e)501 +

10)   What kind of pages do you **LIKE** in Facebook?
a)   Celebrity pages   b) News pages   c) Fashion pages   d) Food pages
e) Funny pages

11)   What type of product advertisements you mostly follow in Facebook?
a)   Fashion products   b) Food products   c) Beauty product   d) Technology product
e) Automobiles product

12)   What is your primary source of information to learn about a specific fashion products?
a) Newspaper   b) Magazine   c) Television   d) Internet   e) Other (please specify) ………….

13)   How frequently do you shop for your favourite fashion brand?
a)   Never   b) Monthly   b) Once in 2 month   c) Once in 3 month
d) Once in 6 month   e) Once in a year

14)   Which mode of advertising do you usually follow for selecting your fashion brand?
a) Television   b) Newspaper/magazine   c) Social media advertisings d) Outdoor advertising
e) Other (please specify) ………

15)   How did you come to know new updates about your favorite fashion brand?
a) Through stores   b) Through The brands' website   c) Through The brands' Facebook page
d) Through TV advertisings   e) From friends and families   f) Other (please specify) ……….

SA: STRONGLY AGREEE   A: AGREE   U: UNDECIDED
SDA: STRONGLY DISAGREE   DA: DISAGREE

Questions	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
16. I cannot go a day without checking Facebook.					
17. I read all kind of news via Facebook.					
18. When I post an update on Facebook, I am very disappointed If no one comments on it.					
19. Facebook advertising is more effective than other social media Advertisings.					
20. I don't like seeing any Advertising in Facebook.					
21. I would like to see advertising on fashion brand pages more than Pop-up ads on other pages.					
22. I **LIKE** my favourite fashion Brand page in Facebook.					
23. I like to see new product ads related to fashion from their Facebook page.					
24. I like to get information about fashion product from their Facebook page.					
25. I follow news updates for my Favourite fashion brand page from Facebook.					
26. I follow news updates for my Favourite fashion brand page from Their own websites.					
27. I can remember Banner Advertisements that I see in Facebook.					
28. More advertising I see in Facebook pages, more I go for Shopping.					
29. Facebook advertising effects On my choice in fashion brand Shopping.					
30. Developing fashion brand image In Facebook is a good investment.					

Appendix B: Turkish Version of the Survey

Bu anket, İletişim Fakültesi yüksek lisans öğrencisinin "Facebook bağımlılığı ve Marka Takibi, Vaka İncelemesi: Moda" başlıklı tezi kapsamındaki araştırmalarının bir parçasıdır.

1. Cinsiyet:
b) Kadın   b) Erkek

2. Yaş:
b) 16-21   b) 22-25   c) 26-30   d) 30+

3. Eğitim düzeyi:
b) Lisans   b) Yüksek lisans   c) Doktora

Eğer sosyal medya araçlarını kullanıyorsanız, lütfen aşağıdaki soruları cevaplayın:

4. Günde kaç saatinizi sosyal medya araçlarını kullanarak geçiriyorsunuz?
b) 1-2   b) 3-4   c) 5-6   d) 7+

5. En fazla hangi sosyal medya araçlarını kullanıyorsunuz: **Eğer birden fazla kullanıyorsanız, lütfen onları da işaretleyin.**
b) Facebook   b) Instagram   c) Twitter d) **LinkedIn** e) Pinterest f) Google Plus
g) Diğer (Lütfen belirtiniz) ……….

Eğer Facebook kullanıyorsanız, lütfen aşağıdaki soraları cevaplayın:

6. Günde kaç saat Facebook kullanıyorsunuz?
b) 1-2   b) 3-4   c) 5-6   d) 7+

7. Facebook durumunuzu ne sıklıkta güncelliyorsunuz?

   a) Günde birkaç kez
   b) Günde bir kez
   c) Haftada bir kez
   ç) Haftada birkaç kez

8. Facebook'u en fazla hangi amaçla kullanıyorsunuz? **Eğer birden fazla ise, lütfen onları da işaretleyin.**

    a) Mesajlaşmak için
    b) Durum güncellemesi yapmak için
    c) Haberleri görmek için
    ç) Fotoğraf/video paylaşmak için
    d) Birden fazla kişiyle paylaşımda bulunmak için
    e) Fotoğraf/video'ları görmek için
    f) İçeriklerim hakkında geri dönüşüm almak için
    g) Etrafımdaki insanlardan destek almak için
    ğ) Eğlenceli/komik fotoğraf ve videoları görmek için
    h) Tanınmış kişilerin sayfalarını takip etmek için

9. Facebook'ta kaç arkadaşınız var?

b) 0-50   b) 51-100   c) 101-300   d) 301-500   e) 501 +

10. Genellikle ne tür Facebook sayfalarını beğenirsiniz?

b) Tanınmış kişilerin sayfalarını   b) Haber sayfalarını   c) Moda sayfalarını   d) Gıda sayfalarını   e) Komik sayfaları

11. Facebook'ta en fazla hangi ürün reklamlarını takip edersiniz?

b) Moda ürünleri   b) Gıda ürünleri   c) Güzellik ve Bakım ürünleri d) Teknoloji ürünleri
    e) Otomobilleri

12. En fazla hangi kaynaktan belirli moda ürünleri hakkında bilgi edinirsiniz?
a) Gazete   b) Dergi   c) Televizyon   d) Internet   e) Diğer (Lütfen belirtiniz)

13. Favori moda markanızdan ne sıklıkla alışveriş yaparsınız?

b) Hiçbir zaman   b) Her ay   b) İki ayda bir   c) Üç ayda bir
    d) Altı ayda bir   e) Yılda bir

14.   Genellikle hangi araç yoluyla gördüğünüz reklamlara göre moda markalarını seçersiniz?
a) Televziyon   b) Gazate/dergi gibi basılı mecralar   c) Sosyal medya reklamları

d) Reklam panoları e) Diğer (Lütfen belirtiniz) …………..

15. Favori moda markanızla ilgili yeniliklerden nasıl haberdar olursunuz?

a) Mağazalardan   b) Markanın web sayfasından   c) Markanın Facebook
sayfasından   d) Televizyondaki reklamalardan   e) Arkadaşlarımdan ve ailemden
f) Diğer (Lütfen belirtiniz) ………

Lütfen aşağıdaki ifadeleri okuyup, bu ifadelere ne kadar katıldığınızı aşşağıda tabloda verilen puanlamaya göre işaretleyerek belirtiniz.

Sorular	Kesinlikle katılıyorum	Katılıyorum	Kararsız	Katılmıyorum	Kesinlie katılmıyorum
16. Facebook'a bakmadan bir gün geçiremem.					
17. Her türlü haberi Facebook aracılığla öğreniyorum.					
18. Facebook sayfamı güncellediğimde kimse yorum yapmazsa çok üzülürüm.					
19. Facebook reklamları diğer sosyal medyareklamlarından daha etkilidir.					
20. Facebook'ta reklam Görmekten hoşlanmıyorum.					
21. Ek sayfalarda açılan reklamlar yerine,Facebook moda sayfalarındaki reklamları tercih ederim.					
22. Favori moda markamın Facebook sayfasını **BEĞENİYORUM.**					
23. Yeni moda ürünlerinin reklamlarını Facebook sayfalarında görmek isterim.					
24. Moda ürünleri hakkında bilgileri Facebook sayfalarından takip etmeyi seviyorum.					
25. Favori moda markamın Güncellemelerini Facebook sayfalarından takip ederim.					
26. Favori moda markamın güncellemelerini web sayfalarından takip ederim.					
27. Facebook'ta gördüğüm Reklamaları hatırlarım.					
28. Facebook'ta ne kadar fazla reklam görürsem, o kadar fazla alışverişe giderim.					
29. Facebook reklamları moda Alışverişlerimde marka seçimimi etkiler.					
30. Facebookta marka imajı geliştirmek iyi bir yatırımdır.					